

CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY (A), HYDERABAD
SCHOOL OF MANAGEMENT STUDIES

Faculty Paper Publications

Academic Year: 2025-26

S. No.	Publication Details
1	Neeraja, B. (2025). A Scoping Study on the Energy Management System in the City of Hyderabad. Archives for Technical Sciences, 33(2), 355-365 (WoS)
2	Neeraja, B. (2025). Impact of improper waste disposal on animal health: An exploration through environmental toxicology. International Journal of Environmental Science, 11(8), 188–193 (Scopus)
3	Jaba Chakraborty, Razia Nagina, Sowmya Kethi Reddi , Mandakini Paruthi, Rashmita Saran (2025). Impact of ESG reporting on financial performance: Evidence from the energy sector in India. International Journal of Innovative Research and Scientific Studies, 8(6), 1489–1503.
4	Sarika Koluguri, Gnaneshwar Koorella, Suryanarayana Alamuri, Poorna Chandrika T. S., Sowmya Kethi Reddi , Vijayabhasker Reddy D (2025). Decoding Gen Z: Marketing Analytics for the Next Generation of Consumers. International Journal of Environmental Sciences, 1503–1515.
5	Dr. Rakhee Mairal Renapurkar, Dr. M. Sangeetha , Dr. Anita D’Souza, Prof. Akhilesh S. Ingle, Ms. Archana A. Ramesh (2025). Enhancing Educational Effectiveness Through Adaptive Teaching and Learning Approaches. International Journal of Environmental Sciences, 2081–2086 (Scopus)
6	Dr. M. Sangeetha, Dr. Rakhee Mairal Renapurkar, Prof. Dr. B. Neeraja , Dr. T. P. Pavani, Dr. Anita D’Souza, Prof. Akhilesh S. Ingle (2025). The Influence of Specific Behavioural Biases on Risk Perception and Investment Choices. Lex Localis – Journal of Local Self-Government, 23(10), 1573–1584.

7	Srikureddy, Gnana Deepika, P. Rambabu, Dr. G. N. R. Prasad, Dr. T. S. Poorna. Chandrika (2025). Leveraging HR Data Analytics Dashboards for Strategic Talent Management. International Journal of Innovative Research in Computer and Communication Engineering, 13(8), August 2025. DOI: 10.15680/IJRCCE.2025.1308036
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Academic Year 2024-25

S. No.	Publication Details
1	Dr. P. Varaprasad Goud. (2025). Business Sustainability, Social Enablement, ESG, and Ethics: A Systematic Bibliometric Review. Revista De Gestão Social E Ambiental, 18(8), 1–28. Research Gate.
2	Sripathi, M., Leelavati, T. S., Goud, P. V. , Venkateswarakumar, K. S., Ramarao, M., Susmitha, K., & Aminabee, S. (2025). Evaluating Agripreneurs' Satisfaction: Exploring the Effect of Demographics and Emporographics. African Journal of Biological Sciences (South Africa), 6(5), 696–706.
3	Dr. P. Varaprasad Goud. (2025). Adapting to Change: Change Management Strategies and Challenges in Modern Pharmacy Organizations. International Journal of Chemical and Biochemical Sciences, 25(13), 340–347. International Scientific Organization.
4	Goyal, P. A., & Goud, P. V. (2025). Investigating the Role of Sustainable Leadership in Driving Organizational Sustainability. Educational Administration: Theory and Practice, 30(5), 4094–4100.
5	Dr. T. Venkata Ramana. (2025). Cultural impacts on leadership styles: A perspective in social science management. Journal of Infrastructure, Policy and Development, 8(10). Scopus.
6	Dr. B. Neeraja. (2025). Overview of Neuromarketing: Foundations and Development. IGI Global Scientific Publishing, pp. 29–61 (Scopus)
7	Dr. K. Bhagya Lakshmi. (2025). Predicting Heart Attack Risk Using Machine Learning: A Comparative Study of Logistic Regression and Random Forest Algorithms. Public Healthcare and Ancient Science, 5(1), 1182–1191. Indexed in OPENAIRE.

8	Dr. B. V. Jayanthi & Dr. Kavitha Kulkarni. (2025). From Sanctity to Sustainability: Mahakumbh 2025 – A Beacon of Eco-Tourism and Green Governance. <i>International Journal of Environmental Sciences</i> , 2(18s), 210–222 (Scopus).
9	Dr. Kavitha Kulkarni & Dr. B. V. Jayanthi. (2025). Implications and Applications of Human Centric Marketing in the Era of Industry 5.0. <i>Advances in Consumer Research</i> , 2(4), 421–429. ABDC ‘B’.
10	Dr. Kavitha Kulkarni & Dr. B. V. Jayanthi. (2025). Transforming Tourism through AI: A Kerala Case Study Using SMART Model. <i>Academy of Marketing Studies Journal</i> , 29(4). ABDC ‘B’.
11	Dr. Sowmya Kethi Reddi & Dr. T. S. Poornachandrika. (2025). An Empirical Investigation of Factors Shaping Individual Investors’ Behaviour. <i>GIS Science Journal</i> , 12(5), 750–762. Peer-reviewed.
12	Dr. T. S. Poornachandrika & Dr. K. Sowmya. (2025). The Role of Transformational Leadership in Enhancing Employee Performance in the Post-Pandemic Workplace. <i>GIS Science Journal</i> , 12(5), 724–732. Peer-reviewed
13	Ubaid Shaik, Dr. Sowmya Kethi Reddi, & Dr. T. S. Poornachandrika. (2025). Empowering Consumers: The Importance of Security Awareness in India's Digital Payment Ecosystem. <i>GIS Science Journal</i> , 12(5), 658–663. Peer-reviewed.
14	Gunavardhan, Dr. K. Yesubabu (2025). A Study on Tax Payers’ Perception on New Tax Regime. <i>International Research Journal on Advanced Engineering and Management</i> , e-ISSN: 2584–2854, Vol. 3, Issue 6, June 2025, pp. 2170–2175.
15	Dr. B. Lavanya. (2024). A Study on Factors Influencing Individual Investors’ Decisions. <i>International Journal of Scientific Research in Engineering and Management (IJSREM)</i> , 8(9). Peer-reviewed – Crossref – ResearchGate.
16	Dr. B. Lavanya. (2024). Measuring Employee Experience in Digital World – A Study with Reference to IT Industry. <i>International Journal of Creative Research Thoughts</i> , 12(7), 520–533. Peer-reviewed – Crossref – ResearchGate.
17	Dr. B. Lavanya. (2024). Impact of Career Development on IT Employees’ Job Satisfaction and Retention. <i>International Journal of Creative Research Thoughts</i> , 12(7), 662–673. Peer-reviewed – Crossref – ResearchGate.
18	Dr. B. Lavanya. (2024). A Study on Gamification in Select Service Sectors. <i>International Journal of Advance Engineering and Management</i> , 2(9). Peer-reviewed – Crossref – ResearchGate.
19	M. Sangeetha. (2024). Financial Literacy and Behavioral Biases with Reference to IT Professionals in Hyderabad. <i>International Journal of All Research Education and Scientific Methods</i> , 12(7), 1732. Peer-reviewed.
20	Dr. T. S. Poornachandrika. (2024). Digital Literacy and Digital Empowerment: A

	Study of Weavers and Artisans in Pochampally Village, Telangana.* Journal of Informatics Education and Research, 4(2). ABDC.
21	Dr. T. S. Poornachandrika. (2024). A Study on Technical Analysis of Selected Stocks from NIFTY50. International Journal of Research Publication and Reviews, ISSN 2582-7421. Peer-reviewed.
22	Dr. T. S. Poornachandrika. (2024). A Study on Investment Decisions of an Individual Investor Regarding Various Investment Avenues. International Journal of Research Publication and Reviews, ISSN 2582-7421. Peer-reviewed.
23	Dr. T. S. Poornachandrika. (2024). Analysis of Customer Churn in Subscription-Based Streaming Services – A Comparative Study of Spotify and Jiosaavn. International Journal of Research Publication and Reviews, ISSN 2582-7421. Peer-reviewed.
24	Dr. T. S. Poornachandrika. (2024). E-Learning vs Traditional Education: A Comparative Study of College Level Learning in India. Empirical Economic Letters, ISSN 23235233. ABDC.
25	Rajan, Rani & Saraswathi, Dr & Dr, Sindhu. (2024). Executing the sustainability agenda using sustainability balanced scorecard. International Journal of Research in Management. 6. 537-543.
26	Dr. K. Abraham, Dr. Devendra Malapati, Dr. Repalle Giddaiah, Dr. Ramesh Muthangi. (2024). Does the Influencing Factors of Low-Income Consumer Change based on Their Location? A Comparative Study Between YSR Kadapa and Chittoor Districts of Andhra Pradesh in India. European Economic Letters. 14 (2). ISSN 23235233. ABDC.

Academic Year: 2023-24

S. No.	Publication Details
1	Dr. T. S. Poornachandrika. (2024). Tourism Marketing for an Enriched Customer Experience. International Journal of Advance Research in Multidisciplinary, 2(1), 98–99. Peer Reviewed.
2	Dr. B. Lavanya. (2024). Corporate Actions and Stock Prices — A Study With Reference to Select Industries. International Journal of Scientific Research in Engineering and Management, 8(6). Peer Reviewed.
3	Sripathi, M., Leelavati, T. S., Goud, P. V. , Kavitha, C., Kumar, M. V., Lakshmi, B., &

	Aminabee, S. (2024). Unravelling the Impact of Alcohol Use on College Students' Educational Success: A Systematic Analysis. Journal of Drug and Alcohol Research, 13(2). Scopus-indexed.
4	Suhasini Reddy Tatiparti, Kirti Mahajan, Sowmya Kethi Reddi , Mickie Aancy H., & Bhupendra Kumar. (2024). Analyzing the Financial Risk Factors Impacting the Economic Benefits of the Consumer Electronic Goods Manufacturing Industry in India. Journal of Advanced Manufacturing Systems, 22(4), 823–847. Scopus-indexed. (DOI: 10.1142/S0219686723500385)
5	T. Venkata Ramana , Reshmi Ghosh, Renu Jahagirdar, V. S. Narayana Tinnaluri, & Abanibhusan Jena. (2024). The Interaction of Management and HR: Exploring the Influence of Leadership Styles on Organizational Culture. Educational Administration: Theory and Practice, 30(5), 161–167
6	Ms. Rohini & Mrs. M. Sangeetha . (2024). Impact of Electronic Payment Systems on Financial Inclusion in India. International Journal of Creative Research Thoughts (IJCRT), 12(6), 313–318. Peer Reviewed.
7	T. S. Leelavati, S. Madhavi, K. Susmitha, K. S. Venkateswara Kumar, P. Vara Prasad Goud , K. Ganga Raju, & Shaik Aminabee. (2023). Exploring University Student Attitudes, Beliefs, and Alcohol Usage Patterns: An Investigation into Alcohol and Drug Use within the Student Lifestyle. Journal of Drug and Alcohol Research, 12(8).
8	Venkata Sushma Chinta, Sowmya Kethi Reddi , & Nagini Yarramsetty. (2023). Optimal Feature Selection on Serial Cascaded Deep Learning for Predictive Maintenance System in Automotive Industry with Fused Optimization Algorithm. Advanced Engineering Informatics, 57, Article 102105. Scopus/SCIE.
9	Mandakini Paruthi , Harsandaldeep Kaur, Jamid Ul Islam, Aaleya Rasool, & George Thomas. (2023). Engaging Consumers via Online Brand Communities to Achieve Brand Love and Positive Recommendations. Spanish Journal of Marketing — ESIC, 27(2), 138–157. Scopus-indexed.
10	Varsha V. R., Dr. Anil Trimbak Gholap, Dr. Santhosh C. H., Prof. Bagali Ambreen, & Dr. S. Tulasi Ram . (2024). Fintech and Sustainable Finance: A Review of Environmental, Social, and Governance (ESG) Integration. Educational Administration: Theory and Practice, 30(5), 6816–6824.
11	T. Venkata Ramana . (2023). Impact of Job Enlargement on Retention of Non-Teaching Staff in Private Higher Education Institutions. Journal of Informatics Education and Research, 3(2), 697–704. Web of Science (WoS).