

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

**Project Details for the Academic Year 2023-24**

S.N	H.T.No.	Student Name	Title of the Project
1	1601-22-672-001	AISHWARYA REDDY P	ROLE OF EMPLOYEE ENGAGEMENT ON JOB SATISFACTION AND JOB PERFORMANCE
2	1601-22-672-002	AMUDALA AKANKSHA	A STUDY ON IMPACT OF TRAINING AND DEVELOPMENT ON EMPLOYEES' PERFORMANCE
3	1601-22-672-003	ANSHU PERIKETI	IMPACT OF WORKPLACE DISCRIMINATION ON EMPLOYEE WELL-BEING
4	1601-22-672-004	B NITHIN	CORPORATE ACTIONS AND STOCK PRICES – A STUDY WITH REFERENCE TO SELECT INDUSTRIES
5	1601-22-672-005	BOGGULA DHANALAXMI	A STUDY ON THE IMPACT OF TAXATION ON INVESTMENTS IN THE IT SECTOR OF HYDERABAD
6	1601-22-672-006	BOINI AKHILA	A STUDY ON EMPLOYEES COMPATIBILITY IN DIGITAL WORLD WITH REFERENCE TO EDUCATIONAL SECTOR
7	1601-22-672-007	BOMMAKANTI NAISHTIKA KRISHNA	A STUDY ON QUALITY OF LIFE AMONG STREET VENDORS IN HYDERABAD CITY
8	1601-22-672-008	CH VAISHNAVI	IMPACT OF SOCIAL MEDIA ON WOMEN FOR FINANCIAL INVESTMENT DECISION
9	1601-22-672-009	CHEMPATI SIRUMANI SATYA VARMA	ASSESSING THE IMPACT OF SYSTEMATIC RISK ON INVESTORS PORTFOLIO: A COMPARATIVE ANALYSIS OF THE GREAT RECESSION AND COVID-19 CRISIS
10	1601-22-672-010	CHARUGULLA SAI PRAGNA	A STUDY ON THE IMPACT OF LEVERAGE RATIOS ON FIRMS PERFORMANCE
11	1601-22-672-011	CHINTAKINDI DEEPTHI SREE	ROLE OF TECHNOLOGY IN REMOTE WORK CULTURE AND ITS IMPACT ON EMPLOYEE JOB SATISFACTION AND JOB PERFORMANCE
12	1601-22-672-012	DAMMU RUTRIK RAJU	A STUDY ON RETAILER PURCHASING BEHAVIOUR WITH REFERENCE TO DAIRY BEVERAGE BRANDS

13	1601-22-672-014	DUGGANAPALLI ROHINI	IMPACT OF ELECTRONIC PAYMENT SYSTEMS ON FINANCIAL INCLUSION IN INDIA
14	1601-22-672-015	ERROLLU SWARNALATHA	A STUDY ON IMPACT OF SOCIAL MEDIA ON YOUNG GENERATION IN FINANCIAL INVESTMENT DECISIONS
15	1601-22-672-016	G NIKHIL KUMAR	A STUDY ON PREDICTION OF STUDENT PERFORMANCE USING EDUCATIONAL DATA MINING
16	1601-22-672-017	GANGISETTI NAGA SAI MANOHAR	A STUDY ON FINANCIAL PLANNING FOR SALARIED EMPLOYEE AND STRATEGIES FOR TAX EXEMPTIONS
17	1601-22-672-018	GILLA CHANDUVARDHANRAO	A STUDY ON FINANCIAL MANAGEMENT OF STREET VENDORS IN HYDERABAD
18	1601-22-672-019	GOLLAMUDI LAKSHMI KUSUMANJALI	A COMPARITIVE STUDY OF MACHINE LEARNING APPROACHES FOR FORECASTING HEARTATTACK SUSCEPTIBILITY
19	1601-22-672-020	GONGALAREDDY SRIVARDHAN REDDY	A STUDY ON THE AWARENESS OF CRYPTOCURRENCY
20	1601-22-672-021	GORU HEMANTH RAO	UNVEILING NEO-BANKING: EXPLORING GENZ's AWARENESS AND PERCEPTION OF DIGITAL FINANCIAL PLATFORMS
21	1601-22-672-022	GUNTI VIJAY	A STUDY ON ENHANCING SECURITIES ON UPI PAYMENTS: EXPLORING MEASURES AND TECHNOLOGY FOR SECURE TRANSACTIONS
22	1601-22-672-023	HARSH VERMA	A STUDY ON FACTORS INFLUENCING IT EMPLOYEES' BEHAVIOUR TOWARDS INVESTMENTS
23	1601-22-672-024	JANKI KUNWAR RATHORE	A STUDY ON CHATBOT REVOLUTIONIZING RECRUITMENT: INSIGHTS FROM RECRUITERS ON EXPERIENCES, EXPECTATIONS AND DESIGN OPPORTUNITIES IN IT SECTOR
24	1601-22-672-025	KANDUKURI SREEKANTHI	A STUDY OF AESTHETICS: IMPACT ON INVESTMENT CHOICES
25	1601-22-672-026	KANDUKURI PRUTHVI	INVESTMENT BEHAVIOUR, ATTITUDES AND INVESTMENT DECISIONS: MODERATING ROLE OF INVESTOR EXPERIENCE
26	1601-22-672-027	KANUKULA SAI KUMAR REDDY	EXPLORING THE IMPACT OF INSTAGRAM INFLUENCERS ON PURCHASING BEHAVIOUR
27	1601-22-672-028	KATAM ANISHA	A STUDY ON LEVERAGING MARKET BASKET ANALYSIS FOR ENHANCED

			ONLINE GROCERY SHOPPING EXPERIENCES
28	1601-22-672-029	KATTA LEENA	A STUDY ON PREDICTION OF HEART DISEASE USING MACHINE LEARNING
29	1601-22-672-030	KOPPOLE SHALOM EVANGELINE	IMPACT OF MERGERS AND ACQUISITIONS ON FINANCIAL PERFORMANCE OF SELECT IT SECTOR COMPANIES
30	1601-22-672-031	KORE RANGASWAMI	A STUDY ON IMPACT OF THE DEMERGER ACTIVITIES ON THE FINANCIAL STATEMENTS OF COMPANIES
31	1601-22-672-032	LAMBADI VARAPRASAD	A COMPREHENSIVE STUDY ON EMPLOYEE WELLNESS PROGRAMMES IN CORPORATE SECTOR
32	1601-22-672-033	LEGALA SREYA	A STUDY ON GAMIFICATION IN SELECT SERVICE SECTORS
33	1601-22-672-034	M SHUSHMA	A STUDY ON ASSESSING EMBEDDED FINANCE IN E-COMMERCE PLATFORMS
34	1601-22-672-035	MANGANOORI KARAN	CHATBOTS EFFECTIVENESS ON USER SATISFACTION: MODERATED MEDIATING EFFECT OF EASE OF USE, USER EXPERIENCE AND LOYALTY
35	1601-22-672-036	MANNEGUDA SAI TEJA	COMPARATIVE ANALYSIS OF INFLUENCER MARKETING AND TRADITIONAL MARKETING STRATEGIES ON FITNESS PRODUCT ADOPTION AMONG GYM-GOERS
36	1601-22-672-037	MANSI SINGH	A STUDY ON THE IMPACT OF FINTECH ON CUSTOMER EXPERIENCE
37	1601-22-672-038	MOHAMMAD NUMAN HASAN	A STUDY ON TIMELY CHANGE IN CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING
38	1601-22-672-040	MUDAVATH SRIKANTH	A STUDY ON EMPLOYEE ENGAGEMENT IN IT INDUSTRY
39	1601-22-672-041	NAGARURU RAKSHITHA	ROLE OF DIGITAL PAYMENT INITIATIVES ON CUSTOMER LOYALTY AND SATISFACTION
40	1601-22-672-042	NAGUMALLA SAI ASISH	A STUDY ON MERGER'S AND ACQUISITIONS IN SELECT MANUFACTURING FIRMS: PRE AND POST - FINANCIAL PERFORMANCE ANALYSIS
41	1601-22-672-043	NALLA NITHIN KUMAR	AN ANALYTICS STUDENT ON THE VOLATILITY OF BANK STOCKS

42	1601-22-672-044	NEELI PREMI	A STUDY ON ADOPTION OF VOICE BASED ASSISTANTS AMONG GENZ USERS AN APPLICATION OF UTAUT MODEL
43	1601-22-672-045	NEERATI AKSHAYA	A STUDY ON IMPACT OF DECISION MAKING ON EMPLOYEE JOB SATISFACTION AT TSRTC
44	1601-22-672-046	P YAMINI	A STUDY ON THE MARKET BASKET ANALYSIS EXPLORING SALES TRENDS
45	1601-22-672-047	PASHAM SHIVA RAMA KRISHNA REDDY	ANALYSING THE GROWTH OF MOBILE PAYMENT SYSTEMS AND THEIR IMPLICATIONS FOR FINANCIAL INCLUSION
46	1601-22-672-048	PASUPULA SRUTHI	A STUDY ON PRE AND POST COVID-19 ANALYSIS OF SUSTAINABILITY PRACTICES OF RENEWABLE ENERGY COMPANIES
47	1601-22-672-049	PATLOLLA DEEPTHI REKHA	A STUDY ON FINTECH AND ITS INFLUENCE ON BANKING SECTOR
48	1601-22-672-050	SHAIK SHAHID AFREED	IMPACT OF MACRO-ECONOMIC VARIABLES ON NIFTY50 INDEX
49	1601-22-672-051	SHALINI CHUNUKWAD	A STUDY ON IMPACT OF SUSTAINABLE MARKETING ON CONSUMER PERCEPTION IN HYDERABAD CITY WITH REFERENCE TO RETAIL INDUSTRY
50	1601-22-672-052	SK RIZWAN	A COMPREHENSIVE STUDY ON TREND ANALYSIS OF SELECTED STOCKS: BY USING SELECTED TECHNICAL INDICATORS
51	1601-22-672-053	SODAPANEEDI KAVYA SRI	A STUDY ON USAGE OF ONLINE JOB PORTALS AMONG JOB SEEKERS
52	1601-22-672-054	SOLIPURAM CHAITHANYA	A STUDY ON THE INFLUENCE OF AUGMENTED REALITY ON CONSUMER BEHAVIOUR AMONG IGEN USERS
53	1601-22-672-055	THANNERU SAI	A STUDY ON IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON COMPANIES FINANCIAL PERFORMANCE
54	1601-22-672-056	THOTA VYSHNAVI	EXPLORING THE INFLUENCE OF AUGMENTED REALITY ON CONSUMER PURCHASE INTENTIONS AND USER EXPERIENCE IN E-COMMERCE
55	1601-22-672-057	UPPARI BINDU	COMPARATIVE ANALYSIS OF FINANCIAL DISTRESS IN IT COMPANIES BEFORE AND AFTER COVID-19 USING ALTMAN'S Z-SCORE MODEL

56	1601-22-672-058	V MAHESH	A STUDY ON CUSTOMER PERCEPTION ON GST IN HOTEL INDUSTRY WITH REFERENCE TO HYDERABAD CITY
57	1601-22-672-059	V S GAURAV	A STUDY ON THE IMPACT OF COGNITIVE BIASES ON INVESTMENT DECISION MAKING
58	1601-22-672-060	VADLA BHARGAVI	MEASURING EMPLOYEE EXPERIENCE IN THE DIGITAL WORLD A STUDY WITH REFERENCE TO THE IT INDUSTRY
59	1601-22-672-121	VAJJHA RUKMINI	THE ROLE OF EMOTIONAL INTELLIGENCE IN TEACHER'S CLASSROOM MANAGEMENT PRACTICES AND STUDENT BEHAVIOUR
60	1601-22-672-122	VEERLA SAI SRAVANI	A STUDY ON IMPACT OF GST ON BANKING INDUSTRY
61	1601-22-672-123	VERPULA AKHILA	IMPACT OF CAREER DEVELOPMENT OPPORTUNITIES ON IT EMPLOYEES JOB SATISFACTION AND EMPLOYEES' RETENTION
62	1601-22-672-124	YALALA ANUSHA	A STUDY ON RISK AND RETURN ANALYSIS OF SELECT STOCKS
63	1601-22-672-062	ABHISHEK DUBEY	A STUDY ON TECHNICAL ANALYSIS OF SELECTED STOCKS FROM NIFTY 50
64	1601-22-672-063	ANNAPUREDDY SIVA SANKAR REDDY	A STUDY ON QUANTIFYING RISK AND RETURN OF SELECTED BANKING STOCKS
65	1601-22-672-064	APURU KRISHNA	A STUDY ON UNDERSTANDING THE INFLUENTIAL FACTORS DRIVING INTEREST IN VEGAN PRODUCTS
66	1601-22-672-065	AVULA AMRUTHA	IMPACT OF TAX REGIME ON INVESTMENT DECISION OF INDIVIDUAL TAX PAYERS
67	1601-22-672-066	AYUSH SHARMA	A STUDY ON EFFECT OF ENVIRONMENTAL SOCIAL GOVERNANCE FACTORS ON STOCK MARKET
68	1601-22-672-067	BANDA HARSHITHA	THE IMPACT OF VIRTUAL REALTY TECHNOLOGY ON STUDENT ENGAGEMENT MOTIVATION AND ACADEMIC ENVIRONMENT
69	1601-22-672-069	BOPPA BALAKRISHNA	INVESTMENT IN TAX SAVING PRODUCTS AN OVERVIEW
70	1601-22-672-070	C SOWMYA	A STUDY ON IMPACT OF MOBILE BANKING ON TRADITIONAL BANKING

71	1601-22-672-071	CHENNABOINA SAI KARTHIK	INVESTORS INVESTMENT DECISION, PERCEPTION, PATTERN AND BUYING BEHAVIOUR TOWARDS COMMODITY MARKET
72	1601-22-672-072	CHIRAMCHETTI VISHAL VARMA	A STUDY ON IMPACT OF BRAND IMAGE ON CONSUMER BUYING BEHAVIOUR
73	1601-22-672-073	D NIKITHA	A STUDY ON EXPANDING HORIZONS WITH MOBILE MICROFINANCE
74	1601-22-672-074	DESHABATTINI KEERTHANA	UNVEILING THE LINK BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL SUCCESS: INSIGHTS FROM THE INDIAN BUSINESS LANDSCAPE
75	1601-22-672-075	DEVARAI ANITHA	A STUDY ON IMPACT OF GST ON TEXTILE INDUSTRY WITH SPECIAL REFERENCE TO HYDERABAD
76	1601-22-672-076	DEVULAPALLY MANASI GOUD	ASSESSING SUSTAINABLE FINANCIAL AWARENESS, ADOPTION AND PERCEPTION
77	1601-22-672-077	DHANARAM NINAD GOUD	A STUDY ON INVESTMENT DECISIONS OF AN INDIVIDUAL INVESTOR REGARDING VARIOUS INVESTMENT AVENUES
78	1601-22-672-078	SOWMYA E	A STUDY ON INFLUENCE OF FOOD MARKETING ON CONSUMER PURCHASING BEHAVIOR
79	1601-22-672-079	GADWAL RAM REDDY	INFLUENCER MARKETING AND PURCHASE INTENTION – A STUDY WITH REFERENCE TO FASHION & BEAUTY PRODUCTS
80	1601-22-672-080	GANAPUR SARWAR	A COMPARATIVE STUDY ON CUSTOMER SATISFACTION IN ONLINE AND OFFLINE RETAIL STORES IN INDIA
81	1601-22-672-081	GANDLA SAI SANGAMESHWAR	A STUDY OF THE PRE-POST ACQUISITION FINANCIAL PERFORMANCE OF SELECTED PHARMACEUTICAL COMPANIES IN INDIA
82	1601-22-672-082	GUDA SAI SHRAVYA	ANALYSIS OF CUSTOMER CHURN IN SUBSCRIPTION BASED STREAMING SERVICES – A COMPARATIVE STUDY OF SPOTIFY AND JIOSAAVN
83	1601-22-672-084	HARSHA GAYATRI VEMPATI	DERIVATIVES TRADING STRATEGIES: AN EMPIRICAL ANALYSIS USING BUSINESS ANALYTICAL TOOLS

84	1601-22-672-085	JADHAV RAJENDAR	A STUDY ON ANALYZING SELECTED FUTURE DERIVATIVES
85	1601-22-672-086	JANGETI VIKAS	A GENERAL ANALYSIS OF SELECTIVE BANKS IN REGIONAL RURAL BANKS
86	1601-22-672-088	K B KARTEEK	“A STUDY ON ANALYZING RELATIONSHIP BETWEEN RISK AND RETURN OF SELECT STOCKS
87	1601-22-672-090	KANIKE CHAITANYA	A STUDY ON IMPACT OF RISK MANAGEMENT STRATEGIES FOR SMALL BUSINESSES
88	1601-22-672-091	KONDAPARTHI VAMSHI KRISHNA	A STUDY ON PERFORMANCE OF SELECT ASSET CLASS AS AN INVESTMENT AVENUE
89	1601-22-672-092	KOSHIKA YESHWANTH	A STUDY ON COMPARATIVE RISK AND RETURN ANALYSIS OF SELECTED COMPANIES
90	1601-22-672-093	KUMMARI SAI KISHORE	A STUDY ON QUANTIFYING RISK AND RETURN ANALYSIS OF SELECTED STOCKS IN AUTOMOBILE INDUSTRY
91	1601-22-672-094	KUMMORI ACHSAH	A STUDY ON FACTOR INFLUENCING INDIVIDUAL INVESTORS DECISION
92	1601-22-672-095	M POOJITHA	A STUDY ON IMPACT OF SOCIAL MEDIA ON INVESTMENT DECISIONS WITH REFERENCE TO HYDERABAD CITY
93	1601-22-672-096	MEDURI SHANKARA SUBRAMANYA SRI DATTA PRASAD	AI DRIVEN DECISION SUPPORT SYSTEM FOR FINANCIAL FORECASTING
94	1601-22-672-097	MANDRA SHREEYA REDDY	A STUDY ON INFLUENCE OF TRAINING AND COMPENSATION ON EMPLOYEE PERFORMANCE IN IT INDUSTRY
95	1601-22-672-098	MADA ANJALI	A STUDY ON THE IMPACT OF FINANCIAL EDUCATION INITIATIVES ON LONG- TERM FINANCIAL STRESS ALLEVIATION AMONG ADULTS
96	1601-22-672-099	MADDUKURI MEGHANA	A STUDY ON CULTURAL INFLUENCES ON HOUSEHOLD FINANCIAL DECISION MAKING: A COMPARATIVE STUDY OF URBAN AND RURAL AREAS IN TELANGANA
97	1601-22-672-100	MAILARAM MEGHANA	A STUDY ON IMPACT OF CREDIT SCORE ON MENTAL HEALTH
98	1601-22-672-101	MALLAKKAGARI AVINASH	UNDERSTANDING THE PSYCHOLOGICAL FORCES BEHIND CONTENT ENGAGEMENT AND BRAND PERCEPTION
99	1601-22-672-102	MALLAM ASHISH	EXPLORING AWARENESS AND PERCEPTION OF CRYPTO CURRENCY AND

			BLOCK CHAIN TECHNOLOGY IN TELANGANA
100	1601-22-672-103	MALOTH PRAVEEN	COMPREHENSIVE STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE IN e- COMMERCE
101	1601-22-672-105	NEERATI GANESH	A STUDY ON ANALYSIS OF REAL ESTATE SECTOR GROWTH WITH REFERENCE OF REAL ESTATE INFORMATION SYSTEM IN HYDERABAD
102	1601-22-672-106	PALURU USHA	A STUDY ON EMPLOYEE BENEFITS AND JOB SATISFACTION AMONG IT AND BANKING SECTOR
103	1601-22-672-107	PATNAM SHOBITH REDDY	A STUDY ON CONSUMER PERSPECTIVE TOWARDS EDUCATIONAL STARTUPS IN INDIA
104	1601-22-672-108	PERUMANDLA AASHRITHA	A STUDY ON INNOVATIONS IN RECRUITMENT: EXPLORING AI AND GAMIFICATION IN TALENT ACQUISITION
105	1601-22-672-110	SAPPIDI PRASANNA	BREAKING THE GLASS CEILING: EXPLORING GENDER DISPARITY IN LEADERSHIP ROLES
106	1601-22-672-112	SHASHWAT SINGH	A STUDY ON IMPACT OF STOCK INDICES ON FOREIGN DIRECT INVESTMENT
107	1601-22-672-113	SHEETHAL KUMAR MANDADI	A STUDY ON THE IMPACT OF BRAND IMAGE AND CONSUMER BUYING BEHAVIOUR ON CONSUMER SATISFACTION IN THE FMCG SECTOR
108	1601-22-672-114	SOMA KRUSHITHA	AGRICULTURAL INTELLIGENCE: MACHINE LEARNING STRATEGIES FOR SUSTAINABLE AGRIBUSINESS
109	1601-22-672-115	SRIMANTHULA MAHESH GOUD	A STUDY ON MOVING AVERAGE CROSSOVER – TOOL OF TECHNICAL ANALYSIS
110	1601-22-672-116	SUKKA RAGHU	A STUDY ON THE RISK TOLERANCE AND RISK PERCEPTION OF ADULT INVESTORS IN HYDERABAD
111	1601-22-672-117	SYEDA JAVERIA FATIMA	INVESTOR PERCEPTION AND USE OF AI – POWERED ESG INVESTMENTS TOOLS
112	1601-22-672-118	THADAKAPELLY RAMYASRI	A STUDY ON DIRECT BENEFIT TRANSFER VIA JAN DHAN YOJANA: A SERIES OF IMPROVEMENTS TOWARDS DIGITALIZATION OF FINANCIAL SERVICES IN INDIA
113	1601-22-672-119	VALLUR GEETHANJALI	IMPACT OF NON-PERFORMING ASSETS (NPA) ON PROFITABILITY WITH RESPECT TO SELECT PUBLIC SECTOR BANKS IN INDIA



			BANKS IN INDIA
114	1601-22-672-125	NAMA VISHAL	A STUDY ON SENTIMENT ANALYSIS OF FOOD REVIEWS
115	1601-22-672-126	YARRABOTHULA MOUNIKA REDDY	A STUDY ON IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER ENGAGEMENT AND PURCHASE INTENTION
116	1601-22-672-127	YARAMASU ABHIRAM	A STUDY ON MEASURING INTENTION AND BEHAVIOUR TOWARDS REAL ESTATE INVESTMENTS - A COMPARATIVE STUDY OF GEN Y AND GEN Z INVESTORS
117	1601-22-672-128	YELLARAM VENKAT REDDY	A STUDY ON THE FACTORS INFLUENCING ON IPO's PRICING IN INDIA



HOD-SMS