

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

Book Publications

CAY (2025-26)	
S. No.	Title
1	Dr. T. S. Poornachandrika & Dr. K. Sowmya. (2025). Transforming Education: Exploring the Impact of E-Learning Platforms in Bharat for Vision Viksit Bharath @2047. ICSSR Conference Proceedings, Academic Research Publishers. ISBN: 978-81-977935-3-0.
CAYm1 (2024–2025)	
2	Dr. B. Neeraja. (2024). Management 360 Degree Perspective: Pursuing an MBA Exploring the Benefits and Opportunities. LAP Lambert Academic Publishers. ISBN: 978-620-8-17218-3.
3	Dr. B. V. Jayanthi. (2025). Empowered to Innovate: Perspectives on India's Entrepreneurial Landscape. Chendur Publishing House. ISBN: 978-81-987537-3-1.
CAYm2 (2023–2024)	
4	Dr. T. S. Poornachandrika. (2023–2024). Customer Relationship Management. Scientific International Publishing House. ISBN: 978-93-94002-68-5.



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**Book Chapters
CAY (2025–2026)**

S. No.	Title
1	B. V. Jayanthi & B. Neeraja. (2026). Bio-enzyme Based Innovation in Urban Waste Management: Pathway to Sustainable Entrepreneurship (pp. 139–156).
2	Boggetti, G. S. & Lavanya, B. (2025). AI and Innovation in HRM. In AI and Innovation in HRM: The Future of Strategic HR in the Service Economy (pp. 114–123). DOI: 10.4324/9781003522157-7.
3	Deepali Mayur Gala; Kirti Khanna; Bhakti Pawar; Parmeshwari; Savita; Bhaskar Vijayrao Patil. (2025). Optimizing Customer Churn Prediction in Digital Banking through Ensemble Learning Approaches. In Progressive Computational Intelligence, Information Technology and Networking. Taylor & Francis Group. DOI: 10.1201/9781003650010-52.
CAYm1 (2024-25)	
4	Dr. T. S. Poornachandrika. (2024). Ethical Dilemmas in Gamified Marketing Approaches. In Marketing and Gamification. Routledge (Taylor & Francis Group). ISBN: 9781032694177.
5	Dr. T. Venkata Ramana. (2024). Humanity Deficit at the Workplace: Amplifying the Unheard Voice through Empirical Research. In Organization, Purpose, and Values: Integrating Diversity, Equity and Inclusion (pp. 256–275). Routledge (Taylor & Francis Group). DOI: 10.4324/9781003501374.
6	Dr. Rakhee Renapurkar. (2024). Stress, Anxiety and Inhibitions among Students (pp. 87–91). SHINEEKS Publishers. ISBN: 979-8-89496-290-0.
7	Dr. B. Neeraja. (2024). Role of Business Analytics in Education Sector. SHINEEKS Publishers. ISBN: 979-8-89496-290-0.
8	Dr. B. V. Jayanthi. (2024). Transforming Business with ESG: Pioneering Environmental, Social, and Governance Initiatives in India. SHINEEKS Publishers. ISBN: 979-8-89496-290-0.
9	Mrs. M. Sangeetha & M. Kalyani. (2024). A Study on Foreign Direct Investments in Indian Airline Sector. FinTech-Walnut Publication. ISBN: 978-93-5911-346-3.

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