

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

Project Details for the Academic Year 2024-25

S.No.	H.T.No.	Student Name	Title of the Project
1	160123672001	ADDANURI SAI TEJA	INFLUENCE OF PERSONALIZED GAMIFICATION ON ENRICHED CUSTOMER EXPERIENCE AND LOYALTY
2	160123672002	AINAPARTHY MANOGNA GAYATRI	ANALYSIS OF CROSSOVER MOVING AVERAGES ON SELECTED INDIAN STOCKS
3	160123672003	AMETI SRINIDHI	STUDY ON IMPACT OF FINANCIAL LITERACY AND ARTIFICIAL INTELLIGENCE ON INVESTMENT BEHAVIOUR AMONG EMPLOYEES
4	160123672004	B KARTHIK	BEHAVIORAL FINANCE: UNDERSTANDING INVESTOR PSYCHOLOGY AND ITS IMPACT ON STOCK MARKET TRENDS
5	160123672005	BACHALA SHIVAKUMAR	PREDICTING CORPORATE FINANCIAL SUSTAINABILITY USING BUSINESS ANALYTICS
6	160123672006	BARIKI DEEKSHIKA	RELATIONSHIP BETWEEN EMPLOYEE ENGAGEMENT AND EMPLOYEE SATISFACTION: A MODERATED MEDIATION ANALYSIS WITH REFERENCE TO TAJ DECCAN
7	160123672007	BHUKYA DIVYA	ROLE OF HEALTH INSURANCE LITERACY ON RISK MITIGATION DECISIONS
8	160123672008	BHUKYA USHASRI	USAGE OF AI TOOLS IN HR PRACTICES AND ITS IMPACT ON HR PRODUCTIVITY
9	160123672009	BOLLINCHERVU TEJASREE	A STUDY ON DECODING GEN 'Z'S FASHION CHOICES: AN EMPIRICAL ANALYSIS OF PURCHASE DECISIONS THROUGH ONLINE CONSUMER REVIEWS
10	160123672010	BONALA NANDINI	THE IMPACT OF FINANCIAL LITERACY ON RISK TOLERANCE AND INVESTMENT PREFERENCES OF WORKING WOMEN IN HYDERABAD
11	160123672011	BORAVELLY AMULYA	A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE FUNCTIONS WITH REFERENCE TO IT SECTOR IN HYDERABAD
12	160123672012	BURUGULA SHANMUKHI	A STUDY ON THE IMPACT OF REMOTE WORK ON EMPLOYEE ENGAGEMENT AND PRODUCTIVITY IN IT SECTOR OF HYDERABAD

13	160123672013	CHILAKAMARR I RANGA VARADA SAI HARSHITH	A STUDY ON AWARENESS LEVELS OF ETHICAL AND SUSTAINABLE RETIREMENT INVESTING PLANS (ESG) IN INDIA
14	160123672014	DABBIRUHARS HITHA	A STUDY ON PAYROLL AND EMPLOYEE SATISFACTION WITH THE DIVERSITY INCLUSION AND EQUITY PRACTICES IN IT SECTOR: VISAKHAPATNAM
15	160123672015	DURGA CHARAN VISHNUPATUL U	INFLUENCER MARKETING AND LIFESTYLE BRANDING: A SYNERGETIC APPROACH FOR CONSUMER ENGAGEMENT
16	160123672016	EGURLA PRASHANTH	COLOUR MATTERS: UNVEILING THE NEURO MARKETING EFFECTS ON CONSUMER PERCEPTION AND DECISION MAKING
17	160123672017	GADDAMWAR ADITYA	THE IMPACT OF AN INFLUENCER ON CONSUMER BUYING BEHAVIOUR TOWARDS FASHION PRODUCTS
18	160123672018	GANGASANI HARITHA	CASHLESS TRANSACTIONS AS A TOOL OF FINANCIAL INCLUSION; IMPACT OF FINANCIAL INCLUSION ON SELECTED MACROECONOMIC VARIABLE
19	160123672019	GEDELA HARSHA VARDHAN	EVALUATING THE PERFORMANCE OF SELECTED MUTUAL FUNDS BY USING SHARPE AND TREYNOR RATIOS
20	160123672020	GEETHIKA SHRUTHI BOGGETI	AI AND INNOVATION IN HRM: THE FUTURE OF HUMAN IN HUMAN RESOURCE MANAGEMENT
21	160123672021	GELAMONI SANDHYA	A STUDY ON NON-PERFORMING ASSETS OF COMMERCIAL BANKS AND ITS IMPACT ON BANKS PERFORMANCE
22	160123672022	GUBILI DEEKSHITHA	A STUDY ON THE IMPACT OF FINANCIAL INFLUENCERS ON PERSONAL INVESTMENT DECISIONS
23	160123672023	GURAJALA RAVITEJA GOUD	A STUDY ON THE POST COVID: NEW AGE TECH IPOs AND REASON FOR ITS FAILURES
24	160123672024	HABIB BILAL HUSSAIN	A STUDY ON INVESTMENT PATTERNS OF URBAN POPULATION IN HYDERABAD
25	160123672025	HAKEEM BHAVANA	EXPLORING MANAGEMENT GRADUATES ENGAGEMENT WITH ONLINE LEARNING PLATFORMS – MOTIVATIONS, CHALLENGES AND EXPECTATIONS
26	160123672027	JARUPULLA ESHWAR	A STUDY ON PURCHASING BEHAVIOUR OF PASSENGER CARS

27	160123672028	KANDI CHAMANTHI	THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON FINANCIAL PERFORMANCE: A STUDY ON SELECT AUTOMOBILE COMPANIES IN INDIA
28	160123672029	KOLAMURI ROHITH SRI GANESH	STOCK PRICE DYNAMICS: ANALYSING THE EFFECTS OF MACROECONOMIC VARIABLES ON STOCK PRICE IN THE PRE & POST COVID ERA
29	160123672030	KOMATI LAVANYA	AN EMPIRICAL STUDY ON SELECTED AUTOMOBILE SCRIPS USING EMH
30	160123672031	KOPPULAPALLY PRASHANTH	THE ROLE OF INTEREST RATE FLUCTUATIONS ON INDIAN STOCK MARKET PERFORMANCE
31	160123672032	KOTTURI VINEETH KUMAR	A COMPARATIVE STUDY OF SELECTED NIFTY IT COMPANIES USING KEY FINANCIAL INDICATORS
32	160123672033	M AMULYA	COMPARATIVE STUDY OF INVESTMENT PREFERENCE AMONG WORKING PROFESSIONALS IN TELANGANA: TRADITIONAL VS MODERN AVENUES
33	160123672034	MALLA DHATRI	A STUDY ON THE PERSONAL FINANCIAL PLANNING AND DEBT MANAGEMENT STRATEGIES OF CORPORATE EMPLOYEES OF HYDERABAD
34	160123672035	MOHAMMAD VASEEM ROSHAN	A STUDY ON IMPACT OF MUDRA YOJANA ON SMALL SCALE VENDORS
35	160123672036	MOHAMMED ABRAR HUSSAIN	BREAKING THE MOLD: FINTECH'S TRANSFORMATION OF INDIAN TRADITIONAL BANKING
36	160123672037	MOHAMMED OSAMATULLAH	DIGITAL DEBT: EXPLORING THE RISKS OF MONEY LENDING APPS
37	160123672038	NAMA HRUDAY	A REPORT ON PERFORMANCE OF REGIONAL RURAL BANKS IN INDIA
38	160123672039	NATHI SHIVANI	THE EVOLUTION OF DIGITAL PAYMENTS IN TELANGANA: A STUDY ON UPI, E-RUPEE, AND FUTURE OF CURRENCY
39	160123672040	P DHARANI	A STUDY ON THE PERFORMANCE AND AWARENESS OF SOVEREIGN GOLD BONDS
40	160123672041	PANUGOTHU SAITEJA	MEDIATING ROLE OF FINANCIAL FLEXIBILITY IN ENHANCING ESG PERFORMANCE, ROA AND FIRM VALUE
41	160123672042	PASTHAM PRIYANKA	AN EMPIRICAL ANALYSIS OF STOCK PRICE VOLATILITY IN SELECTED INDIAN FINTECH COMPANIES

42	160123672043	PATLOLLA ABHINAYA REDDY	REVEALING THE KEYS TO RETENTION: A STUDY ON UNDERSTANDING EMPLOYEE SATISFACTION IN TODAY'S WORKPLACE WITH REFERENCE TO AUTOMOBILE SERVICE CENTRE
43	160123672044	PATNALA BARNABAS	GREEN BOND MARKET – A STUDY ON PROSPECTS AND CHALLENGES
44	160123672045	PEDDINTI SAI JAGADEESH	ARTIFICIAL INTELLIGENCE IN REVOLUTIONIZING CUSTOMER ENGAGEMENT: A COMPARATIVE STUDY ON AMAZON AND FLIPKART
45	160123672046	POGULA RAKESH	THE IMPACT OF E-COMMERCE APPS INTERFACE DESIGN ON PRODUCT SALES: A USER CENTRIC APPROACH
46	160123672047	R BHOOMIKA	DUAL PATHWAYS TO SUCCESS: COMBINING UPSKILLING AND RESKILLING FOR SELF-EFFICACY AND CAREER DEVELOPMENT
47	160123672048	RAVUROOPULA SOWMYA	CONSUMER BEHAVIOUR AND BRAND STRATEGY: THE IMPACT OF SHORT-FORM VIDEO IN HYDERABAD'S FOOD SECTOR
48	160123672049	REKHANDER PREETHI	A STUDY ON RETAIL SECTOR RESILIENCE: A POST COVID PERFORMANCE ANALYSIS W.R. TO SELECTED COMPANIES
49	160123672050	SABAVATH SHIVA	“RETAILER PROCUREMENT STRATEGIES WITH REFERENCE TO DAIRY BEVERAGE BRANDS – AN ANALYTICAL STUDY
50	160123672051	SAGAR BANOTHU	CONSUMER BUYING BEHAVIOUR THROUGH DISCOUNTS AND COUPONS: AN ANALYTICAL STUDY ON ONLINE FASHION INDUSTRY
51	160123672052	SANDIRI DHANUSH	EXAMINING THE MODERATING INFLUENCE OF PROFITABILITY ON THE RELATIONSHIP BETWEEN CAPITAL STRUCTURE AND DIVIDEND POLICY OF SELECTED SECTORS IN NSE
52	160123672053	SARAH ANAM KHAN	EFFECTIVENESS OF HIRING APPS COMPARED TO TRADITIONAL HIRING METHODS
53	160123672054	SILVERY DEENA KEERTHANA	INVESTMENT DECISIONS – A STUDY ON BEHAVIOURAL FACTORS AND FINANCIAL WELL BEING
54	160123672055	SRAVYA P	COMPARATIVE PERFORMANCE ANALYSIS OF NIFTY 50 AND NIFTY 50 EQUAL WEIGHT INDICES (2017-2024)
55	160123672056	SRI SHIVGAN	A STUDY ON THE IMPACT OF TECHNOLOGY ON THE INDIAN BANKING SECTOR – A STRATEGIC ANALYSIS

56	160123672057	SYEDA QUDRAT UNNISA SIDRAH	A STUDY ON CUSTOMER PERCEPTION TOWARDS PAYTM APP SERVICES
57	160123672058	T MOHAMED AMMAR	THE FINANCIAL AND OPERATIONAL IMPACT OF CROSS-BORDER MERGERS AND ACQUISITIONS IN COMPANIES OF ASIA
58	160123672059	UPPATALLA VIJAY KUMAR	MODERATING ROLE OF PROFITABILITY IN THE RELATIONSHIP BETWEEN CSR, CAPITAL STRUCTURE, FIRM SIZE AND FIRM VALUE OF SELECT COMPANIES LISTED IN NSE
59	160123672060	USRA THASKIN	EMPLOYEE SATISFACTION ON EMERGING TRENDS IN TRAINING AND DEVELOPMENT: A COMPARATIVE STUDY BETWEEN IT AND PHARMACEUTICAL SECTORS
60	160123672121	VADLA HARIKA	ANALYZING BEHAVIOURAL BIASES IN INVESTMENT CHOICES: A STUDY OF RETAIL INVESTORS IN HYDERABAD
61	160123672122	VINNAKOTA V V M S R KARTHIKEYA REVANTH	UNDERSTANDING THE USAGE OF CHATBOTS IN HYDERABAD AND THEIR ENVIRONMENTAL SUSTAINABILITY IMPLICATIONS
62	160123672123	AMBIDI VISHNU TEJA	IMPACT OF PRODUCT PACKAGING OF CONFECTIONERY ON CONSUMER PURCHASING DECISION
63	160123672124	KASIRE PRADEEP KUMAR	PURCHASING BEHAVIOUR OF FARMERS WITH A SPECIAL REFERENCE TO PESTISIDES IN RANGA REDDY DISTRICT
64	160123672061	AKHILA VADDEPALLY	A STUDY ON CONSUMER BEHAVIOUR WITH REFERENCE TO MALE SKINCARE PRODUCTS
65	160123672062	AKSHAYA CHINTALA	THE SIGNALING EFFECT OF CSR DISCLOSURES ON FIRM VALUE: EVIDENCE FROM NSE-LISTED FIRMS IN THE AUTOMOBILE, IT AND FMCG SECTORS
66	160123672063	AMMU VENKATA RATNA ESWARI	A STUDY ON TECHNICAL ANALYSIS WITH REFERENCE TO STOCKS LISTED UNDER BANK NIFTY
67	160123672064	ANUPOJU AMISHA	A STUDY ON ANALYZING THE FINANCIAL SUCCESS FACTORS OF STARTUPS IN HYDERABAD
68	160123672065	ARDHANI SRINIVAS VARMA	A STUDY ON THE FACTORS INFLUENCING MOBILE PHONE PURCHASE PATTERNS AMONG GEN-Z
69	160123672066	ARIKE SINDHU	A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO CLOTHING

70	160123672067	ATHIKAM SANNIHITH	A STUDY ON THE IMPACT OF RISK MANAGEMENT ON TOURISM SMES PERFORMANCE
71	160123672069	B SHIVA RAJU	CRYPTO AND GEN-Z: USABILITY AND PREFERENCE TRENDS IN DIGITAL WALLETS
72	160123672070	BAISA MANSI	A STUDY ON SOURCES OF FINANCE FOR SELECTED MSMES IN TELANGANA
73	160123672071	KANUGANTI SHEETAL	THE IMPACT OF COVID-19 ON LIFE INSURANCE IN INDIA AND THE RISE OF POLICY HOLDER AWARENESS
74	160123672073	D ROHIT	CYBERSECURITY FACILITATING RISK MANAGEMENT - A STUDY WITH REFERENCE TO BANKING SECTOR
75	160123672074	D SRIVANI	PROSPECTS AND CHALLENGES IN THE ADOPTION OF AI – POWERED PERSONAL FINANCE APPLICATIONS: A USER PERSPECTIVE
76	160123672075	DARSI NAVYA NANDINI DEVI	A STUDY ON FACTORS INFLUENCING INVESTORS SENTIMENTS IN FINANCIAL MARKETS
77	160123672076	DINDI VENU MADHAV SAGAR	CUSTOMER RETENTION STRATEGIES IN THE INDIAN TELECOM INDUSTRY: A COMPARATIVE ANALYSIS
78	160123672077	FATHIMA UZ ZOHRA	IMPACT OF GAMIFICATION-BASED TRAINING PROGRAMS ON EMPLOYEE DEVELOPMENT: AN EMPERICAL STUDY
79	160123672078	G SWETHA	A STUDY ON THE ROLE OF TECHNOLOGY IN MONITORING SUSTAINABLE FINANCE DISCLOSURE REGULATION
80	160123672079	GUGGILAPU PRASANTHI	A STUDY ON THE INFLUENCE OF DIGITAL MEDIA ADVERTISEMENTS AND PLATFORMS ON CHILDRENS PESTER POWER: A STUDY IN HYDEDRABAD AND SECUNDERABAD
81	160123672080	HARSHA ARJUN SONMALE	INTEGRATING ENVIRONMENTAL, SOCIAL, GOVERNANCE AND CAPITAL STRUCTURE FACTORS: THEIR ROLE IN SHAPING FINANCIAL PERFORMANCE
82	160123672081	J SANJANA	IMPACT OF BNPL FINTECH SERVICES ON CONSUMER BEHAVIOUR AND FINANCIAL EXPERIENCE
83	160123672082	J SHOBITH REDDY	ROLE OF INFLUENCER MARKETING IN SHAPING CONSUMER DECISIONS IN THE INDIAN SKIN CARE INDUSTRY
84	160123672083	JAMMANU SAMPATH KUMAR	INDIAN SKIES: A COMPREHENSIVE ANALYSIS OF PASSENGER SATISFACTION ACROSS DOMESTIC AIRLINES

85	160123672084	JINKA JAHNAVI	A STUDY ON CRYPTO CURRENCY AS ON INVESTMENT AVENUES: ANALYSING THE PERFORMANCE OF SELECT CRYPTO CURRENCY
86	160123672085	KALA SURYA YOGESWAR PRANAY	A STUDY ON IMPACT OF FINTECH IN MODERN BANKING
87	160123672086	KALAL GANESH GOUD	A STUDY ON THE IMPACT OF NON-BANKING FINANCIAL COMPANIES ON TRADITIONAL BANKING INSTITUTIONS
88	160123672087	KAMATI NIKITHA	INFLUENCE OF MACROECONOMIC VARIABLES ON STOCK PRICES
89	160123672088	KAMMULA RAMYA SRI RATNA	A STUDY ON DIGITAL RUPEE: PERSPECTIVES AND POSSIBILITIES
90	160123672089	KARAMTOTH CHARITHA NAYAK	A STUDY ON IMPACT OF ARTIFICIAL INTELLIGENCE IN TRANSFORMING THE BANKING PROCESS
91	160123672090	KATI RADHIKA	ROLE OF POSTAL PAYMENT BANK IN FINANCIAL INCLUSION
92	160123672091	KEERTHI SHRAVANI	IMPACT OF WORK-LIFE BALANCE ON EMPLOYEE JOB PERFORMANCE WITH REFERENCE TO IT SECTOR IN THE HYDERABAD
93	160123672092	MADDEBOINA ANUSHA	A STUDY ON IMPACT OF GREEN ORGANIZATION CLIMATE ON ENVIRONMENTAL PERFORMANCE WITH REFERENCE TO IT INDUSTRY
94	160123672093	MADIREDDY VENKATASAI ALEKHYA	A STUDY ON A RESILIENT WORKPLACE: HARNESSING THE POWER OF HYBRID WORK CULTURE
95	160123672094	MAIMUNA FATIMA	A COMPARATIVE STUDY ON THE EFFECTIVENESS OF ANIME VS. CARTOON ADVERTISEMENTS ON GEN Z
96	160123672095	MANCHUKOND A SUMAN SRI	ANALYZING THE PERFORMANCE OF SELECT IPOs IN NSE
97	160123672096	MEESALA SAIKISHORE	THE IMPACT OF MACROECONOMIC FACTORS ON STOCK MARKET PERFORMANCE
98	160123672097	MOHAMMAD AFREEN SULTHANA	A STATISTICAL ANALYSIS OF THE PRADHAN MANTRI MUDRA YOJANA (PMMY): EVALUATING CREDIT DISTRIBUTION AND INSTITUTIONAL PERFORMANCE

99	160123672098	MOHAMMED FAROOQ	THE INFLUENCE OF COMPANY SIZE ON THE RELATIONSHIP BETWEEN FINANCIAL PERFORMANCE, CAPITAL STRUCTURE AND FIRM VALUE IN NSE LISTED FIRMS
100	160123672099	NAMALA YASHASWINI	IMPACT OF HYBRID WORK CULTURE ON EMPLOYEE PERFORMANCE AND WORK-LIFE BALANCE OF FEMALE IT PROFESSIONALS
101	160123672100	MANGALI SAI DATTA	INFLUENCE OF SOCIAL MEDIA MARKETING ON FOOD CHOICES
102	160123672101	P LAKSHMI GAYATHRI	WORKPLACE RESILIENCE IN THE FACE OF DISRUPTIONS IN THE IT SECTOR IN HYDERABAD
103	160123672103	PULUGARI SANTOSH REDDY	IMPACT OF MARKETING STRATEGIES ON INDIAN INITIAL PUBLIC OFFERING SUBSCRIPTION BEHAVIOUR
104	160123672104	RACHABATHUNI LEELA KRISHNA SAI	A STUDY ON ASSESSING THE IMPACT OF TRAFFIC CONGESTION ON EMPLOYEE PRODUCTIVITY AND HEALTH IN HYDERABAD
105	160123672105	RACHAMALLA MRUNALINI	ROLE OF FINANCE IN PROMOTING SOCIAL ENTREPRENEURSHIP
106	160123672106	RAJESH KUNSOTHU	A STUDY ON CONSUMER PREFERENCE TOWARDS CHINESE ELECTRONIC GOODS OVER OTHER PRODUCTS IN THE MARKET OF HYDERABAD
107	160123672107	RATHLAVATH MAHESHWARI	ANALYZING SOCIAL MEDIA SENTIMENT USING TEXT MINING AND MACHINE LEARNING
108	160123672109	SABBITHI KELEENA KAIVALYA	CLOUD COMPUTING TRENDS AND THEIR IMPACT ON DECISION MAKING: A COMPREHENSIVE STUDY
109	160123672110	SANA AKHTAR	FUNDING SOURCES FOR STARTUPS: ANALYSING THE PREFERENCE OF VARIOUS FUNDING OPTIONS
110	160123672111	SIDDAM GUNA VARDHAN	A STUDY ON TAX PAYERS PERCEPTION ON NEW TAX REGIME
111	160123672112	THALARI CYRLIFFE ANURAG	CONSUMER BEHAVIOUR AND GREEN MARKETING: UNDERSTANDING THE PURCHASE INTENTIONS FOR FMCG PRODUCTS

112	160123672113	THALLAPALLY NEELIMA	A STUDY ON HR ANALYTICS FOR ATTENDANCE PATTERNS AND ORGANISATIONAL INSIGHTS
113	160123672115	UPPULATE CHANDRA CHARAN	A STUDY ON FACTORS INFLUENCING INVESTMENT BEHAVIOUR OF POST GRADUATE STUDENTS AT HYDERABAD
114	160123672116	VARI BHAVYA SHREE	A STUDY ON IMPACT OF INVESTOR'S BEHAVIOUR BIASES ON INVESTMENT DECISIONS
115	160123672117	VEMULAWADA VARUN SAI	A STUDY ON RETAIL INVESTOR'S PREFERENCE IN FUTURES AND OPTIONS TRADING
116	160123672118	YANADI DEEKSHITHA	A STUDY ON FINANCIAL PLANNING FOR INDIVIDUAL INVESTORS
117	160123672125	ROHIT VARA PRASAD KALAVALA	RISK PERCEPTION AS A MEDIATOR BETWEEN BEHAVIOUR FINANCE FACTOR AND INVESTMENT CHOICE
118	160123672126	THEEGALA SAI PRIYA	A COMPARATIVE STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS COCO COLA AND PEPSI IN HYDERABAD
119	160123672127	VITTA SAI TEJA	INVESTOR PREFERENCES IN SELECTING STOCK BROKERS: A STUDY ON GEN Z INVESTORS
120	160122672111	SHAIK ZAREENA	A STUDY ON CUSTOMER SATISFACTION IN ONLINE AND OFFLINE RETAIL STORES




HOD - SMS