

List of Journal Publications for the A.Y. 2024-2025

List of Journal Publications for the AY: 2024-2025						
Sl. No.	Name of the Paper	Authors	Name of the Journal	Publisher	DoI	Indexing & Quartile
1	Analyzing the Effectiveness of Digital Marketing Strategies on Purchasing Intentions of Smartphone	G. Prashanth Sunkari Suneetha Ravichandra B S	European Economic Letters	EEL	https://doi.org/10.52783/eel.v15i2.3184	ABDC
2	Impact of Dividend Announcement on Share Price Volatility in NSE on Indian Stock Market-with Special Reference to Heidelberg Cement Company- An Empirical Study	Ms A. Raveena Dr R S Ch Murthy Chodisetty	International Journal of Research in Academic World	IJRAW	https://academicjournal.ijraw.com/media/post/IJRAW-3-1-18.1.pdf	Peer-Reviewed
3	“A Study on Impact of Risk and Return Analysis Using Portfolio Performance Techniques	Ms A. Anusha Dr R S Ch Murthy Chodisetty	International Journal of Research in Academic World	IJRAW	https://academicjournal.ijraw.com/media/post/IJRAW-3-1-17.1.pdf	Peer-Reviewed
4	Impact Of Global Economic Factors With Foreign Investments On Indian Economic Development- An Event Study	Ms B. Sushmitha raj Dr R S Ch Murthy Chodisetty	EPRA International Journal of Economics, Business and Management Studies (EBMS)	EPRA-Group	https://doi.org/10.36713/epra15481	Peer-Reviewed
5	Using Camel Model Analysis Of Banks Financial Performance In India By -With Special Reference To Kotak Mahindra Bank- An Empirical Evidence	Mr Babburu Raghavender Goud Dr R S Ch Murthy Chodisetty	EPRA International Journal of Economics, Business and Management Studies (EBMS)	EPRA-Group	https://doi.org/10.36713/epra15530	Peer-Reviewed
6	Capital Structure On Profitability -A Case Study Of Sbi Life Insurance -An Empirical Evidence	Ms Bhargavi B Kosgi Dr R S Ch Murthy Chodisetty	EPRA International Journal of Environmental Economics, Commerce and Educational Management	EPRA-Group	https://doi.org/10.36713/epra15483	Peer-Reviewed
7	Using Altman Z-Score Model Of Financial Soundness Of Banking Industry In India By – A Case Study On Select Public Sector Banks In India- An Empirical Evidence	Mr B.Uday Kumar Dr R S Ch Murthy Chodisetty	EPRA International Journal of Environmental Economics, Commerce and Educational Management	EPRA-Group	https://doi.org/10.36713/epra15484	Peer-Reviewed
8	Volatility of Share Price in NSE on Indian Stock Market-A Case Study of Ramco Cement Company- An Empirical Study	Ms M. Tejaswee Dr R S Ch Murthy Chodisetty	International Journal of Research in Academic World	IJRAW	https://academicjournal.ijraw.com/media/post/IJRAW-3-1-19.1.pdf	Peer-Reviewed
9	Analysis Of Bank Performance Using Camel Model -With Special Reference To Federal Bank Ltd - An Empirical Evidence	Ms M. Richitha Dr R S Ch Murthy Chodisetty	EPRA International Journal of Research and Development (IJRD)	IJRAW	academicjournal.ijraw.com	Peer-Reviewed

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10	Impact Of Macroeconomic Indicators On Stock Market Performance	Ms.Konda Sowmya, Dr. G.Ramesh	EPRA International journal of Agricultures and Rural Economic Research	IJRAW	academicjournal.ijraw.com	Peer-Reviewed
11	Insurance Market Trends And Forecasting	Ms.Gyara Ashashaini, Dr.G.Ramesh	International Journal of Asian Economic Light	IJRAW	academicjournal.ijraw.com	Peer-Reviewed
12	Impact Of Privatization On Banks' Efficiency And Profitability: A Comparative Study Of Long-Term Effects, Institutional Role, And Sustainability	Lankala Ankitha, Dr. G.Ramesh	International Journal of Southern Economic Light	IJRAW	academicjournal.ijraw.com	Peer-Reviewed
13	Sustainable Finance: A Comprehensive Analysis Of Risks And Technological Innovation In India	Ms. Kethavath Saraswathi, Dr. G. Ramesh	EPRA International Journal of Climate and Resource Economic Review	IJRAW	academicjournal.ijraw.com	Peer-Reviewed
14	Advancing Volatility Forecasting: A Garch-Based Approach For Financial Market Predictions” International Journal Of Economics, Business And Management Studies	Ms.K.Kavya, Dr. Ramesh	International Journal of Economics, Business and Management Studies,	IJRAW	academicjournal.ijraw.com	Peer-Reviewed
15	A Comparison Performance of Union Bank And Kotak Mahindra Bank	Malkajgiri Ramyasrekha, Dr. Ghanathe Ramesh	International Journal of Research and Development	IJRAW	academicjournal.ijraw.com	Peer-Reviewed
16	The Impact Of Cybersecurity And Fraud Detection In Banking Industry Using Artificial Intelligence	Mr. M. Pavan Sai Nagendra, Dr. G. Ramesh	EPRA International Journal of Economic and Business	IJR	academicjournal.ijraw.com	Peer-Reviewed
17	Leadership behavior in educational institutions - A study on select autonomous institutions in Hyderabad city	Venkata Siva Kumar S Saba Inamdar	Journal of Management and Science	EPRA-Group	https://doi.org/10.26524/jms.14.24	Peer-Reviewed
18	Ethical Reflections in the use of AI for Teaching and Learning	Venkata Siva Kumar S Saba Inamdar	ANVESAK	EPRA-Group	https://www.academia.edu/125034384/ETHICAL_REFLECTIONS_IN_THE_USE_OF_AI_FOR_TEACHING_AND_LEARNING	UGC Care Group-I
19	Impact Of Customer Satisfaction On Customer Loyalty And Retention	B Omkareshwar,Sukanya Metta, Ravichandra B S	European Economic Letters	EEL	https://doi.org/10.52783/eel.v15i2.3134	ABDC-C

Sl. No.	Name of the Paper	Authors	Name of the Journal	Publisher	DoI	Indexing & Quartile
20	Effectiveness of loyalty programs on customer engagement and customer retention with reference to online retailers	Beesa Shekar, Sukanya Metta	International journal for innovative research in multidisciplinary field	Research culture society and publication	DOIs:10.2015/IJIRMF /202505011	ABDC-C
21	Consumer Perception Towards the Actual Buying Behavior of Electric Vehicle	Chinthakuntla Pranavi, Dr Sukanya Metta	International journal of research culture society		...DOIs:10.2017/IJRCS /202506001	Peer-Reviewed
22	Evaluating the influence of emotional factors on consumer purchase intention of personal care products	Eltem Srinivas, Sukanya Metta	International journal for innovative research in multidisciplinary field		DOIs:10.2015/IJIRMF /202505042	Peer-Reviewed
23	Understanding the Psychology of Consumer Preferences towards Purchase of Store Brands	Dr. Sukanya Metta Ravichandra B S Sunkari Suneetha Mahendar Goli	Advances in Consumer Research	Association of Consumer Ressearch	https://acr-journal.com/article/understanding-the-psychology-of-consumer-preferences-towards-purchase-of-store-brands-971/	ABDC-C
24	The Power of Emotions on Brand Loyalty of consumers in Durable Industry	Gonela Avinash kumar, Sunkari Suneetha	International Journal For Innovative Research In Multidisciplinary Field	Research culture society and publication	DOIs:10.2015/IJIRMF /202505010	Peer-Reviewed
25	Leveraging Select Digital Platforms for Consumer Engagement and Sales in FMCG Industry with Mediation of Demographic Factors	Jollu Mahendar Yadav, Sunkari Suneetha, Ravichandra B S	Journal of Informatics Education and Research	International Academy for Information Management	https://jier.org/index.php/journal/article/view/3064	Peer-Reviewed
26	Evaluating the Influence of Brand Dimensions on the Performance of Electric Two-Wheelers	Ms. Kusuma Sarika Dr. Sunkari Suneetha	International Journal For Innovative Research In Multidisciplinary Field	Research culture society and publication	DOIs:10.2015/IJIRMF /202504049	Peer-Reviewed
27	The Effect Of Servqual On Patient's Satisfaction In The Health Care Sector	Malchalam Uday Kiran, Sunkari Suneetha	International journal for innovative research in multidisciplinary field	Research culture society and publication	DOIs:10.2017/IJRCS/202506004	Peer-Reviewed
28	The Role of Emotion in Financial Decision-Making: A Neuro finance Approach- A Study on Telangana Region	Ms. Akula Manisha, Dr. R S Ch Murthy Chodisetty	International journal for innovative research in multidisciplinary field	Research culture society and publication	DOI: https://doi.org/10.36713/epra20486	Peer-Reviewed
29	The role of Ai in Corporate Governance in Select Industries.	Dr. K Vinaya Laxmi M. Rahul	International journal of creative research thoughts (IJCRT)	IJP	https://doi.org/10.3233/HSM240114	Peer-Reviewed

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30	A Study on impact of Portfolio Performace of select funds by risk return analysis	Ms. A Anusha and Dr. RS Ch Murthy Chodisetty	International journal of creative research thoughts (IJCRT)	IJP	https://academicjournals.ljraw.com/media/post/IJRAW-3-1-17.1.pdf	Peer-Reviewed
31	The role of sensitivity analysis in future trading	N Srividya, Dr. K. Vinaya Laxmi	Journal name :International	IJP	https://www.ijert.org/papers/IJCRT2506172.pdf	Peer-Reviewed
32	The impact of AI in Time Value of Money assessment and its disruption.	Mr.Nallavaala Arun Teja, Dr.K. Vinaya Laxmi,	International journal of creative research thoughts (IJCRT)	IJP	https://www.ijert.org/papers/IJCRT2505513.pdf	Peer-Reviewed
33	An analysis of Customer Satisfaction in Cloud Adoption banking Services at Union Bank	Dr. K Vinaya Laxmi Mr. Pabba Venkatesh	International journal of creative research thoughts (IJCRT)	IJCRT	https://www.ijert.org/papers/IJCRT2505058.pdf	Peer-Reviewed
34	The role of Ai in Bank Lending	Dr. K Vinaya Laxmi Mr. Padakanti Harish Kumar	Journal name :International journal of creative research thoughts (IJCRT)	IJCRT	https://www.ijert.org/papers/IJCRT2505487.pdf	Peer-Reviewed
35	Leveraging AI in select Indian Banks and Fintech Lending	Mr. P. Sairam , Dr. K. Vinaya Laxmi	EPRA International Journal of Economics, Business and Management Studies (EBMS)	EPRA Group	DOI - (https://doi.org/10.36713/epra21253)	Peer-Reviewed
36	A Study on impact of AI in sustainability of Microfinance lending.	Dr. K Vinaya Laxmi Ms. R. Sriya	EPRA International Journal of Multidisciplinary Research	EPRA Group	DOI:10.36713/epra21030	Peer-Reviewed
37	Impact On Mobile Banking On Consumer Saving Behaviour- A Case Study On Hyderabad Region	Mr. G. Vinesh Kumar Ms. Samala Shambhavi Dr. R S Ch Murthy Chodisetty	Journal of Emerging Technologies and Innovative Research	IJP	https://www.ijert.org/papers/IJCRT25A6009.pdf	Peer-Reviewed
38	The Impact of Digital Wallets on Financial Inclusion in Developing Economies-A Case of Hyderabad Region	Varsha Mangini, Vinesh Kumar Gowlikar, Dr. R S Ch Murthy Chodisetty, Y.Suryanarayana Murthy	International Journal of Creative Research Thoughts (IJCRT)	IJP	http://doi.one/10.1729/Journal.44194	Peer-Reviewed
39	A Study On Determinants Influencing The Customer's Purchase Decision of Life Insurance Product through Bancassurance	Mr. G. Vinesh Kumar	Journal of Emerging Technologies and Innovative Research	JETIR	https://www.jetir.org/papers/JETIR2504B95.pdf	Peer-Reviewed
40	Factors Influencing the Decision to Buy Life Insurances Products through the Bancassurance Channel	Mr. G. Vinesh Kumar Ms. Nayeni Preethi B. Ravichandra	International Journal of Creative Research Thoughts (IJCRT)	IJCRT	https://doi.org/10.55248/gengpi.5.0124.0351	Peer-Reviewed
41	The Psychology of Investing: Behavioral Insights for Financial Decision-Making	Mr. G. Vinesh Kumar T.Kalyan Kumar	International Journal of Web of Multidisciplinary Studies	IJWOS	DOI:10.71366/ijwos0301260061366	Peer-Reviewed

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42	A Study On Impact Of Investor Psychology On Green Bond In Sustainable Development	Ms. Saroj Sreelakshmi Mr. G. Vinesh Kumar Y.Suryanarayana Murthy	International Journal of Creative Research Thoughts (IJCRT)	EPRA Group	https://www.ijcrt.org/papers/IJCRT25A4676.pdf	Peer-Reviewed
43	The Impact Of Dividend Policy On Stock Price Volatility: A Comprehensive Analysis	Ms. Mamtha Reddy, Mr.G.Vinesh Kumar	Journal of Emerging Technologies and Innovative Research (JETIR)	EPRA Group	https://eprajournals.com/IJAR/article/15822	Peer-Reviewed
44	The Impact Of Digital Wallets On Financial Inclusion In Developing Economies-A Case Of Hyderabad Region	Ms. Varsha Mangini,Mr. Vinesh Kumar Gowlikar,Dr. R S Ch Murthy Chodisetty, Y.SuryanarayanaMurthy	Journal of Emerging Technologies and Innovative Research	EPRA Group	https://ijcrt.org/papers/IJCRT2503641.pdf	Peer-Reviewed
45	Bridging the Divide: An Analysis of Omni channel Retail Adoption and Trends in the Indian Market	Sudeep Chandresh Samir Chakravorty Mr. Ravichandra BS	EPRA International Journal of Economics, Business and Management Studies (EBMS)	EPRA Group	Article DOI: https://doi.org/10.36713/epra22456	Peer-Reviewed
46	The Economic Impact of Hallyu wave: How Korean Content is Influencing Indian Markets	Mr. Samala Brajesh, Mr. Chandresh Samir Chakravorty	EPRA International Journal of Economics, Business and Management Studies (EBMS)	EPRA Group	DOI: https://doi.org/10.36713/epra22680	Peer-Reviewed
47	Does Your Decision Style Define Your Active wear? Exploring Satisfaction and Loyalty	Sumra Sultana, Chandresh Samir Chakravorty Mr. Ravichandra BS	International Journal of Creative Research thoughts	EPRA Group	https://www.ijcrt.org/papers/IJCRT25A5814.pdf	Peer-Reviewed
48	Impact of Artificial Intelligence on Customer Segmentation	Mr. Thammagoni Vamshi Mr. Chandresh Chakravorty	EPRA International Journal of Economics, Business and Management Studies (EBMS)	EPRA Group	https://doi.org/10.36713/epra22740	Peer-Reviewed
49	Engaging Gen Z Through Social Media Marketing	Mr. Thota Ashwanth Reddy, Mr. Chandresh Chakravorty, Mr. Y. Suryanarayana Murthy	EPRA International Journal of Economics, Business and Management Studies (EBMS)	EPRA Group	DOI: https://doi.org/10.36713/epra21199	Peer-Reviewed
50	The Psychological Safety Nexus: “Unravelling Its Impact On Employee Engagement Through Perceived Organizational Support Of Generation Y (Millennials) Employees	Mr. B S Ravichandra T. Chandana	International Journal of Creative Research Thoughts (IJCRT)	IJPUBLICATION	https://www.ijcrt.org/papers/IJCRT2505583.pdf	Peer-Reviewed
51	Examining the Role of Flexible Work Arrangements in Enhancing Work-Life Balance and Job Satisfaction In IT Sector	A Kavya Reddy, Ravichandra BS	International Journal of Research and Analytical Reviews (IJRAR)	Atman Research Centre	http://www.ijrar.org/IJAR25B2072.pdf	Peer-Reviewed
52	Empowering Workforces - The Influence of Employee-Centric Welfare Measures on Employee Satisfaction and Employee Performance in the Pharma Industry	B Aswini, Ravichandra BS	International Journal of Creative Research Thoughts (IJCRT)	Research culture society and publication	https://www.ijcrt.org/papers/IJCRT25A4066.pdf	Peer-Reviewed

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53	Decoding Stressors in the Workplace - Analysing Their Impact on Employee Performance in IT Sector	B. Poojitha, Ravichandra BS	International Journal For Innovative Research In Multidisciplinary Field	EPRA Group	DOIs:10.2015/IJIRMF/202504026	Peer-Reviewed
54	Enhancing Employee Engagement: Key Drivers and their Impact on Workplace Morale and Productivity	B.Sushmitha Y.Suryanarayana Murthy	EPRA International Journal of Economics, Business and Management Studies (EBMS)	EPRA Group	https://doi.org/10.36713/epra20339	Peer-Reviewed
55	The Influence of Social Media on Recruitment Effectiveness and Post-Hire Employee Engagement: A Study of Pre- and Post-Hire Outcomes	Ch. ManasaY. Suryanarayana Murthy	EPRA International Journal of Economic and Business Review(JEBR)	EPRA Group	https://doi.org/10.36713/epra20340	Peer-Reviewed
56	Shaping Remote Work Success: The Impact of Built Environment Factors on Productivity and Satisfaction in IT Sector	Ch.Bruhathi , Y.Suryanarayana Murthy	EPRA International Journal of Multidisciplinary Research (IJMR)	EPRA Group	https://doi.org/10.36713/epra20341	Peer-Reviewed
57	A Comprehensive Empirical Framework for Employee Well-Being: Investigating Subjective, Workplace, and Psychological Dimensions	C.Naveena, Y.Suryanarayana Murthy	EPRA International Journal of Environmental Economics, Commerce and Educational Management (ECEM)	EPRA Group	https://doi.org/10.36713/epra20342	Peer-Reviewed

List of Conference Proceedings for the AY: 2024-2025							
Sl. No.	Authors	Title of the Paper	Conference Name	Month and Year	ISSN/ISBN	DoI	Indexing & Quartile
1	Jeet V. Madhan, Amit Rajdev, Kuldeep Jobanputra, Siddhant Doshi & Dr. R S Ch Murthy Chodisetty	Predicting the factors shaping students' intention to adopt AI in higher education	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
2	R. Padmaja & Dr. R S Ch Murthy Chodisetty	Stock market volatility in India using telecom stocks during the Russian and Ukraine war – An event analysis	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
3	R. Padmaja & Dr. R S Ch Murthy Chodisetty	Role of financial soundness of banking industry in India by using Altman Z-score model with special reference to Canara Bank – Empirical evidence	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
4	G. Vinesh Kumar, G. Ramesh & Dr. R S Ch Murthy Chodisetty	Role of financial performance on banking sector in India by using CAMEL model analysis with special reference to Punjab National Bank – Empirical evidence	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
5	Dr Uma Shankar, Dinesh Khisti & Dr. R S Ch Murthy Chodisetty, Govardhan S & Krishna Vyas	Role of non-performing assets in Indian banking industry – A critical review with special reference to select public sector banks in India	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
6	Dr Uma Shankar, Dinesh Khisti & Dr. R S Ch Murthy Chodisetty, Govardhan S & Krishna Vyas	Share price volatility in selected IT stocks listed in the NSE during the Russian and Ukraine war – An event analysis	Digital Transformation and Sustainability of Business	Apr-25	ISBN:9781032998282	https://doi.org/10.1201/9781003606185	Scopus
7	K. Vinaya Lakshmi, Dr. R S Ch Murthy Chodisetty, Govardhan S & Krishna Vyas	An impact of global economic variables and macro-economic factors on NIFTY an Indian stock market volatility	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus

Sl. No.	Authors	Title of the Paper	Conference Name	Month and Year	ISSN/ISBN	DoI	Indexing & Quartile
8	R. Padmaja & Dr. R S Ch Murthy Chodisetty	“A study on implementation and results of “Kantivelugu” scheme in Ghatkesar Mandal of Malkajigiri district of Telangana State – A community-based cross-sectional study	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
9	R. Padmaja & Dr. R S Ch Murthy Chodisetty	Determining the impact of remote work on employees’ work-life balance: A study on one of the mid-level information technology organizations in Hyderabad	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
10	Sukanya Metta	The digital transformation: A comprehensive comparison of the growth routes of digital payment systems in India’s `financial landscape	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
11	Sukanya Metta	Customer usage of smart mirror technology in retailing:	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
12	Sukanya Metta	A study in apparel sector	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
13	Sukanya Metta	The impact of advertising on fast-moving consumer	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
14	Sukanya Metta	goods (FMCG) products: A comprehensive analysis	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus

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15	S. Suneetha	Conceptualizing a multi-sided platform to bridge gaps in non-profit sector using design thinking	Digital Transformation and Sustainability of Business	Apr-25	ISBN:9781032998282	https://doi.org/10.1201/9781003606185	Scopus
16	S. Suneetha	Building trust from within: How authentic leadership empowers effective internal marketing in the digital age	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
17	S. Suneetha	A study on the association of select choice variables with	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
18	S. Suneetha	customer satisfaction among the private interstate bus travel services	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
19	S. Suneetha	Navigating cybercrime: An in-depth analysis from an Indian context	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
20	G. Ramesh	Role of financial performance on banking sector in India by using CAMEL model analysis with special reference to Punjab National Bank – An empirical evidence	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
21	G. Ramesh	Is digital transformation of financial services in India	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
22	Vinaya Laxmi Kasani	A conceptual framework on mutual funds and ULIP's in Hyderabad region	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
23	Vinaya Laxmi Kasani	An impact of global economic variables and macro-economic factors on NIFTY an Indian stock market volatility - A factorial approach	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
24	Vinaya Laxmi Kasani	Factors influencing investors' preference towards systematic investment plan (SIP) in Rajkot city	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus

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25	Chandresh Chakravarthy	A study on factor's inauence brand loyalty on mobile phone industry	Digital Transformation and Sustainability of Business	Apr-25	ISBN:9781032998282	https://doi.org/10.1201/9781003606185	Scopus
26	Ravi Chandra B. S	Examining the relationship between consumer awareness and purchase intention in online pharma stores: The mediating role of trust	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
27	Ravi Chandra B. S	Exploring the aftermath of arti`cial intelligence chatbots on the experiences of customers satisfaction, advocacy and feedback	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
28	S. Venkata Siva Kumar	Generative AI in education industry: Job displacement, job opportunities, and ethical considerations	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
29	Suryanarayana Murthy Yamijala Ravi Chandra B. S.	Evaluating the impact of digital advertising on online furniture buying intentions: Click to cart (CTC)	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
30	Suryanarayana Murthy Yamijala Ravi Chandra B. S.	Smartwatches, `tness trackers, and beyond: Evaluating experiential marketing ef`cacy across different age groups	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
31	Y. S. N. Murthy	Silence is not always golden: Exploring the causes and consequences of employees' silence in the IT sector	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus
32	Y. S. N. Murthy	Gen Z's path to balance: Navigating career aspirations, unveiling life goals, achieving harmony in today's maze	Digital Transformation and Sustainability of Business	Apr-25	ISBN: 9781032998282	https://doi.org/10.1201/9781003606185	Scopus

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37	Venkata Siva Kumar, S. Saba Inamdar	Blending Tradition with Innovation: A Study on the Role of Marketing Platforms in Promoting Sustainable Rural Entrepreneurship	National Conference on Rural Women Empowerment through Entrepreneurial Marketing	2025	ISBN : 978-81-982191-0-7	---	National
38	Ravi Chandra B. S Dr. Srinivas Donthamsetti Dr. S Venkata Siva Kumar Dr. R. S. Ch. Murthy Chodisetty Y Suryanarayana Murthy	Unleashing the Power of Customer Analytics: Examining the role of Analytics Capabilities on Customer Engagement and Equity	Management Conference on Innovate and Adapt: Building Business Resilience in a Dynamic World	2025	ISBN : 978-93-48615-55-8	---	National
33	Dr. S Suneetha, Dr Ch Murthy	Impact of Volatility on Share Price of Selected Pharmaceuticals Stocks Listed in NSE during Russian and Ukraine War	4th ICDTD	2024	ISBN:9781032998232	---	National
34	Dr. R S Ch Murthy Chodisetty, Dr. Uma Shankar, Dr Dinesh Khisti	Role of Dividend with effect on share price volatility in NSE India – A Case Study of Cement Company- An Empirical Study	ICAI FSDB	2024	ISBN: 978103299825	DOI: https://doi.org/10.52783/jisem.v10i29s.4495	National
35	Dr. S Suneetha	Utilization of Eye Care Services provided by the Government in Rural South India, The case Study of Ghatkesar Mandal of Malkajgiri District of Telangana	ICGDMT	2024	ISBN: 9781032998282	---	National
36	R. S. Ch Murthy Chodisetty, Y. Suryanarayana Murthy, S. S. Prasada Rao, D. Sudarsana Murthy & S. Venkata Siva Kumar	A Comprehensive Study on the Elements of Organizational Healing and their Impact on Employee Well-Being Considerations and Strategic Implications	LEAD 2024 Springer Proceedings in Business and Economics. Springer, Singapore	2024	Print ISBN 978-981-96-8581-3 Online ISBN 978-981-96-8582-0	https://doi.org/10.1007/978-981-96-8582-0_3	Scopus

List of Book Chapters for the AY: 2024-2025

Sl. No.	Authors	Title of the Chapter	Name of the Book	Year	ISBN	DoI	Indexing
1	Suryanarayana Murthy Yamijala, R. S. Ch. Murthy Chodisetty & Chandresh Chakravorty	Adapting HR Practices for a Transhumanist Future: An Empirical Study on Policy and Implementation,	IGI Global	2025	DOI: 10.4018/979-8-3693-8855-6.ch006	10.4018/979-8-3693-8855-6.ch006	Scopus
2	Suryanarayana Murthy Yamijala, R. S. Ch. Murthy Chodisetty & Chandresh Chakravorty & K. Pardha Sai	AI-Powered Learning Revolutionizing Smart Education, With Personalized Learning Styles	IGI Global	2025	DOI: 10.4018/979-8-3693-8855-6.ch006	DOI: 10.4018/979-8-3693-8855-6.ch006	Scopus
3	Suryanarayana Murthy Yamijala, Kandregula Pardha Sai & R. S. Ch. Murthy Chodisetty.	Integrating IoB in Smart Education: Innovative Approaches to Behavioral Data Analytics and Pedagogy	IGI Global	2025	DOI: 10.4018/979-8-3693-8855-6.ch006	DOI: 10.4018/979-8-3693-8855-6.ch006	Scopus
4	Suryanarayana Murthy Yamijala, Kandregula Pardha Sai, Srinath Doss & R. S. Ch. Murthy Chodisetty	Navigating the Intersection of Industry 6.0, Quantum Computing, and Disaster Management: Consumer Insights and Technological Impact	Springer & Nature	2025	https://doi.org/10.1007/978-981-96-2548-2	https://doi.org/10.1007/978-3-031-73350-5	Scopus
5	Y. Surya Narayana Murthy RSCh Murthy Chodisetty V. Jalender Reddy, and Sudheer Aloori	Brand Evangelism in the Digital Era: The Impact of Data-Driven Influencer Marketing	Springer & Nature	2025	https://doi.org/10.1007/978-981-96-2548-2	https://doi.org/10.1007/978-981-96-2548-2_13	Scopus
6	R. S. Ch Murthy Chodisetty , Y. Suryanarayana Murthy S. S. Prasada Rao, D. Sudarsana Murthy , and S. Venkata Siva Kuma	A Comprehensive Study of the Elements of Organizational Healing and Their Impact on Employee Well-Being	Springer & Nature	2025	https://doi.org/10.1007/978-981-96-2548-2	https://doi.org/10.1007/978-981-96-8582-0_3	Scopus
7	R. S. Ch Murthy Chodisetty Y. Suryanarayana Murthy D. Sudarsana Murthy R. Padmaja, G. Swetha	Utilization of Financial Technologies of Banking Services Among the Selected Customers of Axis Bank, Hyderabad Region: Using Structural Equation Modeling	Springer & Nature	2025	https://doi.org/10.1007/978-981-96-2548-2	https://doi.org/10.1007/978-981-96-8582-0_15	Scopus

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8	S. Venkata Siva Kumar Sukanya Metta	AI-powered Customer Service: The Role of Chatbots in Enhancing E commerce Interactions	Emerald Publishing	2025	978-1-83608-433-4 (Print) 978-1-83608-432-7 (Online)	https://doi.org/10.1108/978-1-83608-432-720251004	Scopus
9	S. Venkata Siva Kumar	Blending Tradition with Innovation: A Study on the Role of Marketing Platforms in Promoting Sustainable Rural Entrepreneurship	Vaagdevi	2025	978-81-982191-0-7	----	---
10	Yamijala Suryanarayana Murthy Balijepalli Srinivasa Ravi Chandra Marusani Govardhan Reddy Areena Mahek	Building Trust in Digital Health Marketing Strategies for Successful Integration of Digital Twins	IGI Global, USA	2025	ISBN13: 9798369358931, Page No:24-47	DOI: 10.4018/979-8-3693-5893-1.ch002	Scopus
11	Suryanarayana Murthy Yamijala R. S. Ch. Murthy Chodisetty Chandresh Chakravorty	Adapting HR Practices for a Transhumanist Future: An Empirical Study on Policy and Implementation	IGI Global, USA	2025	ISBN13: 9798369388556, Page No:117-146	DOI: 10.4018/979-8-3693-8855-6.ch006	Scopus
12	Suryanarayana Murthy Yamijala Nitu Nimbrain Rohit Bansal	Enhancing Remote Workspaces: The Role of Virtual Reality in Shaping the Virtual Work Environment	IGI Global, USA	2025	ISBN13: 9798369368398	DOI: 10.4018/979-8-3693-6839-8.ch009...	Scopus
13	Yamijala Suryanarayana Murthy Fazla Rabby Amita Gandhi Rohit Bansal	Mining Minds Sentiment Analysis of Public Perception and Awareness on Climate Change for Environmental Sustainability	IGI Global, USA	2025	ISBN13: 9798369372302 Page No: 61-86	DOI: 10.4018/979-8-3693-7230-2.ch004...	Scopus
14	Yamijala Suryanarayana Murthy Kandregula Pardha Sai Chodisetty R. S. Murthy	Integrating IoB in Smart Education: Innovative Approaches to Behavioral Data Analytics and Pedagogy	IGI Global, USA	2025	ISBN13: 9798369381519Page No:237-270	DOI: 10.4018/979-8-3693-8151-9.ch009	Scopus
15	Suryanarayana Murthy Yamijala R. S. C. Murthy Chodisetty Chandresh Chakravorty K. Pardha Sai	AI-Powered Learning Revolutionizing Smart Education with Personalized Learning Styles	IGI Global, USA	2025	ISBN13: 9798369381519 Page No:191-212	DOI: 10.4018/979-8-3693-8151-9.ch007	Scopus
16	Yamijala Suryanarayana Murthy Fazla Rabby Rohit Bansal Chandresh Chakravorty	Building resilient brands: Harnessing influencers, evangelists, and data-driven strategies	IGI Global, USA	2025	ISBN13: 9798369377734 Page No:71-102	DOI: 10.4018/979-8-3693-7773-4.ch004	Scopus

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17	Yamijala Suryanarayana Murthy Priya Bhatnagar Zahid Hussain	Navigating Emotions Mapping Emotional Touchpoints to Enhance Customer Experience in the Digital Era	IGI Global, USA	2025	ISBN13: 9798337318677Page No:129-160	DOI: 10.4018/979-8- 3373-1867-7.ch007	Scopus
18	Yamijala Suryanarayana Murthy Rohit Bansal Nishita Pruthi K. Pardha Sai	Emotion AI as a Catalyst for Conflict Resolution: Enhancing Emotional Intelligence and Fairness in the Modern Workplace	IGI Global, USA	2025	ISBN13: 97983373336589 No:129-160(417-444)	DOI: 10.4018/979-8- 3373-3658-9.ch016...	Scopus
19	Sukanya Metta S Venkata Siva Kumar	AI-Driven HR Transformation in Service Industry – Opportunities, Challenges, Ethical Considerations and Strategic Implications	Taylor & Francis Group	2025	ISBN: 9781003522157	https://doi.org/10.4324 /9781003522157	Scopus