

AURORA'S PG COLLEGE(MCA)
(Affiliated to Osmania University)
NAMPALLY, HYDERABAD



List of Faculty Publications during the Years : 2020-21 to 2024-25

Sl.no	Name of the Faculty	Title of Paper/ Book Chapter/ Book	Department	Name of Journal/Book/Book Chapter authored	Year of Publication	ISSN/ISBN Number
2024-2025(Total: 8)						
1	Dr. Arifa Begum	Traditional Knowledge - Intellectual Property & People's Rights	MBA	International journal of innovative research & creative technology	2024-2025	ISSN:2454-5990
2	Dr. K. Sunanda	Grooming Knowledge workers through work-life balance initiatives	MBA	Sreenidhi Journal of Management	2024-2025	ISSN:2343-5669
3	Ch. Vasantha	Role of leadership in organizational effectiveness in Software Industry	MBA	Aurora's Journal of Management,	2024-2025	ISSN:2275-263X
4	Dr. Arifa Begum	AI trends in financial reporting across Indian Sectors.	MBA	Aurora's Journal of Management	2024-2025	ISSN:2275-263X
5	P. Ram Prasad	Managing Multi-Gen Workforce in Health Care Sector	MCA	Global Crisis Management - Challenges and opportunities, Sreenidhi Institute of Sciences and Technology	2024-2025	ISSN:2343-5669
6	Dr. K. Sunanda	Information Technology Industry in Hyderabad: Industry Profile	MBA	Aurora's Journal of Management	2024-2025	ISSN:2275-263X
7	Dr. K. Sunanda	Managing Innovation - The Key to Competitive Advantage	MBA	HRM Review	2024-2025	ISSN:978-93-91365-29-5
8	P Ram prasad	Technology use in providing services to Customers: A comparative study of Branches of Two Banks	MCA	Gitam Journal of Management	2024-2025	ISSN:0972-740X
2023-2024(Total:15)						
1	S. Md. Shakir Ali	Redefining rural markets: The influence of digital media on consumer behaviour in rural India	MBA	International Journal of Science and Research Archive	2023-2024	ISSN:2582-8185

2	S. Md. Shakir Ali	An Empirical Study of Comparison between Rural & Urban Consumer Behaviour	MBA	Journal of Emerging Technologies and Innovative Research	2023-2024	ISSN:2349-516
3	S. Md. Shakir Ali	Impact of Influencer Marketing on Consumer Behaviour : An Analytical Study	MBA	Tuijin Jishu/Journal of Propulsion Technology	2023-2024	ISSN:1001-4055
4	S. Md. Shakir Ali	Examining the Role of Social Media, Online Reviews, and Influencers in Shaping Consumer Perceptions	MBA	Academy of Marketing Studies Journal	2023-2024	ISSN:1095-6298
5	S. Md. Shakir Ali	The Influence of Digitization on Talent Acquisition and Retention Strategies	MBA	Accountancy Business and the Public Interest	2023-2024	ISSN:1745-7718
6	S. Md. Shakir Ali	The Role of Artificial Intelligence in Predicting Market Trends	MBA	European Economic Letters	2023-2024	ISSN:2323-5233
7	S. Md. Shakir Ali	Impact of Consumer Awareness on UPI & Digital Transactions In Rural And Urban India And The Influencing Factors	MBA	International Journal of Management and Applied Science	2023-2024	ISSN:2394-7926
8	Dr. K. Sunanda	Psychological contract Breach and Organisational commitment in IT sector : The Mediation effect of Job involvement	MBA	PENSEE	2023-2024	ISSN:0031-4773
9	Dr. Raju Challa	Use of RPA in Supply Chain Management, smart transportation and logistics	MBA	journal of Harbin Engineering University	2023-2024	ISSN: 1006-7043
10	Dr. Raju Challa	HR Policies and Strategies in IT Companies in INDIA-A Conceptual Study	MBA	International Journal of Management & Humanities	2023-2024	ISSN: 2394-0913
11	Dt. K. Sunanda	Knowledge Management Practices- A strategic Approach	MBA	Notion Press Publications	2023-2024	ISBN:979-88-90674-38-8
12	S. Md. Shakir Ali	The Influence of Digital Media on Consumer Behaviour in Rural India	MBA	Contemporary Research in Business, Management and Economics, BP International UK	2023-24	ISBN: 978-81-971164-6-9

13	S. Md. Shakir Ali	Comparison between Rural and Urban Consumer Behaviour: An Empirical Study	MBA	Contemporary Research in Business, Management and Economics, BP International UK	2023-24	ISBN 978-81-971164-6-9
14	S. Md. Shakir Ali	Challenges and Opportunities for Digital Payments in Rural India: Impacts, Initiatives, and Policy Considerations	MBA	Contemporary Research in Business, Management and Economics, BP International UK	2023-24	ISBN 978-81-971164-6-9
15	S. Md. Shakir Ali	A Novel Framework for Harnessing AI for Evidence-Based Policymaking in E-Governance Using Smart Contracts	MBA	Advanced Communication and Intelligent Systems, Springer (Springer Nature Switzerland AG 2023)	2023-24	ISBN:978-3-031-45123-2 ISBN:978-3-031-45124-9
2022-2023 (Total: 8)						
1	Dr. Venugopal reddy	Role of Commercial Banks in Promoting Rural Entrepreneurship-An Entrepreneur Perspective	MBA	Journal of emerging technologies and innovative research	2022-2023	ISSN: 2349- 5162
2	Dr. Raju Challa	Attitude toward Celebrity or Brand Affected by Celebrity-Brand Congruence: Which Influence Generation Purchase Intention	MBA	TBJAM	2022-2023	ISSN: 1746-1278
3	Dr. Raju Challa	Effect of Social Media on Employer Branding and Recruitment Process	MBA	IJRMS(international journal of research in management studies)	2022-2023	ISSN: 2347-8780
4	Dr. K. Sunanda	Human resource management practices and Knowledge management-A Study with structural equation modelling technique	MBA	International Journal of Scientific Research in Engineering and Management (IJSREM)	2022-2023	ISSN: 2582-3930
5	Dr. Raju Challa	A Study on Stress Management among Policemen in Telangana State	MBA	AJRRLSJM	2022-2023	ISSN: 2455-6602
6	Dr. Raju Challa	Organisational Behaviour	MBA	R. K. Publication	2022-2023	ISBN -10 811948929, ISBN-13:978- 8119489824

7	Dr. Raju Challa	Human Resource Management	MBA	Vaagdevi Publisher	2022-2023	ISBN-978-81-966358-9-3
8	DR. Arifa Begum	Impact of Cross Listings on the Valuation of Indian Stocks	MBA	White Falcon Publishing	2022-2023	ISBN-978-11-63640-560-5
2021-2022 (Total:4)						
1	DR. Arifa Begum	A study on young entrepreneur's survival strategies	MBA	International journal for research trends and innovation	2021-2022	ISSN-2456-3315
2	M. Geetha Bai	A Study on Role of Emotional intelligence in managing stress at the work place with to ITES sector	MBA	Indian Journal for Multidisciplinary Research	2021-2022	ISSN 2582-2160
3	M. Geetha Bai	Startup India initiative: the role of academia-A spotlight	MBA	IJSDR	2021-2022	ISSN: 2455-2631
4	Dr. Pradosh Chandra Patnaik	Network Security: Concepts and various aspects for treating the Attacks”	MCA	IJSDR	2021-2022	ISSN: 2455-2631
2020-2021(Total:3)						
1	Dr. V. Sravani Chari	A study on consumer segmentation based on psychographics towards ecolabel awareness among the Indian food and Grocery retail	MBA	Turkish Journal of Computer & Mathematics education	2020-2021	ISSN: 1309-4653
2	M. Geetha Bai & G Deepika	Impact of social media on consumer decision making process	MBA	IJIRTC	2020-2021	ISSN: 2454-5988
3	Dr. Pradosh Chandra Patnaik	Mobile Ad Hoc Networks (MANET):Security Threats, Vulnerabilities and Routing Mechanism	MCA	IJIRCT	2020-2021	ISSN: 2454-5988


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Funded Research /Consultancy Projects of the Institution during the last five years 2020-2021 to 2024-2025

Sl.no	Name of the Research/ Consultancy Project	Name of the Principal Investigator	Department of Principal Investigator	Year of Award	Amount Sanctioned (Rs.)	Duration of the project	Name of the Funding Agency
2023-2024 (Total Number: 4, Amount Received: Rs.3,05,000)							
1	Leveraging Digital Transformation Strategies to Enhance User Engagement and Operational Efficiency in Edutech Platforms	Dr. G. Deepika	MBA	2023-24	70000	3 months	Embvizon Softeck LLP, Bangalore
2	Digital Consumer Behaviour and Demographic Patterns in the Online Gaming Ecosystem	Dr. Sunita Gouri	MBA	2023-24	65000	3 months	Fratello Innotech Private Limited, Mumbai
3	Comprehensive Performance Analysis of Software Systems: Metrics and Optimization Strategies	Dr.Pradosh Chandra Patnaik	MCA	2023-24	85000	2 months	Pantech.Pvt. Ltd, Hyderabad
4	Advanced Network Analytics: Enhancing Security and Performance through Data-Driven Insights	DR. Bhagavan	MCA	2023-24	85000	4 months	Brain O Vision Software Solutions, Hyderabad
2022-2023(Total Number: 4, Amount Received: Rs. 3,15,000)							
1	Developing a Plan to improve the user experiences of the Edutech company's Websites and Mobile apps	Dr.Pradosh Chandra Patnaik	MCA	2022-23	80000	3 months	IRA Learning Tech Pvt .Limited, Mumbai
2	Demographic analysis on an Individual interest towards online Games	Dr. K. Sunanda	MBA	2022-23	75000	2 months	VOJOY Games Pvt. Ltd, Hyderabad
3	Analysing the Role of Artificial Intelligence in Financial Decision Making	Dr. Arifa Begum	MBA	2022-23	75000	4 months	Brain O Vision software solutions, Hyderabad

4	Corporate Governance and its Impact on Firm Performance	Dr. G. Deepika	MBA	2022-23	85000	3 months	Zen Money Marketng, Hyderabad
2021-2022(Total Number: 3, Amount Received: Rs.2,55,000)							
1	Study on post COVID Technical learning required	S.Vijayasri	MCA	2021-22	85000	3 months	Fertello Innotech, Mumbai
2	Conducting A Study on the Effectiveness of on line learning compared to Traditional Class room learning	Farhana Tabassum	MCA	2021-22	90000	6 months	IRA Learning Tech Pvt .Limited, Mumbai
3	Sustainable Business Practices and Their Effect on Corporate Performance	Dr. V. Sravani Chari	MBA	2021-22	80000	2 months	EXCELR Ed Tech Pvt. Limited, Bengaluru
2020-2021(Total Number: 1, Amount Received: Rs.50,000)							
1	The Role of Machine Learning in Enhancing Cyber Security Measures	P.Ram Prasad	MCA	2020-21	50000	45 days	IRA Learning Tech Pvt. Limited, Mumbai


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