



KRISHNA UNIVERSITY::MACHILIPATNAM

CENTRE FOR RESEARCH STUDIES (CRS)

LIST OF SCHOLARS AWARDED M.PHIL/PH.D. DEGREES AS ON 31 Dec 2024

FACULTY OF COMMERCE & BUSINESS MANAGEMENT

S.No	Name of the Scholar & Regd. No.	Research Supervisor	Research Co-Supervisor	Area of Research	Research Topic/Title	Month and Year of Award of M.Phil./Ph.D.	Research Achievements
1.	Ms. M. Sravani (Y10PHD01055002)	Dr.D.Suryachandra Rao Krishna University Machilipatnam	-	Finance	Performance of Micro finance Institutions – An Evaluative Study on Efficiency, Productivity, Outreach and Sustainability of Selected MFIs in India	Ph.D. NOV, 2016	<ul style="list-style-type: none">• 02paperspublished• 02Paperspresented in Conferences
2.	Mrs.P.Lakshmi Narayanamma (1307PH101006)	Dr.Ch.Jayasankara Prasad Krishna University Machilipatnam	-	HRM	Role of Employee Engagement in Determining the Effectiveness of Balanced Scorecard in Manufacturing Sector with reference to Selected Companies in South India	Ph.D. DEC, 2017	<ul style="list-style-type: none">• 02paperspublished• 02Paperspresented in Conferences
3.	Mrs.K. Nagasundari (1307MP101004)	Dr.V. NarasimhaRao K.B.N College Vijayawada	Dr.R. Padmaja Krishna University Machilipatnam	HRM	Human Resource Development Practices in Healthcare Sector – An Empirical Study of Select Corporate Hospitals in Capital region of A.P.	Ph.D. MAR, 2018	<ul style="list-style-type: none">• 02paperspublished• 02Paperspresented in Conferences

4.	Mr. Venkatesh Sakshi (1408MP101009)	Dr.Ch. Jayasankara Prasad Krishna University Machilipatnam	-	Consumer Behavior	Determinant Attributes of Consumer Buying Behavior Towards Store Brands in Food & Grocery Retailing– An Empirical Analysis	M.Phil MAR, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
5.	Mr. Y. Raghu (1408MP101010)	Dr.Ch. Jayasankara Prasad Krishna University Machilipatnam	-	Consumer Behavior	Determinant Attributes of Online Grocery Shopping in India- An Empirical Analysis	M.Phil APR, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
6.	Mr. D. Srikanth Reddy (1408MP101001)	Dr.D. Suryachandra Rao Krishna University Machilipatnam	-	Finance	A Study on Performance of Index Futures with special reference to Indian Derivative Market	M.Phil APR, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
7.	Mr. D. Panduranga Rao (1307PH101013)	Dr. K. Chiranjeevi SVKP & KSRaju Arts & Science College, Bhimavaram	Dr. D. Suryachandra Rao Krishna University Machilipatnam	Consumer Behavior	Determinant Attributes of Consumer Buying Behavior Towards Organic Food Products With Reference to Hyderabad and Secunderabad	Ph.D. APR, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
8.	Mrs. G. SriLakshmi (1307PH101008)	Dr.D.Suryachandra Rao Krishna University Machilipatnam	-	HRM	Impact of Empowerment on Job Satisfaction and Job Performance in Managerial Staff of SBI and ICICI Banks in Telangana State	Ph.D. MAY, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
9.	Mrs. K. P. Nageswaramma (1408MP101003)	Dr. R. Padmaja Krishna University Machilipatnam	-	HRM	Employees Training effectiveness in Vizag Steel Plant	M.Phil. JUN, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
10.	Mr. KallaVenkata Bangaru Ganesh (1307MP101008)	Dr. R. Padmaja Krishna University, Machilipatnam	-	HRM	A Study on Quality of Work Life in Service Organization with Reference to AP Co-op Department Visakhapatnam Zone'	Ph.D. JULY, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences

11.	Mrs.H.V. SivaSree Chinta (1307MP101004)	Dr. P. Venkateswara Rao, Andhra Loyola College, BZA	Dr. D. Suryachandra Rao Krishna University, Machilipatnam	Finance	Working Capital Management in Selected Mirco and Small Enterprises in A.P.	Ph.D. JULY, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
12.	Mr.K. S. Venkateswara Kumar (1307MP101014)	Dr. B. Srinivasa ao QIS College, Ongole	Dr. D. Suryachandra Rao Krishna University, Machilipatnam	Finance	A Study of Non-performing Assets and Its Recovery Strategies of Select Public Sector Banks: An Empirical analysis	Ph.D. JULY, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
13.	Mrs. P. Gowrikusuma (1307MP101011)	Dr. M. Sukanya Srinidhi Institute of Science & Technology, Hyd.	Dr.R. Padmaja Krishna University, Machilipatnam	HRM	Role of Leadership on Employee Engagement and Thank God it's Monday With Reference to Information Technology Sector in India	Ph.D. JULY, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
14.	Mrs. N. Aruna (1303PH101003)	Dr. S.V. Ramana Rao Siva Sivani Institute of Mgt., HYD	Dr. D. Suryachandra Rao Krishna University, Machilipatnam	Entrepreneurship	MSMEs Problems and Prospects –A Comparative Study with special Reference to Select units in Visakhapatnam & Hyderabad Districts of A.P. & Telangana	Ph.D. OCT, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02paperspresentedin Conferences
15.	Mrs. S. Santha Kumari (1303PH101013)	Dr. A. Satush Baby VRS & YRN College, Chirala	Dr.R. Padmaja Krishna University, Machilipatnam	Finance	A Study on Private Sector Lending of Andhra Bank with special reference to Guntur District, A.P.	Ph.D. OCT, 2018	<ul style="list-style-type: none"> • 02paperspublished • 02paperspresentedin Conferences
16.	Mrs. S. Neelima	Dr. D. Suryachandra Rao Krishna University, Machilipatnam	-	Finance	Measurement of Efficiency of Mutual Funds Using Data Envelopment Analysis	Ph.D. JAN, 2019	<ul style="list-style-type: none"> • 02paperspublished • 02paperspresentedin Conferences

17.	Mr. G. Satyanaranyana (1303PH101010)	Dr. E. Chandraiah Dr.B.R. Ambedkar Open University, HYD.	Dr. D. Suryachandra Rao Krishna University, Machilipatnam	Finance	Impact of International Financial Reporting Standards Implementation on Financial Performance– A Study of Select Indian Companies	Ph.D. MAR, 2019	<ul style="list-style-type: none"> • 02paperspublished • 02paperspresentedin Conferences
18.	Mr.A.SrinivasaRao (1307MP101002)	Dr.P. Rajasekhara Mouly NIMRA Institute of Sciecne&Technology, Vijayawada	Dr. Ch. Jayasankara Prasad Krishna University Machilipatnam	Consumer Behavior	A Structural Compendium on Service Quality and Customer Satisfaction – A Comparative E Study Between Private and Public Sector Banks	Ph.D. SEP, 2019	<ul style="list-style-type: none"> • 02paperspublished • 02paperspresentedin Conferences
19.	Mr. K.R. Ramana (Y10PHD01055005)	Dr. R. Padmaja Krishna University Machilipatnam	-	HRM	A Study on Upskilling the Construction Workforce in Andhra Pradesh – Role of National Academy of Construction	Ph.D. SEP, 2019	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
20.	Mr. M. Srinu (1307MP101009)	Dr.D. Suryachandra Rao Krishna University Machilipatnam	-	Finance	Forecasting Future Prices of Select stocks in India with reference to NSE during 2014-18	M.Phil SEP, 2019	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
21.	Mrs. Shifaly (Y10PHD01055003)	Dr. R. Padmaja KrishnaUniversity, Machilipatnam	-	Finance	Investor Perception towards Mutual Funds –Bank and Non-Bank Related Mutual Funds with special reference to A.P.	Ph.D. OCT, 2019	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
22.	Mr. B.V.V.L. Narasimha Rao (Y10PHD010155004)	Mr. P.G. Ramanujam GIET Polytechnic College, Bhimavaram	-	Consumer Behavior	Parental Buying Behavior in Baby care Products Market – A Study on the Choice of Customers in Urban & Rural Markets in Krishna District in A.P.	Ph.D. OCT, 2019	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences

23.	Mrs.S. Padmini (1303PH101006)	Dr.K.V.Ramana Murthy Vijayanagar College of Commerce, HYD	Dr. Ch. Jayasankara Prasad Krishna University Machilipatnam	Consumer Behavior	Impact of Westernization on Indian Consumers With Special Reference o Hyderabad and Secunderabad	Ph.D. Jan, 2020	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
24.	Mr.M.Satynarayana (1303PH10111)	Dr. D. Suryachandra RaoKrishnaUniversity Machilipatnam	-	Finance	An Appraisal of Financial Performance of the District Cooperative Central Banks in Andhra Pradesh (A Case Study of (KDCCB)	Ph.D. OCT, 2020	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
25.	Mr.B. SudhakaraRao (1408PH101002)	Dr. D. Suryachandra RaoKrishnaUniversity Machilipatnam	-	Finance	Evaluation of Financial Performance of Urban Cooperative Banks in India with special reference to Select UCBs in Telangana State.	Ph.D. NOV, 2020	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
26.	Mr.Ch. Dalpadaal (1303PH101008)	Dr. K. Srinivasa Rao VivekVardhini (AN) College Hyderabad	Dr. D. Suryachandra Rao Krishna University Machilipatnam	Finance	Impact of Micro finance activities on Self Help Groups towards Inclusive Growth(A Case Studyof Ranga Reddy District)	Ph.D. DEC, 2020	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
27.	Mrs.D.S.B. Bharathi (1307MP101003)	Dr. R. Padmaja Krishna University, Machilipatnam	-	HRM	Employee Engagement Practices and Organizational Culture in High Performance Work Culture Organizations – A Comparative Study with special reference to Public and Private Sector Banks in A.P.	Ph.D. SEP, 2021	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences

28.	Mrs.K. Jagadeeswari (1307PH101009)	Dr.P. Adilakshmi PVP Institute of Engineering &Technology, Vijayawada	-	Entrepre- nurship	Impact of Competencies, Govt. Initiatives and Restraining Forces on Development of Women Entrepreneurs in Krishna District(Andhra Pradesh)	Ph.D. SEP, 2021	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
29.	Mrs.Veerapaneni Madhu Latha (1307MP101005)	Dr. V. Narasimha Rao, ANR College, Gudivada	Dr.R. Padmaja Krishna University Machilipatnam	HRM	Human Resource Development Practices in Select Public and Private Sector Banks-a Comparative Study	Ph.D. DEC, 2021	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresentedin Conferences
30.	Mr.D. SriKanth Reddy (1408MP101001)	Dr. D. Suryachandra RaoKrishna University Machilipatnam	-	Finance	A Study of Investors Behavior Towards Financial Derivatives with Reference to Rayalaseema Region, A.P.	Ph.D. DEC, 2022	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
31.	P.R.Venu Gopal (1307PH101015)	Dr.Rajesh C Jampala P.B. Siddhartha College of Arts & Sciences, Vijayawada	Dr. D. Suryachandra Rao Krishna University Machilipatnam	Finance	Determinants of Dividend Policy and Its Effects on Shareholders Wealth of Select Pharmaceutical Companies in India	Ph.D. JAN, 2023	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
32.	Mrs. M. Layanya (1307PH101012)	Dr.Ch. Jayasankara Prasad Krishna University Machilipatnam	-	Consumer Behavior	Pester Behavior of Children and Its influence on Parents Purchase Behavior	Ph.D. FEB, 2023	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
33.	Mrs. G.V. L. Narasamamba (1303PH101003)	Dr. D. Suryachandra Rao Krishna University Machilipatnam	-	Finance	Performance of Debt Market in India –An Empirical Analysis	Ph.D. AUG, 2023	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
34.	Mr.Venkatesh Sakshi (1408MP101009)	Dr.Ch. Jayasankara Prasad Krishna University Machilipatnam	-	Consumer Behavior	Assessing the Role of Consumers Emotional Intelligence in Determining the Persuasiveness of Advertised Price Promotions in Grocery Retailing	Ph.D. DEC, 2023	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresentedin Conferences

35.	Mr. Y. Raghu (1408MP101010)	Dr. Ch. Jayasankara Prasad Krishna University Machilipatnam	-	Consumer Behavior	Online Consumers Buying Behavior towards Organic Food Products in Indian Grocery Market –An Empirical Analysis	Ph.D. Feb, 2024	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
36.	Mrs. M. Ramya Sree (1807PH101005)	Dr.M. Sravani Krishna University Machilipatnam	-	Finance	Testing of Market Efficiency with Reference to Select Indian Indices NIFTY500andS&P500	Ph.D. APR, 2024	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
37.	Mrs. K. Jyothsna Priyadasini (1408PH101010)	Dr.Ch.Jayasankara Prasad Krishna University Machilipatnam	-	Social Media Marketing	Assessing the Role of Social Media in Promoting India as a Medical Tourist Destination: An Empirical Analysis	Ph.D. AUG, 2024	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
38.	Mrs. B. Rajith Reshma (1807PH101001)	Dr. M. Sravani Krishna University Machilipatnam	-	General Mgt.	A Study on Food Processing Industry with Special Reference to Select Food Processing Units in Krishna District, Andhra Pradesh	Ph.D. AUG, 2024	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
39.	Mrs.P. Shylaja (1307MP101006)	Dr. Ch. Jayasankara Prasad Krishna University Machilipatnam	-	HRM	A Study on the Effect of Emotional Intelligence on Job Satisfaction with Reference to Management Teachers in Select Districts of Andhra Pradesh	Ph.D. DEC, 2024	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences
40.	Mr. G.V.D.N. Prasad Rao (1303PH101009)	Dr. P.V.V. Satyanarayana V.S. Lakshmi Institute of Computer Applications and Management Studies for Women, Kakinada	Dr. D. Suryachandra Rao Krishna University Machilipatnam	Finance	Exploring the Effect of Behavioral Attitudes and Biases on Retail Investors' Investment Decisions in Mutual Funds with Special reference to Tier-2 Cities in Andhra Pradesh	Ph.D. DEC, 2024	<ul style="list-style-type: none"> • 02paperspublished • 02Paperspresented in Conferences