

Academic Year 2022-23

**Faculty Attended Conferences
/ Seminars**



**Department of Master of Business Administration
(MBA)**



CMR COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous)

NAAC Accreditation with A- Grade

Kandlakoya, Medchal, Hyderabad-501401.

Department of Master of Business Administration (MBA)

Faculty Attended Conferences / Seminars

ACADEMIC YEAR 2022-23

International				
S.No	Name of the Faculty	Paper Title	Conference Theme & Venue	Date
1	Dr. Dowlath Ahammad	Evaluation of factors Influencing Usage of FinTech Applications in Micro Business	International Conference on empowering to Create Smart Future through E-Governance and Digitization, Organized by School of Management Presidency University, Bangalore	8 th July, 2022
2	Dr. T. Shesadri Kiran	Exploring User Adoption of Omni Channel Marketing of White Goods: An Empirical Investigation Through UTAUT2 in Presence of Tri-Equities	International Conference on empowering to Create Smart Future through E-Governance and Digitization, Organized by School of Management Presidency University, Bangalore	8 th July, 2022
3	Dr. P. Umapathi	Exploring User Adoption of Omni Channel Marketing of White Goods: An Empirical Investigation Through UTAUT2 in Presence of Tri-Equities	International Conference on empowering to Create Smart Future through E-Governance and Digitization, Organized by School of Management Presidency University, Bangalore	8 th July, 2022
4	Samyuktha P	Evaluation of factors Influencing Usage of FinTech Applications in Micro Business	International Conference on empowering to Create Smart Future through E-Governance and Digitization, Organized by School of Management Presidency University, Bangalore	8 th July, 2022
5	Dr. Dowlath Ahammad	Efficiency of Time Series Modelling (ARIMA) In Predicting stock Prices: A Study	2-Day International Conference on “IEFICS-2022” Organized by	20th-21st October, 2022

			Department of Commerce, VISTAS	
6	Dr. T. Seshadri Kiran	Does Customer Brand Engagement Affects Brand Loyalty? An empirical Study in Presence of Customer Trust	2-Day International Conference on “IEFICS- 2022” Organized by Department of Commerce, VISTAS	20th-21st October, 2022
7	Dr. P. Umapathi	Impact of Brand Tribalism on Customer Acquisition and Customer Loyalty with Special reference to Electronic Goods in Hyderabad City	2-Day International Conference on “IEFICS- 2022” Organized by Department of Commerce, VISTAS	20th-21st October, 2022
8	Mrs. P. Samyuktha	Efficiency of Time Series Modelling (ARIMA) In Predicting stock Prices: A Study	2-Day International Conference on “IEFICS- 2022” Organized by Department of Commerce, VISTAS	20th-21st October, 2022
9	Dr. L. Ramanjaneya	Impact of Promotional Activities in Digital Marketing with reference to E-Marketing Platform – A Study	2-Day International Conference on “IEFICS- 2022” Organized by Department of Commerce, VISTAS	20th-21st October, 2022
10	Mrs. S. Swapna	Does Customer Brand Engagement Affects Brand Loyalty? An empirical Study in Presence of Customer Trust	2-Day International Conference on “IEFICS- 2022” Organized by Department of Commerce, VISTAS	20th-21st October, 2022
11	Mrs. P. V. Rajyalakshmi	Impact of Brand Tribalism on Customer Acquisition and Customer Loyalty with Special reference to Electronic Goods in Hyderabad City	2-Day International Conference on “IEFICS- 2022” Organized by Department of Commerce, VISTAS	20th-21st October, 2022
12	Mr. G. Venkata Purna	Impact of Promotional Activities in Digital Marketing with reference to E-Marketing Platform – A Study	2-Day International Conference on “IEFICS- 2022” Organized by Department of Commerce, VISTAS	20th-21st October, 2022

National				
S.No	Name of the Faculty	Paper Title	Conference Theme & Venue	Date
1	Dr. A. Kotishwar	Competitive Index Role on the Growth of Country Economy	2-Day National Conference on Sustainable Business Practices, organized by Department of Commerce, Telangana Mahila Viswavidhyalayam, Hyderabad	14th-15th September, 2022
2	Dr. Dowlath Ahammad	A Study on Factors Influencing Investments in Cryptocurrencies	2-Day National Conference on Sustainable Business Practices, organized by Department of Commerce, Telangana Mahila Viswavidhyalayam, Hyderabad	14th-15th September, 2022
3	Dr. T. Seshadri Kiran	Exploring the effect of Service Quality through SERVAQAL of Private Hospital on Patient Satisfaction and Behavioural Intention in Presence of Perceived Value and Trust	2-Day National Conference on Sustainable Business Practices, organized by Department of Commerce, Telangana Mahila Viswavidhyalayam, Hyderabad	14th-15th September, 2022
4	Dr. L. Ramanjaneya	Reviews of Rural Marketing and Innovations in Promotional Activities	2-Day National Conference on Sustainable Business Practices, organized by Department of Commerce, Telangana Mahila Viswavidhyalayam, Hyderabad	14th-15th September, 2022
5	Mrs. P. Samyuktha	Insurance Penetration and density Effect on Insurance Growth in India – A study	2-Day National Conference on Sustainable Business Practices, organized by Department of Commerce, Telangana Mahila Viswavidhyalayam, Hyderabad	14th-15th September, 2022
6	Kallpalli Mohini Lalitha	An Empirical Study on Impact on Virtual Teams on Employee Performance	2-Day National Conference on Sustainable Business Practices, organized by Department of Commerce, Telangana Mahila Viswavidhyalayam, Hyderabad	14th-15th September, 2022
7	A. Mounika	Remote work: A Paradigm shift of Working Culture in IT Industry	2-Day National Conference on Sustainable Business Practices, organized by Department of Commerce,	14th-15th September, 2022

			Telangana Mahila Viswavidhyalayam, Hyderabad	
8	Mrs M. Pavani	Competitive Index Role on the Growth of Country Economy	2-Day National Conference on Sustainable Business Practices, organized by Department of Commerce, Telangana Mahila Viswavidhyalayam, Hyderabad	14th-15th September, 2022
9	Mr. Raju Rathipelli	Exploring the effect of Service Quality through SERVAQAL of Private Hospital on Patient Satisfaction and Behavioural Intention in Presence of Perceived Value and Trust	2-Day National Conference on Sustainable Business Practices, organized by Department of Commerce, Telangana Mahila Viswavidhyalayam, Hyderabad	14th-15th September, 2022
10	Dr T. Seshadri Kiran	Impact of Work from Home on employee Engagement: An Investigation in Presence of Push and Pull Factors in IT Sector.	Symposium on Work from Home – Issues and Challenges, Organized by School of Management Studies, University of Hyderabad	18 th -19 th November 2022
11	Dr P. Umapathi	Impact of Work from Home on employee Engagement: An Investigation in Presence of Push and Pull Factors in IT Sector.	Symposium on Work from Home – Issues and Challenges, Organized by School of Management Studies, University of Hyderabad	18 th -19 th November 2022

International Conference on
EMPOWERING TO CREATE SMART FUTURE THROUGH E-GOVERNANCE AND DIGITIZATION



PRESIDENCY UNIVERSITY
SCHOOL OF MANAGEMENT
Bengaluru - 560064, India

Certificate

This is to certify that **Dr./Mr./Ms.** Dr Dowlath Ahammad
of CMR College of Engineering and Technology has presented a paper at the **International**
Conference on Empowering to Create Smart Future through E-Governance and Digitization, 8th July, 2022
organized by School of Management, Presidency University, Bangalore.

Title of Paper Evaluation of Factors Influencing Usage of FinTech Applications in Micro Business
Co Author(s) Samyukta Penmista


Dr. Rosewine Joy
Convener


Dr. Gunjeet Kaur
Dean- SoM & SoC

International Conference on
EMPOWERING TO CREATE SMART FUTURE THROUGH E-GOVERNANCE AND DIGITIZATION



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This is to certify that **Dr./Mr./Ms.** Dr. Shesadri Kiran Tharimala
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organized by School of Management, Presidency University, Bangalore.

Exploring User Adoption of Omni Channel Marketing of White Goods: An
Title of Paper Empirical Investigation Through UTAUT2 in Presence of Tri-Equities
Co Author(s) Dr. Perikala Umapathi

Dr. Rosewine Joy
Convener

Dr. Gunjeet Kaur
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International Conference on
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Title of Paper **Exploring User Adoption of Omni Channel Marketing of White Goods: An
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Co Author(s) **Dr. Perikala Umapathi**

Dr. Rosewine Joy
Convener

Dr. Gunjeet Kaur
Dean- SoM & SoC

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Title of Paper Evaluation of Factors Influencing Usage of FinTech Applications in Micro Business

Co Author(s) Samyukta Pennista

A handwritten signature in blue ink.

Dr. Rosewine Joy
Convener

A handwritten signature in blue ink.

Dr. Gunjeet Kaur
Dean- SoM & SoC



VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Encl. no 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI

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Marching Beyond 30 Years Successfully
INSTITUTION WITH UGC 12B STATUS

**SCHOOL OF MANAGEMENT STUDIES AND COMMERCE
DEPARTMENT OF COMMERCE**

Certificate of Presentation/Participation

This is to certify that Dr. Dowlath Ahammed, Asso. prof. of
CMRCET, Hyderabad has Presented / Participated a paper entitled
Efficiency of Time series modelling (ARIMA)
In predicting stock prices: A study
in the 2 day International Conference on "IEFICS – 2022" organised by Department of
Commerce, VISTAS, during 20th & 21st October 2022

Dr. P. Jagadeesan
Professor & Head,
Dept. of Commerce, VISTAS

Dr. S. Sriman Narayanan
Vice Chancellor,
VISTAS

Dr. P. Saravanan
Registrar
VISTAS



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SCHOOL OF MANAGEMENT STUDIES AND COMMERCE DEPARTMENT OF COMMERCE

Certificate of Presentation/Participation

This is to certify that Dr. T. BHEBADI KIBAN of
CMR CET, HYDERABAD has Presented / Participated a paper entitled
DOES CUSTOMER BRAND ENGAGEMENT AFFECTS
BRAND LOYALTY? AN EMPIRICAL STUDY IN PERSPECTIVE OF CUSTOMER
TRUST
in the 2 day International Conference on "IEFICS - 2022" organised by Department of
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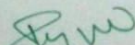
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SCHOOL OF MANAGEMENT STUDIES AND COMMERCE

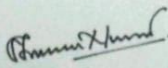
DEPARTMENT OF COMMERCE

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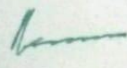
This is to certify that Dr. P. UMAPATHI Asst. Prof of
CMR CET, Hyderabad has Presented / Participated a paper entitled
Impact of Brand Tribalism on Customer Acquisition and
Customer Loyalty with special Reference to Electronic goods in Hyderabad
City
in the 2 day International Conference on "IEFICS - 2022" organised by Department of
Commerce, VISTAS, during 20th & 21st October 2022


Dr. P. Jagadeesan

Professor & Head,
Dept. of Commerce, VISTAS


Dr. S. Sriman Narayanan

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VISTAS


Dr. P. Saravanan

Registrar
VISTAS



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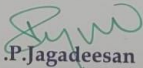
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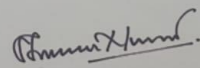
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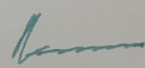
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D.G. Vaishnav College has Presented / Participated a paper entitled
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DEPARTMENT OF COMMERCE**

Certificate of Presentation / Participation

This is to certify that Dr. L. RAMANJANEYA, Asst. prof. of
CMRCEI, Hyderabad has Presented / Participated a paper entitled
Impact of Promotional Activities in Digital Marketing
with reference to E-Marketing Platforms - A Study
in the 2 day International Conference on "IEFICS - 2022" organised by Department of
Commerce, VISTAS, during 20th & 21st October 2022

Dr. P. Jagadeesan
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Dept. of Commerce, VISTAS

Dr. S. Sriman Narayanan
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DEPARTMENT OF COMMERCE**

Certificate of Presentation/Participation

This is to certify that S. SWAPNA, Asst. prof. of
CMRCEI, Hyderabad has Presented / Participated a paper entitled
Does Customer Brand Engagement Affects Brand Loyalty?
An Empirical Study in presence of Customer Trust
in the 2 day International Conference on "IEFICS - 2022" organised by Department of
Commerce, VISTAS, during 20th & 21st October 2022

Dr. P. Jagadeesan
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INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
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**SCHOOL OF MANAGEMENT STUDIES AND COMMERCE
DEPARTMENT OF COMMERCE**

Certificate of Presentation / Participation

This is to certify that Dr. L. RAMANFANEYA, Asst. Prof. of
CMRCEI, Hyderabad has Presented / Participated a paper entitled
Impact of Promotional Activities in Digital Marketing
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Dept. of Commerce, VISTAS

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Vice Chancellor,
VISTAS

Dr. P. Saravanan
Registrar
VISTAS



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(Instituted in the University of Madras in 1984)

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**SCHOOL OF MANAGEMENT STUDIES AND COMMERCE
DEPARTMENT OF COMMERCE**

Certificate of Presentation/Participation

This is to certify that VENKATAPURNAGUDAVALLI, Asst. prof. of
CMRCEI, Hyderabad has Presented / Participated a paper entitled
"Impact of Promotional Activities in Digital Marketing
with reference to E-Marketing Platforms - A study"
in the 2 day International Conference on "IEFICS - 2022" organised by Department of
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Dr. P. Jagadeesan
Professor & Head,
Dept. of Commerce, VISTAS



Dr. S. Sriman Narayanan
Vice Chancellor,
VISTAS



Dr. P. Saravanan
Registrar
VISTAS



Telangana Mahila Viswavidhyalaya

(WOMEN'S UNIVERSITY), KOTI, HYDERABAD 500095
FORMERLY UNIVERSITY COLLEGE FOR WOMEN, OSMANIA UNIVERSITY
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Department of Commerce

ICSSR-SRC SPONSORED
TWO DAYS NATIONAL CONFERENCE ON
SUSTAINABLE BUSINESS PRACTICES (SBP'22):
UNDER AZADI KA AMRIT MAHOTSAV CELEBRATION



Certificate

THIS IS TO CERTIFY THAT PROF./ DR./MR./MRS./MS. A Kotishwar (Prof & HOD, Dept of MBA)
FROM CMR College of Engineering & Technology PARTICIPATED / PRESENTED A PAPER
TITLED Competitive Index Role on the Growth of Country Economy
with to Reference to Bric Countries. IN THE
TECHNICAL SESSION- I/II/III/IV OF THE TWO DAY NATIONAL CONFERENCE HELD DURING SEPTEMBER 14- 15, 2022.

PROF. M. VIJJULATHA
PRINCIPAL

PROF. M. GANGADHAR
CONFERENCE PRESIDENT

DR. NAZIA SULTANA
CONFERENCE DIRECTOR



Telangana Mahila Vistwavidhyalayam

(WOMEN'S UNIVERSITY), KOTI, HYDERABAD 500095
FORMERLY UNIVERSITY COLLEGE FOR WOMEN, OSMANIA UNIVERSITY

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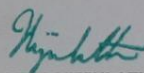
Department of Commerce

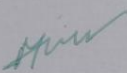
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SUSTAINABLE BUSINESS PRACTICES (SBP'22):
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Certificate

THIS IS TO CERTIFY THAT PROF./DR./MR./MRS./MS. Dr. Dowlath Ahammad (Asst Prof)
FROM CMR College of Engineering & Technology PARTICIPATED / PRESENTED A PAPER
TITLED A Study on Factors Influencing Investments in Cryptocurrencies IN THE
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PROF. M. VIJJULATHA
PRINCIPAL


PROF. M. GANGADHAR
CONFERENCE PRESIDENT


DR. NAZIA-SULTANA
CONFERENCE DIRECTOR



Telangana Aalabala Diswabidhyalayam

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Department of Commerce

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PROF. M. VIJJULATHA
PRINCIPAL

PROF. M. GANGADHAR
CONFERENCE PRESIDENT

DR. NAZIA SULTANA
CONFERENCE DIRECTOR



Telangana Mahila Viswavidhyalaya

(WOMEN'S UNIVERSITY), KOTI, HYDERABAD 500095
FORMERLY UNIVERSITY COLLEGE FOR WOMEN, OSMANIA UNIVERSITY
ACCREDITED BY NAAC WITH 'A' GRADE



Department of Commerce

ICSSR-SRC SPONSORED
TWO DAYS NATIONAL CONFERENCE ON
SUSTAINABLE BUSINESS PRACTICES (SBP'22):
UNDER AZADI KA AMRIT MAHOTSAV CELEBRATION



Certificate

THIS IS TO CERTIFY THAT PROF./ DR./MR./MRS./MS.. Ms. L. Ramarjaneya
FROM CMR College of Engineering & Technology PARTICIPATED / PRESENTED A PAPER
TITLED Review of Rural Marketing and Innovations in Promotional Activities
in India. IN THE
TECHNICAL SESSION- I/II/III/IV OF THE TWO DAY NATIONAL CONFERENCE HELD DURING SEPTEMBER 14- 15, 2022.

PROF. M. VIJJULATHA
PRINCIPAL

PROF. M. GANGADHAR
CONFERENCE PRESIDENT

DR. NAZIA SULTANA
CONFERENCE DIRECTOR



Telangana Mahila Viswavidhyalaya

(WOMEN'S UNIVERSITY), KOTI, HYDERABAD 500095
FORMERLY UNIVERSITY COLLEGE FOR WOMEN, OSMANIA UNIVERSITY
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Department of Commerce

ICSSR-SRC SPONSORED
TWO DAYS NATIONAL CONFERENCE ON
SUSTAINABLE BUSINESS PRACTICES (SBP'22):
UNDER AZADI KA AMRIT MAHOTSAV CELEBRATION



Certificate

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FROM CMR College of Engineering & Technology PARTICIPATED / PRESENTED A PAPER
TITLED Insurance Penetration and Density Effect on Insurance Growth
in India - A Study. IN THE
TECHNICAL SESSION-I/II/III/IV OF THE TWO DAY NATIONAL CONFERENCE HELD DURING SEPTEMBER 14- 15, 2022

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PRINCIPAL

PROF. M. GANGADHAR
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Department of Commerce

ICSSR-SRC SPONSORED

TWO DAYS NATIONAL CONFERENCE ON

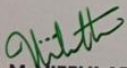
SUSTAINABLE BUSINESS PRACTICES (SBP'22) :

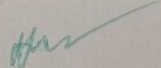
UNDER AZADI KA AMRIT MAHOTSAV CELEBRATION




Certificate of Excellence

THIS IS TO CERTIFY THAT PROF./ DR./MR./MRS./MS.. Kallepalli Mohini Lalitha
FROM CMR college of Engineering & Technology HAS PRESENTED A PAPER
TITLED An Emphirical Study On Impact On Vistual Teams On
Employee performance IN THE TECHNICAL SESSION- I/II/III/IV OF THE
TWO DAY NATIONAL CONFERENCE HELD DURING SEPTEMBER 14- 15, 2022 AND HAS BEEN
AWARDED THE **SESSION'S BEST PAPER.**


PROF. M. VIJJULATHA
PRINCIPAL


PROF. M. GANGADHAR
CONFERENCE PRESIDENT


DR. NAZIA SULTANA
CONFERENCE DIRECTOR



Telangana Mahila Viswavidhyalaya

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TITLED Competitive Index role on the Growth of Country Economy with
Reference to Bric Countries. IN THE
TECHNICAL SESSION- I/II/III/IV OF THE TWO DAY NATIONAL CONFERENCE HELD DURING SEPTEMBER 14- 15, 2022.


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THIS IS TO CERTIFY THAT PROF/ DR/MR/MRS/MS.. Mr. Raju Rathipelli
FROM CMR college of Engineering & Technology PARTICIPATED / PRESENTED A PAPER
TITLED Exploring the effect of service quality through SERVQUAL of private hospital on patient satisfaction and behavioural intention in presence of perceived value IN THE
TECHNICAL SESSION- I/II/III/IV OF THE TWO DAY NATIONAL CONFERENCE HELD DURING SEPTEMBER 14- 15, 2022.

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PRINCIPAL

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This is to certify that

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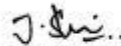
(CMR College of Engineering & Technology)

Presented a paper titled

Impact of Work From Home on Employee Engagement: An
Investigation in Presence of Push and Pull Factors in IT Sector
at the Symposium on Work from Home-Issues and Challenges
held on 18th & 19th November, 2022,



Prof. Sita Vanka
Coordinator



Dr. Srinivas Josyula
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Dr. P Umapathi

(CMR college of Engineering & Technology)

Presented a paper titled

A study on the issues and implications of Work from
Home policy

at the Symposium on Work from Home-Issues and Challenges
held on 18th & 19th November, 2022.


Prof. Sita Vanka
Coordinator


Dr. Srinivas Josyula
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