



KG REDDY
College of Engineering
& Technology
AN AUTONOMOUS INSTITUTION

NEWSLETTER

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**ENGINEERING
INDIA'S
CHANGEMAKERS**

Department of Masters in Business Administration:

1. Student Publications

- Dr. Sarathsimha Bhattaru & N.Niharika published in the International Journal of Advanced Research in Management (IJARM) on Buying in The Digital Age: The Significance of Customer Reviews for Young Adult Consumers. With ISSN:0976-6324, Volume: 15, Issue 1 January-April 2024.
- Dr. Sarathsimha Bhattaru, G Suvarsha published in an International Journal of Marketing and Human Resource Management (IJMHRM)) on The Impact of Influencer Marketing On Consumer Purchasing Decisions – A Survey Based Analysis. With ISSN: 0976-643X, Volume: 15, Issue 1 January-April 2024.
- D.Radhakumari, J Sangeetha, Nishad Begum V.Mamatha published in the Journal of Management on the Role of foreign direct investment (FDI) on Indian economic growth with particular reference to the trading sector –an empirical analysis with ISSN 2347-3940 volume 11 issue 1 Jan-April 2024.

2. A Workshop was organized on Storytelling for Success on 10th Feb. 2024

A One-day workshop on 'storytelling for success'-business storytelling workshop for future managers for MBA students on 10-02-2024 in seminar hall. Dr. M. Vijay Kumar, founder and director of Lex'n'Pix, acted as a resource person, and D. Radhakumari, assistant professor, was the programme's coordinator.



Workshop on

"Story telling for Success" Business Storytelling Workshop for Future Managers

Coordinator : Dr. B. Sarath Simaha

Date : 10-02-2024

Time : 10:30 am onwards

Venue : MBA seminar Hall

Organised by : Department of MBA.



3. Journal Reviewer

Dr. Sarathsimha Bhattaru received a certificate of excellence in reviewing the journal from the Asian Journal of Economics, Business and Accounting with certificate number PRAJEBA113009SAR.



4. An Industrial Visit to Hindustan Coca Cola Beverages was organized on 15th Feb. 2024

The MBA department organized an industrial visit to the Hindustan Coca-Cola Beverages in Miyapur, Hyderabad. Fifty-two students visited with Mr C. Ganesh and Mr L. Ganesh's, Assistant Professors went as coordinators.



→ Dr.Sarath Simha Bhattaru published a chapter titled "Humanity Deficit at the Workplace; Amplifying the Unheard Voice through empirical research" in the edited book Organization: Purpose and Values, ISBN:9781032817903 and DOI-10,4324/9781003501374 by ROUTLEDGE Taylor & Francis Group, February 2024.

6. Industrial Visit

Department of MBA Initiated Industrial Visit for the IMBA students to Kanha Shanti Vanam Hyderabad. Total 60 Students attended the visit on 20-02-2024.Mrs.D.Radha Kumari Assistant Professor, Mr. C. Ganesh Assistant Professor, Mr.L.Ganesh Assistant Professor as coordinators for the visit.



5. Book Chapters

→ Dr M S Suryanarayana Reddy published a chapter titled "Workplace Expectations of Gen-Z: An Empirical Study" in the edited book Organization. Purpose and Values with ISBN:9781032817903 and DOI-10,4324/9781003501374 by ROUTLEDGE Taylor & Francis Group -February 2024.

