



KG REDDY
College of Engineering
& Technology
AN AUTONOMOUS INSTITUTION

NEWSLETTER

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**ENGINEERING
INDIA'S
CHANGEMAKERS**

DEPARTMENT OF MASTERS IN BUSINESS ADMINISTRATION (MBA):

Paper Publications:

- Mr. Chennakeshi Ganesh published a paper on Machine Learning Approaches for Statistical Analysis of Customer Satisfaction in Service Management. (Scopus Indexed)(IEEE).
- Mr. Chennakeshi Ganesh published a Paper on Information Extraction Using Data Mining Techniques For Big Data Processing in Digital Marketing Platforms(Published)(IEEE).
- Mr Chennakeshi Ganesh published a paper on A Study on Innovation and Creativity "A Case Study on MSMEs, Challenges and Startup Ecosystem in India"(Published at STUDENTS'EYE 2024,16TH National Level Seminar, Organised by the PG & Research Department of Commerce on the theme " SPARK" held on 22nd February 2024.
- Mr. Chennakeshi Ganesh published a paper on AI-Enhanced Content Marketing for Sustainability: A Theoretical Perspective on Eco-friendly Communication Strategies. On 23rd to 25th February 2024 at the 1st International Conference on Multidisciplinary Research and Sustainable Development (ICMED 2024), KGR CET.
- Mrs. Ch. Chandana presented a paper on Eco-Friendly HRM: Investigating Green and Sustainable Practices in Indian Enterprises On 23rd to 25th February 2024 at the 1st International Conference on Multidisciplinary Research and Sustainable Development (ICMED 2024), KGR CET.
- Dr.Sarathsimha Bhattaru presented a paper on Customer Service 2.0: The Influence of Chatbots and AI Solution from 23rd to 25th February 2024 at the 1st International Conference on Multidisciplinary Research and Sustainable Development (ICMED 2024), KGR CET.
- Dr MRS Suryanarayana Reddy presented a paper on Harmony in HR: Exploring the Synergy of Artificial Intelligence and Green Practices for Sustainable Workplaces On 23rd to 25th February 2024 at the 1st International Conference on Multidisciplinary Research and Sustainable Development (ICMED 2024), KGR CET.
- Mrs. D. Radha Kumari presented a paper on The Role of Technological Innovation in Online Trading Platforms: A Case Study of Angel Broking's Sustainable Practices and Investor Satisfaction From 23rd to 25th February 2024 at the 1st International Conference on Multidisciplinary Research and Sustainable Development (ICMED 2024), KGR CET.
- Dr.Sarathsimha Bhattaru presented a paper on From Burnout to Balance: A Sustainability-Oriented Survey on Job Stress and Work-Life Integration On 23rd to 25th February-2024 at 1st International Conference on Multidisciplinary Research and Sustainable Development (ICMED 2024), KGR CET.
- Mr. Babu Nimmagadda presented a paper on An Analytical study on Navigating Sustainability Challenges and Opportunities in the era of AI and the Gig Economy On 23rd to 25th February-2024 at 1st International Conference on Multidisciplinary Research and Sustainable Development (ICMED 2024), KGR CET.
- Mr. Lalisetti Ganesh presented a paper on "Financing a Greener Future: Analyzing the Integral Role of Green Finance in Environmental Protection" On 23rd to 25th February-2024 at 1st International Conference on Multidisciplinary Research and Sustainable Development (ICMED 2024), KGR CET.
- Mr. Suresh A, presented a paper on "an empirical study on examining the influence of mutual fund investment growth on equity market performance" on 23rd to 25th February-2024 at 1st International Conference on Multidisciplinary Research and Sustainable Development (ICMED 2024), KGR CET.
- Mrs. D. Radhakumari & Mr. Lalisetti Ganesh presented a paper on A Descriptive Analysis of the Latest Trends in Green Financing in India on 15&16 March 2024 at the 10th IBS Conference on Marketing & Business Strategy (ICOMBA 2024) held at ICFAI Business School, Hyderabad.

- Mr Chennakeshi Ganesh presented a paper on examining the connection between eco-conscious purchasing and consumer consciousness in the context of the Telangana twin cities on 15&16 March 2024 at the 10th IBS Conference on Marketing & Business Strategy (ICOMBA 2024) held at ICFAI Business School, Hyderabad.
- Mr. Suresh. A, presented a paper on “Mobile Social Commerce Acceptance Model and Young Adults’ S-Commerce Intentions In Hyderabad” on 15 & 16 March 2024 at the 10th IBS Conference on Marketing & Business Strategy (ICOMBA 2024) held at ICFAI Business School, Hyderabad.
- Dr Sarathsimha Bhattaru presented a paper on Sustainable Branding: An Empirical Analysis of Strategies for Eco-Conscious Consumer Engagement on 15 & 16 March 2024 at the 10th IBS Conference on Marketing & Business Strategy (ICOMBA 2024) held at ICFAI Business School, Hyderabad.
- Mrs. Ch. Chandana presented a paper on the Unique Approach to Green Human Resource Management (HRM) In selected Companies concerning Hyderabad on 15&16 March 2024 at the 10th IBS Conference on Marketing & Business Strategy (ICOMBA 2024) held at ICFAI Business School, Hyderabad.
- Mr. Chennakeshi Ganesh attended a 5-Day National Level Online Faculty Development Program on “Business Analytics & emerging Technologies” from 18-03-2024 to 24-03-2024 organised by the Department of Management Studies, Madanapalle Institute of Technology & Science

Student Achievements:

- B. Saketh Goud of II-MBA (22QM1E0063) is selected as Management Trainee in NCL Industries Limited with a CTC of 2.8 LPA.