



**GAYATRI VIDYA PARISHAD COLLEGE FOR DEGREE AND PG COURSES (A)**

Rushikonda, Visakhapatnam-530 045 | website: [www.gvpcdpgc.edu.in](http://www.gvpcdpgc.edu.in)

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 PG-MBA and UG Engineering B. Tech (CE, CSE, ECE, ME) programs are Accredited by NBA

**DEPARTMENT OF MANAGEMENT STUDIES**

**Paper Publications**

S.No	Title	Author	Journal	Year
1	An Empirical Study on the Causes of Occupational Stress among Faculty in Autonomous Higher Educational Institutions in North Coastal Districts of Andhra Pradesh	Prof. S. Rajani	Multidisciplinary , Scientific Work and Management Journal , Vol.36 Issue 1, 2026 , ISSN: 1053-7899 (Scopus indexed)	2026
2	Transformational Leadership & Employee Performance: An Empirical study on selected IT/ITeS Companies, Visakhapatnam.	Dr. Sairoop Allena	AHURI Final Report Journal	2026
3	Sustainable IT Governance Models using Blockchain for Transparent Decision-Making	Dr. Sairoop Allena	AHURI Final Report Journal	2026
4	The Science Stress & Success: A Bibliometric Journey through Burnout & Performance Studies	Dr. Sairoop Allena	Int.J. Bibliometrics in Business & Management	2026
5	A Study on Online Employer Branding and its influence on Job Application Decisions: An empirical Study	Ms. K. Gowtami	Global Conference	2026
6	Evaluating Sectoral Mutual Fund Performance and Investment allocation: Insights from Top sectoral Mutual Funds in INDIA	Dr. M. Satyavathi	Management Research Innovation, Sustainability & Technology	2026
7	AI Adoption in Retail : A Case Study Analysis of Benefits & Barriers	Dr. M. Satyavathi	Asian Journal of Management	2026
8	Digital GST compliance and ease of doing business: Evidence from Andhra Pradesh.	Dr. D. Hymavathi	In Proceedings of the ICSSR-SRC Sponsored Two Day Seminar organized by the Department of Commerce & Management, K.P.N. College (A)	2026
9	A Comparative Study of Security Analysis of Public and Private Sector Banks in India	Dr. M. Satyavathi	International Journal for Research Trends and Innovation (www.ijrti.org)	2025
10	A Decade of Blockchain in Finance: Bibliometric Analysis and Research Directions	Dr. M. Satyavathi	JOURNAL OF BUSINESS AND SOCIAL SCIENCES	2025
11	DriveSafeCore: Real-Time Collision Avoidance Through Spatio-Temporal Deep Learning in Autonomous Vehicles	Dr. M. Satyavathi	IEEE (6th International Conference)	2025



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S.No	Title	Author	Journal	Year
12	Sustainable IT Governance Models using Blockchain for Transparent Decision-Making	Dr. M. Satyavathi	IEEE (4th International Conference)	2025
13	A Study on the Impact of Warehouse Management System (WMS) Practices on Supply Chain Optimization – with Special Reference to Pharmaceutical Industries of Visakhapatnam District.	Dr. G. Venkata Rama Krishna Rao	MSW MANAGEMENT -Multidisciplinary, Scientific Work and Management Journal	2025
14	Leveraging Data Analytics for Effective Talent Management: A Literature Review	Dr. M. V. S. Ramalakshmi	ST Anns Cognitive Chronicles A Multi Disciplinary Journal	2025
15	DriveSafeCore: Real-Time Collision Avoidance Through Spatio-Temporal Deep Learning in Autonomous Vehicles	Dr. Neha Singh	ST Anns Cognitive Chronicles A Multi Disciplinary Journal	2025
16	Decoding Consumer Behaviour: Insights, trends, & Applications : Understanding the Dynamics of Modern Consumer choices	Dr. M. V. S. Ramalakshmi	Notion Press, California, USA	2025
17	“A Study on Digital Literacy in the rural areas of Visakhapatnam district	Mr. K. Gowri Shankar	Journal of Commerce & Business Studies	2025
18	DIGITAL BANKING IN RURAL INDIA: ASSESSING USAGE AND IDENTIFYING ADOPTION BARRIERS	Dr. D. S. B. Pallavi	Studies in Science of Science	2025
19	A Neural Network-Based Recruitment System for Optimizing Human Resources in Business Process Management Applications	Dr. D. S. B. Pallavi	Journal of Informatics Education and Research	2025
20	A study on candlestick patterns and volume analysis on market indexes with reference to NIFTY 50 & SENSEX	Dr. B. Ashok	Asian J Manage Commerce	2025
21	A Study on Price Action Patterns and Volume analysis on selected Automobile Sector Shares with specified time frame with reference to NIFTY AUTO	Dr. B. Ashok	International Journal For Multidisciplinary Research	2025
22	AI-driven NLP approach for Domiciliary Fiscal Administration	Prof. S. Rajani	IJISAE (Intelligent Systems and Applications in Engineering) ISSN: 2147-6799. (Scopus indexed)	March 2025



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S.No	Title	Author	Journal	Year
23	Pre-Merger Performance Evaluation of Andhra Pradesh Grameena Vikas Bank: A Multidimensional Analysis of Financial Strength, Efficiency and Outreach	Prof. S. Rajani	Journal of Information Systems Engineering and Management 2025, 9(1) e-ISSN: 2468-4376. (Scopus indexed)	2025
24	Comparative Analysis of Operational and Financial Performance of Four Regional Rural Banks in Andhra Pradesh	Prof. S. Rajani	Communications on Applied Nonlinear Analysis ISSN: 1074-133X Vol 32 No. 1s (2025) (Scopus indexed)	2025
25	“Exploratory Analysis of Financial Knowledge and Demographic Characteristics Among Working Women: An Empirical Evidence of Visakhapatnam, Andhra Pradesh	Prof. M. S. R. Seshagiri	International Journal of Science, Architecture Technology and environment, ISSN 3048-8222 (Online), Volume 02, Issue 09, September 2025	2025
26	“Exploring the components of financial literacy among organised sector working women in Visakhapatnam: An Empirical Evidence using EFA”	Prof. M. S. R. Seshagiri	Journal of informatics education and research, ISSN (Print): 1526-4726, Vol: 5, Issue 3 (2025), PP: 3239-3255.	2025
27	“AI's Role in Influencing Consumer Trust, UX, and Digital Buying Behavior”	Prof. M. S. R. Seshagiri	Advances in Consumer Research ISSN (Print): 0098-9258 ISSN(Online): 3079-1766, Vol. 2, Issue 4 (2025),PP: 2684-2693	2025