



**MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE  
(UGC-AUTONOMOUS)**



Affiliated to JNTUA, Ananthapuramu & Approved by AICTE, New Delhi  
Recognised Research Center, Accredited by NBA, NAAC for CSE, ECE, EEE, ME & MBA  
World Bank Funded Institute, Recognised by UGC under the sections 2(f) and 12(B) of the UGC act 1956  
Recognised as Scientific & Industrial Research Organization by DSIR of DST

**Department of Management studies**

**Faculty Achievements (Academic Year 2020- 2021)**

MADANAPALLE INSTITUTE OF TECHNOLOGY AND SCIENCE, MADANAPALLE  
(UGC AUTONOMOUS)  
DEPARTMENT OF MANAGEMENT STUDIES

**List of Paper Publications:**

The faculties who have published papers in various International Journals during the academic year 2020-2021 are listed below:

| S.No | Title of the Paper   | Authors (in the order maintaining the position) | Journal Name  | Index  | Year and month of Publication | ISSN  |
|------|--|---|---|--------|-------------------------------|---|
| 1    | Enhancing employee innovativeness and job performance through a culture of workplace innovation  | Dr.Mohsin Khan                                  | International journal of productivity and performance management (emerald publishing Ltd) | SCOPUS | April 2021                    | DOI:10.1108/IJPPM-09-2020-0466  |
| 2    | Adoption of contactless payments during Covid-19 pandemic-An integration of Protection Motivation Theory(PMT) and Unified Theory of Acceptance and Use of Technology (UTAUT) | Dr.G.Mahendar                                   | Academy of Marketing Studies Journal  | SCOPUS | 2021                          |   |
| 3    | Shopper segmentation using Multivariate Risk Analysis for Innovative Marketing Strategies  | Dr.G.Somasekhar<br>Dr.Srinivasa Krishna         | International Journal of Asian Business and Information Management                        | SCOPUS | Jan-March,2021                | <a href="https://doi.org/10.4018/IJABIM.20210101.oa4">DOI:10.4018/IJABIM.20210101.oa4</a> |
| 4    | Commodity Transaction Tax (CTT) Nature of Correlation Dynamics and Volatility Linkages between Indian Commodity and Equity markets.  | Swamy Perumandla                                | International Journal of Asian Business and Information Management                        | SCOPUS | Apr-June.2021                 | DOI:10.4018/IJABIM.20210401.oa2   |
| 5    | Impact of COVID-19 on GDP of major economies: Application of the artificial neural network forecaster  | Dr.Rajesh Kalli                                 | Economic Analysis and Policy  | SCOPUS | March,2021                    | <a href="https://doi.org/10.1016/j.eap.2020.12.013">doi.org/10.1016/j.eap.2020.12.013</a> |

|   |  |   |  |                   |          |                              |
|---|--|---|--|-------------------|----------|------------------------------|
| 6 | Users' In-Game Purchase Intention: The Effects of Flow Experience and Satisfaction                           | Dr.Mahendra Goli                                  | Journal of Electronic Commerce in Organizations                          | ABDC B-(Category) |          | DOI: 10.4018/JECO.2021100101 |
| 7 | A Study on influence of Employee Morale on productivity in Steel Industry wrt Vizag Steel Ltd, Visakhapatnam | Dr.K.Srinivasa Krishna,Mr. Y.Suryanarayana Murthy | International Journal of Science and Research                            | Other indexing    | Jan,2021 | 10.21275/SR21107145113       |
| 8 | A Behavioural Analysis of customers in respect to Brand Preference wrt Swiggy & Zomato                       | Mr. Y.Suryanarayana Murthy,Dr.K.Srinivasa Krishna | International Journal for Innovative Research in Multidisciplinary field | Other indexing    | Mar,2021 |                              |

The faculties who were reviewers for Journals during the academic year 2020-2021 are listed below:

| REVIEWERS |                     |   |
|-----------|---------------------|---|
| S.No      | Name of the faculty | Name of the Journal                                 |
| 1         | Dr.Mohsin Khan      | Asian Journal of Economics, Business and Accounting |
| 2         | Dr.Mahendar.G       | Journal of Retailing and Consumer Services          |