

DEPARTMENT OF MBA

Sl. No	Name of the Faculty	Name of the Journal	Title	DOI	Publication /citation
1	Dr. Ajatashatru Samal	Turkish Online Journal of Qualitative Inquiry(TOJQI)	Drivers, Barriers, Advantages of CRM and Consumer Behaviour-A study with reference to Private Commercial Banks.	Tojq.net/index.php/journal	Scopus
2	Karthik Reddy	Business, Management and Economics Engineering	The Impact of Customer Satisfaction in the Banking Sector with Reference to Fintech	https://doi.org/10.5281/zenodo.7068234	Scopus Web of Science-ESCI
3	Karthik Reddy	The Journal of Oriental Research Madras	Impact of Digital Banking on Profitability of Selected Public and Private Sector Banks in India	UGC CARE Approved Print Journal	UGC Care Listed Journal Group-I
4	Karthik Reddy	Journal of Education: Rabindra Bharati University	Does Online learning work better than offline learning: A Comparative study in Bangalore North	UGC CARE Approved Print Journal	UGC Care Listed Journal
5	Karthik Reddy	Entrepreneurship and Social Empowerment Converging Emerging Technologies and Growth in Business	A Study on Role and Regulations of Non-Banking Financial Institutions in India for Inclusive Growth-Issues and Challenges	Book Chapter Print	International Conference Book ISBN: 978-81-947313-8-2

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