

S.No	Name of the PI/ Co-PI/Name of the person holding the Chair	Title of the research project, endowments, Research Chairs	Name of the funding agency	Duration	Year of award or sanction	Amount in INR.	Amount in INR.
6	Dr.K V Siva Prasad	CORPORATE SOCIAL RESPONSIBILITY FOR RURAL DEVELOPMENT An Empirical Analysis of Firms and Beneficiaries in Andhra Pradesh	ICSSR	2 Years	2019-20	3.76	3.76
7	Dr.Landa Ramesh	FINANCIAL INCLUSION STRATEGIES AND ITS IMPLEMENTATION BY COMMERCIAL BANKS AN EMPIRICAL STUDY OF RURAL HOUSEHOLDS IN AP	ICSSR	2 Years	2019-20	2.80	2.80
8	Dr.A. Udaya Shankar	Rural woman empowerment in solar power sector of East and west Godavari districts of Andhra Pradesh	ICSSR	2 Years	2019-20	2.80	2.80
9	Dr.Anuradha Averineni	Analysis on effectiveness of Employee Training Module	A.P. Boiler Services & Spares	1 Year	2019-20	0.23	23000
10	Dr.Parvathaneni Krishna Priya	Financial Statement Analysis for Business Performance Assessment	Balaji Weighing Services	1 Year	2019-20	0.21	21000
11	Dr.V.N.Sailaja	A study on customer satisfaction towards the services of Standard Solutions	Sammys Enterprises	1 Year	2019-20	0.21	21000
12	Dr.Kolachina Srinivas	Evaluating the Effectiveness of Performance Appraisal System	Admission Arrow Pvt. Ltd	1 Year	2019-20	0.27	26900
13	Dr.Sundari Dadhabai	A study on effectiveness of in- plant training on employees' efficiency at Precicion Metal Stampings,Hyderabad	N Constructions	1 Year	2019-20	0.25	24650
14	Dr. Kalla V Bangaru Ganesh	Promoting Health and Wellness Initiatives Among Employees	Sri Azhagu Murugan Home Appliances	1 Year	2019-20	0.23	22650
15	Dr.Ankita Tiwari	Exportation of Constuction material using Nural Networking Technique	Amaravathi Developers	1 Year	2019-20	0.26	26000
16	Dr.R S V Rama Swathi	Understanding Employee Grievance Resolution in Contemporary Work Environments	Sammys Enterprises	1 Year	2019-20	0.26	26000
17	Dr.N Subrahmanyam	Strategies for effective Tax Planning	Sri Narendra High School	1 Year	2019-20	0.21	21,450
18	Dr.Simanchala Das	Cost Control and Expense Management in Organizations	Sri Azhagu Murugan Home Appliances	1 Year	2019-20	0.20	20000
19	Dr.Narayanam Bindu Madhavi	A study on customer perception towards Technical Consulting and IT Enabled Services	Balaji Weighing Services	1 Year	2019-20	0.21	21000
20	Ms. Sabbineni Poojitha	Measuring the Efficiency of Working Capital Management	Sammys Enterprises	1 Year	2019-20	0.24	23500
21	Dr.Ch Balaji	A study on financial statement analysis of PVP Constructions	Sri Venkateswara Degree College	1 Year	2019-20	0.24	23500
22	Dr.R Pradeep Kumar Patnaik	Corporate Governance and Ethical Financial Practices	Sammys Enterprises	1 Year	2019-20	0.22	22000
23	Dr.J Venkata Ramana	A study on the customers' perception of the products	Indiraa Foods	1 Year	2019-20	0.30	30000
24	Dr.Romala Vijaya Srinivas	Analysis of Social Media Marketing Campaign Effectiveness	J B M Computers	1 Year	2019-20	0.24	24000
25	Dr.A.Uday Shankar	Analysis of Recruitment and selection practices on retention of employees	Rock Heights Infra Pvt. Ltd.	1 Year	2019-20	0.23	23000

26	Dr.Athuri Bala Saraswathi	Innovative Approaches to Employee Engagement in the organisation	Indiraa Foods	1 Year	2019-20	0.24	23500
27	Dr.Venkateswara Rao Podile	Financial Performance Analysis of Calibrage Info Systems Pvt. Ltd.	Calibrage Info Systems Pvt. Ltd.	1 Year	2019-20	0.22	21,860
28	Dr.Domathoti Prasanna Kumar	Assessing the Impact of Employee Recognition Programs	Sammys Enterprises	1 Year	2019-20	0.21	21000
29	Dr.K Anusha	A study on Driving User Engagement and Sales in Standard Solutions	Sri Venkateswara Degree College	1 Year	2019-20	0.22	21790
30	Dr.A.Uday Shankar	customer feedback survey on the maintenance of web designing and mobile application development of sak informatics, Hyderabad	Sri Sambasiva Enterprises	1 Year	2020-21	0.20	20300
31	Dr.V.N.Sailaja	A study on customer perception towards the e-Commerce services of Sak Infrmatics	Sri Sambasiva Enterprises	1 Year	2020-21	0.20	20300
32	Dr.Savanam Chandra Sekhar	A Study on Digital Marketing and its impact on revenue generation	Kakatiya Educational Society	1 Year	2020-21	0.21	21000
33	Dr. Kalla V Bangaru Ganesh	A Study of employee wellness and welfare	A.P. Boiler Services & Spares	1 Year	2020-21	0.21	21000
34	Dr.N Subrahmanyam	Human Granulocyte-Colony Stimulating Factor	Aarya Books & Stationery	1 Year	2020-21	0.20	20,000
35	Dr.K V Siva Prasad	A study on Brand Promotion of Sammys Enterprises in Guntur District	Sammys Enterprises	1 Year	2020-21	0.18	18300
36	Dr.J Venkata Ramana	A study on brand awareness and brand promotion of Sak Infrmatics	Balaji Weighing Services	1 Year	2020-21	0.19	19250
37	Dr.Romala Vijaya Srinivas	Appraisal of Internal control system in large firms	Handlooms India	1 Year	2020-21	0.18	18300
38	Dr.R Pradeep Kumar Patnaik	Impact of social media marketing on performance of Micro and small businesses	Lakshya CME	1 Year	2020-21	0.20	20000
39	Dr.Ch Balaji	A study on financial statement analysis of SAK Infrmatics	Hari Sai Enterprises	1 Year	2020-21	0.20	19600
40	Dr.Athuri Bala Saraswathi	Strategies for the improvement of Team Communication	Sri Narendra High School	1 Year	2020-21	0.19	19000
41	Dr.Atanu Talukdar	Customer Relationship Management of Balaji Weighing Services	Balaji Weighing Services	1 Year	2020-21	0.19	18,600
42	Dr.Anuradha Averineni	Document level text classification algorithms using R	Creovsys Solutions India Pvt. Ltd.	1 Year	2020-21	0.30	30000
43	Dr.R S V Rama Swathi	Talent Development in Tech: HR Best Practices at Sri Sambasiva Enterprises	Sri Sambasiva Enterprises	1 Year	2020-21	0.20	19600
44	Dr.Narayanam Bindu Madhavi	A study on customer satisfaction towards Digital Marketing & SEO Services of Sak Infrmatics	Dhanalakhmi Enterprises	1 Year	2020-21	0.20	20300
45	Ms. Sabbineni Poojitha	Enhancing the Conflict Resolution strategies in the Workplace	Kakatiya Educational Society	1 Year	2020-21	0.20	20300
46	Dr.P.V. Vijaya Kumar Reddy	Market Analysis and Strategy Development for a New Product Launch	CS V B S S Prasad	1 Year	2020-21	0.28	28300

47	Mr.M.V.A.L.Narasimha Rao	Promoting Consumer Awareness among Rural Folks	Dhruva Industrial Consultants	1 Year	2020-21	0.18	18250
48	Dr.Domathoti Prasanna Kumar	Market Analysis and Sales Development of Sai Ashwini paints & Agro sprayers	Sammys Enterprises	1 Year	2020-21	0.19	19000
49	Dr.Simanchala Das	Analysis on Automated Payroll Management System	Sammys Enterprises	1 Year	2020-21	0.18	18250
50	Dr.Akondi Srikanth	A Study on Develop a Strategies to rise in sales volume with the efforts of advertising and sales promotion.	V B Ceramic Consultants	1 Year	2020-21	0.18	18300
51	Dr.Ankita Tiwari	Development of Digital marketing techniques using AI	Calibrage Info Systems Pvt. Ltd.	1 Year	2020-21	0.19	19300
52	Dr.K Anusha	A study on Exploring the Impact of Branding and Advertising of Sak Infrmatix	Rock Heights Infra Pvt. Ltd.	1 Year	2020-21	0.20	19600
53	Dr.K. Hema Divya	Maximizing Returns through Financial Excellence	J B M Computers	1 Year	2020-21	0.21	20500
54	Dr.Sundari Dadhabai	A Study on the effectiveness HRIS system	J B M Computers	1 Year	2020-21	0.20	20300
55	Dr.Marivina Kishore Babu	Identification of Gaps in Technology Utilization and Training for the Development of employees	Dhruva Industrial Consultants	1 Year	2020-21	0.19	19,300
56	Dr. A. Udaya Shankar	Rural woman empowerment in solar power sector of East and west Godavari districts of Andhra Pradesh	ICSSR	2 Years	2021-22	2.10	2.10
57	Dr.K V Siva Prasad	CORPORATE SOCIAL RESPONSIBILITY FOR RURAL DEVELOPMENT An Empirical Analysis of Firms and Beneficiaries in Andhra Pradesh	ICSSR	2 Years	2021-22	2.82	2.82
58	Dr.K.S.Venkateswara Kumar	A study on Enhancing Financial Literacy among Information technology professionals	Sri Sai Krishna Flour Mill	1 Year	2021-22	0.12	12000
59	Dr.Anuradha Averineni	Study on Customer Feedback and Product Improvement	Sai Plastics	1 Year	2021-22	0.18	17800
60	Dr.Venkateswara Rao Podile	Evaluating the Efficacy of Advertising Channels in Kalyani Enterprises	Kalyani Enterprises	1 Year	2021-22	0.13	13,200
61	Dr.R S V Rama Swathi	The Effect of Environmental Factors on the Performance of Small and Medium Scale Businesses	Dhruva Industrial Consultants	1 Year	2021-22	0.15	15000
62	Dr.N Subrahmanyam	Price Sensitivity and Perception of customers	Sri Sai Krishna Flour Mill	1 Year	2021-22	0.18	17,800
63	Dr. Swarupa Pelleti	The effect of Non-Financial Incentive on Staff Productivity in Security Printing and Minting Company	Aiboz R & D Private Limited	1 Year	2021-22	0.14	13500
64	Dr.Sundari Dadhabai	Analysis of Effectiveness and Efficiency of Personal income Tax Collection	Dhanalaxmi Enterprises	1.5 Year	2021-22	0.35	35000
65	Dr.Parvathaneni Krishna Priya	Understanding students' preference towards overseas education: A Market Analysis	Sree Overseas Software Solutions Pvt. Ltd.	1 Year	2021-22	0.19	18500
66	Dr.Kolachina Srinivas	Ensuring Accountability in Financial Management: An Examination of the Procedures	Admission Arrow Pvt. Ltd	1 Year	2021-22	0.21	21000
67	Dr.K. Hema Divya	A study on Quality of Worklife among IT employees	Kakatiya Educational Society	1 Year	2021-22	0.17	16500
68	Dr.P.V. Vijaya Kumar Reddy	Providing strategic solution to EMPLOYEES for effective performance	Lakshya CME	1.5 Year	2021-22	0.35	35000

69	Dr.Amara Rama Devi	Predicting KIDS Health and Disease Outbreaks using AI Models	Sri Srinivasa Medical Agencies	1 Year	2021-22	0.22	21500
70	Dr.Sukhavasi Santha Kumari	The Impact of E-Commerce on Emerging Markets	Dhanalaks hmi Enterprises	1 Year	2021-22	0.25	24600
71	Dr.Akondi Srikanth	Study of Impact of Bank Loans on Business Growth	Sriram & Co.,	1 Year	2021-22	0.19	18500
72	Dr.K Anusha	Analysing Debt Management Techniques in Business Organisations	Sriram & Co.,	1 Year	2021-22	0.13	13000
73	Dr.Arumugam Raju	The Impact of Road Network on the Marketing of Computers and other it appliances	J P Engineering Corporation	1 Year	2021-22	0.16	16200
74	Dr.Savanam Chandra Sekhar	Customer Satisfaction Survey for improving the Business	Sri Subrahman yeswara Medicals	1 Year	2021-22	0.30	30000
75	Dr.Kola Hemamalini	Offer expertise in designing energy-efficient circuit	Sri Azhagu Murugan Home Appliances	1 Year	2021-22	0.18	17800
76	Dr. P Vasavi	THE IMPACT OF demonetization on business growth	Dhruva Industrial Consultants	1 Year	2021-22	0.19	18500
77	Dr.Adhibatla Varaha Narsingmurthy	Strategising Corporate Social Responsibility activities	Kakatiya Educational Society	1 Year	2021-22	0.24	24,000
78	Dr.Atluri Bala Saraswathi	Managing Workplace Conflict: Strategies for HR Professionals	Sammys Enterprises	1 Year	2021-22	0.25	25000
79	Dr.R Pradeep Kumar Patnaik	Challenges affecting the contemporary recruitment and selection strategies	Sri Venkatesw ara Degree College	1 Year	2021-22	0.25	25000
80	Dr.Atanu Talukdar	Train employees of Sri Srinivasa Selections	Dhruva Industrial Consultants	1.5 Year	2021-22	0.35	35,000
81	Dr.Marivina Kishore Babu	A study on developing a Comprehensive Marketing Plan for effectice sale	J B M Computers	1 Year	2021-22	0.16	16,000
82	Dr.V.N.Sailaja	Evaluation of Bank Lending Practices and Credit Management	Calibrage Info Systems Pvt. Ltd.	1 Year	2021-22	0.13	13200
83	Dr.Landa Ramesh	The Role of Corporate Citizens in National Development	Chandrakala Scan Systems	1 Year	2021-22	0.13	13200
84	Dr.J Venkata Ramana	Development and planning of Strategies for Talent acquisition	S A S Solutions	1 Year	2021-22	0.15	14500
85	Dr.Ankita Tiwari	Driving Environmental Innovation: Consultancy for Cleaner Industries and Marine Environments	Gensis Biosciences IBRC	1 Year	2021-22	0.15	15000
86	Dr.Marimganti Srinivasa Narayana	Exploring Diversity and Inclusion Initiatives in the Workplace	S A S Solutions	1 Year	2021-22	0.24	24,000
87	Dr.A.Uday Shankar	Studying the Impacts of professional development on employee retention	Dhruva Industrial Consultants	1 Year	2021-22	0.15	15000
88	Mr.Sonti Venkata Nagamalleswara Sastry	investigation of Nanomaterials for advanced Drug Delivery Systems	CHEMJ PHARMA	1 Year	2021-22	0.18	18400
89	Dr.Ch Balaji	Cost Control Strategies for Sustainable Growth	Sammys Enterprises	1.5 Year	2021-22	0.35	35000

90	Dr.Simanchala Das	Analysis on effects of energy efficiency regulations & standards for boilers industry	A.P. Boiler Services & Spares	1 Year	2022-23	0.28	27500
91	Dr.J Venkata Ramana	Impact of Pricing Policies on the Profitability Level of an Organization	Sri Sai Krishna Herbals Cottege Industries	1 Year	2022-23	0.28	27500
92	Mr.Sonti Venkata Nagamalleswara Sastry	Marketing Strategies of solar industries-A study of select companies	Jayram Industries India Pvt Ltd	1 Year	2022-23	0.24	23700
93	Dr.Srinivasa Rao Kasisomayajula	An Analysis of Promotional Techniques and Their Fit with some Selected Private Sector Organizations	Hari Sai Enterprises	1 Year	2022-23	0.31	31000
94	Dr.Sukhavasi Santha Kumari	Real Estate Financing Models: Comparative Analysis and Risk Management Strategies	Blue Skybrundhavana LLP	1 Year	2022-23	0.31	31000
95	Dr.Akondi Srikanth	Employee Relations and it Effects on Employee Productivity	Sree Oversears Software Solutions Pvt. Ltd.	1 Year	2022-23	0.27	27000
96	Dr.Ch Balaji	Performance assessment of Small and Medium Scale Enterprises	Sriram & Co.,	1 Year	2022-23	0.24	24000
97	Dr.Itikela Shyam Sundar	A Report on Evaluating the Growth Challenges of indigenous Electrode Materials	Nanosol Energy Private Limited	1 Year	2022-23	0.24	24000
98	Dr. P Vasavi	Analysis of Employee Grievance Resolution in Contemporary Work Environments	Sri Sambasiva Enterprises	1 Year	2022-23	0.25	25000
99	Ms. Subham Saxena	Development of a Model for Demand Forecasting and Strategic Planning	SS Eat Street	1 Year	2022-23	0.25	25,000
100	Dr.K.S.Venkateswara Kumar	Analysis of Monetary incentives and Employee Performance	J B M Computers	1.5 Year	2022-23	0.40	40000
101	Dr.Ankita Tiwari	Ai based model for safety mode of exportation of toxic chemicals for industrial use	Dhanalaks hmi Enterprises	1 Year	2022-23	0.24	23,500
102	Dr.R Pradeep Kumar Patnaik	Price Sensitivity Analysis: Understanding Customer Value Perception	K S R ENTERPRISES	1 Year	2022-23	0.33	32,600
103	Dr. Kalla V Bangaru Ganesh	Target Audience Profiling for Effective Marketing Strategies	Pratyusha Enterprises	1.5 Year	2022-23	0.35	35,000
104	Dr.Savanam Chandra Sekhar	Promotional Strategies for Balaji Weighing Services	Balaji Weighing Services	1 Year	2022-23	0.27	27300
105	Dr.R S V Rama Swathi	The Effect of advertisement on Consumer Brand Preference	Dhruva Industrial Consultants	1 Year	2022-23	0.25	24,700
106	Ms. Sabbineni Poojitha	Development of strategic plan for Product Development Aligning with Customer Desires	A.P. Boiler Services & Spares	1 Year	2022-23	0.27	26,500
107	Dr.Kolachina Srinivas	Exploring Emerging Markets of boilers in Andhra Pradesh	A.P. Boiler Services & Spares	1 Year	2022-23	0.27	27300
108	Dr.Parvathaneni Krishna Priya	Framework on Employee Feedback Mechanisms: Enhancing Communication Channels	Jayram Industries India Pvt Ltd	1 Year	2022-23	0.27	27,300
109	Dr.K V Siva Prasad	The Contribution of insurance Companies to the Growth of Small and Medium Scale Businesses	Eeswari Traders	1 Year	2022-23	0.24	23,500
110	Dr. Swarupa Pelleti	Measuring the Effectiveness of online Shopping	S S Traders	1 Year	2022-23	0.24	23500

111	Dr.N Subrahmanyam	Auditing Standards and their Influence on Financial Reporting	Shama Associates	1 Year	2022-23	0.25	24,600
112	Dr.Romala Vijaya Srinivas	Cost Control Strategies and Efficiency in Dhanalakshmi Enterprises	Dhanalakshmi Enterprises	1 Year	2022-23	0.26	25,500
113	Mr.Chava Srinivasa Rao	Employee Turnover: Identifying Causes and Implementing Retention Strategies	Sri Narendra High School	1 Year	2022-23	0.24	24000
114	Dr.Arumugam Raju	Evaluation of the Role of Social and Economic infrastructure in the Promotion of Business Activities	Nagendra and Eswar Services India Pvt. Ltd.	1 Year	2022-23	0.27	27,000
115	Dr.Anuradha Averineni	Exploring Customer perception and Satisfaction	Sri Azhagu Murugan Home Appliances	1 Year	2022-23	0.25	24,500
116	Dr.Burra Vamsi Krishna	The effect of employee diversity on organizational performance	Giridharvani Industries	1 Year	2022-23	0.24	23,500
117	Dr.Domathoti Prasanna Kumar	Competitor Analysis through the Lens of Customer Perspective	Sammys Enterprises	1 Year	2022-23	0.24	23750
118	Dr.Subir Kumar Sinha	An Effective Promotional Tool for Marketing New Product	Spicy Glass	1 Year	2022-23	0.24	24000
119	Dr.Kola Hemamalini	Analysis of Quality of Soybean fortified Powdered Paip From Maize	VVS Oil Trading Mills	1 Year	2022-23	0.29	28,500
120	Dr.Sundari Dadhabai	Analysis of factors influencing the recruitment and selection process	Dhruva Industrial Consultants	1 Year	2022-23	0.24	23500
121	Dr.K Anusha	Personality and its Effects on Group Performance	Vishwam Incorporate	1 Year	2022-23	0.23	23,000
122	Dr. Sontineni Ramesh Babu	Work-Life Balance and its Effect on Employee Productivity	S S Engineers	1 Year	2022-23	0.23	23000
123	Dr.V.N.Sailaja	Analysis of Evolving Marketing Trends in the Digital Era	Subhamasthu Events	1 Year	2022-23	0.23	23,250
124	Dr.Atluri Bala Saraswathi	A study on sustainable business models across clinical laboratories	R. V. Labs	1 Year	2022-23	0.28	27,500
125	Dr.Venkata Ramana Sikhakolli	The Role of Microfinance Banks in the Alleviation of Poverty	Calibrage Info Systems Pvt. Ltd.	1 Year	2022-23	0.23	23000
126	Dr.Narayanam Bindu Madhavi	Analyzing Performance appraisal Techniques in Banks	CVR Multimech	1 Year	2022-23	0.30	30,000
127	Dr.Rajendran P	A Study on the Impact of Employee Grievances and the Performance of an Organization	ZETA SYSTEMS AND SOLUTIONS	1 Year	2022-23	0.27	27300
128	Dr. Bhasker Mulam	The Effect of Business Credit Availability on Small and Medium Scale Enterprises	Rock Heights Infra Pvt. Ltd.	1 Year	2022-23	0.24	23,500
129	Dr.A.Uday Shankar	A Study on the influence of Employee Grievances and the Performance of an industry	S A S Solutions	1 Year	2022-23	0.25	25000
130	Dr.Puppala Raja Babu	Understanding Human Rights in private companies	Dhruva Industrial Consultants	1 Year	2022-23	0.27	26700
131	Dr.Md Mazharunnisa Begum	Exploring Digital Marketing Strategies for Rock Heights Infra Pvt. Ltd.	Rock Heights Infra Pvt. Ltd.	1 Year	2022-23	0.24	23500

132	Mr.M.V.A.L.Narasimha Rao	Analysis of the data on Financial Literacy for Women.	Vishwam Incorporate	1 Year	2022-23	0.24	23,500
133	Dr. R. Kanimozhi	The Impact of Total Quality Management on the Performance of Company	Unicusmind Technologies Private Limited	1 Year	2022-23	0.24	23,500
134	Dr.Atanu Talukdar	The Effect of Employee Participation on Organizational Performance	Venkatahanna Cotton Mills	1 Year	2022-23	0.31	31,400
135	Dr.Radha Krishan Sharma	Impact of New Product Development in an Organization	Dhruva Industrial Consultants	1 Year	2022-23	0.33	32,600
136	Ms. P Saritha Naidu	The Role of Mergers and acquisitions as a Survival Tool for Organizations	Dhruva Industrial Consultants	1 Year	2022-23	0.31	31,400