

## **B. M. Rao**

- Presented a paper entitled “Customer Relationship Management in MSMEs”, in the International Conference on Management of MSMEs – (MSMECON-10) conducted by Institute of Management Technology, Nagpur, September, 17<sup>th</sup> to 18<sup>th</sup>, 2010.
- Presented a paper entitled “Overview of emerging information technology solutions for supply chain management” in the International Conference on Marketing and Business Strategy (ICOMB) conducted by IBS-Hyderabad from 10<sup>th</sup> & 11<sup>th</sup> May 2012.
- Presented a paper entitled “Edupreneurship: An Analysis of Factors Contributing to Success of Vignan Educational Institutions” in Tenth Biennial Conference on Entrepreneurship conducted by Entrepreneurship Development Institute of India (EDII), Ahmadabad from 20<sup>th</sup> to 22<sup>nd</sup> February 2013.
- Presented a paper entitled “Social Entrepreneurship in India: From social problems and innovations to social value creation and outcomes” in the 2<sup>nd</sup> International Conference on Emerging Markets and issues in Management (ICEMIM) conducted by VIT University, Vellore on 19<sup>th</sup> & 20<sup>th</sup> April 2013.
- Presented a paper entitled “Application of Lean manufacturing methodologies in Indian auto components industry – A case study of Vijayawada auto cluster” in the 6<sup>th</sup> International Conference on Excellence in Research and Education CERE – 2014 conducted by Indian Institute of Management, at Indore from 8<sup>th</sup> to 11<sup>th</sup> May 2014.
- Presented a paper entitled ”Social Entrepreneurship-Challenges and Opportunities in Indian Education” in an international conference on “ Research and Business Sustainability” ICRBS 15 held at IIT –Roorkee-Greater Noida campus from December 4-6, 2015.
- Presented a paper entitled ”Skill gap analysis in Garment manufacturing MSME sector of Andhra Pradesh” in an international conference on ”Make in India: Opportunities and Challenges” SIMSARC16 held at Symbiosis Institute of Management Studies–Pune-campus from December 15-16, 2016.
- Presented a paper entitled” Innovation in edupreneurship: an analysis of innovative practices adopted by Sri Chaitanya educational institutions” in the Twelfth Biennial conference conducted by Entrepreneurship Development Institute of India (EDII) Ahmedabad from February 22-24, 2017.

- Presented a paper entitled “TQM – A Tool for Sustainable Competitive Advantage”, in the National Conference on “Operations Management” conducted by School of Management Studies, Vignan University, Vadlamudi from 28<sup>th</sup> to 29<sup>th</sup> April, 2010.
- Presented a paper entitled “SEZs in India: Some Issues”, in the National Conference on “Accelerating India’s Economic growth: Is Manufacturing a Prime Driver?”, conducted by Vignan Jyothi Institute of Management, Hyderabad from 15<sup>th</sup> to 17<sup>th</sup> December, 2011.
- Presented a paper entitled “Overview of Information Technology Solutions for Supply Chain Management”, in the National Conference on “Management Issues and Challenges for the Decade” conducted by School of Management Studies, Vignan University, Vadlamudi from 4<sup>th</sup> to 5<sup>th</sup> April, 2012.
- Presented a paper entitled “CRM best practices in Indian Banks : A case of State Bank of India ”, in the National Conference on “Financial Innovations and Challenges” conducted by School of Management Studies, Vignan University, Vadlamudi from 30<sup>th</sup> to 31<sup>st</sup> January, 2013.
- Presented a paper entitled “**Green Marketing Challenges and Opportunities in India** and Strategies to adopt” in a national conference on “Paradigm shifts in marketing-the road ahead conducted by SMS of Central University of Hyderabad (UH) on 23<sup>rd</sup> and 24<sup>th</sup> of January 2014.

### **P. Srinivasa Reddy**

- Effectiveness of HRD in Hospitality Industry: A Study of Selected Hotels in AP, India presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018.
- Competitiveness in Wellness Industry: A Conceptual Analysis presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018.
- Presented a paper entitled “Human Resource Management Practices in Tourism and Hotel Industry”, in a two day National Seminar on Emerging trends in Tourism and Hospitality Industry” at **Acharya Nagarjuna University, GUNTUR sponsored by UGC on 20<sup>th</sup> & 21<sup>st</sup> March, 2017.**
- Presented a paper entitled “e-Business Issues and Challenges in Indian perspectives”, in a two day National Seminar on “e.Tailing: Trends, Challenges& Opportunities sponsored by UGC ” at **K.B.N College, Vijayawada on 25<sup>th</sup> & 26<sup>th</sup> November, 2016.**

- Presented a paper entitled “An analysis of critical aspects of branding and brand management”, in a two day National conference on Brand Management” at IIT, Delhi on **15-16 April 2016.**
- Presented a paper entitled “HR concepts in Hotel Industry towards Employee Training and Development”, in a one day National conference on “Emerging Trends in Management and Technology ” at Narayana Engineering college, Nellore on **2<sup>nd</sup> April 2016.**
- Presented a paper entitled “Promotion of Tourism in India- Challenges and Opportunities ”, in a two day National Seminar on “**Travel and Tourism: Challenges and Opportunities For economic development**” at Vikrama Simhapuri University, Nellore, **Andhrapradesh on 25-26 January 2016..**
- Presented a paper entitled “Role of Women Entrepreneurship in India ”, in a two day National Seminar ( UGC sponsored )on “**Women Entrepreneurship in India-The Status and Imperatives**” ,at S.K.S.D.Mahila Kalasala ( UG&PG), Tanuku, Andhrapradesh on **15<sup>th</sup> &16<sup>th</sup> February,2015.**
- Presented a paper entitled “Role of Banks in Agriculture and Rural Development ”, in a two day National Seminar ( APSCHE sponsored ) on “**Contemporary Issues and Challenges of Banking and Financial Services in India**” ,at Sri Vidyaniketan Institute of Management, Tirupati, Andhrapradesh on **27<sup>th</sup> &28<sup>th</sup> February, 2015.**
- Presented a paper entitled “Knowledge Management in Insurance Industry ”, in a two day National Conference on “**Role of Knowledge Management in Modern Era**” ,at Sri Vasavi Engineering college, Tadepalligudem, Andhrapradesh on **27<sup>th</sup> &28<sup>th</sup> December, 2013.**
- Presented a paper entitled “Retail logistics- Conceptual changes and Challenges”, in a one day National Conference on “**Emerging sectors: Growth Drivers for Indian Economy**” ,at M.S.Ramaiah institute of Technology,Bengalore on **8<sup>th</sup> March,2013**
- Presented a paper entitled “Global Economic slowdown-Impact on Indian Economy”, in a 2 day National Conference on “ Management- Issues and Challenges for the Decade”, held at Vignan University, GUNTUR,A.P. on **4th&5<sup>th</sup> April,2012.**
- Presented a paper entitled “Corporate Social and Environmental Responsibility in India”, in a 3 day National Conference on “Corporate Governance ”,held at XIMB-Bhubaneswar, Orissa.on **9<sup>th</sup>,10<sup>th</sup> &11<sup>th</sup> February,2012.**
- Presented a paper entitled “Six Sigma-A Tool for Strategic Competitiveness”, in a National Conference on “Operations Management”, held at Vignan University, GUNTUR,A.P. on **28th&29<sup>th</sup> April,2010.**
- Presented a paper entitled “Green Marketing and Consumer Value Positioning”,in a National Conference on “Green to Gold-Synergize”, held at Annamalai University,Tamilnadu on **2<sup>nd</sup> September, 2010.**
- Presented a paper on “Ethical Issues in Advertising” at a National Conference held at Pondicherry University, Pondicherry on **12<sup>th</sup> & 13<sup>th</sup> of April, 2008.**

- Presented a paper entitled “Product Recall - Is it a boon or bane for enhancing brand image”, in a 2 day International Conference on “Management perspectives 2012, held at AMITY University, Jaipur, Rajasthan on 6<sup>th</sup> & 7<sup>th</sup> September 2012.
- Presented a paper entitled “Consumer Protection & Competition Policy”, at a Two day International conference on Globalization and Consumer protection held on 28<sup>th</sup> & 29<sup>th</sup> January, 2011 at Kalasa lingam University, Tamilnadu.
- Presented a paper entitled “Shifting CSR-New challenges and Opportunities”, in an “International Conference on Corporate Governance”, organised by Institute of Public Enterprise, Hyderabad & Waikato university New Zealand on 8<sup>th</sup> & 9<sup>th</sup> December, 2010.

### **Dr. K. Kalpana**

- Published a paper titled “A study on Stress management among employees of ITES (BPO) Company” in the UGC sponsored National Seminar “Human Resource Management: Exploring new dimensions” organized by Bommidala Department of HRM, Acharya Nagarjuna University on 12<sup>th</sup> & 13<sup>th</sup> December, 2015, Page No. 260-264, ISBN .
- Presentation a paper titled “A study on influences of DMS on performance among the academicians of Guntur and Krishna Dt.” in the International Conference “Innovative HR Practices in Corporate world” organized by Department of Management, Rathinam College of Arts and Science, Coimbatore on 19<sup>th</sup> August, 2015.
- Published a paper titled “Impact of Industrial Relations on Employee Productivity” in the UGC sponsored International Seminar on “Industrial Relations and Human Relations in the era of Globalization” organized by Department of HRM, Acharya Nagarjuna University on 5<sup>th</sup> – 8<sup>th</sup> February, 2015.
- Published a paper on the topic “Problems and Measures to Strengthen Trade Unions” in the conference book “Emerging Trends in Industrial Relations”, First Edition, 2014, Page No.85-90, ISBN 9788192681955.
- Published a paper on the topic “Role of Emotions in Investment Decisions” in the conference book “Behavioral Finance”, First Edition, 2014, Page No.106-110, ISBN 9788190705925.
- Published a paper on the topic “HR issues in Mergers and Acquisition in Indian Banking” in the conference book “Financial Innovations and Challenges”, First Edition, 2013, Page No.85-90, ISBN 9789382163817.
- Published a paper on the topic “Significance of Participative Management in Modern Context” in the conference book “Management Issues and Challenges for the Decade”, First Edition, 2012, Page No.125-131, ISBN- 9789382163244.

### **Dr. K. Sivanageswara Rao**

- Forecasting Time Series Stock Returns Using ARIMA: Evidence from S & P BSC SENSEX presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018
- Attended International conference on Business & Finance, held during June 10<sup>th</sup> & 11<sup>th</sup>, 2016 and presented a paper titled “Performance analysis of Investors in Bombay stock Exchange”: An Empirical Analysis with Special Reference to Hyderabad.
- Attended the 4th International Conference on Emerging Trends in Finance & Accounting held during August 21 & 22, 2015, Mysore and presented a paper titled” Recommendations for optimal investments in Bombay stock exchange”.
- Attended International conference on “Emerging Trends in Finance & Accounting “held during August 21<sup>st</sup> and 22<sup>nd</sup>, 2015 and presented a paper titled “Recommendations for Optimal Investments in Bombay Stock Exchange”.
- Attended the International Conferences on Advancement in Engineering And Management held during 10 & 11 October 2014 at RISE Krishna Sai groups of institutions, Ongole, and presented a paper titled” Study on Problems of Sugar Cane Cultivators with Special Reference to Krishna District In Andhra Pradesh”
- Attended the international conferences on Debt & Derivative Markets held during 23 & 24 January 2014 at Puducherry university, Puducherry and presented a paper titled” Impact of Credit Derivatives Instruments on Monetary Policy And Resultant Finance Stability For Developing Economy Like India”.

### **Dr. M. Sivakoti Reddy**

- “Assessing the Role of Consumer Emotional Intelligence with respect to Persuasiveness of Advertised Price Promotions” has been sent to the IIM- Calcutta International conference MARCON- 12.
- “Effect of grocery loyalty programs on customer emotional loyalty in emerging retail markets: An empirical analysis” in International Conference in Marketing on Shaping the

Future of Research in Marketing in Emerging Economies: Looking Ahead held on 12-14 Jan 2012 at Indian Institute of Management Lucknow, Noida Campus, New Delhi in India.

- “HR Practices in an Uncertainty Era” in National Conference in Managing in an Uncertain Economic Era – Embracing change in service Economy held on 5-7 Nov 2009 at School of Management Studies, University of Hyderabad in India.
- “A study on Factors affecting Social media marketing; An empirical analysis among the Internet based Retailers” in a Two a day AICTE sponsored International Conference on “Consumer Dynamics and Marketing Strategies in Globalised Economic Era” – Perspectives and challenges, held on 29-30 October, 2013 at Gokaraju Ranga Raju Institute of Engineering and Technology, Hyderabad.
- “Factors influencing the Purchase Decisions of Organic Food Products: An Empirical Analysis on Indian Food and Grocery Retailing Customers,” Presented in Marcon – 2017; International Conference by IIM – Lucknow.
- “Cart Vs E-Cart: A Study on the Influencing role of Retail Service Quality on Customer Satisfaction in emerging Indian Food and Grocery Multi Channel Retailing,” Presented in Marcon – 2017; International Conference by IIM – Lucknow.
- “Assessing the mediating Role of Visual content, Qualitative information and Responsiveness in Social media advertisements to generate Purchase intentions among the millennial customers: A sustainable strategy for the effective marketing” Presented in Marcon – 2017; International Conference by IIM – Indore.
- “Rural Customer’s Mobile Banking Adoptability; An Empirical analysis on the Customer’s Perception towards m-banking in determining the Customer Satisfaction in the state of Telangana” Presented in Marcon – 2017; International Conference by IIM – Indore.
- “Paddy farmer’s perception on the Organic farming practices towards the sustainable agriculture: An empirical analysis on the paddy farmers of Tenali Division in Andhra Pradesh” Presented in Marcon – 2017; International Conference by IIM – Indore.

#### **Dr. Pardha Saradhi**

- **Pardha Saradhi Malla, Management Education for Entrepreneurship Development, Seminar Proceedings - UGC sponsored National Seminar on Management Education and**

Entrepreneurship Practices in India, Implications for Social Inclusion, April, 2014. pp. 128.

#### **A. Nagabhusan**

- Presented a paper at Dr.C.K.Prahalad Memorial National Conference on Management issues and challenges for the decade organized by Vignan University and HYDERABAD MANAGEMENT ASSOCIATION on 4<sup>th</sup> and 5<sup>th</sup> April 2012 with title “Efficiency of Indian Banking Industry in the Post-Reform Era”
- Presented a paper at Two day national conference on Financial Innovations and Challenges organized by Vignan University on 29-30, January 2013 with title “ HR Issues and challenges in Indian Banking Sector”.
- Presented a paper at Two day international conference on “consumer dynamics and marketing strategies in the globalized economic era- Perspectives and challenges organized by Gokaraju Rangaraju Institute of Engineering and Technology on 29-30, October 2013 with title “Legal and Ethical Issues in Marketing Environment – Organizational Context”.
- Presented a paper titled “saga of silicon plate: An empirical analysis on the impact of socio-economic factors of farmers on inception of solar plants” in Two day national conference on Emerging trends in power, energy and control Organized by VFSTR University, during 14<sup>th</sup> and 15<sup>th</sup> october 2017.
- Presented a paper titled “Factors influencing the purchase decisions of organic food products: An empirical analysis on indian food and grocery retailing customers” in Two day annual conference of emerging markets conference board Organized by IIM, LUCKNOW, Noida campus during 5-7 Jan, 2017.
- Role of Technology in Effective Crop Production: A Study on Paddy Farmers Perception towards Adoption of Technology in different Stages of Paddy Farming presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018.

#### **K. Phani Kumar**

- Prof.K.Samabsiva Rao & Mr.phani Kumar. Katuri, “Beyond the financial management”, National conference on convergence of management practices – 17 to 18, December- 2010, NIT-Warangal.

- Prof.K.Samabsiva Rao & Mr.phani Kumar. Katuri, “Development and impact of tourism industry in India”- ‘International conference on tourism, culture and travel literature’, 27 to 28, sep- 2011,MDS university, Ajmer.
- Prof.K.Samabsiva Rao & Mr.phani Kumar. Katuri, “Retail sector in India- Is it necessary for inviting FDI”, Management issues and challenges for the decade, 4 to 5, April-2012, Vignan university. Published with ISBN: 978-93-82163-24-4.
- Prof.K.Samabsiva Rao & Mr.phani Kumar. Katuri, “A study on infrastructure financing in India”, Financial innovations and challenges, 30 to 31, January-2013, Vignan university.
- Prof.K.Samabsiva Rao & Mr.phani Kumar. Katuri,” Women entrepreneurship in India In Globalised Economy”, International conference on contemporary Management (ICCM- 2014),14-15,March-2014, Faculty of management studies& commerce, University of Jaffna, Sri Lanka.
- Prof.K.Samabsiva Rao & Mr.phani Kumar. Katuri,” A study on socio economic development through priority sector lending by banks with reference to state of Andhra pradesh, ICBHRM,20-21,February-2016.
- Prof.K.Samabsiva Rao & Mr.phani Kumar. Katuri,” A study on Infrastructure challenges of Indian economy, ICCFBM,25-26,May-2016.
- Prof.K.Samabsiva Rao & Mr.phani Kumar. Katuri, “ A study on mutual funds performance analysis with reference to selected schemes” VIT university, A two day national conference on conventional to digital- A shift in banking, 21 and 22, April, 2017.
- Ms.Ch.Hymavathi & Mr.phani Kumar. Katuri, “ A study on analysis of BOP trends with reference to India” VIT university, A two day national conference on conventional to digital- A shift in banking, 21 and 22, April, 2017.
- Prof.K.Samabsiva Rao & Mr.phani Kumar. Katuri, “A study on challenges and issues related to growth of small scale entrepreneurship in an emerging economy: A study of selected districts in Andhra Pradesh”,International conference on paradigm shift in world economics: opportunities and challenges, April 07-08-2017.rukminidevi institute of advanced studies,New Delhi.

- Mr.phani Kumar. Katuri & Prof.K.Samabsiva Rao,” cost-benifit analysis of sigareni thermal power plant(STPP)-case study, 11-12,August,2017,2<sup>nd</sup> national conference on emerging trends in power,energy and control.vignan university.
- Profitability Analysis of Thermal Power Plant: A Case Study presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018

## **K.Sripathi**

- **K.Sripathi**, S. Hanumantha Rao, **Engagement of Faculty of Higher Education Institutions**, Seminar Proceedings - UGC sponsored National Seminar on Changing Scenario of Higher Education – Conventional Vs Professional Courses, Edited by Dr.A.Sathish Babu, Dr.J.Revathy, and Dr.B.Radha, May, 2017. **ISBN 978-93-86256-81-2**, 29-33.
- **K.Sripathi**, Dr. C. Madhavaiah, **HR Analytics and the Game Changing Technologies**, 2<sup>nd</sup> National HR Conference - Changing Human Resources Practices in the Times of Innovation and Technology, March, 2017. **ISBN 978-93-85327-28-5**, pp. 588-598.
- **K.Sripathi**, Dr. C. Madhavaiah, **People Analytics-A Key Strategic Enabler**, National Conference on Competitive Strategies in Digital Economy Opportunities & Challenges, February, 2017.
- **K.Sripathi**, Dr. C. Madhavaiah, D Balaji, **HR Analytics: The Emergence and Growth**, 5<sup>th</sup> International Conference on Managing Human Resources at Workplace, Edited by Dr. Mousumi Sengupta and Dr. Nilanjan Sengupta, December, 2016. **ISBN 978-93-83302-19-2**
- Balaji D, **Sripathi K**, B.R. Londhe, **ECC Condition Enhances Organizational Excellence**, 2<sup>nd</sup> International Conference on Science, Technology and Management, ICSTM-15, **ISBN 978-81-931039-6-8**, pp. 1914-1921.
- Dr.D.Balaji & **K.Sripathi**, ‘**Training for Productivity: Key to Achieving Global Competitiveness in Manufacturing**’, published in “Trends and Perspectives in Management Research” Vol.1 – Edited by Dr. A. Somu, Published by Shanlax Publications, Madurai, 2015. **ISBN-978-81-910601-0-2**, pp. 241-247
- **K.Sripathi** & M.Ramu, ‘**Exploring the Many Facets of Knowledge Management and the Indian Experiences**’, published in “Role of Knowledge Management in Modern Era” – Edited by Dr.G.V.Subbaraju, Published by Paramount Publishing House, New Delhi, Hyderabad, 2013. **ISBN-978-93-82163-91-6**, pp. 108-112
- **K.Sripathi** & D.Balaji, ‘**Global perspectives on shifts in Training & Development and implications for SHRM**’, published in “SHRM –Riding the power and shaping the HR Mission-Global perspective” – Edited by Dr.C.Gurusamy & Dr.Rangarajan Published by Sai Publications, Chennai, 2013. **ISBN-978-81-92537-68-9**, pp. 326-333
- **K.Sripathi** & M.Ramu, ‘**Financial innovations and implications on HR – The Indian Public Sector Banking Scenario**’, published in “Financial Innovations and Challenges” – Edited by Dr.Y.V.Rao, Published by Paramount Publishing House, New Delhi, Hyderabad, 2013. **ISBN-978-93-82163-81-7**, pp. 24-28
- Dr.A.Sathish Babu & **K.Sripathi**, ‘**Trends and Challenges in Human Resource Management**’, published in “Management: Issues and Challenges for the Decade”- Edited by Dr.P.Srinivasa Reddy, Published by Paramount Publishing House, NewDelhi, Hyderabad, 2012. **ISBN-978-93-82163-24-4**, pp.201-207.

- Sk.Khamuruddin & **K.Sripathi**, ‘**Role of MSMEs in Women Empowerment**’, published in,  
“Women Entrepreneurship: Financial Inclusion and Micro-financing for SHGs in AP”-  
Edited by S  
Anitha Devi, BVH Kameswara Sastry, S SrinivasaRao, Published by BS Publications,  
Hyderabad,2012. **ISBN-978-93-81075-82-1**, pp. 335-342
- Sk.Khamuruddin & **K.Sripathi**, ‘**Corporate Governance for Emerging Markets**’,  
published in  
”Strategic Management: National and Global Perspective”, Edited by Dr.Mridula Sahay,  
Published by Excel India Publishers, NewDelhi,2010. **ISBN-93-80697-03-1**, pp. 253-263

### **Ch. Hymavati**

- Published a paper on the topic “The Development of Entrepreneurship research in National conference on Entrepreneurship 2.0- changing models in new economic era ,Pg 109-117, ISBN NO 978-93-5258-741-4
- Presented a paper titled “Permission marketing: Turning Strangers in to Friends in to Customers.in Two day National conference on Emerging trends in service sector Issues and Challenges organised by PG Department of Business Administration, Chennai on 30-31 August 2016.
- Published a paper on the topic “Performance Appraisal and promotional practices of private Banks: Acase study on Tamil nadu Mercantile Bank ltd “in Human Resource Management: Exploring new dimensions 12-13, December(2015) Page No :1-6, ISBN078-93-85100-543
- Published a paper on the topic “Advantages and disadvantages of social networking sites : preventions to improve” in Two day National Seminar on Youth Empowerment-Organized by P.B.Siddhartha College , Vijayawada on 19<sup>th</sup>-20<sup>th</sup> March, 2015
- Published a paper titled Women Entrepreneurship in India : problems and prospectus”pg 23-234, ISBN 978-93-85100-59-8
- Published a paper on the topic “Problems of Women Entrepreneurs in India- Suggestions to improve.” in Global Journal for Research Analysis, Vol.3 ,Issue 8, August (2014) Page No : 7-8, ISSN 2277-8160,Global Impact Factor 1.5408.
- Published a paper on the topic “HR issues and Challenges in Indian Banking” in the conference book Financial Innovations and Challenges, First Edition, 2013, Page No.85-90, ISBN 9789382163817

- Published a paper on the topic “Significance of Participative Management in Modern Context” in the conference book Management Issues and Challenges for the Decade, First Edition, 2012, Page No.125-131, ISBN 9789382163244.
- Presented a paper titled “Role of Emotions in investment decisions” in the National Conference conducted by JNTU-HYD on Behavioral Finance on 22&23 January 2014.
- Presented a paper titled “ Role of Social Networking in investment decisions” in the National Conference by JNTU-HYD on Behavioral Finance on 22&23 January 2014

#### **D. Sudhir Babu**

- Presented a paper at Dr. C. K. Prahalad Memorial National Conference on Management issues and challenges for the decade organized by Vignan University and HYDERABAD MANAGEMENT ASSOCIATION on 4<sup>th</sup> and 5<sup>th</sup> April 2012 with title “Significance of participate management in modern context”.
- Presented a paper at Two day national conference on Financial Innovations and Challenges organized by Vignan University on 29-30, January 2013 with title “Financial Innovations and Implications on Human Resources: The Indian Public Sector Banking Scenario”.

E. Technological Changes Impact over SSI’s Promotion in India: An Empirical Analysis Among the perception of SSI’s presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018

F. A Paper titled “Customer Perception towards Digital Payments” was presented in an International Conference on Research Trends in Engineering, Applied Science & Management, Osmania University, Hyderabad on 5<sup>th</sup> August. 2018.

#### **S. Sudheer**

- Presented a paper at Dr.C.K.Prahalad Memorial National Conference on Management issues and challenges for the decade organized by Vignan University and HYDERABAD MANAGEMENT ASSOCIATION on 4<sup>th</sup> and 5<sup>th</sup> April 2012 with title “Efficiency of Indian Banking Industry in the Post-Reform Era”

- Presented a paper at Two day national conference on Financial Innovations and Challenges organized by Vignan University on 29-30, January 2013 with title “ HR Issues and challenges in Indian Banking Sector”.
- Presented a paper at Two day international conference on “consumer dynamics and marketing strategies in the globalized economic era- Perspectives and challenges organized by Gokaraju Rangaraju Institute of Engineering and Technology on 29-30, October 2013 with title “Legal and Ethical Issues in Marketing Environment – Organizational Context”.
- Presented a paper at National Conference on Emerging Trends in Marketing organized by KL University on March 18-19, 2014 with title “The impact of Green Marketing on Customer Satisfaction and Environmental Safety”.
- A Study on Persuasive Messages Impact in Determining the Customers Attitude Towards Advertised Price Promotions presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018.

## **M. Ramu**

- Presented a paper at Dr.C.K.Prahalad Memorial National Conference on Management issues and challenges for the decade organized by Vignan University and HYDERABAD MANAGEMENT ASSOCIATION on 4<sup>th</sup> and 5<sup>th</sup> April 2012 with title “Significance of participate management in modern context”.
- Presented a paper at Two day national conference on Financial Innovations and Challenges organized by Vignan University on 29-30, January 2013 with title “Financial Innovations and Implications on Human Resources: The Indian Public Sector Banking Scenario”.
- Presented a paper at Two day international conference on “consumer dynamics and marketing strategies in the globalized economic era- Perspectives and challenges organized by Gokaraju Rangaraju Institute of Engineering and Technology on 29-30, October 2013 with title “A marketing approach to human resources – marketing image of HR”.
- Assessing the Mediating Role of Behavioral Finance Decision in Determining the Investors Motivations on Patronage: An Empirical Analysis among Commodity Market presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018

## **M. S. Kishan Varma**

- Presented a paper at Dr.C.K.Prahalad Memorial National Conference on Management issues and challenges for the decade organized by Vignan University and HYDERABAD MANAGEMENT ASSOCIATION on 4<sup>th</sup> and 5<sup>th</sup> April 2012 with title “Efficiency of Indian Banking Industry in the Post-Reform Era”
- Presented a paper at National Conference on Financial Innovation and Challenges for the decade organized by Vignan University on 30<sup>th</sup> and 31<sup>st</sup> January 2012 with title “Recent Trends in Indian Banking Sector”
- Presented a paper at Two day international conference on “ consumer dynamics and marketing strategies in the globalized economic era – Perspectives and challenges organized by Gokaraju Rangaraju institute of engineering and technology on 29-30, October, 2013 with title “A marketing approach to human resources – marketing image of HR”

- Presented a paper titled “Problems of Women Entrepreneurs in India- Suggestions to Improve: A framework for Assessment” in Two day International Conference on Women Entrepreneurship- A Global Perspective Organized by K.B.N. College , Vijayawada on August 6-7, 2014
- Presented a paper at National Seminar on management education in India challenges and opportunities organized by Telangana University on 21<sup>st</sup> and 22<sup>nd</sup> October, 2011 with title “Impact of globalization on management education in India”.
- Presented a paper at National Seminar on Entrepreneurship and small business management in India organized by Montessori mahila kalasala on 9<sup>th</sup> November 2011 with title “industrial sickness in SSI’s: problems and measures”.
- Presented a paper at National Seminar on microfinance – issues, challenges and policies options in emerging economics organized by Krishna University on 17<sup>th</sup> and 18<sup>th</sup> February 2012 with title “Sources and Challenges in micro finance”
- Presented a paper at Two day National Seminar on Role of Knowledge Management in Modern Era organized by Sri Vasavi Engineering College, Tadepalligudem, West Godavari on 27<sup>th</sup> & 28<sup>th</sup> December, 2013 with title “Present and Future state of Knowledge Management”
- Presented a paper at National Seminar on FDI in Retail Sector in India- Issues and Challenges organized by Vignan University on 6<sup>th</sup> January 2014 with title “Issues of retailing in india”
- Presented a paper at Two days National Seminar on Emerging Trends in Industrial Relations organized by Acharya Nagarjuna University on 22<sup>nd</sup> and 23<sup>rd</sup> February 2014 with title “Importance of Industrial Relations in India- Measures to Improve”.
- Impact of Employee Resilience on Employee Performance through Positive Organizational Behavior: An Empirical Analysis among IT Employees presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018

**Dr. P. Lakshmi Narayanamma**

- A study on impact of balanced scorecard implementation on job satisfaction of employees in selected public and private sector, National Conference on Contemporary

Management Practices on 28<sup>th</sup> February, 2017 at Loyola College, Thiruvannamalai Dist. Tamil Nadu, India.

- Internet of things: A Literature Review, International Conference on Leadership for Sustainable Socio-Ecological Systems, Vignan's University, 23-25 July, 2016.
- Performance Appraisal System-A Case Study Approach, National Conference on Emerging Strategies for Sustainable Competitive Advantage in the 21<sup>st</sup> Century, Auroras Post Graduate College, 7<sup>th</sup> April, 2016.
- Successful Women Entrepreneurs in India, Malla Reddy Engineering College for Women, 3-4, July, 2015
- Addressing stigma of Gender Violence-Is it an Unfinished Agenda, Gender mainstreaming: Issues & Strategies for Empowerment, Dr. Durgabai Deshmukh Centre for Women's Studies(UGC), 2014
- Paradigm Shift in Negotiation Emanating from Transformation of Employment relations, Competency Building Strategies in Business and Technology for Sustainable Development, Sri Ganesh School of Business Management, 2014
- A Study on Impact of Performance Drivers on Work Life Balance of Employees in IT Sector, Management: - Changing Perspective And Practices", Nagpur, 2014
- Talent Management in Business Schools, Talent Management: Emerging trends in India, Andhra University, Visakhapatnam, 2013
- Customer Preferences, Recent Advances & Challenges in Engineering & Management, Mumbai, 2012
- A Review of Ethical Leadership, Human Resource Management Practices for 21st Century, Periyar Maniammai University, Thanjavur. 2011
- Ethical Principles for Business Executives, Innovative Paradigms in Contemporary Management, Nagpur, 2011.
- Women Leadership in India: History, Problems & Strategies, International Conference of Management and Computing Sciences, Delhi, 2011
- Work Life Balance Practices for Women Employees in IT Sector, National Seminar at Alluri Institute of Management Sciences, Warangal, 2010

**Mr. Sai Manideep**

- Competitiveness in Wellness Industry: A Conceptual Analysis presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018
- A Conceptual Review of Franchising: A Strategic Choice of India's Beauty & Wellness presented in National Conference on Recent Advances in Power, BVRIT, Hyderabad on 20<sup>th</sup> & 21<sup>st</sup> April, 2018.