

## **DEPARTMENT OF MANAGEMENT STUDIES**

### **PUBLICATIONS**

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

1. A Study on Stress Management With Reference to Dhana Lakshmi Textile Limited, International Journal of Engineering and Advanced Technology, 2019, 2249-8958.
2. Role of Perceived Risk in Mutual Funds Selection Behavior: An Analysis among the Selected Mutual Fund Investors, International Journal of Engineering and Advanced Technology April 2019, 2249-8958.
3. Assessing The Role of Organizational Culture in Determining the Employee performance-Empirical Evidence from Indian Pharmaceutical Sector, International Journal of Engineering and Advanced Technology April 2019 2249-8958.
4. Investor perception towards Indian Commodities Market : An Empirical Analysis With Reference to Amaravathi Region of Andhra Pradesh, International Journal of Engineering and Advanced Technology April 2019 2249-8958.
5. Challenges Faced by Cotton Industry in Guntur Region, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 5 | May 2019.
6. Rural Finance for Agri Activities in Guntur Area, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 3 | March 2019
7. The Theory of Waste Management - Wastes To Reduce Analyses, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 3 | March 2019
8. Factors Effecting Graduates' Employability Skills, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 3 | March 2019
9. Social Media Marketing Trends In India, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 3 | March 2019
10. Published a paper titled "Analyze the relationship between performance management system with employee performance" in International journal of research (UGC Approved), 2348-795X, Jan, 2018.
11. Published a paper titled "A Study on employee engagement driving factors and their impact over employee satisfaction- empirical evidence from Indian IT Industry" in International journal of mechanical engineering and technology (Scopus), 0976-6340, April, 2018.
12. Published a paper titled "A study on analysis of BOP trends with reference to India" in International Journal

of Science and Research ,Volume (6), Issue (6), June 2017, ISSN 2319-7064.

13. Published a paper on the topic “Comparative study on Performance Appraisal System in Technical colleges of two countries” in the International journal of Informative & Futuristic Study, Issue: 8 Volume: 4, April 2017 Page no. 7037-7043 ISSN: 2347-1697.
14. Published a paper on the topic “A study on role of Occupational Stress in Organizations” in the International Journal of Engineering Technology, Management and Applied Sciences, Issue: 1 Volume: 5, Jan 2017 Page no. 53-59 ISSN: 2349-4476.
15. Published a paper on the topic “A study on impact of work life stress on job with special reference to BPO employees in Vijayawada” in the Anveshana’s International journal of Research in Regional studies, Law, Social Sciences, Journalism and Management Practices, Issue: 9 Volume: 1, Oct 2016 Page no. 09-18 ISSN:2455-6602.
16. Published a paper on the topic “A study on Stress Management among employees at Hinduja Global Solutions, Guntur, AP” in the South Asian Journal of Marketing & Management Research an International journal, Issue: 11 Volume: 6, Nov 2016 Page no. 54-63 ISSN:2249-7137.
17. Published a paper on the topic “A study on Effectiveness of performance appraisal system in Educational institutions” in the SSRG International Journal of Economics and Management Studies (SSRG-IJEMS), Issue: 6 Volume: 3, Nov to Dec 2016 Page no. 58- 60 ISSN: ISSN: 2393 - 9125.
18. Published a paper on the topic “Technological Innovations in Indian Banking Sector” in the Asian Academic Research Journal of Social Sciences & Humanities, Issue: 3 Volume: 3, March – 2016 Page no. 144-153 ISSN: 2278-859X (Online) (Global Impact Factor – 0.2714).
19. Published a paper on the topic “A study on Human rights and workers legal rights: HR Perspective” in the Indian Journal of Commerce and Management, Issue: 4 Volume: 2, August – 2015 ISSN: 2348-4934 (Print) ISSN: 2348-6325 (Online) (Global Impact Factors ICV – 5.05, ISI – 1.023, GIF – 0.50 and ISRA – 2.015).
20. Published a paper on the topic “Leadership of Youth through Self-Transformations” in the International Journal of Commerce, Issue: 1 Volume: 2, June - 2015 Page no. 12-16 ISSN 2394- 9597.
21. Published a paper on the topic “A study on fluctuations in the commodity market with reference to Guntur (Dt.)” in the National Journal Zenith International Journal of Multidisciplinary Research - EXCEL International Journal of Multidisciplinary Management Studies, Issue: 5 Volume: 5, May - 2015 Page no. 1-14 ISSN 2249- 8834.
22. Paper published on the topic “Rural Women’s Entrepreneurship makes “Good Business”!” in the International listed Journal - Global Research Analysis, August – 2014 special issue ISSN: 2277-8160 (Global Impact Factor – 0.2714).
23. Published a paper on the topic “A Study on Customer Satisfaction towards housing Loan, Car Loan, Personal Loan - with special reference to SBI, Andhra Bank and Axis Bank, Guntur” in the Zenith International Journal of Multidisciplinary Research, Volume: 4, Issue: 4, April- 2014, Page No.265-272, ISSN 2231-5780 (Global Impact Factor – 0.675, IC Value – 5.09, SJIF – 3.567).
24. Published a paper on the topic “Assessment of Market Share of SBI in Guntur: Comparison with Andhra Bank” in the International Journal - Asian Academic Research Journal of Social Sciences and Humanities,

Volume: 1, Issue: 21, March - 2014, Page No.1-18, ISSN 2278-859X (Impact Factors ICV- 5.05, ISRA- 2.015, GF- 0.05).

25. Published a paper on the topic “A Procedural Approach to Branding HR” in the International Journal of Research in Computer Application and Management, Volume: 3, Issue: 11, November - 2013, Page No.46-51, ISSN 2231-1009.
26. Published a paper on the topic “Concept note on Innovation Universities aiming at World class standards” in the National Journal - Business Vision, Management and Business Journal, Volume: 9, Issue: 3, Page No. 42-44, July-September 2013, ISSN: 2231-5497.
27. Published a paper on the topic “Understanding and Managing Quality Circles: A Theoretical Perspective” in the International Journal of Research in Management Sciences, Volume 1, Issue 1, July-September - 2013, Page No.58-69, ISSN 2347-8780 (Impact factor – 0.6480).
28. Published a paper on the topic “Functions of Constituents of General Financial Markets” in National Journal – HRD Times, Vol.15, No.9, Page No. 25-26, ISSN No.0976-7401, September 2013.
29. Published a paper on the topic “Development and Impact of Tourism Industry in India” in the International Journal- Asian Academic Research Journal of Social Sciences and Humanities, Volume 1, Issue 15, September - 2013, Page No.47-57, ISSN 2278-859X (Impact Factors ICV- 5.05, ISRA- 2.015, GF- 0.05).
30. Published a paper on the topic “A Theoretical Review of Literature on Job Satisfaction” in the International Journal of Research in Computer Application and Management, Volume: 3, Issue: 7, July - 2013, Page No.48-53, ISSN 2231-1009.
31. Published a paper on the topic “CRM in Insurance Sector” in National Journal – HRD Times, Volume: 14, Issue: 7, July 2012, ISSN No.0976-7401.
32. Published a paper on the topic “Industrial Sickness of SSI’s” in the National Journal - Business Vision, Management and Business Journal, Volume: 8, Issue: 2, Page No. 65- 68, April-June 2012, ISSN: 2231-5497.
33. Published a paper on the topic “Indian SMEs Global Competitiveness”, in the International Journal of Management (IJM) Volume: 2, Issue: 2, Page No.1-6, May- July– 2011, ISSN Print: 0976-6502, ISSN Online: ISSN: 0976-6510 (Impact Factor –7.2230, Imprint – AIEME, Citation – 71.2%).
34. Published a paper on the topic “Rural Entrepreneurship in India - Opportunities and Challenges”, in the International Journal of Entrepreneurship Business Review (EBR) Jan-Feb-2011, ISSN: 2229-7294

### **Dr. B. M. Rao**

1. A Study on Recruitment and Selection Process at Big Bazaar, International Journal of Innovative Studies in Sociology and Humanities, Volume: 3 Issue: 12 | December 2018
2. NPA’s in Indian Banks – A Study on NPA’s in Public Sector Banks, International Journal of Innovative Studies in Sociology and Humanities, Volume: 3 Issue: 11 | December 2018
3. Robotic Process Automation in Recruitment: A Conceptual Study, International Journal of Innovative Studies in Sociology and Humanities, Volume: 3 Issue: 8 | December 2018
4. Impact of Online Pharmacies on Retail Pharmacy - A Study on Guntur, International Journal of Innovative

Studies in Sociology and Humanities, Volume: 3 Issue: 7 | July 2018

5. An over view of CSR Activities of major software companies in India, International Journal of Innovative Studies in Sociology and Humanities, Volume: 3 Issue: 3 | March 2018
6. A Comparative study on performance of HDFC and SBI Infrastructure funds, International Journal of Innovative Studies in Sociology and Humanities, Volume: 3 Issue: 2 | Feb 2018
7. Published a paper entitled ‘Opportunities for Indian Pharmaceutical Companies in the era of Globalization’ in Journal of Global trends in Pharmaceutical Sciences, Volume-5, Issue-2, pp – 1567-1575 – April – June (2014).
8. Published a paper entitled ‘Role of Social Media Marketing in E-Retailing’ in Gavesana Journal of Management , Volume-6, Issue-2, pp – 85-94 – July – December (2014).
9. Published a paper entitled ‘Technology acceptance model in online retailing environment: an analysis in Indian context’ in International Journal of Management and Social Science Research Review, Vol-1, Issue – 29, Nov -2016 Page 103-109
10. “A Study on the Dimensions and Influence of Dynamic Determinants to attain Customer E- Satisfaction in Online Retailing” in Pacific Business Review International Volume 9 Issue 6, Dec. 2016
11. Business model based pricing strategy for pharma products in Southeast Asean region Journal of pharmaceutical research Volume 15 Issue 4, Oct-Dec 2016
12. ”Skill gap analysis in Garment manufacturing MSME sector of Andhra Pradesh” International journal of research in computer application and management(IJRCM) Volume 7 Issue 1, Jan. 2017
13. “Opportunities and challenges for Indian Pharmaceutical companies in overseas markets and need of digital tools for sustainable success”, Journal of Pharmaceutical Education & Research. Vol 51. Issue 2. Apr-Jun, 2017.
14. “A study on consumers’ perception about the importance of payment processing efficiency in online retailing environment”, Indian journal of marketing, Vol 47. Issue 6, June 2017 page 22-34. Technology Transfer- Models and Mechanisms, International Journal of Mechanical Engineering and Technology, ISSN: 0976-6340, June 2018.
15. A study of performance review discussion (PRD) on mid-level scientists: A case study of premier defense R&D laboratory located in Visakhapatnam, Inspira-journal of modern management and entrepreneurship – UGC approved, 2231-167x, Jan 2018.

### **Mr. D. Vijay Krishna**

1. Advanced Query Relevance in Web Search, International Journal of Business Policy and Strategy Management Vol. 1 (2014), pp.1-6.
2. Data Mining in E-Governance Models and Applications, International Journal of Business Policy and Strategy Management Vol. 1 (2014), pp.7-11.
3. Dynamic String Search Routing using Query Forms International Journal of IT-based Decision Support System Vol. 3 (2016), pp.1-8. ISSN: 2205-8362 IJIDSS
4. HybridFirecol to Support Different IPS Rules , International Journal of Reliable Information and Assurance

Vol. 4, No. 1 (2016), pp.1-8. ISSN: 2288-8950 IJRIA

5. Student Performance Metrics in Android, International Journal of Digital Contents and Applications for Smart Devices Vol.3, No.1, (2016), pp.1-8. ISSN: 2205-8532
6. Prediction Model of Survival Analysis for Customer Relationship Management, International Journal of Software Engineering and Its Applications Vol. 10, No. 9 (2016), pp. 9-18. ISSN: 1738-9984 IJSEIA
7. Jackknife Estimation of Incomplete Data for Data Marts for Customer Relationship Management, International Journal of u and e Service, Science and Technology, Vol. 9, No. 9 (2016), pp.287-294.
8. Managing Data Storage and Retrieval in cloud using Rijndael Encryption and Decryption., International Journal of Scientific Engineering and Technology Research, March 2014, ISSN 2319-8885
9. Product Impact on Brand Image, Business Vision, Jan – Mar 2013, ISSN 2231-5497

### **Dr. P Lakshmi Narayanamma**

1. Impact of Organizational Factors, Employee Personal Orientation and Workplace on Employee Performance, International Journal of Recent Technology and Engineering (IJRTE)ISSN: 2277-3878, Volume-8, Issue-1, May 2019.
2. The Modules of Job Satisfaction: A Review, International journal of basic and applied research, March 2019 Volume 9 Number 3.
3. Importance of Competency based Training Management System – with focus on Government Organizations in India, International Journal of Engineering, Applied and Management Sciences Paradigms, Volume 54 Issue 1 April 2019.
4. Impact of rewards and Recognitions on employee Satisfaction and Performance: A Review, International Journal of Management, Technology And Engineering, Volume IX, Issue V, MAY/2019.
5. Performance of Indian IPO's From Issue Price to Listing Price, International Journal of Management, Technology And Engineering, Volume IX, Issue VI, JUNE/2019.
6. Importance of Competency based Training Management System – with focus on Government Organizations in India, International Journal of Engineering, Applied and Management Sciences Paradigms (IJEAM) 2019 2320-6608
7. Impact of rewards and Recognitions on employee Satisfaction and Performance: A Review International journal of basic and applied research 2019 ISSN 2249-3352 (P) 2278-0505 (E)
8. The Modules of Job Satisfaction: A Review MBA International Journal of Management, Technology and Engineering 2019 2249-7455
9. HR Perception towards Multi Generations, International Journal of HRM & Research, 2249-6874, June 2018.
10. A study on impact of balanced scorecard implementation on job satisfaction of employees in selected public and private sector, Shanlax International Journals, ISSN: 2321- 788X, Vol. 4, No.3, Issue 3, February 2017.

11. Study on Balanced Scorecard in Selected Public Sector: A Case Study Approach, International Journal of Control Theory & Applications, Vol. 9 Issue 23, Oct 2016, pp. 255- 263, @ International University Press.
12. Internet of Things: A Literature Review, International Conference on Leadership for Sustainable Socio-Ecological Systems, Vignana's University, 23-25 July, 2016
13. Balanced Scorecard: Role of Learning and Growth Perspective, aWeshakar: A Peer Reviewed Research Journal, Vol. XXI Issue 2 September 2016 ISSN: 0974 1119.
14. A Study on Management Students Perception Towards Entrepreneurship, Asia Pacific Journal of Marketing & Management Review, APJMMR, Vol.5 (5), MAY (2016), pp. 8-17, indianresearchjournals.com, ISSN 2319-2836
15. Impact of Leadership Style on Employee Engagement, Pacific Institute of Management, Vol 1 Issue 1 June 2016 ISSN: 0974-438X.
16. Balanced Scorecard A Buzz word in 21st Century Corporate World, International Journal of Management and Social Sciences Research (IJMSSR), Volume 4, No. 3, March, 2015, 44-50, ISSN 2319-4421
17. Balanced Scorecard: Role Of Learning & Development Perspective, International Journal of Research and Development, Vol. 3 Issue 2, March 2015.
18. Human Resource Development Climate in Healthcare and Banking sector, Middle East Journal of Scientific Research, Volume 21 No. 7, 1055-1060, ISSN 1990-9233, 2014 Scopus Cited
19. An Empirical Study on Demographic Correlates of Emotional Intelligence of Engineering Students, Prabandhan: Indian Journal of Management, Vol. 7 Issue 12 33-44, December, 2014, ISSN 0975 – 2854, DOI: 10.17010/pijom/2014/v7i12/59290
20. Impact of Knowledge Management on Organizational Performance in Higher Educational Institutions, Scholars Journal of Economics, Business and Management, Volume 1 Issue 9, October 2014, 400-403, e-ISSN 2348-5302, p-ISSN 2348-8875
21. Academic Achievement in Engineering: Does Emotional Intelligence Matter, International Business Management, Volume 8 Issue 2, April 2014, 85-92, 1993-5250, Scopus Cited.
22. Role of Emotional Intelligence in the Academic Achievement of Engg. Students: A Case Study, Siddhant-A Journal of Decision Making, Volume 14 Issue 2, May 2014, 2231- 0649, Print ISSN: 2231-0649. Online ISSN: 2231-0657. Article DOI: 10.5958/j.2231- 13 0657.14.1.007
23. Traditional vs Modern Balanced Scorecard, Pezzottaite Journals, Vol.2 No.4, 2013, 649- 656, P:2279-0950, O:2279-0969 Impact of Retail FDI on Inclusive Growth, AADYAM Journal, Vol. 1 No.1, 2012, 69-74, 2278- 4152.
24. Employee Engagement, IJRCM, Vol.2 Issue 4, 2012, 115-117, ISSN 2231-5756  
Work life balance of women in IT Sector, 6Ms (pride of management), Vol. 1, 2010, 34-36.

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

1. Role of HRD Practices on Organizational Performance – A Study with reference to the General Insurance Companies in Andhra Pradesh, International Journal of Engineering and Advanced Technology April 2019 2249-8958.
2. Role of HRD Practices on Organizational Performance – A Study with reference to the General Insurance Companies in Andhra Pradesh International Journal of Engineering and Advanced Technology April 2019 2249-8958.
3. Mechanization in Paddy Farming – Paradigm shift in the Farmers Perception: An Empirical Analysis International Journal of Engineering and Advanced Technology April 2019, 2249-8958.
4. What Motivates Students to Attend Guest Lectures?: A Comparative Study across Three Popular Disciplines in India The International Journal of Learning in Higher Education 2019 ISSN: 2327-7955 (Print), ISSN: 2327-8749
5. The connection between capital structure and profitability International Journal of Innovative Technology and exploring Engineering, 2019, 2278-3075.
6. Impact of Branding on Customer Satisfaction and Loyalty: An Empirical analysis among Mobile Handset Users International Journal of Innovative Studies in Sociology and Humanities 2019 2456-4931.
7. Customer Satisfaction towards the Mobile Wallets Usage - An Empirical Analysis among the Rural Bank Customers in the State of Telangana, International Journal of Innovative Studies in Sociology and Humanities,2019.2456-4931
8. Customer Relationship Management Practices And Their Impact Over Customer Purchase Decisions: A Study On The Selected Private Sector Banks Housing Finance Schemes, Asian Research Journals, 2019, 2278-4853.
9. A Study on Consumer Perception on Packing of FMCG Products, International Journal of Innovative Studies in Sociology and Humanities , ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
10. A Study On Consumer Behaviour In Relation To Green Products Regarding FMCG Sector, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
11. A Study on Working Capital Management in Tirumala Dairy Pvt Limited, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
12. Customer Perception Towards On Online Food Ordering, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
13. A Conceptual Understanding on Job Satisfaction, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.

14. Customer Perception on Mobile E-Wallets, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
15. A Study on Service Quality Analysis In The Banking Sector With Special Reference To State Bank Of India, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
16. Factors behind Brand Switching in Telecom Industry, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
17. An Empirical Analysis over the Factors Affecting Investor Behaviour With Reference to Amaravathi Capital Region Commodity Market, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
18. A Study On Factors Influencing Customers To Choose Any Airline Company, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
19. A Study on Customer Relationship Management at Big Bazaar, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
20. A Study on Green Human Resource Management -Policies and Practices, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
21. A Study on Employee Wellness Practices, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
22. Factors Behind the success of D MART without using Promotional Strategy Advertisement, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
23. "Saga of Silicon plate: An empirical analysis on the impact of socio economic factors of farmers on inception of solar plants". International Journal of Circuit Theory and Application, Vol.9(29). November (2016), pp.257-266. (Scopus Indexed Journal)
24. "Customer perception on Green brands of Two wheeler and Four wheelers in the state of Andhra Pradesh," Shodh Sanchayan International Journal (ISSN: 0975- 1254), Vol.02 , pp.59-63.
25. "A Study on Role of Stress among the women employees with reference to Banking sector," Global peace International Journal (ISSN: 0976-8009), Vol. 4 , pp.100-110.
26. "Role of ATM Services in rural India and Impact on inclusive growth," CLEAR International Journal of Research in Commerce and Management (ISSN: 2249009-6), Vol.1, pp.47-54.
27. "Do the Cash and Carry stores can break the affinity of traditional Retailers and Wholesalers? A study in Coastal Andhra Pradesh, India". Publication in IFSMRC AIJRM (ISSN 2308-1341), vol. 1, pp. 36-47.
28. "Impact of Cash and Carry stores on traditional wholesaler's business: An empirical analysis on



traditional wholesalers merchandising and retail shopkeepers purchase decisions”. International Journal of Marketing, Financial services and Management Research. Vol.2; Oct-Dec-2013, ISSN – 2277-6788, p.12-18.

29. “An Overview on Indian Food and Grocery retailing Loyalty Programmes and the impact of Loyalty cards on Consumer purchase Behaviour”. Asia Pacific Journal of Marketing & Management Review. Vol.4(7). JULY (2015), pp. 33-44. P.33-44.
30. “Loyalty through Loyalty cards – A Study on the factors affecting usage of loyalty cards in Indian Food and Grocery retailing”. International Journal of Social Science & Interdisciplinary Research, IJSSIR, Vol. 4 (7), JULY (2015), ISSN 2277-3630.

### **Dr. B. Srinivasa Rao**

1. Implementation Framework of Artificial Intelligence In Financial Services, International Journal of Research and Analytical Reviews, Vol 5, I 4, B 341-E 345. (2019)
2. Recent Applications of Machine Learning: A Survey, International Journal of Innovative Technology and Exploring Engineering, Vol 8, I 6C2, B 263-E 267. (2019)
3. Andhra Pradesh Capital Region (Amaravathi) Investors’ Preference Towards Mutual Fund Sectors and Schemes – Qualitative Study, International Journal of Recent Technology and Engineering ISSN: 2277-3878, Volume-8, Issue-1, May 2019.
4. Student-Institutional-Fit, Complaining Behavior in context of Higher Education, India, International Journal of Management, Technology And Engineering Volume IX, Issue III, MARCH/2019 ISSN NO : 2249-7455.

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

1. Investigation on Feasibility Analysis of Roof -top Solar Power Plant with reference to VFSTR Deemed to be University, International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-1, May 2019.
2. A Survey on Financial Sustainable Globalization in the Indian Perspective, Jour of Advanced Research in Dynamical & Control Systems, Vol. 11, No. 5, 2019.
3. A Study on life cycle cost modeling for automotive sector, GITAM Journal of Management, Vol.17, PP 30-50, Jan-Mar 2019.
4. A Study on People’s Perception and Preferences on Online Food Delivery, International Journal of Innovative Studies in Sociology and Humanities, ISSN 2456-4931 (Online) Volume: 3 Issue: 9 | September 2018.
5. Profitability Analysis of Thermal Power Plant: A Case Study, International Journal of Pure & Applied Mathematics, 1314-3395, July 2018.

6. Cost –benefit analysis of singareni thermal power plant(STPP) – case study, Journal of advanced research in dynamical and control systems, 2017.
7. A study on element infrastructure for the new capital city Amaravathi, SJCC management research review, 2249-4359, June 2017.

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

1. Panel data Fixed Effect Model for Profitability Determinants: Referencing to S&P BSE Sensex International Journal of Engineering and Advanced Technology April 2019 2249-8958.
2. Trend Analysis to observe the Movement of Share Prices: A Reference to BSE Cement Industry, International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-1, May 2019.
3. Panel data Fixed Effect Model for Profitability Determinants: Referencing to S&P BSE Sensex, International Journal of Innovative Technology and Exploring Engineering ISSN: 2278-3075, Volume-8 Issue-7, May, 2019.
4. Integration of "SCM with ERP" & Benefits of ERP System and its Use in Supply Chain Management, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
5. A Study on “Employee Attrition” with Reference to Indian BPO Industry: Factors and Measures, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
6. A Study on “Work Life Balance” Of Employees, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
7. Employee Attrition in Startups: Factors & Measures, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
8. A Study on ‘Work Life Balance’ With Special Reference to private sector at Rangareddy Dist, International Journal of Innovative Studies in Sociology and Humanities ISSN 2456-4931 (Online) Volume: 4 Issue: 6 | June 2019.
9. Research paper was published A study on “Determinants of profitability” evidence listed companies in BSE - FMCG in Scopus – indexed “International Journal of Economic perspective”. Volume no 11, issue 3, September 2017.
10. Research paper was published “A study on “Prediction of Best index suitable for investors by using DRSMMLA Method”. Journal of Management Research, Oct – Dec 2016, P.P 249 – 256, vol .16, issue no – 4.
11. Research paper was published a study on “Investor’s Preferences in Stock Market: An Empirical Analysis with special reference to Hyderabad and Guntur Stock Holders”. Journal of International Academic Research for Multidisciplinary. (2016). Vol. 4(2). ISSN: 2320-5083. Impact Factor 2.417.
12. Research paper published on a study “Implementation of DRSMMLA Method for Predicting Profitable Indices” in I-Manager’s Journal of Management. (2016).
13. Research paper was published a study on “Problems of Sugar Cane Cultivators with special reference to

Krishna District, Andhra Pradesh. (2015). ISSN: 2349-5438., Impact Factor: 3.029.

14. Research paper was published on “Impact of Socio-Economic variables in Decision making of Small Investors in Investment Design” in Intercontinental Journal of Finance Research Review. (2014). Vol.2. Pp. 44-49. ISSN: 2321-2354.. Impact Factor:0.604.
15. Research paper was published on “Trends in Merges and Acquisitions in India an Analysis” in International Journal of Business and Administration Research Review. (2014). Vol.1 (7). Pp.99-108. Impact Factor 0.314.
16. Research paper was published on “Managing Teaching and Learning Process in Indian Professional Educational Institutions” in Inter Continental Journal of Human Resource Research Review. (2014). Vol.2(1). Pp.20-23.
17. Research paper was published on “Impact of Mobile devices on E-commerce” in Journal of International Academic Research Multidisciplinary. (2014). Vol. 2(1). Pp. 109-111. ISSN. 2320-5083. Impact Factor: 1.393.
18. Research paper was published on “Role of Gestures and Postures in Teaching for Generating Interest in Professional courses Students” in Primax International Journal of Commerce and Management Research. (2014).Vol.1 (4). Pp.137-139, ISSN: 2321-3604.
19. Research paper was published on “ E-Commerce and its structure Development in Indian Analysis” in IUP Journal of Information Technology. (2014). Vol.10 (2). Pp.17-35.
20. Research paper was published on “Macro Economics Implications for Financial Management” in Galaxy International Interdisciplinary Research Journal. (2014). Vol. 2(2). ISSN:2347-6915.
21. Research paper was published on “Factors determining capital structure of pharmaceutical industry in India” in International Journal of Research in Management Studies. (2014). Vol. 3(1). Pp.11-24.
22. Research paper entitled “Technology in Recruitment Process: Pros and Cons of E- Recruitment” published in Mc Stanford Journal of International Management.(2013).pp.37-44,ISSN 2321-1652, indexed and international journal.
23. Research paper was published on “Role of Banking Technology in Customers Services” in International journal of contemporary issues. (2013). Vol.1(2), pp.11- 20.
24. Research paper was published on” Problems and Prospects of Mirchi growers marketing process with special reference to Guntur Agricultural Marketing Committee “in Asia Pacific Journal of Marketing and Management Review.(2013). Vol.2 (12), pp.99-105. ISSN: 2319-2836.
25. Research article “Financial Performance of Co-operatives” – Case study of PACSs in west Godavari district” published in NCDC bulletin. (2008).Vol. 42. Pp.7-15.
26. Research paper entitled “E- banking applications in Indian banks” published in ICFAI University Publications. 2007, page no. 104 – 110, ISSN 81-314-0770-5.

## **Dr. S. Hanumantha Rao**

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