

MBA Faculty publications 2019

S. No.	Faculty/ Student /coauthor names	Title of paper	Name of Journal Volume & Page numbers	ISSN No	Sci/Scopus/ Non- Scopus	Month & Year
1	Dr.K.Kalpana	“Global branding issues in strategic management“	International Journal of Management, Technology and Engineering	2249-7456	UGC	2019
2	Dr.K.Kalpana	“Innovation management challenges and solutions	International Journal of Management, Technology and Engineering	2249-7456	UGC	2019
3	Dr.K.Kalpana	“An overview on Stress Management Practices in Textile Industry: An Empirical Analysis”	International Journal of Management Business Research	2249-7456	UGC	2019
4	Dr.K.Kalpana	“Role of Emotional Healing and Empowerment in Determining the Employee Performance in Servant Leadership Style”	International Journal of Recent Technology and Engineering	2277-3878	Scopus	2019
5	Dr.K.Kalpana	“Assessing the role of Organizational Culture in determining the Employee Performance – Empirical Evidence from Indian Pharmaceutical Sector“	International Journal Innovative Technology and Exploring Engineering,	2278-3075	Scopus	2019
6	Dr.K.Kalpana	“Employee Engagement through HRD Practices on Employee Satisfaction and Employee Loyalty: An empirical evidence from Indian IT Industry”	International Journal of Engineering and Advanced Technology	2229-5518	Scopus	2019
7	Dr.K.Kalpana	“A study on Stress Management with reference to Dhana Lakshmi Textile Limited“	International Journal of Engineering and Advanced Technology	2229-5518	Scopus	2019
8	Dr.K.Kalpana	Investors perception towards Indian Commodity Market: An Empirical Analysis with reference to Amaravathi Region of Andhra Pradesh	International Journal Innovative Technology and 001Exploring Engineering	2278-3075	Scopus	2019
9	Dr.K.Kalpana	“Role of perceived risk in Mutual Funds Selection Behaviour: An analysis among	International Journal of Engineering and Advanced Technology	2229-5518	Scopus	2019

		the selected Mutual Fund Investors”				
10	Dr.K.Kalpana	Do the HRD Practices Lead to Organizational Performance? Evidence from the Indian General Insurance Sector	Journal of Advanced Research in Dynamical and Control Systems	1943-023X	Scopus	2019
11	Dr.B.M.Rao	The Moderating Effect of Gender on Continuance Intention Toward Mobile Wallet Services in India	Indian journal of marketing	2394-2843	Scopus	2019
12	Dr.B.M.Rao	An over view of CSR Activities of major software companies in India	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019+
13	Dr.B.M.Rao	NPA’s in Indian Banks – A Study on NPA’s in Public Sector Banks	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019
14	Dr.B.M.Rao	Impact of Online Pharmacies on Retail Pharmacy - A Study on Guntur	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019
15	Dr.B.M.Rao	Robotic process automation in recruitment: a conceptual study	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019
16	Dr.B.M.Rao	A Study on Recruitment and Selection Process at Big Bazaar	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019
17	Dr.B.M.Rao	A Comparative study on performance of HDFC and SBI Infrastructure funds	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019

18	Mr. Alaparthi Nagabhushan	‘Mechanization in Paddy Farming – Paradigm shift in the Farmers Perception: An Empirical Analysis’	International Journal of Engineering and Advanced Technology	2229-5518	Scopus	2019
19	Mr. Alaparthi Nagabhushan	Effective Advertising and its Influence on Consumer Buying Behaviour,	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
20	Mr. Alaparthi Nagabhushan	GST Impact on Middle Income Earners,	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
21	Mr. Alaparthi Nagabhushan	Comparative study of nonperforming assets of public sector and private sector banks,	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
23	Mr. Alaparthi Nagabhushan	Green Human Resource Management,	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
24	Mr. Alaparthi Nagabhushan	Performance analysis on food and beverages sector in stock market in India.	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
25	Mr. Sripathi Kalvakolanu	Antecedents of Job Satisfaction among Engineering Faculty	International Journal of Management, IT & Engineering,	2394-0913	Scopus	2019
26	Mr. Sripathi Kalvakolanu	Application of Henry Garrett Ranking Method to Determine Dominant Factors Influencing Smartphone Purchase Decisions of Customers	Journal of Advanced Research in Dynamical and Control Systems	1943-023X	Scopus	2019
27	Mr. Sripathi Kalvakolanu	Applying Fuzzy Logic to Measure Analytical Competencies of HR Professionals	Jour of Advanced Research in Dynamical & Control Systems	1943-023X	Scopus	2019
28	Dr. Phani Kumar Katuri	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	2277-3878	Scopus	2019

29	Dr. Phani Kumar Katuri	A Survey on Financial Sustainable Globalization in the Indian Perspective	Journal of Advanced Research in Dynamical & Control Systems	2277-3878	Scopus	2019
30	Dr. Phani Kumar Katuri	A Study on life cycle cost modeling for automotive sector,	GITAM Journal of Management,	2249-4103	UGC	2019
31	Dr. Phani Kumar Katuri	A Study on People's Perception and Preferences on Online Food Delivery,	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019
32	Dr. Hymavathi Chunduri	Queuing Time and Shopping Time of D-Mart Customers with Special Refrenceto Guntur City, Andhra Pradesh,	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
33	Dr. Hymavathi Chunduri	Role of Perceived Risk in Mutual Funds Selection Behavior: An Analysis among the SelectedMutual Fund Investors,	International Journal of Engineering and Advanced Technology (IJEAT)	2229-5518	Scopus	2019
34	Dr. Hymavathi Chunduri	Investors Perception towards Indian Commodity Market: An Empirical Analysis with referenceto Amaravathi Region of Andhra Pradesh,	International Journal of Innovative Technology and Exploring Engineering	2278-3075	Scopus	2019
35	Dr. Hymavathi Chunduri	GLOBAL BRANDING ISSUES IN STRATEGIC MANAGEMENT,	International Journal Of Management, Technology And Engineering,	2249-7456	UGC	2019
36	Dr. Hymavathi Chunduri	Innovation Management: Challenges and Solutions,	International Journal Of Management, Technology And Engineering,	2249-7456	UGC	2019
37	Dr. Hymavathi Chunduri	IMPACT OF PROMOTIONAL ACTIVITIES ON CONSUMER PURCHASING BEHAVIOR WITH REFERENCE TO GUNTUR CITY, AP,	International Journal Of Management, Technology And Engineering,	2249-7456	UGC	2019
38	Dr. Hymavathi Chunduri	A Study On Customer Preferences Towards	International Journal Of Management,	2249-7456	UGC	2019

		Automobiles, With Reference To Guntur, A.P,	Technology And Engineering			
39	Dr. Hymavathi Chunduri	Consumer Buying Behaviour Towards Honda Activa,	International Journal Of Management, Technology And Engineering,	2249-7456	UGC	2019
40	Dr. Hymavathi Chunduri	A Study On Customer Satisfaction Towards Jio, With Reference To Guntur, A.P.	International Journal Of Management, Technology And Engineering,	2249-7456	UGC	2019
41	Dr. Hymavathi Chunduri	Investors Perception On Purchasing Of Gold And Silver With Reference To Guntur City , A.P,	International Journal Of Innovative Studies In Sociology And Humanities,	2456-4931	UGC	2019
42	Dr. Hymavathi Chunduri	Impact Of Supermarkets On Small Retailers With Reference To Guntur City, Ap,	International Journal Of Management, Technology And Engineering,	2249-7456	UGC	2019
43	Dr. Hymavathi Chunduri	A Study On Customer Awareness Towards E- Wallet In Guntur City, AP,	International Journal Of Management, Technology And Engineering,	2249-7456	UGC	2019
44	Dr. Hanumantha Rao Sama	Predicting The Dynamics of Influencing Smartphone Purchase Decisions,	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
45	Dr. Kolusu Siva Nageswara Rao	Panel data Fixed Effect Model for Profitability Determinants: Referencing to S&P BSE Sensex	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
46	Dr. Kolusu Siva Nageswara Rao	Trend Analysis to observe the Movement of Share Prices: A Reference to BSE Cement Industry,	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
47	Dr. Kolusu Siva Nageswara Rao	Panel data Fixed Effect Model for Profitability Determinants: Referencing to S&P BSE Sensex,	International Journal of Innovative Technology and Exploring	2278-3075	Scopus	2019

			Engineering (IJITEE)			
48	Dr. Kolusu Siva Nageswara Rao	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 (IJSSH)	2456-4931	UGC	2019
49	Dr. Kolusu Siva Nageswara Rao	A Study on “Employee Attrition” with Reference to Indian BPO Industry: Factors and Measures,	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019
50	Dr. Kolusu Siva Nageswara Rao	A Study on “Work Life Balance” Of Employees,	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019
51	Dr. Kolusu Siva Nageswara Rao	Employee Attrition in Startups: Factors & Measures,	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019
52	Dr. Kolusu Siva Nageswara Rao	A Study on ‘Work Life Balance’ With Special Reference to private sector at Rangareddy Dist,	International Journal of Innovative Studies in Sociology and Humanities (IJSSH)	2456-4931	UGC	2019
53	Mr. Manthena S Kishan Varma	Affect of Worksite Wellness Interventions Towards Occupational Stress	International Journal of Recent Technology and Engineering (IJRTE)	2456-4931	UGC	2019
54	Mr. Manthena S Kishan Varma	A Review on Human Resource Practices in Ramky Enviro Engineers Ltd. Hyd.	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
55	Mr. Manthena S Kishan Varma	Factors Influencing Milk Consumption and Purchase Behavior of customers	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019

56	Mr. Manthena S Kishan Varma	A Study on Public Awareness on Health Insurance Sector with reference to Guntur district	Universal Review Journal	2277-2723	UGC	2019
57	Mr. Manthena S Kishan Varma	Consumer Perception on Online Food Ordering with Reference to Guntur City	Journal of Emerging Technologies and Innovative Research	2349-5162	UGC	2019
58	Mr. Manthena S Kishan Varma	Does the Worksite Wellness Interventions impact Occupational Stress?: A Descriptive Evidence	Journal of Advance Research in Dynamical & Control Systems (JARDCS)	1943-023X	Scopus	2019
59	Mr. Dalavai Sudhir Babu	Impact of Organizational Factors, Employee Personal Orientation and Workplace on Employee Performance,	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
60	Mr. Dalavai Sudhir Babu	A Study on 720 Degree Performance Appraisal	International Journal of Innovative Studies in Sociology and Humanities (IJSSH),	2456-4931	UGC	2019
61	Dr. Siva Koti Reddy Manukonda	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 (IJEAT)	2229-5518	Scopus	2019
62	Dr. Siva Koti Reddy Manukonda	Mechanisation in Paddy Farming – Paradigm shift in the Farmers Perception: An Empirical Analysis	International Journal of Engineering and Advanced Technology (IJEAT)	2229-5518	Scopus	2019
63	Dr. Siva Koti Reddy Manukonda	What Motivates Students to Attend Guest Lectures?: A Comparative Study across Three Popular Disciplines in India	The International Journal of Learning in Higher Education	1812-9129	UGC	2019
64	Dr. Siva Koti Reddy Manukonda	The connection between capital structure and profitability	International Journal Of Innovative Technology and exploring Engineering (IJITEE)	2278-3075	Scopus	2019

65	Dr. Siva Koti Reddy Manukonda	Impact of Branding on Customer Satisfaction and Loyalty: An Empirical analysis among Mobile Handset Users	International Journal of Innovative Studies in Sociology and Humanities	2456-4931	UGC	2019
66	Dr. Siva Koti Reddy Manukonda	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,	2456-4931	UGC	2019
67	Dr. Siva Koti Reddy Manukonda	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	2456-4761	UGC	2019
68	Dr. Siva Koti Reddy Manukonda	A Study on Consumer Perception on Packing of FMCG Products,	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
69	Dr. Siva Koti Reddy Manukonda	A Study on Working Capital Management in Tirumala Dairy Pvt Limited,	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
70	Dr. Siva Koti Reddy Manukonda	A Conceptual Understanding on Job Satisfaction,	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
71	Dr. Siva Koti Reddy Manukonda	Customer Perception on Mobile E-Wallets,	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
72	Dr. Siva Koti Reddy Manukonda	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 (IJISSH)	2456-4931	UGC	2019
73	Dr. Siva Koti Reddy Manukonda	Factors behind Brand Switching in Telecom Industry,	International Journal of Innovative	2456-4931	UGC	2019

			Studies in Sociology and Humanities (IJISSH)			
74	Dr. Siva Koti Reddy Manukonda	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 (IJISSH)	2456-4931	UGC	2019
75	Dr. Siva Koti Reddy Manukonda	A Study On Factors Influencing Customers To Choose Any Airline Company,	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
76	Dr. Siva Koti Reddy Manukonda	A Study on Customer Relationship Management at Big Bazaar,	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
77	Dr. Siva Koti Reddy Manukonda	A Study on Green Human Resource Management -Policies and Practices,	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
78	Dr. Siva Koti Reddy Manukonda	A Study on Employee Wellness Practices,	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
79	Dr. Siva Koti Reddy Manukonda	Factors Behind the success of D MART without using Promotional Strategy Advertisement,	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
80	Dr.M.Sivakoti Reddy	Effectiveness of CRM Practices in Housing Finance Schemes: An Empirical Analysis in the Selected Private Banks	Journal of Advanced Research in Dynamical and Control Systems	1943-023X	Scopus	2019
81	Dr.M.Sivakoti Reddy	Mobile Banking-An Empirical Analysis on the Customer's Perception towards Mobile Banking in Determining the	Journal of Advanced Research in Dynamical and Control Systems	1943-023X	Scopus	2019

		Customer Satisfaction in the State of Telengana Rural Areas				
82	Dr.M.Sivakoti Reddy	Influential Role of Retail Service Quality in Food and Grocery Retailing: A Comparative study between Traditional and Multi-channel Retailing	International Journal of Management and Business Research	ISSN 2228 - 7027	scopus	2019
83	Dr.M.Sivakoti Reddy	What Motivates Students to Attend Guest Lectures?: A Comparative Study across Three Popular Disciplines in India	The International Journal of Learning in Higher Education	2327-7955	Scopus	2019
84	Dr. Poli Lakshmi Narayanamma	Impact of Organizational Factors, Employee Personal Orientation and Workplace on Employee Performance,	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
85	Dr. Poli Lakshmi Narayanamma	The Modules of Job Satisfaction: A Review	International journal of basic and applied research,	2395-3438	UGC	2019
86	Dr. Poli Lakshmi Narayanamma	Importance of Competency based Training Management System – with focus on Government Organisations in India,	International Journal of Engineering, Applied and Management Sciences Paradigms,	2320 - 6608	UGC	2019
87	Dr. Poli Lakshmi Narayanamma	Impact of rewards and Recognitions on employee Satisfaction and Performance: A Review,	International Journal of Management, Technology And Engineering,	2249-7456	UGC	2019
88	Dr. Poli Lakshmi Narayanamma	Performance of Indian IPO's From Issue Price To Listing Price,	International Journal of Management, Technology And Engineering,	2249-7456	UGC	2019
89	Mr. S Sudheer	The Effect of Employee Engagement Practices Towards Occupational Stress,	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
90	Mr. S Sudheer	The Influence of Source Credibility, Endorser Credibility and Message Appeal on	International Journal of Recent Technology and	2277-3878	Scopus	2019

		Consumers' Purchase Intention: An Empirical Analysis,	Engineering (IJRTE)			
91	Mr. S Sudheer	A study on Indian consumer shopping Behaviour on FMCG products: Reference soap Usage,	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
92	Mr. S Sudheer	Service Quality in Banking Sector: A Descriptive Study,	International Journal of Management, Technology and Engineering	2249-7456	UGC	2019
93	Mr. S Sudheer	A Study On Consumer Preferences And Satisfaction Towards Smart Phones In Guntur City,	Universal Review	2277-2723	UGC	2019
94	Mr. S Sudheer	A Study on Customers Perception towards Internet Banking, Guntur,	International Journal of Management, Technology and Engineering	2249-7456	UGC	2019
95	Mr. S Sudheer	A Study on Digital Marketing And Its Impact On Customers,	International Journal of Innovative Studies in Sociology and 96Humanities (IJISSH)	2456-4931	UGC	2019
96	Mr. S Sudheer	A Study on Talent Management in Recruitment of Human Resource Management	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
97	Mr. S Sudheer	A Study on Startups In India- Retrospect And Prospects	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
98	Mr. S Sudheer	A Study on Customer Satisfaction towards Flip kart,	International Journal of Innovative Studies in Sociology and Humanities (IJISSH)	2456-4931	UGC	2019
99	Mr. S Sudheer	A study on the role of source credibility, endorser credibility and message appeal over	Journal of Advance Research in	2277-3878	Scopus	2019

		consumers purchase intentions: an Empirical Analysis	Dynamical & control systems			
100	M.Ramu	A Study on Customer Satisfaction towards Amazon online shopping	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
101	Mr. Ramu	Customer Satisfaction Levels on Big Bazaar Store	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
102	M.Ramu	Customer satisfaction with special reference to Vitara Brezza	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
103	M.Ramu	A STUDY ON ACCOUNTS RECEIVABLES MANAGEMENT AT CARE HOSPITALS, HYDERABAD	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
104	M.Ramu	A STUDY ON HR ACTIVITIES at RAMESH HOSPITALS Guntur	International Journal of Innovative Technology and Exploring Engineering (IJITEE)	2278-3075	Scopus	2019
105	M.Ramu	The Connection between Capital Structure and Profitability	JARDCS	1943-023X	Scopus	2019
106	Mr. Appana Sai Manideep	Impact of Social Network Advertisements on Brand Equity of Wellness Firms and the Mediating Role of Brand Awareness: An Empirical Analysis,	International Journal of Management Business and Research	2228-7027	UGC	2019
107	Mr. Appana Sai Manideep	The Strategic Implications of Worksite Wellness Programs: A Review	Journal of Advanced Research in Dynamical and Control Systems	1943-023X	Scopus	2019
108	Mr. Appana Sai Manideep	Factors Influencing the adoption of social media marketing in the wellness industry: An Empirical Analysis	Journal of Advanced Research in Dynamical and Control Systems	1943-023X	Scopus	2019

109	Mr. Appana Sai Manideep	Consumers' Perception on Purchase of Wellness Products: An Empirical Analysis, International	Journal of Innovative Technology and Exploring Engineering (IJITEE)	2278-3075	Scopus	2019
110	Mr. Appana Sai Manideep	The Influence of Source Credibility, Endorser Credibility and Message Appeal on Consumers' Purchase Intention: An Empirical Analysis,	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
111	Mr. Appana Sai Manideep	Nanotechnology and Its Implications In Manufacturing	International Journal of Mechanical and Production Engineering Research and Development (IJMPERD),	2249-6890	Scopus	2019
112	Mr. Appana Sai Manideep	The Strategic Implications of Worksite Wellness Programs: A Review (Hyd Conference Publication)	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
113	Mr. Appana Sai Manideep	A Study on Consumer Buying Behaviour of Dairy Products	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
114	Mr. Appana Sai Manideep	Analysing Employability Skills Of Students: An Empirical Study	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
115	Mr. Appana Sai Manideep	Consumers' Perception on Advertising Appeals in Digital Media: A Case of Indian Wellness firms	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
116	Mr. Appana Sai Manideep	Employee Willingness for Wellness Interventions in Educational Institutions: Empirical Analysis	Journal of Applied Science and Computations	1076 - 5131	UGC	2019
117	Mr. Appana Sai Manideep	A Descriptive Study on Fund Analysis and Selection	International Journal of Management,	2249-7456	UGC	2019

			Technology And Engineering			
118	Mr. Appana Sai Manideep	The Effect of Adoption of E-commerce on Business Performance: An Empirical Analysis	International Journal of basic and applied research	2395-3438	UGC	2019
119	Mr. Appana Sai Manideep	Assessing The Financial Performance Of Dairy Firm Using Ratio Analysis	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
120	Mr. Appana Sai Manideep	The Effect Of Social Media Marketing On Fashion Brand Purchase	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
121	Mr. T. Nagendra Kumar	Andhra Pradesh Capital Region (Amaravathi) Investors' Preference Towards Mutual Fund Sectors and Schemes – Qualitative Study,	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
122	Mr. T. Nagendra Kumar	Student-Institutional-Fit, Complaining Behavior in context of Higher Education,India,	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
123	Mr. T. Nagendra Kumar	Training and Development Program For Quality Work Life- A Review,	Journal of Emerging Technologies and Innovative Research	2349-5162	UGC	2019
124	Mr. T. Nagendra Kumar	A Review on Customer Complaint Behaviour in Retail Banking, India,	Journal of Emerging Technologies and Innovative Research	2349-5162	UGC	2019
125	Mr. T. Nagendra Kumar	A Conceptual Study on Employee Turnover and Retention,	Journal of Emerging Technologies and Innovative Research	2349-5162	UGC	2019
126	Mr. T. Nagendra Kumar	Impact of Advertising on Consumer Buying Behaviour: A Conceptual Review,	Journal of Emerging Technologies and Innovative Research	2349-5162	UGC	2019
127	Mr. T. Nagendra Kumar	HR Analytics and Its Moderating Factors-A Review,	Journal of Emerging Technologies and Innovative Research	2349-5162	UGC	2019

128	Mr. T. Nagendra Kumar	Literature Review on Influencing Factors Of Mutual Funds In India,	Journal of Emerging Technologies and Innovative Research	2349-5162	UGC	2019
129	Mr. A. Uday Kiran Sarma	Application of Business Intelligence and Data Analytics: Theoretical Approach in Human Resource Perspective,	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
130	Mr. A. Uday Kiran Sarma	Factors influencing Customer satisfaction: A perspective of Online Food Delivery Services in India,	Universal Review	2277-2723	UGC	2019
131	Mr. A. Uday Kiran Sarma	Marketing Strategies on Electronic Devices, International	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
132	Dr. B. Srinivasa Rao	Implementation Framework Of Artificial Intelligence In Financial Services	INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS,	2348-1269	2348-1269 UGC	2019
133	Dr. B. Srinivasa Rao	Recent Applications of Machine Learning: A Survey	International Journal of Innovative Technology and Exploring Engineering	2278-3075	Scopus	2019
134	J.N.G. SREENIVAS	“Need of 720 degree Performance Appraisal in the companies as an emerging technique”	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
135	J.N.G. SREENIVAS	Impact of Service Quality on Customers' Satisfaction In rural areas private sector banks”-	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
136	J.N.G. SREENIVAS	A study of banking sector in india and overview of performance of indian banks	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
137	J.N.G. SREENIVAS	Vision 2020: india one of the world class retail destinations Impact of Service Quality on	International Journal of Management,	2249-7456	UGC	2019

		Customers' Satisfaction In rural areas private sector banks	Technology And Engineering			
138	J.N.G. SREENIVAS	A Study on Digital Payments in the Republic of India with Perspective of Consumer's Adoption	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
139	J.N.G. SREENIVAS	"The importance of work-life balance	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
140	M.LAKSHMI RAMYA	A STUDY ON IMPACT OF STRESS AND BURNOUT ON SKILLED EMPLOYEES	Eurasian Journal of Analytical Chemistry	ISSN: 1306-3057.	Scopus	2019
141	M.LAKSHMI RAMYA	The Affect of Employee Engagement Practices Towards Occupational Stress	International Journal of Recent Technology and Engineering (IJRTE)	2277-3878	Scopus	2019
142	M.LAKSHMI RAMYA	IMPACT OF AFFILIATE MARKETING ON ADMISSIONS IN EDUCATIONAL INSTITUTIONS	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
143	M.LAKSHMI RAMYA	Work life balance of Employees in Organisations	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
144	M.LAKSHMI RAMYA	SOCIAL ENTREPRENEURSHIP IN SMALL SCALE BUSINESS INDUSTRIES	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
145	M.LAKSHMI RAMYA	COMPARITIVE STUDY OF BITCOIN AND OTHER CRYPTOCURRENCIES,	International Journal of Management, Technology And Engineering	2249-7456	UGC	2019
146	M.LAKSHMI RAMYA	BEHAVIORAL FINANCE – IMPACT ON DECISION MAKING,	JETIR			2019

147	M.LAKSHMI RAMYA	A STUDY ON CONSUMER BEHAVIOUR TOWARDS BIG BAZAAR, GUNTUR	Universal Review	2277-2723	UGC	2019
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