

Research Papers Publications

2016-17

1. A research paper on 'A Review of Cross Border Investment Flow to India' written by Professor B.K.Surya Prakasha Rao, Head, and Dr.k.Suryanarayana, Assoc. Professor, was published in the V.R.Siddhartha Journal of Business Management, pp.18-26, ISSN 2320-867X, Annual Journal, March, 2016.
2. A research Paper on 'Value Orientation of Management Education towards Entrepreneurship' written by Dr.T.Sree Krishna, Assoc. Professor and Mrs.M.Manjusha, Asst.Professor, was published in Economic & Social Environment – a book published by Discovery Publishing House, March 2016, pp. 98-101, ISBN: 978-93-5056-806-4.
3. A research Paper on 'Role of Human Resources in Indian Banking Industry with Special Reference to SBI' written by Dr.Sk.Mabunni, Asst. Professor, was published in Human Relations Management in Competitive Environment – a book published by Discovery Publishing House, March 2016, pp. 224-232, ISBN: 978-93-5056-805-7.
4. A research paper on 'Sustainability: The Core Vision of Aditya Birla Group' written by Professor B.K.Surya Prakasha Rao, Head, Sri A.V.S.Ashok, Asst.Professor, and Mrs.M.Manjusha, Asst.Professor, was published in the International Journal of Trade and Global Business Perspectives, A Referred Quarterly Journal, Pezzottaite Journals, Vol.5, No.2, pp.2293-2298, ISSN 2319-9059, April – June, 2016.
5. A research paper on 'Women Empowerment Through MSME in India' written by Dr.T.Sree Krishna, Assoc. Professor, was published in the International Journal of Business & Administration Research Review, Vol.1, Issue.2, pp.21-23, ISSN 2348-0653, April – June, 2016.
6. A research paper on 'Portfolio Investment Patterns in India' written by Dr.K.Suryanarayana, Assoc. Professor, Professor B.K.Surya Prakasha Rao, Head and Sri D.Chakradhar, Asst.Professor, was published in the Trans Asian Research Journal – Asian Journal of Multidimensional Research , Vol.5, Issue.6, pp.-, ISSN 2278-4853, June, 2016.
7. A research paper on 'Women Entrepreneurship in Andhra Pradesh' written by Dr.T.Sree Krishna, Assoc. Professor, was published in the International Journal of Management & Social Science Research Review, Vol.1, Issue.5, pp.33-34, ISSN 2349-6738, May, 2016.

8. A research paper on ‘Talent Management - A Case of Tata Consulting Engineers (TCE) Ltd’ written by Professor B.K.Surya Prakasha Rao, Head, Mr.A.V.S.Ashok, Asst.Prof, and Ms.M.Manjusha, Asst.Prof, was published in the Trans Asian Journal of Marketing and Management Research , Vol.5, Issue.3, ISSN 2279-0667, June, 2016.
9. A research paper on ‘Portfolio Investment Patterns in India’ written by Dr.K.Suryanarayana, Assoc. Professor, Professor B.K.Surya Prakasha Rao, Head and Mr.D.Chakradhar, Asst.Professor, was published in the Trans Asian Research Journal – Asian Journal of Multidimensional Research , Vol.5, Issue.6, ISSN 2278-4853, June, 2016.
10. A research paper on ‘Industrial Sickness of MSMEs Units’ written by Dr.T.Sree Krishna, Assoc. Prof, was published in the International Journal of Application of Innovation in Engineering and management, Vol.5, Issue.8, pp.61-67, ISSN 2319-4847, August, 2016.
11. A research paper on ‘Growth and Performance of MSMEs in India’ written by Dr.T.Sree Krishna, Assoc. Prof, was published in the International Journal of Management & Social Science Research Review, Vol.1, Issue.26, pp.110-114, ISSN 2349-6738, August, 2016.
12. A research paper on ‘Women Empowerment through MSME in India’ written by Dr.T.Sree Krishna, Assoc. Prof, was published in IJBARR, Vol.1, pp.21-24, ISSN 2348-0653, August, 2016.
13. A research paper on ‘Cooperative movement in Rural progress’ written by Dr.T.Sree Krishna, Assoc. Prof, was published in IJBMAS, Vol.6, pp.1-4, ISSN 2230-9926, October, 2016.
14. A research paper on ‘Equity Investment Analysis of Top 5 IT Companies using technical analysis’ written by Dr.T.Sree Krishna, Assoc. Prof, was published in IRJMST, Vol.7, pp.78 -79, ISSN 2250-1959, October, 2016.
15. A research paper on ‘Financial Performance of Indian Depositories : A Comparative study between NSDL and CDSL’ written by Professor B.K.Surya Prakasha Rao, Head, was published in the International Journal of Advance Research in Computer Science & Management Studies, Vol.4, Issue 11, ISSN 2321-7782, November 2016.
16. A research paper on ‘A Study on Investors Perceptions towards Dematerialization and Indian Depository System with reference to Krishna and Guntur Districts of AP’ written

by Professor B.K.Surya Prakasha Rao, Head, was published in the EPRA International Journal of Economic and Business Review, Vol.4, Issue 11, ISSN 2349 - 0187, November 2016.

17. A research paper on 'Role of Depositories in Indian Capital Market – A Comparative study between NSDL and CDSL' written by Professor B.K.Surya Prakasha Rao, Head, was published in the International Journal of Scientific and Research Publications, Vol.6, Issue 12, ISSN 2250 - 3153, December 2016.
18. A research paper on 'The Effectiveness of Team Building: The Impact on the performance of employees in the organizations' written by Professor B.K.Surya Prakasha Rao, Head, was published in the Contemporary developments in Organizational Behaviour, Archers & Elevators Publishing House, Bangalore, pp.74-80, ISBN 978-9385640872, December 2016.
19. A research Paper on 'Impact of Stress on Women Entrepreneur's with reference to Guntur District – An Empirical study' written by Dr.Sk.Mabunni, and Smt. M.Manjusha, Asst. Professors, was published in Contemporary Developments in Organizational Behaviour, Archers & Elevators Publishing House, Bangalore, December 2016, pp. 186-191, ISBN: 978-93-85640-87-2.

2017-18

1. A research paper on 'Role of Stock Exchanges in Indian Capital Markets – Growth and Emerging Trends ' written by Professor B.K.Surya Prakasha Rao, Head, was published in the Emerging Issues in Business and Industry, IMRF International Publishing House, AP, pp.54-60, ISBN 978-93-84124-54-0, January, 2017.
2. A research paper on 'Investment Perception of Small Investors - Issues' written by Professor B.K.Surya Prakasha Rao, Head, was published in the Emerging Issues in Business and Industry, IMRF International Publishing House, AP, pp.73-76, ISBN 978-93-84124-54-0, January, 2017.
3. A research paper on 'Business Intelligence in Educational Institutions' written by Dr.K.Suryanarayana, Assoc. Professor, Dr.Sk.Mabunni and Mr.P.Siddhardha, Asst.Professors, was published in the Emerging Issues in Business and Industry, IMRF International Publishing House, AP, pp.61-65, ISBN 978-93-84124-54-0, January, 2017.
4. A research paper on 'Impact of Goods and Services Act (GST) on Indian Economy' written by Professor B.K.Surya Prakasha Rao, Head, Mr.A.V.S.Ashok, and

Ms.M.Manjusha, Asst.Professors, was published in the Emerging Issues in Business and Industry, IMRF International Publishing House, AP, pp.169, ISBN 978-93-84124-54-0, January, 2017.

5. A research paper on 'A Study on Importance of CSR and its issues and Challenges in India' written by Dr.T.Sreekrishna, Assoc. Professor, was published in the Emerging Issues in Business and Industry, IMRF International Publishing House, AP, pp.204 - 215, ISBN 978-93-84124-54-0, January, 2017.
6. A research paper on 'CRM in Banks: A Case study of Krishna Dt' written by Dr.T.Sreekrishna, Assoc. Professor, was published in the International Journal of Management and Business Studies(IJMBS), pp.25 - 29, ISSN 2231-2463, Vol.7, Issue.1, Jan-March, 2017.
7. A research paper on 'CRM in Service Sector- A Study of Bank Managers and Customers in Krishna District' written by Dr.T.Sreekrishna, Assoc. Professor, was published in the International Journal and Magazine of Engineering Technology, Management and Research(IJMETMR), pp.101 -108, ISSN 2348-4845, Vol.4, Issue.2, February, 2017.
8. A research paper on 'Managerial Effectiveness in selected nationalised and private banks with special reference to Guntur Dt.' written by Dr.T.Sreekrishna, Assoc. Professor, was published in the International Journal of Management and Social Science Research Review(IJMSRR), pp.110 - 112, ISSN 2349-6738, Vol.1, Issue.32, March, 2017.
9. A research paper on 'Customer Satisfaction in selected Banks ; A Case study of Guntur Dt' written by Dr.T.Sreekrishna, Assoc. Professor, was published in the International Journal of Business Management and Allied Sciences (IJBMS), pp.201 - 205, ISSN 2349-4638, Vol.4, Issue.2, Apr-June, 2017.
10. A research paper on 'Green Manufacturing as a CSR Initiative- A Case study of Indian Tobacco Company' written by Mr.P.Vamsi Krishna, Mr.D.Chakradhar and Mr.P.Siddhardha, Assistant Professors, was published in the Corporate Social responsibility Public sectors, Private Sectors and MNCs, Vrinda Publishing House, pp.499-503, ISBN 978-93-85518-08-9, March, 2017.
11. A research paper on ' Revisiting Corporate Social Responsibility Activities of Direct Selling Companies in Changing Context' written by Dr.K.Suryanarayana, Assoc. Professor, was published in Global Summit on CSR, pp.597-600, ISBN 978-93-86435-04-0, March, 2017.
12. A research paper on ' A Study on the impact of Age on attitude towards Online Ads ' written by Dr.K.Suryanarayana, Assoc. Professor, was published in International Journal of Applied Research, Vol.3, Issue 3, pp.638-641, ISSN 2394-7500, March, 2017.

13. Dr.T.Sreekrishna, 'Perception of uninsured people towards life insurance to urban, rural, tribal people in Guntur Dt.', IJBMAS, Vol.6, pp.94 – 97, ISSN. 2349-6738, June 2017.
14. Dr.T.Sreekrishna, 'Perception of people towards life insurance with reference to Guntur Dt', IJBMAS, Vol.6, pp.56 – 59, ISSN. 2277-7881, June 2017.
15. Dr.T.Sreekrishna, 'Financial Inclusion for Self Help Groups', International Journal of Trend in Scientific Research and Development (IJTSRD), Vol.1, pp.833 – 836, ISSN. 2456-6470, July 2017.
16. Dr.K.Suryanarayana, 'Innovation & Technology', Journal of Innovative Management: A Strategic imperative growth, Vol.1, pp.201-205, ISBN 978-93-5268-742-8, Aug 2017.
17. Dr.K.Suryanarayana, Dr.Sk.Mabunni and P.Siddhardha, 'E-Governance in India- A Study with specific reference to Indian Railways', International Organization of Scientific Research Journal of Business and Management, Vol.19, Issue.8, pp.01-05, ISSN 2319-7668, Aug 2017.
18. P.Vamsi Krishna and D.Chakradhar, 'Critical Barriers underpinning the Commercial Banking Services – A Shifting Trend towards the Micro Finance Institutions at Rural Areas', Indian Journal of Commerce, Vol.70, pp.67 – 72, ISSN 2454-6801, July – September 2017.
19. Prof. B.K.Surya Prakasha Rao, and M.Manjusha, 'IPO's Pricing Mechanism – An Indian Experience', International Journal of Business Management and Allied Sciences, Vol.4, Issue.3, pp.4515 – 4526, ISSN. 2349-4638, July – September 2017.
20. Dr.T.Sreekrishna, 'A Study on Views of Consumers on Retail Banking Products of Banking Industry in Krishna District', International Journal of Trend in Scientific Research and Development, Vol.1, pp.277 – 279, ISSN. 2456-6470, September 2017.
21. Dr.K.Suryanarayana and Dr.T.Sreekrishna, 'The Effect of Demonetization on various sectors', International Journal of Trends in Scientific Research and Development, Vol.1, Issue.6, pp.384 – 390, ISSN. 2456-6470, September 2017.
22. Dr.T.Sreekrishna, 'A Study on Views of Executives on Retail Banking Products of Banking Industry in Krishna District', International Journal of Business Management and Allied Sciences, Vol.4, Issue.2, pp. 20– 23, ISSN. 2349-4638, October 2017.
23. Prof. B.K.Surya Prakasha Rao, 'Human Resources Development System in Changing Global Environment: A Challenging Task', International Journal of Academic Research and Development, Vol.2, Issue.6, pp.553 – 555, ISSN. 2455-4197, November 2017.

24. Prof. B.K.Surya Prakasha Rao, 'A study on HRD Systems in Public Enterprises in India: An Analysis', International Journal of Advanced Educational Research, Vol.2, Issue.6, pp.165 – 168, ISSN. 2455-6157, November 2017.
25. Prof. B.K.Surya Prakasha Rao, 'HR Policies and Practices in Public Sector Banks in India', International Journal of Business Management and Allied Sciences, Vol.4, Issue.4, pp.227 – 230, ISSN. 2349-4638, October – December 2017.
26. Prof. B.K.Surya Prakasha Rao, 'Training and Development Practices in Public Sector Banks', International Journal of Business Management and Allied Sciences, Vol.4, Issue.4, pp.185 – 188, ISSN. 2349-4638, October – December 2017.
27. Prof. B.K.Surya Prakasha Rao, 'Investment Patterns of Life Insurance Companies in India', International Journal of Business Management and Allied Sciences, Vol.4, Issue.4, pp.257 – 263, ISSN. 2349-4638, Vol.4, Issue.4, October – December 2017.
28. Dr.T.Sreekrishna and Dr.Sk.Mabunni, 'Building Competitive Advantage: A Strategic tool for Global competition', International Journal of Business Management and Allied Sciences, Vol.4, Issue.4, pp.231 – 235, ISSN. 2349-4638, October – December 2017.
29. A research paper on 'Innovative Technology' written by Dr.K.Suryanarayana, Assoc.Prof, was published in the Journal of Innovation Management Strategic Inspiration for Growth, ISBN. 978-93-5268-742, Vol.1, Issue.1, December 2017.

2018-19

1. A research paper on 'Listing and Week day performance of IPO's An evidence from 2006-2015' written by Mrs.M.Manjusha, Asst.Professor and Professor B.K.Surya Prakasha Rao, Head was published in the International Journal of Business Management and Allied Sciences, pp.50 – 56, ISSN. 2349-4638, Vol.5, Issue.1, January 2018.
2. A research paper on 'Performance of product innovation and development towards policies and premium underwritten by life insurers' written by Professor B.K.Surya Prakasha Rao, Head, was published in the International Journal of Business Management and Allied Sciences, pp.116 – 127, ISSN. 2349-4638, Vol.5, Issue.5, January 2018.
3. A research paper on 'A study on leadership in the digital age' written by Dr.T.Sreekrishna, Assoc. Professor, was published in the International Journal of Business Management and Allied Sciences, pp.108 - 110, ISSN 2349-4638, Vol.5, Issue.1, January 2018.

4. A research paper on 'A critical review on internet usage in India' written by Dr.T.Sreekrishna, Assoc. Professor, was published in the International Journal of Business Management and Allied Sciences, pp.128 - 131, ISSN 2349-4638, Vol.5, Issue.1, January 2018
5. A research paper on 'Growth of Internet Adoption in India' written by Dr.T.Sreekrishna, Assoc. Professor, was published in the International Journal of Business Management and Allied Sciences (IJBMS), pp.204 - 207, ISSN 2349-4638, Vol.5, Issue.1, February 2018.
6. A research paper on 'Online customer behaviour an impact on online shopping' written by Dr.T.Sreekrishna, Assoc. Professor, was published in the International Journal of Business Management and Allied Sciences (IJBMS), pp.221 - 227, ISSN 2349-4638, Vol.5, Issue.1, February 2018.
7. A research paper on 'Impact of Performance Appraisal on Employee Motivation (with special reference to Indian Steel Industry)' written by Professor B.K.Surya Prakasha Rao, Head was published in the International Organization of Scientific Research, ISSN. 2278-487X, Vol.20, Issue.2, February 2018.
8. A research paper on 'Performance Evaluation of Singareni Collieries Company Ltd' written by Professor B.K.Surya Prakasha Rao, Head was published in the Pezzottaite Journals, ISSN. 2319-9032, Vol.7, Issue.1, January -March 2018.
9. A research paper on 'a Study on Retail Investors investment behaviour towards equities in India' written by Dr.T.Sreekrishna, Assoc. Professor, was published in the International Journal of Advance Management Research (IJAMR), pp.416 - 423, ISSN 2393-9664, Vol.6, Issue.3, March 2018.
10. A research paper on 'Culture & its effectiveness: A study on Singareni Collieries company limited of telangana state' written by Professor B.K.Surya Prakasha Rao, Head was published in the Pezzottaite Journals, ISSN. 2319-9059, Vol.7, Issue.1, January -March 2018.
11. A research paper on 'Green Marketing new developments and implications: A study of ITC limited' written by Dr.Sk.Mabunni and Mrs.M.Manjusha, Asst.Professors was published in the International Journal of Business Management and Allied Sciences, pp.328 – 333, ISSN. 2349-4638, Vol.5, Issue.1, March 2018.
12. A research paper on 'Employee Stock ownership Plan (ESOP) A HR Strategy to retain Talent: A Perspective of Infosys Ltd' written by Professor B.K.Surya Prakasha Rao, Head and Dr.A.V.S.Asohok, Assistant Professor was published in the Asia Pacific Journal of Research, PP.403-408, ISSN. 2320-5504, Vol.2, Issue.IX, March 2018.

- 13.** A research paper on ‘Perceptions of investors towards Indian Stock Markets – A Select Study’ written by Professor B.K.Surya Prakasha Rao, Head was published in International Journal of Creative Research Thoughts (IJCRT), PP.553-556, ISSN. 2320-2882, Vol.6, Issue.II, April 2018.
- 14.** A research paper on ‘The Role of Human Resource Management in managing Organizational Change’ written by Dr.T.Sreekrishna, Assoc. Professor, was published in Change Management Problems & Prospectives, Archers & Elevators Publishing House, Bangalore, pp.203 - 209, ISBN 978-93-86501-72-1, April 2018.
- 15.** A research paper on ‘Readiness for Organizational Change- Indian Banking Sector’ written by Dr.Sk.Mabunni, Asst. Professor, was published in Change Management Problems & Prospectives, Archers & Elevators Publishing House, Bangalore, pp.51 - 58, ISBN 978-93-86501-72-1, April 2018.
- 16.** A research paper on ‘Role of Technology in Change Management’ written by Professor B.K.Surya Prakasha Rao, Head, was published in Change Management Problems & Prospectives, Archers & Elevators Publishing House, Bangalore, pp.59-65,ISBN 978-93-86501-72-1, April 2018.
- 17.** A research paper on ‘Globalization of Indian Workforce Challenges’ written by Dr.K.Suryanarayana, Assoc. Professor, was published in Change Management Problems & Prospectives, Archers & Elevators Publishing House, Bangalore, pp.229 - 236, ISBN 978-93-86501-72-1, April 2018.