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SANKETIKA NAGAR, SATHUPALLY – 507303, KHAMMAM Dist., TELANGANA



Research Publications

Department of MBA

S.no	NAME OF THE AUTHOR	TITLE OF THE PAPER	JOURNALS/ CONFERENCES
1	Dr.KV Rama Murthy	Employee's Career Planning and Development in Regional Rural Banks With Reference to APGVB,	Journal of Advance Management Research, ISSN: 2393-9664 Vol.05 Issue-05, December2017, pp.162-177. Impact Factor: 4.73
2	Dr. DNV Krishna Reddy	"A Study on Work Life Balance: An Merging need with Winning Strategy",	Indian Journal of Commerce and Management on ISSN: 2348-4934 (Print), ISSN: 2348-6325 (online), Volume 3, Issue 6, 01 st June, 2017, pp.123-129.
3	Mr. M Bala Swamy	"The Measurement of Level of Financial Literacy among Post Graduate Management Students: An Empirical Study in AP State"	IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 6. Ver. III (June 2017), PP 55-65.
4	Mr. M Bala Swamy	"Design for Sustainability: Current Trends in Sustainable	ICSSR Sponsored Two Day

		Product Design and Development”	National Conference on “Marketing and Sustainable Development” at Annamacharya Institute of Technology and Sciences, Rajampet, Kadapa.
5	Mr. M Bala Swamy	“An Assessment Of Financial Literacy Level Among Post Graduate Business Students In Khammam District”	5 th International Conference on Competency Building Strategies in Business and Technology for Sustainable Development at Sri Ganesh School of Business Management, Salem, Tamilnadu
6	Dr. DNV Krishna Reddy	“A Study on Impact of Green Marketing on Sustainable Development (with reference to Khammam dt)”	ICSSR Sponsored Two Day National Conference on “Marketing and Sustainable Development” held on 13-14 October 2017, at Annamacharya Institute of Technology and Sciences, Rajampet, Kadapa.
7	Mr. M Bala Swamy	“An Association between Financial Literacy and Investment Behaviour of Selected Individuals: A Study in Telangana State”.	International Journal of Exclusive Management Research, Vol-6, Issue-10, online-2249-2585, Print- 2249-8672
8	Mr. M Bala Swamy	An Association between Financial Literacy and Investment Behavior Of Salaried Individuals: A Study in Telangana state	National conference on emerging strategies in business management & Economic Growth, Organised by K.S. School of Engineering & Management, Bangalore in association with Exclusive MBA Global.
9	Mr. M Bala Swamy	“Risk management in Banking, A study with reference to State Bank of India & Associates”.	4 th International conference on Competency building Strategies

			in Business Technology for Sustainable Development by Sri Ganesh School of Business management, Salem, Tamilnadu.
10	Mr. M Bala Swamy	“Analysis of Micro finance crisis in Andhra Pradesh in INDIA”.	INDO ASIAN Journal of Advanced Management, ISSN: 2250-1266, Vol-4, Issue-1
11	Mr. M Bala Swamy	“The Changing focus of Industrial Relations and Human Resource Management”	Emerging Trends in Industrial Relations, ISBN: 978-81-926819-5-5
12	Mr. M Bala Swamy	“Analysis of Micro finance crisis in Andhra Pradesh in INDIA”.	^{3rd} International conference on Competency building Strategies in Business Technology for Sustainable Development by Sri Ganesh School of Business management, Salem, Tamilnadu
13	Mr. M Bala Swamy	“Influencing Factors on Children in Buying FMCG Products: A Study in Twin Cities of Andhra Pradesh”.	Thematics Journal of Commerce Management, ISSN: 2231-4881, Vol-3, Issue-1, PP.45-51
14	Dr. DNV Krishna Reddy	“A Study on Customer’s Perception and Satisfaction Towards Electronic Banking In Khammam District”	IOSR Journal of Business and Management (IOSR-JBM)
15	Dr. DNV Krishna Reddy	“A Comparative Study on Communication Strategies in Marketing of Public Sector and Private Sector Banks” (With special reference to HDFC BANK and STATE BANK OF INDIA),	International Journal of Business Quantitative Economics and Applied Research Management
16	Dr. DNV Krishna Reddy	“A Study on the Impact of Internal Marketing on Banks Internal Service Quality And Building Customer Relationship”	International Journal of Exclusive Management Research (IJEMR)
17	Dr. DNV Krishna Reddy	“A Comparative Study on Marketing Strategies of Public & Private Sector Banks in Khammam and Warangal”,	Thematics Journal of Commerce and Management
18	Dr. DNV Krishna Reddy	“A Comparative Study on Communication Strategies in Marketing of Public Sector and Private Sector Banks” (With special reference to HDFC BANK and STATE BANK OF INDIA)	International conference on Emerging Trends in Management and Technology (ICCEMT) conducted by Nalla Narasimha Reddy Engineering College, Hyderabad
19	Dr.KV Rama Murthy	“The Stress level: A Study on Working Women in	(IJOAASE), ISSN: 2320-6144,

		Khammam District, A.P.”,	Volume 1 Issue 2, 2012. (Impact factor 0.454)
20	Dr.KV Rama Murthy	“Human Resource Development Issues, Challenges and Strategies, HRD issues in Regional Rural Banks in Andhra Pradesh”	PPH Publications, ISBN: 978-81-922783-3-9, pp.86-98, 2012
21	Dr.KV Rama Murthy	“Impact of Commercial Advertisements on TV Viewers: A Study in Telangana Region”	(IJRCT), Nov, 2013, ISSN: 0975-5665. (Impact factor 1.213).
22	Dr.KV Rama Murthy	“Employees’ Health and Safety in Singareni Collieries Company Limited (SCCL) With Reference to Khammam District Coal Mines”	(IJMITE), ISSN 2348-0513, Vol. 2, Issue 1, Jan 2014, 67-78. (Impact factor 0.9458).
23	Dr.KV Rama Murthy	“Industrial Relations Practices Influence on Maintaining Productivity in Power Sector - A Case of NTPC”,	International Journal of Research in Business Management IJRB, ISSN (E): 2321-886X; ISSN (P): 2347-4572, Vol. 2, Issue 5, May 2014, 57-64. (Impact factor 1.5432).
24	Dr.KV Rama Murthy	“Training practices: in RRBs with reference to APGVB”,	National Level Conference on Contemporary Practices in Management on 27 th September, 2014, Archers and Elevators Publishing House, Bangalore, ISBN: 978-93-83241-55-2.
25	Dr.KV Rama Murthy	“Contemporary Practices in Management”	One day National Level Conference on 27 th September, 2014, organized by Vidya Vardhaka College of Engineering, Mysore
26	Dr.KV Rama Murthy	“A study on employees’ performance appraisal system with reference to APGVB”,	2 nd International Conference on Management, Engineering, Science, Humanities and Technology ICMESHT-2015, Technical Research Organization India, Bangalore, ISBN: 978-93-85225-23-9.

27	Dr.KV Rama Murthy	“A Study On Employee Job Satisfaction in PEC in Khammam Region, Telangana State”,	ISBN: 978-93-85100-54-3.
28	Dr.KV Rama Murthy	Employees’ Association in Police Department With Reference to Khammam District, Telangana State,	IOSR Journal of Business and Management (IOSR - JBM)
29	Dr.KV Rama Murthy	Employee’s Career Planning and Development in Regional Rural Banks With Reference to APGVB,	Journal of Advance Management Research, ISSN: 2393-9664 Vol.05 Issue-05, December2017, pp.162-177. Impact Factor: 4.73