



**MOTHER TERESA**  
**INSTITUTE OF SCIENCE & TECHNOLOGY**  
**Permanently Affiliated to JNTUH, Hyderabad**  
**Recognition under Section 2(f) & 12 (B) of the UGC Act, 1956**  
**AN ISO 9001:2008 CERTIFIED INSTITUTION**  
**SANKETIKA NAGAR, SATHUPALLY – 507303, KHAMMAM Dist., TELANGANA**



---

**DEPARTMENT OF MBA**

**Staff News:**

1. Dr. DNV Krishna Reddy, Associate Professor, has awarded Doctorate (Ph.D). in the Faculty of Management Science by JNTUH, Hyderabad, on 2<sup>nd</sup> August 2017.
2. Mr. M. Bala Swamy, Associate Professor, has awarded M.Phil. in the Faculty of Management Studies by Bharathidasan University, Tiruchurapalli, TN, November 2017.
3. Dr. KV Rama Murthy, Head & Associate Professor, has appointed as Ph.D Thesis Evaluator at Bharathidasan University, TN, on 1<sup>st</sup> March 2017.
4. Dr. KV Rama Murthy, Head & Associate Professor, has got Guide ship from JJT University, Rajasthan on 31<sup>st</sup> March 2017.
5. Dr. KV Rama Murthy, Head & Associate Professor, has appointed as External Examiner for Ph.D Viva Voce at Manonmaniam Sundaranar University, TN, on 2<sup>nd</sup> August 2017.

6. Dr. DNV Krishna Reddy, Associate Professor, has participated in “One day Wrokshop on Faculty Knowledge Programme” Organised by IBS – ICFAI Business School on 5<sup>th</sup> August 2017 at Khammam.
7. Dr.KV Rama Murthy, Head & Associate Professor, and Dr. DNV Krishna Reddy, Associate Professor, has presented a paper on “Impact of HRM Practices on Innovation in Indian Organizations”, in UGC Sponsored Two Day National Seminar on “Innovation Management – A Strategic Impact for Growth” held on 22-23 August 2017, at PB Sidhartha College of Arts & Science, Vijayawada.
8. M. Bala Swamy, Associate Professor, has presented a paper on “Innovative marketing Strategies for Micro Small & Medium Enterprises”, in UGC Sponsored Two Day National Seminar on “Innovation Management – A Strategic Impact for Growth” held on 22-23 August 2017, at PB Sidhartha College of Arts & Science, Vijayawada.
9. Dr. KV Rama Murthy, Head & Associate Professor, has appointed as Ph.D Thesis Evaluator at Banasthali Vidya Pith, Rajasthan, on 25<sup>th</sup> August 2017.
10. Dr.KV Rama Murthy, Head & Associate Professor, and Dr. DNV Krishna Reddy, Associate Professor, has published a paper titled on “A Study on Work Life Balance: An Merging need with Winning Strategy” in “Commonman Indian Journal of Commerce and Management” on ISSN: 2348-4934 (Print), ISSN: 2348-6325 (online), Volume 3, Issue 6, 01<sup>st</sup> June, 2017, pp.123-129.
11. M. Bala Swamy, Associate Professor, has published a paper titled on “The Measurement of Level of Financial Literacy among Post Graduate Management Students: An Empirical Study in AP State” in 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.
12. Mr. M. Bala Swamy, Mr. T. Rambabu, Mrs. K. Satyavani and Mrs. T. Naga Lakshmi, Assistant Professors, has participated in “One day workshop on “Professional Values in Teaching” Organised by department of MBA, MIST, on 24<sup>th</sup> September 2017.
13. Dr. KV Rama Murthy, Head & Associate Professor, has appointed as External Examiner for Ph.D Viva Voce at Sathyabama university, Chennai, on 13<sup>th</sup> October 2017.

- 14.** M. Bala Swamy, Associate Professor, has presented a paper on “Design for Sustainability: Current Trends in Sustainable Product Design and Development”, in 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.
- 15.** Dr. DNV Krishna Reddy, Associate Professor, has presented a paper on “A Study on Impact of Green Marketing on Sustainable Development (with reference to Khammam dt)”, in 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.
- 16.** Dr. DNV Krishna Reddy, Associate Professor, has participated in “NSTEDB, DST, Govt. of India and EDI of India Sponsored Two Weeks FDP on Entrepreneurship” organized by Department of Textile Technology, Kumaraguru College of Technology, Coimbatore on 13-24 November 2017.
- 17.** Dr.KV Rama Murthy, Head & Associate Professor, and T. Naga Lakshmi, Assistant Professor, has presented a paper on “Women Entrepreneurs: Problems and Challenges”, in UGC Sponsored Two Day National Seminar on “Recent Innovation in Commerce, Management, Skill Development and E-Commerce held on 5-6 December 2017, at PR College, Kakinada.
- 18.** Dr. DNV Krishna Reddy, Associate Professor, has presented a paper on “A study on Innovation and Global Human Resource Management”, in UGC Sponsored Two Day National Seminar on “Recent Innovation in Commerce, Management, Skill Development and E-Commerce held on 5-6 December 2017, at PR College, Kakinada.
- 19.** Mrs. K. Satyavani and T. Rambabu, Assistant Professors, has presented a paper on “Impact of External Factors on Employee Behavior in Organizations”, in UGC Sponsored Two Day National Seminar on “Recent Innovation in Commerce, Management, Skill Development and E-Commerce held on 5-6 December 2017, at PR College, Kakinada.