**Faculty Publications**

**ISBN Books/Chapters**

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| **S.No** | **Name of the faculty** | **Name of the Co-Author (S)** | **Title of the paper**  **(If Chapter)** | **Title of the Book** | **Title of the event with organizer details   (If Paper)** | **Publisher,**  **P. No** | **ISBN NO** |
| 01 | Mr.Raghu Katragadda | Dr. Sree Ram | Brand Evaluation: A Conceptual Analysis | Brand Management in Indian Industry | One day national seminar on “Brand Management in Indian Industry" on 28-03-2014 organized by Department of Business Management, V.R.Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India | Archers & Elevators Publishing House, Bangalore, India, March, 2014, pp: 43-50 | 978-93-83241-32-3 |
| Mr.B.Hari Babu | Pair’s Trading | Research in Finance |  | Regal Publications, New Delhi, India, April, 2014, pp: 53-60 | 978-81-8484-286-9 |
|  | Performance and Perspective of Mergers and Acquisitions | Research In Finance |  | Regal Publications, New Delhi, India, April, 2014, pp:53 | 978-81-8484-286-9 |
| 02 | Mrs.K.Madhavi |  | Collective Bargaining in India | Emerging Trends in Industrial Relations | Two Day National Seminar on Acharya Nagarjuna University, Guntur, held on 22-23, February 2014. | Zenon Academic Publishing | 978-81-926819-5-5 |
|  | Building Brand Identity in competitive markets- A conceptual Model | Brand Management in Indian Industry | National Seminar on “Brand Management in Indian Industry” held on 28-03-2014 organized by the Dept. of Business Management, V.R.SiddharthaEngineering College, Vijayawada | Archers & Elevators, Bangalore  PP 283-289 | 978-81-923134-0-1 |
|  | FDI in Retailing | FDI in Services Sector in Emerging Economy: Opportunities and Challenges | Two Day National Seminar on “FDI in Services Sector in Emerging Economy: Opportunities and Challenges from24-04-2014 to 25-04-2014 organized by Krishna University, Machilipatnam |  |  |
| 03 | Mrs.V.Madhu  Latha | Dr.L.Anuradha | “An Analytical Study on Brand Awareness in Rural Areas” | Brand Management in Indian Industry | National Seminar on “Brand Management in Indian Industry” held on 28-03-2014 organized by the Dept. of Business Management, V.R.SiddharthaEngineering College, Vijayawada | Archers & Elevators, Bangalore  PP 283-289 | 978-81-923134-0-1 |
| Mrs.V.Madhu  Latha | Dr.L.Anuradha  Dr.V.Narasimha Rao | “The role of HR in handling workplace issues – A Theoretical Approach” | Emerging Trends in Industrial Relations | Two Day National Seminar on Acharya Nagarjuna University, Guntur, held on 22-23, February 2014. | Zenon Academic Publishing | 978-81-926819-5-5 |
| 04 | Mr.B.Hari  Babu | Dr.B.K.Surya Prakasha Rao | Role of Brand Image in Marketing | Brand Management in Indian Industry | One day National seminar on “Brand Management in Indian Industry" on 28-03-2014 organized by Department of Business Management, V.R.Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India | Archers & Elevators Publishing House, Bangalore, India, March, 2014, pp: 49-53 | 978-81-923134-0-1 |
| Dr.B.K.Surya Prakasha Rao | Investor’s Perceptions on Different Financial Instruments | Research in Finance |  | Regal Publications, New Delhi, India, April, 2014, pp: 73-82 | 978-81-8484-286-9 |
| 05 | Mrs.K.Pragathi | Dr.B.Murali Krishna,  N.Sailaja | Role of Packing in making the Brand | Brand Management in Indian Industry | One day national seminar on “Brand Management in Indian Industry" on 28-03-2014 organized by Department of Business Management,  V.R.Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India | Archers & Elevators Publishing House, Bangalore, India, March, 2014, PP: 193-199 | 978-81-923134-0-1 |
| 06 | Mrs.N.Sailaja  Mrs.N.Sailaja | Mrs.K.Pragathi | Employee relations: an effective means to develop service sector with special reference to Transport sector | Emerging Trends in Industrial Relations | Two Day National Seminar at Acharya Nagarjuna University, Guntur, held on 22-23, February 2014. | Zenon Academic Publishing,  PP:143-147 | 978-81-926819-5-5 |
| Dr.L.Anuradha,  Dr.N.C.S.  Rao |  | Brand Management in Indian Industry |  | Archers & Elevators Publishing House, Bangalore, India | 978-81-923134-0-1 |
| Dr.B.Murali Krishna,  K.Pragathi | “What appeal makes people to look at Brands” | Brand Management in Indian Industry | One day National seminar on “Brand Management in Indian Industry" on 28-03-2014 organized by Department of Business Management, V.R.Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India | Archers & Elevators Publishing House, Bangalore, India, March, 2014, PP:107-111 | 978-81-923134-0-1 |

**International Journals**

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| **S.No** | **Name of the authors** | **Title of the paper** | **Journal Name** | **Vol., pp. , Month**  **and Year** | **ISSN** |
| 01 | Mr.K.Raghu | Corporate governance and firm performance: a theoretical review | IJARCSM | Vol-1(7), 2013 | 2321-7782 |
| 02 | Mrs.K.Pragathi,  Mrs.N.Sailaja | “Role of Communities Of Practices (COP) in knowledge sharing | Advance Research in Computer Science and Management Studies”, an International Journal | Volume 2,Issue 5 May 2014 | 2347-1778 |

**International Conferences**

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| **S. No** | **Name of Authors** | **Title of the paper** | **Title of the event** | **Organizer Details, Venue, Date, etc** | **ISSN/ISBN** |
| 01 | Mrs.V.MadhuLatha  Dr.L.Anuradha  Dr.V.Narasimha Rao | An Empirical Study of the impact of HRD Initiatives with special reference to Velagapudi Ramakrishna Siddhartha Engineering College, Vijayawada | 2nd International HR Conference on “Managing Human Resources at Workplace” | SDM Institute for Management Development, Mysore  held on 13-14, December 2013 | ISBN: 978-81922146-5-8 |
| 02 | Mrs. K.Pragathi & Mrs. N.Sailaja | Job satisfaction, HRD &organizational performance in public sector organisations (Railways, APSRTC) Andhra Pradesh with special Reference to Vijayawada | 2nd International HR Conference on Managing Human Resources at the workplace | SDM Institute for Management Development, Mysore held on 13-14, December 2013 | ISBN: 978-81-922146-5-8 |

**National Conferences**

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| **S. No** | **Name of Authors** | **Title of the paper** | **Title of the event** | **Organizer Details, Venue, Date, etc** | **ISSN/ISBN** |
| 01 | Mrs.K.Madhavi | Customer Relationship Management | Two Day National Conference on “Emerging Trends in Marketing” | KLU Business School, KL University, Guntur  held on 18-19, March 2014 | ISBN:978-93-82163-66-4 |
| 02 | Mrs.V.MadhuLatha  Dr.L.Anuradha | An Analytical Study of Rural Marketing Scenario and Strategies | Two Day National Conference on “Emerging Trends in Marketing” | KLU Business School, KL University, Guntur  held on 18-19, March 2014 | ISBN:978-93-82163-66-4 |