**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.K. Raghu | Dr. Sree Ram | Does Corporate Governance Enhance Firm Performance? An Empirical Literature Evidence | Good Corporate Governance in India and Challenges | Good Corporate Governance in India and Challenges | Allied Publisher  42-46 | 978-21-23456-80-3 |
| Corporate Governance and Firm Performance in Nifty Fifty | Good Corporate Governance in India and Challenges | Good Corporate Governance in India and Challenges | Allied Publisher | 978-21-23456-80-3 |
| Mr.K.Raghu |  | Private Equity and Venture Capital Investments in India | Entrepreneurship 2.0-Changing models in New Economic Era | National Conference at P.V.P Siddhartha Institute of Technology, Vijayawada from 29-03-2016 to 30-03-2016 | PP:53-61 | ISBN: 978-93-52587-41-4 |
| 02 | Mrs.K.Madhavi |  | Entrepreneurship development and self-management | Entrepreneurship 2.0-Changing models in New Economic Era | National Conference at P.V.P Siddhartha Institute of Technology, Vijayawada from 29-03-2016 to 30-03-2016 |  | 978-93-52587-41-4 |
| 02 | Mrs.K.Madhavi |  | “Retail Marketing in New Millenium :Emerging Issues& Trends | Emerging Trends in Marketing | One Day National Seminar on “Emerging Trends in Marketing” on 20-11-2015 organized by Department of Business Management, VR Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India | Archers & Elevators Publishing House, Bangalore, India November, 2015, | 978-93-85640-37-7 |
| 03 | Mrs.V.MadhuLatha | Dr.L.Anuradha | “A Study of Rural Marketing Scenario and Strategies – Analytical Perspective*”* | Emerging trends in Marketing | National Seminar on “Emerging trends in Marketing” held on 20-11-2015 organized by the Dept. of Business Management, V.R.Siddhartha Engineering College, Vijayawada | Archers & Elevators, Bangalore | 978-93-85640-37-7 |
| 04 | Mr.B.Hari Babu | Dr.L.Anuradha ,  Dr.NCS Rao |  | Emerging Trends in Marketing |  | Archers & Elevators Publishing House, Bangalore, India. | 978-93-85640-37-7 |
| Prof.B.K.Surya Prakasha Rao | The role of Internet Marketing in Business | Emerging Trends in Marketing | One Day National Seminar on Emerging Trends in Marketing on 20-11-2015 organized by Department of Business Management, VR Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India | Archers & Elevators Publishing House, Bangalore, India November, 2015, pp: 179-186 | ISBN: 978-93-85640-37-7 |
|  | Dr.B.K.Surya Prakasha Rao | The role of spirituality in the workplace | Spirituality in the workplace |  | Bonfring Publications, Coimbatore, Tamilnadu, India, April, 2016, pp: 118-120 | ISBN 978-93-85477-67-6 |
| 05 | Mrs.K.Pragathi |  | “Z consumer Behaviour and Luxury with respect to Brand Apparels among students” | Emerging Trends in Marketing | One Day National Seminar on “Emerging Trends in Marketing” on 20-11-2015 organized by Department of Business Management, VR Siddhartha Engineering College, Vijayawada, Andhra Pradesh, India | Archers & Elevators Publishing House, Bangalore, India November, 2015, | ISBN: 978-93-85640-37-7 |
| 06 | Mrs.N.Sailaja |  | Green Marketing Challenges in India | Emerging trends in Marketing | National Seminar on “Emerging trends in Marketing” held on 20-11-2015 organized by the Dept. of Business Management, V.R.Siddhartha Engineering College, Vijayawada | Archers & Elevators, Bangalore  PP:260-266 | ISBN: 978-93-85640-37-7 |
| Mr.S.Ravi Kishan,  Mrs.K.Pragathi | Socio Economic Conditions and Job Satisfaction of Employees in APSRTC | International Conference On Innovative Research in Engineering, Science and Management | One Day International Conference Organised by Academic Science and Conference Info held on 20th September 2015 at JNU, New Delhi,INDIA | Tata McGraw Hill ,Vol-2,  PP:369-376 | ISBN(13)978-93-85880-72-8 / ISBN(10) 93-85880-72-1 |

**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 | Definitive Boundary of a Social Entrepreneur | International Journal of Commerce | Vol-2(1) PP:158-164, Jan-Jun, 2015 | 2394-9597 |
| 02 | Mr.B.Hari Babu, Dr.B.K.Surya Prakasha Rao | The role of Corporate Social Responsibility (CSR) for an inclusive growth in the society | International Journal of Multidisciplinary Research | Volume 2 Issue 7, pp 206 – 211, February, 2016,Impact Factor: 2.96. | ISSN: 2395-7964 |

**National Journals**

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| --- | --- | --- | --- | --- | --- |
| **S.No** | **Name of the authors** | **Title of the paper** | **Journal Name** | **Vol., pp. , Month**  **and Year** | **ISSN** |
| 01 | Mrs.K.Madhavi | Retail Industry in Vijayawada – the Challenges Ahead | VR Siddhartha Journal of Business Management | March, 2016 | ISSN: 2320-867X |
| 02 | Mrs.V.MadhuLatha | An Empirical Study on the Effectiveness of Training Practices at the Head Office of Navata Road Transport, Vijayawada | VR Siddhartha Journal of Business Management | PP 14-17, March, 2016 | ISSN: 2320-867X |
| 03 | Dr. B. K. Surya Prakasha Rao,  Mr.B.Hari Babu | Role and Growth of CDSL in Indian Depository System | VR Siddhartha Journal of Business Management | PP 69-74,  March, 2016 | ISSN: 2320-867X |
| 04 | Mrs.K.Pragathi  Dr.B.Murali Krishna | “Hrd Practices At Indian Railways  W.r.t Vijayawada- A Case Study | VR Siddhartha Journal of Business Management | March, 2016 | ISSN: 2320-867X |
| 05 | Mrs.N.Sailaja,  Dr.B.Murali Krishna | Impact of working conditions on employee job satisfaction in APSRTC | VR Siddhartha Journal of Business Management | PP 78-83 March, 2016 | ISSN: 2320-867X |

**International Conferences/Seminars**

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| --- | --- | --- | --- | --- | --- |
| **S. No** | **Name of Authors** | **Title of the paper** | **Title of the event** | **Organizer Details, Venue, Date, etc** | **ISSN** |
| 01 | Mrs.N.Sailaja,  Mr.S.Ravi Kishan,  Mrs.K.Pragathi | Socio Economic Conditions and Job Satisfaction of Employees in APSRTC | International Conference On Innovative Research in Engineering, Science and Management | Organised by Academic Science and Conference Info held on 20th September 2015 at JNU, New Delhi, INDIA | International Journal of Engineering Technology Science & Research  ( IJETSR) (ISSN:2394-3386 Volume 2 Special Issue September 2015)  PP:186-193, |