**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 | Mrs.K.Madhavi |  | Quality of customer service in Commercial Banks – A study with reference to select banks | International Conference on “Emerging Trends in Business and Commerce” | “Emerging Trends in Business & Commerce 2018 (ETiBC - 2018)” organized by Department of Management Studies, Narayana Engineering College, Nellore, Andhra Pradesh, India on 06-10-2018 | Paramount Publishing House, Patna, India, October 2018 | 978-93-85101-21-2, Volume-III |
| 02 | Mrs.V.Madhu  Latha |  | Impact of Stress on Employee Performance – Effective Stress Coping Strategies | International Conference on “Emerging Trends in Business and Commerce” | “Emerging Trends in Business & Commerce 2018 (ETiBC - 2018)” organized by Department of Management Studies, Narayana Engineering College, Nellore, Andhra Pradesh, India on 06-10-2018 | Paramount Publishing House, Patna, India, October 2018 | 978-93-85101-21-2, Volume-III |
| 03 | Dr.B.Hari Babu | Prof.B.K.Surya Prakasha Rao,  Smt.M.Manjusha | Operational Performance of the Indian Depository System – A Case study of Central Depository Services (India) Limited | Research Trends in Engineering, Applied Science and Management (ICRTESM-2018) | 2nd International Conference on “Research Trends in Engineering, Applied Science and Management” organized by Osmania University Centre for International Programmes, Osmania University Campus, Hyderabad, Telangana, India on 23-09-2018 | Academic Science, New Delhi, India, September 2018,  pp:209-214. | 978-93-87433-40-3 |
| Dr.B.Hari Babu | Mrs.M.Manjusha  Prof.  B.K.Surya Prakasha Rao | Performance Evaluation of BSE Initial Public Offer (IPO) at NSE | International conference on Emerging Trends in Business & Commerce (ETiBC-2018 | “Emerging Trends in Business & Commerce 2018 (ETiBC - 2018)” organized by Department of Management Studies, Narayana Engineering College, Nellore, Andhra Pradesh, India on 06-10-2018 | Paramount Publishing House, Patna, India, October 2018,  pp:283-292 | 978-93-85101-21-2 |
| Dr.B.Hari Babu | Prof.B.K.Surya Prakasha Rao  Mr.G.C.Venkataiah | Operational performance of NSDL and CDSL with reference to Liquidity ratio and BEP ratio | Emerging Trends in Engineering, Sciences & Management (ICEESM-2018) | 2nd International conference on “Emerging Trends in Engineering, Sciences and Management (ICEESM-2018)” organized by RGM College of Engineering and Technology, Nandyal, Andhra Pradesh, India from 21-12-2018 to 22-12-2018 | RGM College of Engineering & Technology, Nandyal, Andhra Pradesh, India, December 2018, pp: 66-70 | 978-81-938463-9-1 |
| 04 | Dr.K.Pragthi, | Dr.N.Sailaja | **Green Entrepreneurship as New Business opportunity for Youth and Their Attitude towards green Entrepreneurship** | **13th Biennial Conference on Entrepreneurship”** | **International Conference on Entrepreneurship organised by Entrepreneurship Development Institute of India(EDII),Ahmedabad,Gujarat,India From 20th -22nd February 2019** | **Book well Publishers,DelhiPP:1168-1172** | **978-93-8 6578-39-6) (vol II)** |
| 05 | Dr.N.Sailaja, | Dr. K.Pragathi,  Mr.S.Ravi Kishan | Strategic Rudiments For A Business Model | International conference on Emerging Trends in Business & Commerce (ETiBC-2018 | “Emerging Trends in Business & Commerce 2018 (ETiBC - 2018)” organized by Department of Management Studies, Narayana Engineering College, Nellore, Andhra Pradesh, India on 06-10-2018 | Paramount Publishing House, Patna, India, October 2018,    pp:283-292 | 978-93-85101-21-2 Vol IV |
| Dr.N.Sailaja | Mr.S.Ravi Kishan | Customer Profiling and Segmentation Using Transaction Utilities | Emerging Trends in Engineering, Sciences & Management (ICEESM-2018) | 2nd International conference on “Emerging Trends in Engineering, Sciences and Management (ICEESM-2018)” organized by RGM College of Engineering and Technology, Nandyal, Andhra Pradesh, India from 21-12-2018 to 22-12-2018 | RGM College of Engineering & Technology, Nandyal, Andhra Pradesh, India, December 2018, pp: 13-20, | 978-81-938463-4-6 |

**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 | K. Raghu,  Dr. A. Sree Ram | Shareholding Patterns and its Impact on Firm Performance: A Contemporary Study of Indian NIFTY 50 Companies | Asian Journal of Managerial Science | Vol-7(1), 31-41,2018 | 2249-6300 |
| 02 | Dr.B.Hari Babu,  Prof.B.K. Surya Prakasha Rao    Smt.M.Manjusha | Operational Performance of the Indian Depository System – A Case study of Central Depository Services (India) Limited | Journal of Emerging Technologies and Innovation Research (JETIR) | Volume 5, Issue 9, pp 271-276, September 2018, Impact Factor: 5.87 | 2349-5162 |
| Dr.B.Hari Babu,  Prof.B.K.Surya Prakasha Rao  Smt.K.Saritha Devi | Operational Performance of NSDL and CDSL with reference to Liquidity Ratio and BEP Ratio | International Journal of Research in Engineering, IT and Social Sciences | Volume 09 Issue 02, pp 48-53,February 2019,Impact Factor: 6.565 | 2250-0588 |

**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 | Dr.B.Hari Babu,    Prof.B.K.Surya Prakasha Rao  Smt.M.Manjusha | Operational Performance of the Indian Depository System – A Case study of Central Depository Services (India) Limited | 2nd International Conference on “Research Trends in Engineering, Applied Science and Management” | Osmania University Centre for International Programmes, Osmania University Campus, Hyderabad, Telangana, India on 23-09-2018 | September 2018, Volume 5, Issue 9, pp 271-276,  ISSN: 2349-5162, Impact Factor: 5.87. |