

Paper Publications by Faculty (2018-19)

The faculty in the department actively undertakes research activities and publishes papers in various National and International Journals and seminars proceedings.

S.No	Name of the faculty	Title of the Paper	Name of the Journal	Date
1	Mr.Venkateswarlu K	Problems of sales force : A study with reference to Real Estate sector	International Journal of Research- Granthaalayah	Jan, 2019
2	Dr. DSB Pallavi	Job Satisfaction of Women Employees in Service Sector	International Journal of Multidisciplinary Approach	Jan, 2019
3	Dr. Devi Prasad Kotni V V	Value Chain Management Model for Retailing of Marine Fish	Indian Journal of Marketing	Dec, 2018
4	Dr. K.V.V. Murali Someswararao & Dr. K.V.Nagraj	A study on consumer perception towards E – Retailing in Visakhapatnam City	Social Science Research Network	Dec, 2018
5	Dr. G.Syamalarao	Causes and Effects of Non-performing Assets in Banking sector	International Journal of Management ,Technology and Engineering	Dec, 2018
6	Dr. G.Syamalarao & Dr. K.V.Nagaraj	A Conceptual study on Opportunities and Challenges of online food services market in India	International Journal of Business, Management & Allied Sciences	Nov, 2018
7	Dr. P.V.Mohini	Emerging Challenges and Opportunities of FIN-TECH sector	International Journal of Business, Management & Allied Sciences	Nov, 2018
8	Dr. N.Vijaya Jyothi	Emerging Challenges and Opportunities of FIN-Tech Sector	International Journal of Business, Management & Allied Sciences	Nov, 2018
9	Mr. A.Nooka Raju	Perception of Risk on Various Investment Avenues by the Employees at Different Stages of Life – A study on Selected employees	International Journal of Business, Management & Allied Sciences	Nov, 2018

		of Visakhapatnam city		
10	Dr. K.V.Nagaraj & B.Mahendra Reddy	A Study on Impact of Digital Marketing in Consumer Purchase Decision in Visakhapatnam	International Journal of Business, Management & Allied Sciences	Nov, 2018
11	Dr. Oly Mishra	A Study on the Purchase and Post Purchase Stage of Consumers' Buying Decision Making Process	International Journal of Business, Management & Allied Sciences	Nov, 2018
12	K. Surya Deepti	A conceptual study on role of Women Entrepreneurship and Challenges in the changing Environment	International Journal of Business, Management & Allied Sciences	Nov, 2018
13	G. Alice Karuna	A conceptual study on role of Women Entrepreneurship and Challenges in the changing Environment	International Journal of Business, Management & Allied Sciences	Nov, 2018
14	Dr. Oly Mishra	Criteria for Evaluation of Alternatives in Online Consumer Decision Making Process	ELK Asia Pacific Journal of Marketing & Retail Management	Sept, 2018
15	Dr. Oly Mishra	Sources of Need Recognition in Online Consumers Decision Making Process	International Journal of Exclusive Management Research	April, 2018