

Faculty Publications

2019-2020

Publications in referred journals:

1. Dr Suneetha Rapaka, "Innovative Oriented Initiatives in Higher Education" Think India Journal (UGC- Care), ISBN/ISSN - 0971-1260, 2019.
2. Devi Prasad Kotni V V, "An Empirical Evaluation on Value Chain Operations Performed in Marketing of Marine Fisheries in Andhra Pradesh" Prabandhan: Indian Journal of Management, 0975-2854, PP 44-57, Oct 2019
3. Devi Prasad Kotni V V, "Factors Influencing Online Shopping Behaviour: A Study of Visakhapatnam Virtual Market", ELSVIER SSRN, 978-93-5311-464-0, PP- 168-182, Dec-2019
4. K.V.Nagaraj, "A Conceptual Study on Opportunities and Challenges of Indian Rural Markets in Digital Era", Our Heritage Journal (UGC Care Approved International Indexed and Referred Journal), Vol-67-Issue-20, PP-66-73, December- 2019.
5. N.V.S.Anil Kumar "An Empirical Study On Factors Motivating The Young Generation To Adopt Online Banking Services In Visakhapatnam", Our Heritage Journal, Vol-67-Issue-20,December-2019 with ISSN:0474-9030
6. Dr.G.Syamala Rao, "RBI Regulations on Non-Performing Assets", International Journal of Management, Technology And Engineering, ISSN NO : 2249-7455, 2019
7. K.Gouthami, "Role if digitization in Recruitment", Paramount Publishing House, February ,2020, ISSN:2349-4638
8. B.Sai Kishore, "An evaluation of Online Banking system" NOLEGEIN Journal of Financial Planning and Management, ISSN: 2581-4087 Volume 2 Issue 2, 2019

9. Naveen Chinni, "Semi-strong form efficiency of Nifty 50 Index: An empirical testing in relation to rights issue announcements", EPRA International Journal of Multidisciplinary Research, Vol 5, Issue 11, Pp 192-196, ISSN: 2455 3662