

Faculty Publications

2020-2021

Publications in referred journals:

1. Devi Prasad Kotni V V, "A Study on Digital Financial Transactions Performed By Citizens of Visakhapatnam City", *Our Heritage*, 0474-9030, PP- 6365-6375, Jan 2020.
2. Devi Prasad Kotni V V, "An Empirical Evaluation on Identification of Frequentlyperformed Digital Financial Transactions in Visakhapatnam City", *International Journal of Psychosocial Rehabilitation*, 1475-7192, PP- 8836-8846, May 2020
3. Devi Prasad Kotni V V, "Customer Perception towards After Sales Services of Consumer Electronics Retail Outlets in Visakhapatnam City" *Journal of Critical Reviews*, 2334-5125, PP- 2840-2850, Aug 2020
4. Devi Prasad Kotni V V, "An Adapted Model for Consumer Decision Making Process of Hand Sanitizer Products in COVID-19 Scenario", *Dogo Rangsang Research Journal*, 2347-7180, PP- 363-374, Aug 2020
5. K.V.V.Murali Someswara Rao & K.V.Nagaraj, "Over-The-Top (Ott) Platforms: Modern Day Consumer Choice For/ Of Entertainment - A Descriptive Study", *Kala Sarovar* ISSN: 0975-4520 (UGC Care Group-1 Journal), Vol-23 No.02(I) July- September, PP:205-212, September 2020
6. K.V.Nagaraj, "An Empirical Study on Digital Marketing Practices Impact on Shopper Purchase Choices In City of Visakhapatnam", *Sambodhi* (UGC Care Journal), ISSN: 2249-6661 Vol-43, No.-03 (IX), PP: 90-96, September 2020

7. K.V.V.Murali Someswara Rao & K.V.Nagaraj , “Online Shopping Preferences Among Various Age Groups: An Empirical Study With Reference To Visakhapatnam City.”, Wesleyan Journal of Research, Vol.13 No4(VIII) October– December 2020, PP.84-88., December 2020.
8. K.V.V.Murali Someswara Rao & K.V.Nagaraj, “A Study on Retail Store Attributes Influence on Consumer Preference of Store Selection in Visakhapatnam City”, EBSCO indexed 3D IBA Journal of Management and Leadership, Vol-12-Issue-1, PP:82-88, July-December-2020
9. K.V.V.Murali Someswara Rao, “A Study on Digitalization- A life line for Smart Business”, Proteus Journal of Management”, UGC-Care Approved Group –II journal (web of Science) Indexed PP:217-219, Vol-11-Issue-11,Nov, 2020, paper id: PJ-2711,ISSN: 0889-6348.
<https://doi.org/10.37896/PJ11.11/022>
10. K.V.V.Murali Someswara Rao, “A Descriptive study on Indian Tourism: Opportunities and Challenges”, Strategies for Transforming India-The way forward”, edited by Mr.N.Hemanth Kumar and Dr.K.Siva Prakasa Rao, Vol II, pp 146-148, ISBN: 978-93-5391-910-8, 2020.
11. K.V.V.Murali Someswara Rao, “A study on impact of technological innovations on talent acquisitions practices” Strategies for Transforming India-The way forward”, edited by Mr.N.HemanthKumar and Dr.K.Siva Prakasa Rao, Vol I, ISBN: 978-93-5391-910-8, 2020.
12. K.S.Bose, “ Corporate Social Responsibility Activities of Public Sector Units located in and around Visakhapatnam, Andhra Pradesh: A review , Kala SarovarJournal (UGC Care Group -1), Vol-23 No.04(ix), Oct – Dec 2020, ISSN: 0975-4520, Page No:97-102.

13. Dr. Rajesh Vemula, "A study on salesforce attrition in retail sector", IOSR Journal of Business and Management (IOSR-JBM), June 2021, e-ISSN: 2278-487X, p-ISSN: 2319-7668
14. N.V.S. Anil Kumar, "An Empirical Study On Perception Towards Online Banking Services By Gen X And Gen Y Users At Visakhapatnam", Journal of the Maharaja Sayajirao University of Baroda, ISSN: 0025-0422, 2022.
15. A.Nookaraju, "Health Insurance Scenario In India – Issues And Challenges A Conceptual Study" Wesleyan Journal Of Research , Vol.13 No4(Ix), 2020
16. N.V.S. Anil Kumar, "Green Banking Initiatives: A Special Study On Green Strategies With Reference To State Bank Of India", Wesleyan Journal of Research, 2020.
17. G.Syamala Rao, "Performance Evaluation of SBI Hybrid Mutual Funds", Parishodh Journal, ISSN No.2347-6648, 2020