

Faculty Publications

2021-2022

Publications in referred journals:

1. S.Rajani, "Process of Integration of Organisational Culture - A study of Visakhapatnam Port Trust", Journal of Positive School Psychology , 2022, Vol. 6
2. S.Rajani, "A Study on Stress Management Among Women Employees In Private Banking Sector", Asia Pacific Journal of Research, ISSN : 2320-5504, Vol: I, 2022.
3. S.Rajani , "Work Life Balance – An Enigma for women employees in Indian Scenario?" International Journal of Research in Engineering and Science (IJRES), ISSN : 2320-9356 Volume 10 Issue 4, 2022.
4. S.Rajani, "Study on Household Finance in India" RBU Journal of Education , 2022 ISSN : 0972- 7175 Vol.XXIV, No.1 (VI), 2022
5. K.S.Bose, "Customer's perception towards Technological Change Initiatives w.r.t State Bank of India - A descriptive study" ,Journal of Interdisciplinary Cycle Research, Volume XIV, Issue III, March/2022 (UGC Care Approved Group-II Journal), ISSN NO: 0022-1945, Page No: 42-60.
6. K.S.Bose, "Change management and its impact on employees - (a study on banking sector with special reference to state bank of India)", International journal of creative research thoughts – An international open access peer reviewed refereed journal, UGC Approved journal No:49023, ISSN:2320-2882, Volume 10, Issue: 3 , March 2022, Page No:936-946.

7. K.V.V.Murali Someswara Rao & K.V.Nagaraj, "Growth of OTT Platforms: New Challenges for Conventional Entertainment and Advertisement industry – A conceptual study", Journal of Positive Psychology, 2022, Vol .6 , No.2, PP 349-356. (Scopus Journal)
8. P.V.Mohini and Naveen Chinni, "Bootstrapping your own start up-a bitter medicine", IOSR Journal of Business and management, Vol 23, Issue 3, Ser. VI ISSN: 2319-7668, PP 16-17, April 2021.
9. P.V.Mohini, "Big Data Analytics in Banking and Financial Services sector", EPRA international Journal of Research and Development, Vol 6, issue 3,ISSN: 2455- 7838, PP-PP 92-96, March 2021.
10. Naveen Chinni and P.V.Mohini, "Impact of Digitalization of Banks", EPRA International Journal of Multidisciplinary Research, Vol 7, Issue 3, PP 187-190, March2021.
11. N.Vijaya Jyothi, "Technology: A pathway towards sustainability" SAMBODHI July to September edition UGC care listed journal ISSN NO:2249-6661. 2021 ISSN: 1095-6298; Online ISSN: 1528-2678-25-5-482, 2021
12. A Sairoop, "Process of Integration of Organizational Culture-A Study of Visakhapatnam Port Trust", Journal of Positive School Psychology (SCOPUS), 2022, Vol.6,No.2,332-348, 2022
13. Suneetha Rapaka, "An empirical study on awareness and factors influencing of health care professionals in the wake of 2019", International Business Information Management Association (IBIMA), ISSN - 2767-9640, 2021
14. Suneetha Rapaka , "A study on emotional intelligence and psychological wellbeing" International Business Information, 2021

15. Surya Prakasa Rao Gedela, “Impact of global health crises on economic growth and development” Empirical Economics Letters (ABDC- 'C' Category Journal list), 1681- 8997, PP-163-172, October'2021
16. Surya Prakasa Rao Gedela, ““Emerging Trends in Indian Banking Services - Challenges and Opportunities”, International Journal of Economics, Business and Management Studies (EBMS), 2347-4378,PP- 74-78, July'2021
17. Surya Prakasa Rao Gedela, “Prospects of Agriculture Economy with Special reference to Climate Change in India”, International Journal of Multidisciplinary Educational Research (IJMER), ISSUE: 6(1), ISSN: 2277-7881, PAGE NO: 1-3, June, 2021
18. N.Vijaya Jyothi, “A Study on Cooperative Banks in India with Special Reference to Marketing Strategies”, Volume 25,Issue5, May 2021 ISSN: 1095-6298; Online ISSN: 1528-2678-25-5-482, 2022
19. Rajesh Vemula, "A study on customer perception towards electric vehicles", Manager-The British Journal of Administrative Management March 2022.
20. Rajesh Vemula ,“Supply Chain Management In Indian Dairy Industry: A Case Study Of Prakasam Milk Producer Company Limited (Pmpcl), Ongole Dairy, Ongole”, India, Manager-The British Journal of Administrative Management, May 2022.
21. Rajesh Vemula, “A Study On Consumer Attitude Towards Fast Moving Consumer Goods Products”, Manager-The British Journal of Administrative Management, May 2022

22. Naveen Chinni, "A Study on Dynamic relation between crude oil prices and stock market prices in India", Journal of contemporary issues in Business and Government, Vol. 28, No. 04, pp 904-915, ISSN: 1323-6903.
23. D.S.B.Pallavi , Significance of Competency Mapping in Service Sectors, Journal of Education Rabindra Bharati University ISSN 0972-7175, Vol.XXIV, NO.1(VI),2022
24. D.S.B.Pallavi , Work- Life Balance of Women Executives in Corporate Companies: A Diagnostic Study, Journal of Management & Entrepreneurship, Vol.16, No.2 (I) , 2022
25. D.S.B.Pallavi, "" Industry 4.0 and its impact on Human Resources" ISBN 078-93- 88808-75-0, 2022
26. Botta Ashok, "An Empirical Evaluation On Identification Of Frequently Performed Digital Financial Transactions In Visakhapatnam City", "International Journal of Psychosocial Rehabilitation, 1475-7192, PP- 88-96, July'2020
27. Ashok Botta, "A study on Digital Financial Transactions performed by citizens of Visakhapatnam city" – Our Heritage Journal UGC Care Approved Journal, 0474- 903, PP- 112-121, Jan-2020