

Books Published – MBA Faculty

Academic Year 2017-18

1. **G.Syamala Rao, Recent Trends in Banking and Financial Services, SHREE PUBLISHING HOUSE, ISBN:978-93-88196-00-0, 2018.**
2. **K S Bose, “ Value Chain Analysis of Marine Proucts of Andhra Pradesh“ – ISBN No:978-93-85100-37-6.Paramount Publishing House, Hyderabad,2017**
3. **VENKATESWARLU T, V V DEVI PRASAD KOTNI, “Retail Management”, Himalaya Publishing House (HPH), Hyderabad, 2018. [ISBN: 978-93-5273-701-7]**
4. **V V DEVI PRASAD KOTNI, “Value Chain Management in Marine Fisheries Sector”, Lambert Academic Publishing, Germany, 2017. [ISBN: 978-620-2-07210-6]**
5. **Suma Sunkara and Venkateswarlu Karumuri, “Talent Management”, Himalaya Publishing House (HPH), Hyderabad,2017**

Academic Year 2016-17

1. **PV Mohini, “Ethics and Corporate Governance”** published by Himalaya Publishers with ISBN No: 978-93-5262-434-8, 2016.
2. **G.Syamalara,”. Accounting for Manager”,** with M.S.V. Prasad, o, Md.Jafrulla, K.Gowri Shankar, S. Vani, Himalaya Publishing House, Mumbai.2016.
3. **K.V.V.Murali, , “Operations Management”,** with N.Santosh Ranganath and **Ch.Naveen** Himalaya Publishing house, ISBN: 978 93 5262 203 0
4. **V V DEVI PRASAD KOTNI, K V NAGRAJ, R PARDAHSARADHI AND CHANCHAL MUKHERJEE, “Leadership Education”,** Himalaya Publishing House (HPH), Hyderabad, 2017. [ISBN: 978-93-5262-444-7]
5. **S.Rajani, Management Process, Himalaya Publishing House Pvt. Ltd., 2016 (ISBN968-93-5262-158-3)**
6. **S.Rajani, Human Resource Management, Himalaya Publishing House Pvt. Ltd., 2016 (ISBN978-93-5262-214-6)**
7. **S.Rajani, Organisational Behaviour, Himalaya Publishing House Pvt. Ltd., 2016 (ISBN978-93-5262-207-8)**

Academic Year 2015-16

1. K.S.Bose, “*Marketing Management*“ –*Concepts & Cases* - ISBN No:978-93-5202-857-3, Himalaya Publishing House, Mumbai,2015
2. **G.Symalarao**, “ *Financial Management*” with M.Madana Mohan, G.Syamala Rao, P.Sheela, ISBN 978-93-5202-008-9, Himalaya Publishing House Pvt. Ltd, Mumbai, 2015.
3. **G.Syamalaro**, “ *Fundamentals of E-Business*” with Manjot Kaur and G.Syamala Rao, ISBN 978-93-272-5214-9, Kalyani Publishers, New Delhi 2015.
4. N.VIJAYA JYOTHI, “**PERFORMANCE EVALUATION OF MUTUAL FUNDS**”
by Sucharitha Publications,Visakhapatnam: ISBN:978-93-83729-42-5.
5. **BEVL NAIDU, V V DEVI PRASAD KOTNI** and GANTI NAGA SRIKANTH, “*IT for Managers*”, Himalaya Publishing House (HPH), 2016, Hyderabad. [ISBN: 978-93-5263-105-7]