

Papers presented in reputed conferences

Academic Year 2017 -18

1. **Mohini**, “Financial inclusion for Women entrepreneurs in India” in a National Seminar on ‘Financial imperatives for Women entrepreneurs in coastal corridor of Andhra Pradesh ‘held on 28th March,2018 under UGC-SAP-CAS-II programme organised by Department of Commerce and Management Studies, Andhra University, Visakhapatnam.
2. **G.Symalarao**, “ Growth of LIC in the Life Insurance Industry”, paper presented in International conference on Global Insurance: Practices and Outlook organized by the Department of Commerce, Osmania University, Hyderabad during 29th – 31st July 2017.
3. **G.Symalarao**, “Talent Management in Banking Industry” in National Seminar on Human Resource Management and inclusive Growth in 21st Century: concerns and Challenges, organized by Department of Commerce and Management Studies & CSSEIP, Andhra University, Visakhapatnam -530003, Andhra Pradesh, India, during 27th – 28th February 2018.
4. **G.Symalarao**, “ The Key role of Life Insurance Corporation in India Towards Corporate Social Responsibility” in National Seminar on Human Resource Management and inclusive Growth in 21st Century: concerns and Challenges, organized by Department of Commerce and Management Studies & CSSEIP, Andhra University, Visakhapatnam -530003, Andhra Pradesh, India, during 27th – 28th February 2018.
5. **G.Symalarao**, “ **PROBLEMS OF SMALL AND MEDIUM ENTERPRISES IN INDIA**” in National Seminar on Financial imperatives for women entrepreneurs in Coastal Corridor of Andhra Pradesh , organized by Department of Commerce and Management Studies Andhra University, Visakhapatnam under the Auspices of UGC-SAP-CAS-II Programme on 28th March, 2018.

Academic Year 2016-17

1. **Mohini**, “Digital Banking in India-A perspective on benefits and challenges” in a National seminar on ‘Innovations in Banking and Financial Services’ held on 12th November, 2016 by Department of Management Studies, Maharajah’s post graduation College, poolbagh, Vizianagaram.
2. **N.Vijaya jyothi**, “**Performance Evaluation of Mutual fund-A comparative study between UTI and Birla sun Life,**” held on 12th November 2016 Organized by School of Management Studies, Vizianagaram.
3. **N.Vijaya Jyothi**, “**A Study on Cashless transaction viaPaytm on Panshops in Visakhapatnam**” held on 4 th February 2017 .A National Seminar on “**Cashless Economy Problems and prospects** “ Organized by Department of Management studies ,Aurora’s Post graduate college ,Ramanthapur Hyderabad.

4. **KVV Devi Prasad**, “*An Empirical Evaluation on value chain management practices of marketing of marine fisheries*”, in a **Management Doctoral Colloquium** organized by Vinod Gupta School of Management (VGSOM), Indian Institute of Technology, Kharagpur(**IIT-KGP**) on 8th and 9th Feb, 2017.
5. **KVV Devi Prasad**, “*Competitive Advantage for Retailers and Differential Advantage for Customers: A Value Chain Approach*”, in a **International Conference** titled “ICBM’s 4th International Case Conference - 2016” organized by ICBM-School of Business Excellence, Hyderabad on 17 December, 2016.
6. **KVV Devi Prasad**, “*Impact of Store Layout Design on Customer shopping Experience: A Study of FMCG retail outlets*” in **Annual Australian Business and Social Science Research Conference** Organized by Australian Social Sciences Business Research Institute, Melbourne in association with London Academic Research and Publications Ltd., UK at Crowne Plaza Hotel, **Gold Coast, Australia** during 26th and 27th September, 2016. [sponsor: AICTE-CAYT]
7. B.Sai Kishore, “Motivation lessons from Ancient Indian Literature” at “International Conference on Spirituality and Management” held at IIM Bangalore in 2016.

Academic Year 2015 – 16

1. **G.Syamalarao**, “Banking and Financial Inclusion in India” in National Seminar on Innovations in Banking and Financial Services, organized by Maharajah’s Post Graduate College, Vizianagaram held on 12th November, 2016.
2. **KVV Devi Prasad**, “*Impact Of Value Chain Management Practices On Customer Satisfaction In Retailing: An Empirical Study Of Visakhapatnam Retail Market*” in **International Conference on Consumer Behavior, Brand Management and Retail Marketing** Jointly Organized by Commonwealth Vocational University, Kingdom of Tonga and Indo Global Chamber of Commerce, Industries and Agriculture (IGCCIA) at Hotel Pearl International, **Kuala Lumpur, Malaysia** during 16th and 17th November, 2015. [sponsor: AICTE-CAYT]
3. **Tejaswini**, “The Impact of Financial Liberalization on Banking System” in national Seminar on Retail Credit –Issues, Challenges and Redressal Mechanisms. At GITAM University, Rushikonda, Visakhapatnam on 23rd & 24th Dec 2015.
4. **Oly Mishra**, “*Physical Distribution Concerns of Online Consumers (A Study with Reference to Online Retailers)*” in XIX Annual International Conference of Society of Operations Management held at Indian Institute of Management Calcutta, December 11–13, 2015. The abstract of this paper has been published in XIX Annual International Conference of SOM (P.17-18).