

## DEPARTMENT OF MANAGEMENT STUDIES

### List of publications in refereed journals – MBA Faculty

#### Academic Year 2017 -18

1. **S. Rajani**, “Nurturing Organizational Culture – An Empirical Study with reference to VPT”, Published in International Journal of Human Resource Research Review, 2017, ISSN: 2347-1662.
2. **P.V.Mohini**, “A study on Awareness of Personal Financial Planning among households in Visakhapatnam city” published in International Journal of Exclusive Management Research online with ISSN-2249-2585 print ISSN-2249-8672, Vol-8, Issue-04, April 2018
3. **G.Syamalarao**, “ROLE OF COOPERATIVE BANKS IN MICRO FINANCE, International Journal of Multidisciplinary Educational Research(IJMER), ISSN : 2277-7881; IMPACT FACTOR – 4.527; IC VALUE:5.16; ISI VALUE:2.286 VOLUME 6, ISSUE 8(3), AUGUST 2017.pp201-217.
4. **G.Syamalarao**, “ Innovative CRM Practices in the Indian life Insurance Industry”, Journal of advance Management Research, ISSN:2393-9664, vol.05, December,2017 (special issue), Impact Factor:4.73, , Jointly with Mr.B.Udaya Bhaskara Ganesh.pp145-152.
5. **G.Syamalarao**, “ Problems and Prospects of Life Insurance with Reference to North Coastal Andhra Pradesh”, International Journal of Management and Social Sciences Research(IJMSSR), ISSN:23194421,Volume 7, No.1, Jan 2018, pp82-85 UGC NO. , 48431 , Impact Factor:5.462
6. **DEVI PRASAD KOTNI V V**, VENKATESWARLU K, “Application of Herzberg Two-Factor Theory Model for Motivating Retail Sales Force”, *The IUP Journal of Organizational Behavior*, Vol. XVII, No.1, pp 1-19.[ISSN 0972-687X]
7. **DEVI PRASAD KOTNI V V**, “Paradigm Shift from Attracting Footfalls for Retail Store to getting Hits for E-Store: Empirical Evaluation of the Attributes of Decision Making Process in Etailing”, *Global Business Review*, Vol.18, No.5, Sept-Oct, 2017, pp 1215-1237. [ISSN: 0973-0664]

8. **DEVI PRASAD KOTNI V V**, “Problems & Prospects Of Green Marketing”, *MITS International Journal of Business Research (MIJBR)*, Vol. 4, No.2, July-Dec 2017, pp 86-90. [ISSN 2349-1701]
9. **Rajesh vemula**, “Social Media at the Top of Mind”(A study of social media influence on consumer purchase decision) published in *Journal of Marketing Vistas* ISSN 2249-9067, volume 7, July-December 2017, PP. 1-28.
10. **Oly Mishra**, “*Sources of Need Recognition in Online Consumers Decision Making Process*”, in *International Journal of Exclusive Management Research* (Vol. 8, Issue 4) April 2018.
11. **Oly Mishra**, “*Online Retailers connecting to the youth segment through Face book (A Study on the influence of Gender and Personality type)*” “which is to be published in the forthcoming issue of *Journal of Asia Business Studies* (Vol. 11, Issue 3) 2017

#### **Academic Year 2016- 17**

1. **B.Madhukar**, “Growth And Expansion Of Women Entrepreneurs: An Importance Of Finance And Accounting Assistance” with Srikantalahari Sagi, *Open Journal of Advances in Business & Management (OJABM)*, Vol. 1, No. 3, December 2016, pp. 171~180 .,ISSN: 2456-2858
2. **P.V.Mohini** “problems and prospects of self help groups –A study with reference to select groups sponsored by APGVB of Visakhapatnam region” published in *International Journal of Multidisciplinary Educational Research* with ISSN No.2277-7881, Vol-5, issue- 6(1), June, 2016
3. **G.Syamalarao**, “Banking and Financial Inclusion in India”, *International Journal of Multidisciplinary Educational Research(IJMER)*, ISSN : 2277-7881; IMPACT FACTOR – 4.527; IC VALUE:5.16; ISI VALUE:2.286 VOLUME 6, ISSUE 1(3), January 2017.pp122-127.
4. **N.VIJAYA JYOTHI** , “Performance Evaluation of Mutual fund-A comparative study between UTI and Birla sun Life was published in the *Journal of INTERNATIONAL*

JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH volume  
6, Issue 2(5) February ISSN: 2277-7881, 2017 pp. No. 167 to 184

5. **DEVI PRASAD KOTNI V V**, “Marine Fisheries Value Chain Management – A Research Study Synopsis”, *International Journal of Exclusive Management Research (IJMER)*, Vol.7, No.1, January 2017, pp 1-23. [ISSN: 2249-2585]
6. **DEVI PRASAD KOTNI V V**, “Evaluation of In-Store Services to enhance the customer satisfaction”, *The IUP Journal of Marketing Management*, Vol.XV, No.3, August 2016, pp 7-36. [ISSN 0972-6845]
7. **DEVI PRASAD KOTNI V V**, “A Study on Value Chain Management in Marine Fisheries: A Case Study of Andhra Pradesh”, *International Journal of Managing Value and Supply Chains (IJMVSC)*, Vol. 7, Issue 2, June 2016, pp 9-19. [ISSN 2230-7966]
8. **DEVI PRASAD KOTNI V V**, PINAKAPANI P, “A Study on Socio-Economic Characteristics of Fishermen Community in Coastal Andhra Pradesh”, *Journal for Studies in Management and Planning (JSMaP)*, Vol. 3, No.4, March 2017, pp 58-67. [ISSN 2395- 0463]
9. **Ch.Naveen, K.Gowri Sankar**, “Analysis of Liquidity, Profitability, Efficiency and Financial Distress: A Case study of Hindustan Shipyard Limited (HSL), Visakhapatnam”, *International Journal of Multidisciplinary Education Research*, Vol 6, Issue 7(6), Pp 228-243. [ISSN: 2277-7881]
10. **K.VENKATESWARLU**, “Sales Force Motivation in Real Estate Industry: A Study with reference to Visakhapatnam City”, *MERC Global's International Journal of Management*, Vol. 5, Issue 2(April 2017), pp. 46-55, Print [ISSN: 2321-7278], online [ISSN: 2321-7286],
11. **K.VENKATESWARLU**, “Employee Engagement: Hotel Industry”, *SCMS Journal of Indian Management*,. Volume 13, Issue 3 (July - September 2016), pp 120 – 128, Print & online [ISSN: 0973-3167]

12. **Nooka Raju**, “INVESTMENT PREFERENCES OF EMPLOYEES ACCORDING TO DIFFERENT LIFE CYCLE STAGES – A case study of selected employees of Visakhapatnam city, AP” Published in International Journal of Technology and Business Management, July – September 2016-Vol 2 Issue 1, p 47-56. (ISSN 2319-6815)
13. **Nooka Raju**, “STAGES OF FAMILY LIFE CYCLE AND THEIR FINANCIAL POSITION – A Review”, Published in International Journal of Multidisciplinary Educational Research, December 2016-Vol 5, Issue 12(5), p 105-122. (ISSN 2277-7881)
14. Oly Mishra, “Predicting Consumers' Probability to purchase a product online using Discriminant Analysis” in International Journal of Management Studies (Vol.4) 2017.
15. Oly Mishra, “The Influence of Social Media on Online Shopping Consumers' Decision Making Process” published in International Journal of Business and Administration Research Review (Vol. 2, Issue 16) 2016.
16. S.Pushpalatha,” Performance of micro insurance policies with respect to life insurance corporation of India”, International Journal of Management and Development Studies (IJMDS), 2017.
17. S.Pushpalatha, “Effect of performance appraisal on the organisations and the employees-A study with reference to BSNL,Visakhapatnam, Journal of Global Management Outlook,2017.
18. S.Pushpalatha, “ A study on awareness on Microinsurance policies with reference to Visakhapatnam District”, International Journal of Multidisciplinary Educational Research, 2017.

#### **Academic Year 2015-16**

1. **A.Sairoop and Prof.S.Rajani**, “Building Organisational Culture-An Imperative for Growth ”, International Journal of Multidisciplinary Educational Research, Volume: 5, (2), PP.147-161, ISSN : 2277 – 7881.
2. **A.Sairoop and Prof.B.Madhukar** , “Culture Fit- An Indian Experience”, International Journal of Technology and Business Management, Vol.4(4), PP 57-56, ISSN – 2319-6815

3. **N.VIJAYA JYOTHI**, “Factors that Influencing the Mutual Fund Investors for Fund/Scheme Selection With Special Reference to Visakhapatnam “was published in the IPE Journal of Management, Vol:5 Jan-June,2015, ISSN2249-9040 PP.No.43-61.
4. **N.VIJAYA JYOTHI** ,” Financial Behavior Of Mutual Fund Investors In Connection with their Perception and Preferences with reference to Visakhapatnam” was published in the Journal of INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH Volume 4, Issue 6(1),June 2015 ISSN .2277-7881, PP.No.01 to 17
5. **DEVI PRASAD KOTNI V V**, “A Study on attributes of customer patronage towards choosing a fast food retail outlet”, *Jindal Journal of Business Management*, Vol. 4, No. 2, June-December 2015, pp 126-137. [ISSN 2278-6821]
6. **DEVI PRASAD KOTNI V V**, “A Study on Problems and Prospects of Unorganized Retailers”, *International Journal of Multidisciplinary Educational Research (IJMER)*, Vol. 4, Issue 12(5), December 2015, pp 171 - 184. [ISSN 2277-7881]
7. **DEVI PRASAD KOTNI V V**, “Impact of Value Chain Management Practices on Customer Satisfaction in Retailing: An Empirical Study of Visakhapatnam Retail Market”, *International Journal of Multidisciplinary Research*, Vol. 4, Issue 7, November 2015, pp 177 - 181. [ISSN 2277-9302]
8. **DEVI PRASAD KOTNI V V**, “Determinants of Consumer Patronage for E-Tail Outlet Choice: An Empirical Evidence from an Indian City of Visakhapatnam”, *Canadian International Journal of Social Science and Education*, Vol. 3, May 2015, pp 204 - 219. [ISSN 2356-847X]
9. **DEVI PRASAD KOTNI V V**, “Customer Perception towards Visual Merchandising: A Study of Select Apparel Retail Outlets in Visakhapatnam, Andhra Pradesh, India”, *CLEAR International Journal of Research in Management, Science and Technology (CLEAR IJRMST)*, Vol. 5, No.9, Jan-Jun 2015, pp 46-52. [ISSN 2249 -3492]

10. **DEVI PRASAD KOTNI V V, VENKATESWARLU K**, “A Study on Determinants of Purchase Behaviour in Fast Food Outlets”, *IPE Journal of Management*, Vol.5, No.1, Jan-June 2015, pp 1-23. [ISSN: 2249-9040].[UGC Approved Journal No. 43257]
11. **K.VENKATESWARLU, NVS Anil Kumar** “**Employee Selection Issues in Ramayana: Relevance to Modern Times**”, *Journal of Exclusive Management Science*,. Volume 4, Issue 11 (Nov 2015), Print [ISSN: 2277-5684], online [ISSN: 2320-866X].
12. **Oly Mishra**, “*Innovations in E-Business*”, in International Journal for Multi-disciplinary research, Vol. 4, 8 (5), P. 14 – 28. 2015.
13. **Oly Mishra**, “ *Future trends in Online and Offline Retail in India*” in International Journal for Multi-disciplinary research, Vol. 4, 7 (3), P. 59 – 69. 2015.
14. **Tejaswini**, “A Comparative Study of Asset Liability Management in the Two Top Public and Private Sector Banks in India” ISSN (Online) 2249 –5444, ISSN (Print) 2249 –8168.March 2016