

Academic year	Name of the Author(s)	Title of the Publications	Name of the Journal	Year of Publication
2016	Dr. M. Veerabhadra Rao, Professor, Department of MBA, SRK Institute of Technology, Vijayawada.	Impact of SHG's on Fish vending Women : A Case study of W.G. Dist	GEC's International Journal of Innovation, Technology and Management 2016	2016
2015-16	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada. & B.V.S.S. Subba Rao, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada.	Member's perception on the impact of SHG's: A Case study of West Godavari District.	GEC's International Journal of Innovation, Technology and Management 2016	2016
2015-16	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada. & B.V.S.S. Subba Rao, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada.	Retailer's perception on FDI: An empirical study of Vijayawada city.	GEC's International Journal of Innovation, Technology and Management 2016	2016
2015-16	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada.	"Global Financial Crisis and its impact on Indian Economy"	International Research Journal / IMRF Journal	2015
2015-16	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada.	Celebrity Advertisement Impact on Buying Behavior	Global Journal of Business Management	2015
2015-16	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada.	Knowledge Management : An Overview	International Journal of Innovative Knowledge Management	2015

2015-16	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada.	Organised Retailing in India - An Overview	PRIMA: Practices and Research in Marketing	
2015-16	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada.	Financial Services in the Internet Era	Journal of Commerce and Accounting Research	
2015-16	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada.	GREEN MARKETING BY - DESIGN & APPROACH	PRIMA: Practices and Research in Marketing	
2015-16	SUDHEER KUMAR J S, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada	Multiplex boom in India	GEC's International Journal of Innovation Technology and Management	2016
2016-17	SUDHEER KUMAR J S, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada	Indian multiplex: Drivers for growth in tier-2 and tier-3 cities	Online Journal International Journal of Latest Technology in Engineering, Management & Applied science (A Unit of International Standards Publication)	2016

CONFERENCE PUBLICATIONS

Academic year	Name of the Author(s)	Title of the Publications	Name of the Conference	Place of conference	Page No. In proceedings	Year of Publication
2013-14	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada. & B.V.S.S. Subba Rao, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada.	“A Study on the Pattern of Financial Inclusion In India: An Empirical Research on the Research on the Reach of the Initiatives Taken By the Government for Extending Banking Services to the Small Man”	<i>"International Conference on Challenges for Industrial Survival & Growth"</i> ,	PACIFIC INSTITUTE OF BUSINESS STUDIES, Udaipur, Rajastan, Feb 22 &23, 2013.		2013

2014-15	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada. & B.V.S.S. Subba Rao, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada.	Talent Management : An Overview	Two Days National Seminar on “Talent Management Practices in India: Emerging Trends”	DCMS, Andhra University, Visakhapatnam, Dec 20 & 21, 2013.		2013
2013-14	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada. & B.V.S.S. Subba Rao, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada.	Approaches to Knowledge Management	Two-day National Seminar on ROLE OF KNOWLEDGE MANAGEMENT IN MODERN ERA	DEPARTMENT OF MANAGEMENT STUDIES, SRI VASAVI ENGINEERING COLLEGE, Tadepalligudem, 27th & 28th Dec, 2013		
2014-15	Dr. N. Subramanyam, Professor, MBA, SRK Institute of Technology, Vijayawada.	Women Empowerment	Two Day International Seminar on “Women Entrepreneurship : A Global Perspective”	Foundation of International Women Rights, March 7th & 8th, 2014		
2015-16	SUDHEER KUMAR J S, Assistant Professor, MBA, SRK	Women and Business Development	Women empowerment for sustainable development of India: Opportunities	Saket College of Arts, Science and Commerce, Thane, Maharashtra 20th February 2016	376	2016 ISBN : 978-81-931391-9-

	Institute of Technology, Vijayawada.		and Challenges			6
2014	Dr. M. Veerabhadra Rao, Professor, Department of MBA, SRK Institute of Technology, Vijayawada.	CSR in selected companies in India	National level Smart Scholars Colloquium on “Business Research Gamut & Gadgets” & 22/03/2013	Faculty of Management, Alagappa University		
2014	Dr. M. Veerabhadra Rao, Professor, Department of MBA, SRK Institute of Technology, Vijayawada.	To Comprehend and Conquer the Blockades of MSMEs: A Qualitative Study	International conference on “Entrepreneurial Perspectives & Emergence” & 7,8/8/2014	ED Cell and Alagappa Institute of Management, Alagappa University,		
2015	Dr. M. Veerabhadra Rao, Professor, Department of MBA, SRK Institute of Technology, Vijayawada.	Cloud Cargo Management System for SMEs	Two day national seminar on “Empowering Small and Medium Enterprises (SMEs) for Global Competitiveness” on & 5,6/02/2015	Department of International Business, Pondicherry University in Association with ICSSR		
2014	Dr. M. Veerabhadra Rao, Professor, Department of MBA, SRK Institute of Technology, Vijayawada.	Social Media for Entrepreneurship: A Professional perspective	One day national level seminar on “Social Entrepreneurship-An Innovation For Transforming Indian society”	Department of Commerce (SF), P.S.G.R Krishnammal college For Women, Coimbatore		

			&11/02/2015			
2015	Dr. M. Veerabhadra Rao, Professor, Department of MBA, SRK Institute of Technology, Vijayawada.	Boom Start-up Investors-Technopreneurs Where?	One day International conference on “Changing Management Paradigms and Leadership in Digital Age” & 6/11/2015	Department of Management Studies, Nehru Institute of Technology, Coimbatore.		
2015	Dr. M. Veerabhadra Rao, Professor, Department of MBA, SRK Institute of Technology, Vijayawada.	Palm Jaggery- Sweet Becomes Sour for Climbers and Makers	Two day National seminar on “Promotion of Rural Micro-Enterprises:Prospects and challenges” & 7,8/12/2015	National Institute Rural Development & Panchayati Raj,North Eastern Regional Centre,Guwahati, Assam		
2015-16	K VIJAY, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada & SUDHEER KUMAR J S, Research Scholar, Acharya Nagarjuna University, Guntur	Emerging practices in Indian food processing industry	25 Years of India's tryst with economic reforms: Bright sparks, dark spots and glimmer of hopes! SIMS International Journal of Management	Sankara Institute of Management Science, Coimbatore, Tamilnadu 04th March 2016	101-108	2016 ISSN: 2349-5537

2015-16	<p>Dr. A. SATHISH BABU, Associate Professor, Department of Commerce, VRS and YRN PG College, Chirala & SUDHEER KUMAR J S, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada</p>	Economic reforms & Indian Entertainment Industry: Issues and opportunities	25 Years of India's tryst with economic reforms: Bright sparks, dark spots and glimmer of hopes! SIMS International Journal of Management	Sankara Institute of Management Science, Coimbatore, Tamilnadu 04th March 2016	84-88	2016 ISSN: 2349-5537
2016-17	<p>SUDHEER KUMAR J S, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada & K. CHAKRAVARTHY, Area Lead (PaytmRetail) - Krishna District, One97 Communications Vijayawada.</p>	Rural India After Demonetisation: Issues, Challenges And Measures	Indian Council of Business Education 2nd annual conference on "Emerging issues in business and industry"	Department of Commerce & Business Administration, Acharya Nagarjuna University, Guntur, Andhra Pradesh January 2017	234	ISBN :978-93-84124-54-0

2016-17	SUDHEER KUMAR J S, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada & Dr. A. SATHISH BABU, Associate Professor, Department of Commerce, VRS and YRN PG College, Chirala.	Patron engagement at Indian multiplex: A study with special reference to Vijayawada city	One day National conference on "New horizons in business & management- A gateway of opportunities for business innovations" Management Guru: Journal of Management Research	Ramanand Arya D.A.V. College, Bhandup (E), Mumbai. Volume IV, Issue No. 12 Januray 2017 28th January 2017	37	2017 ISSN: 2319-2429
2016-17	SUDHEER KUMAR J S, Assistant Professor, MBA, SRK Institute of Technology, Vijayawada & Dr. A. SATHISH BABU, Associate Professor, Department of Commerce, VRS and YRN PG College, Chirala.	Seven pillars for transforming changes in Indian higher education	In Process	Internal Quality Assurance Cell, VRS & YRN P.G College, Chirala. 3rd & 4th February 2017	In Process	Publication under Process
2015	B. Krishnaiah, Asst. Professor, MBA Department, SRK Institute of Technology, Vijayawada & Lavanya PB,	Changing Scenario in Corporate Social Responsibility	Good Corporate Governance in India and Challenges	Sri Durga Malleswara Siddhartha Mahila Kalasala, Published by Allied Publishers, New Delhi		ISBN : 978-2-12-345680-3

	Asst. Professor, MBA Department, SRK Institute of Technology, Vijayawada					
2013	B. Krishnaiah, Asst. Professor, MBA Department, SRK Institute of Technology, Vijayawada	Entrepreneur Risk Management : An Empirical study and strategies involved in ERM	2nd International Conference on Competency Building Strategies in Business and Technology for Sustainable Development.	Sri Ganesh School of Business Management, Chennai held on 22-2-2013		
2012	B. Krishnaiah, Asst. Professor, MBA Department, SRK Institute of Technology, Vijayawada	Restructuring of Management Education : The Paradigm Shift	National Seminar on Inclusive Economic Growth in India- Issues & Challenges			
2011	B. Krishnaiah, Asst. Professor, MBA Department, SRK Institute of Technology, Vijayawada	Online Trading	UGC Sponsored 6th International Seminar on Emerging Capital Markets Issues & Challenges	Bharathidasan University.		
2016- 17	SUDHEER KUMAR J S, Doctoral Research Scholar, Acharya Nagarjuna University, Guntur & K. VIJAY, Lecturer, PB Siddhartha	Emerging trends in advertising: Influence on Consumer behaviour	A one day national level conference on Poly dimensional approach towards mesmerising world of advertising	M L Dhanukar College of Commerce, Mumbai, Maharashtra 25th February 2017		ISBN :978- 81- 9211 32-6- 5

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