INTERNATIONAL CONFERENCES/SEMINARS- 2014-15

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| **S.No** | **Name of the Faculty** | **Title of the Conference** | **Details of Conference in which paper has been published** |
| **1** | **Dr.M.S.NARAYANA** | **“A Study on Industrial Relations Climate at Tulasi seeds Ltd”,** | **UGC 4-day International Seminar on Industrial Relations and Human Relations in the era of Globalisation organized by Department of Human Resource Management, Acharya Nagarjuna University at Guntur from 5-2-2015 to 8-2-2015.** |
| **2** | **Dr. S. VENKATA RAMANA** | **“ A comparative study on Technical Retail Banking Products of Banking Industry (A case study of select banks in Guntur(dt)”** | **International Seminar on “ A comparative study on Technical Retail Banking Products of Banking Industry (A case study of select banks in Guntur(dt)” organized by Department of Business Administration, KBN College of PG Centre, Vijayawada.** **15th March, 2014.** |
| **3** | **Dr. S. VENKATA RAMANA** | **“Retail Banking – Trends and Challenges”** | **International Seminar on “Retail Banking – Trends and Challenges” organized by Department of Business Administration, KBN College of PG Centre, Vijayawada. 15th March, 2014.** |

**NATIONAL CONFERENCES/SEMINARS - 2014-15**

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| **S.No** | **Name of the Faculty** | **Title of the Conference** | **Details of Conference in which paper has been published** |
| **1** | **DR.M.S.NARAYANA** | **“A Grade Salute to Humanists”** | **UGC Sponsored National Seminar on Core Human Values and Professional Ethics”, organized by St. Joseph’s College of Education for Women at Guntur from 19-2-2015 to 20-2-2015.** |
| **2** | **T. MALLIKARJUNA RAO** | **“A Study on Ethics in Teaching with reference to Indian Higher Education”** | **UGC Sponsored National Seminar on Core Human Values and Professional Ethics”, organized by St. Joseph’s College of Education for Women at Guntur from 19-2-2015 to 20-2-2015.** |
| **3** | **P. VENKAIAH BABU** | **“A Comparative Study on Personal and Professional Values”** | **UGC Sponsored National Seminar on “Core Human Values and**  **Professional Ethics”, organized by St. Joseph’s College of Education for**  **Women at Guntur from 19-2-2015 to 20-2-2015.** |
| **4** | **P. RAVISANKAR** | **“A Study on the impact of core human values and cultural transformation and ethical decision making”** | **UGC Sponsored National Seminar on “Core Human Values and**  **Professional Ethics”, organized by**  **St. Joseph’s College of Education for Women at Guntur from 19-2-2015 to 20-2-2015.** |
| **5** | **S. PAVANI** | **“A Comparative Study on Personal and professional values”** | **UGC Sponsored National Seminar on “Core Human Values and**  **Professional Ethics”, organized by St. Joseph’s College of Education for**  **Women at Guntur from 19-2-2015 to 20-2-2015.** |
| **6** | **P. RAVISANKAR** | **“Promoting Agri Business Marketing Challenges in India”** | **National Seminar on Rural**  **Marketing and Rural consumerism-**  **Road Map towards sustainable rural India, Sponsored by APSCHE,**  **Hyderabad and organized by T.J.P.S College(PG Course) at Guntur from 24-4-2015 to 25-4-2015.** |
| **7** | **DR.M.S.NARAYANA** | **“Micro Finance- Failure to promote self-employment in rural South India”** | **Two Day UGC Sponsored National Seminar on Indian Rural Economy and Employment- Importance, issues and Challenges organized by the**  **Dept. of Commerce, Government**  **Degree College at Razole from**  **23-2-2015 to 24-2-2015.** |
| **8** | **P. VENKAIAH BABU** | **“A Micro Perspective of Development Schemes to uplift rural India”** | **Two Day UGC Sponsored National Seminar on Indian Rural Economy and Employment - Importance, issues and Challenges organized by the Dept of Commerce, Government Degree College at Razole from**  **23-2-2015 to 24-2-2015.** |
| **9** | **P. RAVISANKAR** | **“A Micro Perspective of Development Schemes to uplift rural India”** | **Two Day UGC Sponsored National Seminar on Indian Rural Economy and Employment - Importance, issues and Challenges organized by the Dept of Commerce, Government Degree College at Razole from**  **23-2-2015 to 24-2-2015.** |
| **10** | **P. VENKAIAH BABU** | **“Corporate Social Responsibility-A Comparative Study on selected banks in India”** | **UGC National Seminar on Good**  **Corporate Governance in India and**  **chanllenges organized by Sri Durga**  **Malleswara Siddhartha Mahila**  **Kalasala at Vijayawada from**  **3-2-2015 to 4-2-2015.** |
| **11** | **P. RAVISANKAR** | **“A Study on the basic aspects and evolution of Corporate Social Responsibility in India”** | **UGC National Seminar on Good**  **Corporate Governance in India and**  **chanllenges organized by Sri Durga**  **Malleswara Siddhartha Mahila**  **Kalasala at Vijayawada from**  **3-2-2015 to 4-2-2015.** |
| **12** | **DR.M.S.NARAYANA** | **“Micro Insurance and Umbrella to lower income groups – The position in Bajaj Alliaz Pvt Ltd”** | **UGC Sponsored National Seminar on emerging trends in insurance sector in India, organized by Department of Commerce and Business**  **Administration, Acharya Nagarjuna Universtiy, at Ongole Campus from 19-12-2014 to 20-12-2014.** |
| **13** | **P. PATTABHI RAM** | **“Micro Insurance in India Trends and Strategies for Further Extension”** | **UGC Sponsored National Seminar on emerging trends in insurance sector in India, organized by Department of Commerce and Business**  **Administration, Acharya Nagarjuna Universtiy, at Ongole Campus from 19-12-2014 to 20-12-2014.** |
| **14** | **P. VENKAIAH BABU** | **“A Study on Health Insurance Scheme in India”** | **UGC Sponsored National Seminar on emerging trends in insurance sector in India, organized by Department of Commerce and Business**  **Administration, Acharya Nagarjuna Universtiy, at Ongole Campus from 19-12-2014 to 20-12-2014.** |
| **15** | **S. SIVASANKAR** | **“Insurance Sector in India Present and Future”** | **UGC Sponsored National Seminar on emerging trends in insurance sector in India, organized by Department of Commerce and Business**  **Administration, Acharya Nagarjuna Universtiy, at Ongole Campus from 19-12-2014 to 20-12-2014.** |
| **16** | **P. RAVISANKAR** | **“A Study on the role of IRDA- A Catalyst in Indian Insurance Sector”** | **UGC Sponsored National Seminar on emerging trends in insurance sector in India, organized by Department of Commerce and Business**  **Administration, Acharya Nagarjuna Universtiy, at Ongole Campus from 19-12-2014 to 20-12-2014.** |
| **17** | **DR.M.S.NARAYANA** | **“Emerging Opportunities for the National and Commercial Banks in the changing Banking Scenario”** | **UGC Sponsored National Seminar on “Emerging Opportunities for the National and Commercial Banks in the changing Banking Scenario”**  **organized by Department of**  **Commerce, K.V.R., KV.R. & M.K.R. College, Khajipalem.** **30-10-2014 to 31-10-2014** |
| **18** | **S. SIVASANKARA RAO** | **“A Study on Impact of Economic Reforms on Retail Marketing In India”** | **National Seminar on “A Study on Impact of Economic Reforms on**  **Retail Marketing In India” organized by JMJ College for**  **Women(Autonomous),Tenali, Guntur(dt).11-09-2014.** |
| **19** | **P. RAVI SANKAR** | **“Impact of Economic Reforms on Insurance Sector in India Challenges and Opportunities”** | **National Seminar on “Impact of Economic Reforms on Insurance Sector in India Challenges and Opportunities” organized by JMJ**  **College for Women(Autonomous),**  **Tenali, Guntur(dt). 11-09-2014.** |
| **20** | **DR. S. VENKATA RAMANA** | **“ Responsiveness of Indian Corporate Sector to Reforms”** | **National Seminar on “**  **Responsiveness of Indian Corporate Sector to Reforms” organized by JMJ College for Women(Autonomous),**  **Tenali, Guntur(dt).10-09-2014.** |
| **21** | **P. PATTABHI RAM** | **“ Responsiveness of Indian Corporate Sector to Reforms”** | **National Seminar on “ Responsiveness of Indian Corporate Sector to Reforms” organized by JMJ College for**  **Women(Autonomous), Tenali,**  **Guntur (dt).10-09-2014.** |
| **22** | **SK. KAREEM BASHA** | **“The Impact of Economic Reforms on Indian Manufacturers”** | **National Seminar on “The Impact of**  **Economic Reforms on Indian**  **Manufacturers” organized by JMJ**  **College for Women (Autonomous), Tenali, Guntur (dt). 10-09-2014.** |
| **23** | **K.V.B. GANESH** | **“ Impact of FDI on services sector with reference to Insurance industry”** | **National seminar on “Impact of FDI on services sector with reference to Insurance industry” organized by**  **department of Commerce and**  **Management, Krishna University,**  **Machilipatnam.22-04-2014 to 23-04-2014** |
| **24** | **A. SRINIVASA RAO** | **“ Impact of FDI on services sector with reference to Insurance industry”** | **National seminar on “Impact of FDI on services sector with reference to Insurance industry” organized by**  **department of Commerce and**  **Management, Krishna University,**  **Machilipatnam. 22-04-2014 to 23-04-2014** |

INTERNATIONAL JOURNALS- 2014-15

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| **S.No** | **Name of the Faculty** | **Title of the Publication** | **Details of Journal in which paper has been**  **published** |
| **1** | **Dr.M.S.NARAYANA** | **“Empowering Employees towards Quality Culture in organisations- The need of the day”** | **International Journal of Management and Social Science Research Review, Vol:1, Issue:9, March-2015,**  **ISSN: 2349-6738, Page: 36-39.** |
| **2** | **Dr.M.S.NARAYANA** | **“The role of NGOs in consumer protection”** | **International Journal of Innovative Research in Science, Engineering & Technology, Vol: 4, Issue: 2, Feb-2015, ISSN:2319-8753, Page : 340-343.** |
| **3** | **P. VENKAIAH BABU** | **“Innovations in E-banking- A Comparative study on implementation of selected banks in Guntur(Dt)”** | **GEC’S International Journal of innovation Technology and Management, Vol: 1, Issue: 1, 2015, ISSN: 2394-594X, Page: 118-128.** |
| **4** | **P. RAVISANKAR** | **“Innovations in E-banking- A Comparative study on implementation of selected banks in Guntur(Dt)”** | **GEC’S International Journal of innovation Technology and Management, Vol: 1, Issue: 1, 2015, ISSN: 2394-594X, Page: 118-128.** |

**NATIONAL JOURNALS- 2014-15**

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| **S.No** | **Name of the Faculty** | **Title of the Publication** | **Details of Journal in which paper has been**  **published** |
| **1** | **Dr.M.S.NARAYANA** | **“The Threshold of Corporate World”** | **National Journal for Advanced Research in Commerce and Management Studies, Vol:2, Issue:1, 2015, Page:1-8.** |
| **2** | **P. RAVISANKAR** | **“Promoting Agri Business Marketing Channels in India”** | **Rural Marketing and Rural consumerism, Roadmap towards sustainable rural India, ISBN: 978-93-85100-18-5, Page: 112-117.** |