INTERNATIONAL CONFERENCES- 2016-17

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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 Corporate Social Responsibility Practices in Indian Banking Sector”** | **International Seminar GSCSR-Department of Commerce and Business Management Administration, on 29-31Mar 2017** |
| **2** | **Dr. S. VENKATA RAMANA** | **“A study on Green Banking as an initiative of CSR with special emphasis on Retail Banking Product”** | **International Seminar Organized by - Department of Commerce and Business Management Administration, on 29-31 Mar 2017.** |
| **3** | **I. SRIDHAR** | **“A study on Green Banking as an initiative of CSR with special emphasis on Retail Banking Product”** | **International Seminar Organized by - Department of Commerce and Business Management Administration, on 29-31 Mar 2017.** |
| **4** | **I. SRIDHAR** | **“A study on Corporate Social Responsibility”, ISCSR** | **International Seminar organized by department of Human Resource Management, Acharya Nagarjuna University, Guntur. On10-12 Mar 17.** |
| **5** | **Dr.M.S.NARAYANA** | **“An Innovative Practices of combating Rural Poverty”** | **International Conference on Innovative Practices of Combating Rural Poverty, IIT Madras, Department of Management Studies, Chennai, Micro Finance –12-13, August 2016.** |

**NATIONAL CONFERENCES- 2016-17**

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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. S. VENKATA RAMANA** | **A Study on Impact of Demonetization in India** | **National Seminar on Indian Economic Turnaround, Organized by –SIR C R Reddy College on 9-10 Feb 2017.** |

INTERNATIONAL JOURNALS- 2016-17

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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** | **“A study on Corporate Social Responsibility Practices in Indian Banking Sector”,** | **GSCSR- Department of Commerce and Business**  **Management Administration, ISBN No: 978-93-86435-**  **04-0, Mar 2017.PP:602-604.** |
| **2** | **Dr. S. VENKATA RAMANA** | **“A study on Green Banking as an initiative of CSR with special emphasis on Retail Banking Product”,** | **GSCSR- Department of Commerce and Business Management Administration, ISBN No: 978-93-86435-04-0, Mar 2017.PP:336-339.** |
| **3** | **I. SRIDHAR** | **“A study on Green Banking as an initiative of CSR with special emphasis on Retail Banking Product”,** | **GSCSR- Department of Commerce and Business Management Administration, ISBN No: 978-93-86435-04-0, Mar 2017.PP:336-339.** |
| **4** | **K.V.B GANESH** | **An empirical study on quality of work life in Service Organization with reference to AP cooperative department Visakhapatnam Zone”,** | **International Journal of Multidisciplinary Educational Research, ISSN No:2277-7881, Vol.6, Issue 3(6), Mar 2017.PP:57-73 with the Impact Factor 4.5.** |
| **5** | **T.MALLIKARJUNA RAO** | **A study on factors affecting the fund selection Behaviour of mutual funds investors with reference to Guntur (dt).** | **GEC’s International Journal of Innovation Technology and Management. Print ISSN No: 2394-594X, Vol. III Issue I, Feb 2017:59-62** |
| **6** | **P.VENKAIAH BABU** | **A study on Housing finance schemes in Andhra Pradesh (A comparative study between SBI and ICICI banks)”** | **GEC’s International Journal of Innovation Technology and Management. Print ISSN No: 2394-594X, Vol. III Issue I, Feb 2017:52-58** |
| **7** | **Y.SURESH** | **“Leadership styles of Women entrepreneurs: A study on academic institutions in Guntur Region”** | **International Journal of Latest Technology in Engineering, Management and Applied Science. Online ISSN No: 2278-2540 Vol.6, Issue I. January 2017.PP 30-35.** |
| **8** | **K.MALLESWARA RAO** | **“Leadership styles of Women entrepreneurs: A study on academic institutions in Guntur Region”** | **International Journal of Latest Technology in Engineering, Management and Applied Science. Online ISSN No: 2278-2540 Vol.6, Issue I. January 2017.PP 30-35.** |
| **9** | **M.RAVI** | **“Leadership styles of Women entrepreneurs: A study on academic institutions in Guntur Region”** | **International Journal of Latest Technology in Engineering, Management and Applied Science. Online ISSN No: 2278-2540 Vol.6, Issue I. January 2017.PP 30-35.** |
| **10** | **Dr.M.S.NARAYANA** | **“An empirical study on factors of organized retail marketing that effect customer satisfaction”** | **International Journal of Multidisciplinary Research and Development. Online ISSN: 2349-4182, Print SISSN: 2349-5979, Vol. 3 Issue 1, June 2016 pp.194-196.** **. Impact Factor 5.72.** |
| **11** | **Dr.M.S.NARAYANA** | **“An empirical study on customer preferences and buying pattern towards organised retailing”.** | **International Journal of Commerce and Management Research, Vol.2, Issue.5, May 2016, pp.1-4. Impact Factor RJIF 5.22, ISSN: 2455-1627.** |
| **12** | **Dr.M.S.NARAYANA** | **“The Critical Analysis of the statutory polices for Women Empowerment”.** | **International Journal of Technology and Business Management. Issue 2, April-June 2016, Vol.5, pp.51-57. ISSN: 2319-6815.** |
| **13** | **Dr.M.S.NARAYANA** | **“A study on Financial inclusion initiatives and progress with reference to Indian Banking Industry in digital era”.** | **International Journal of Research in Finance and Marketing (IJRFM) Vol.6 Issue 10, 2016, pp.125-134. ISSN(O) 2231-5985. Impact Factor. 5.861. A Thompson Renton Indexed Journal. ID: L-5236-2015.** |

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| **1** | **Dr.M.S.NARAYANA** | **“A study on micro finance in India, OTIHAS”.** | **The Journal of Indian Management. Vol.6, Issue.2,**  **April-June, 2016, pp.1-10. ISSN: 2249-7803** |