**NATIONAL CONFERENCES/SEMINARS - 2018-19**

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| **S.No** | **Name of the Faculty** | **Title of the Conference** | **Details of Conference in which paper has been published** |
|  | **Dr. Y. Siva Reddy** | **“Marketing Of Insurance Products In The Perception of Non-Paying Customers”** | A national conference on Innovations and Emerging Trends in Management Science, Nalla Narasimha Reddy Group of Institutions, Hyderabad **29th & 30th March, 2019** Page. No: 52-55 ISBN No: 978-93-5346-780-7. |
| **2** | **Dr. Y. Siva Reddy** | **“The Role of Green Banking in India”** | A national conference on Innovations and Emerging Trends in Management Science, Nalla Narasimha Reddy Group of Institutions, Hyderabad **29th & 30th March, 2019** Page.No:61-65 ISBN No: 978-93-5346-780-7. |
| **3** | **I.Sridhar** | **“Marketing Of Insurance Products In The Perception of Non-Paying Customers”** | A national conference on Innovations and Emerging Trends in Management Science, Nalla Narasimha Reddy Group of Institutions, Hyderabad **29th & 30th March, 2019** Page. No: 52-55 ISBN No: 978-93-5346-780-7. |
| **4** | **I.Sridhar** | **“The Role of Green Banking in India”** | A national conference on Innovations and Emerging Trends in Management Science, Nalla Narasimha Reddy Group of Institutions, Hyderabad **29th & 30th March, 2019** Page.No:61-65 ISBN No: 978-93-5346-780-7. |
| **5** | **P. Venkateswara Rao** | **“Marketing Of Insurance Products In The Perception of Non-Paying Customers”** | A national conference on Innovations and Emerging Trends in Management Science, Nalla Narasimha Reddy Group of Institutions, Hyderabad **29th & 30th March, 2019** Page. No: 52-55 ISBN No: 978-93-5346-780-7. |
| **6** | **P. Venkateswara Rao** | **“The Role of Green Banking in India”** | A national conference on Innovations and Emerging Trends in Management Science, Nalla Narasimha Reddy Group of Institutions, Hyderabad **29th & 30th March, 2019** Page.No:61-65 ISBN No: 978-93-5346-780-7. |
| **7** | **Dr. S. Venkata Ramana** | **“A Study on Digital Asset Management in Indian Banking Industry”** | A national conference on “Techno-Management” Vivekananda Institute of Mnagement Studies (A Standalone B-School) on 22nd February 2019 ISSN: 2347-4076. |
| **8** | **I. Sridhar** | **“A Study on Digital Asset Management in Indian Banking Industry”** | A national conference on “Techno-Management” Vivekananda Institute of Mnagement Studies (A Standalone B-School) on 22nd February 2019 ISSN: 2347-4076. |
| **9** | **P. Pattabhi Ram** | **“A Study on Digital Asset Management in Indian Banking Industry”** | A national conference on “Techno-Management” Vivekananda Institute of Mnagement Studies (A Standalone B-School) on 22nd February 2019 ISSN: 2347-4076. |
| **10** | **S. Siva Sankara Rao** | **“A Study on Digital Asset Management in Indian Banking Industry”** | A national conference on “Techno-Management” Vivekananda Institute of Mnagement Studies (A Standalone B-School) on 22nd February 2019 ISSN: 2347-4076. |
| **11** | **Dr. Y. Siva Reddy** | **“Digital Marketing and its Effect”** | A national conference on Multidisciplinary Research In Social Sciences and Management Studies, Dr. D. Y. Patil Instutute of Management Studies, Pune **1st & 2nd February, 2019** Page. No: 325-327 ISBN No: 978-81-927423-6-6. |
| **12** | **Dr. Y. Siva Reddy** | **“The Role of Micro Finance in Rural Areas”** | A national conference on Multidisciplinary Research In Social Sciences and Management Studies, Dr. D. Y. Patil Instutute of Management Studies, Pune **1st & 2nd February, 2019** ISBN No: 978-81-927423-6-6. |
| **13** | **P. Venkateswara Rao** | **“Digital Marketing and its Effect”** | A national conference on Multidisciplinary Research In Social Sciences and Management Studies, Dr. D. Y. Patil Instutute of Management Studies, Pune **1st & 2nd February, 2019** Page. No: 325-327 ISBN No: 978-81-927423-6-6. |
| **14** | **P. Venkateswara Rao** | **“The Role of Micro Finance in Rural Areas”** | A national conference on Multidisciplinary Research In Social Sciences and Management Studies, Dr. D. Y. Patil Instutute of Management Studies, Pune **1st & 2nd February, 2019** ISBN No: 978-81-927423-6-6. |
| **15** | **Y. Suresh** | **“Problems and Prospects of Entrepreneurs in India”** | A national conference on Emerging Trends in Business and Management, Nehru Memorial College, Tiruchirappalli  **February, 2019** ISBN No: 2347-4066. |

INTERNATIONAL JOURNALS- 2018-19

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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. S. Venkata Ramana | **“A Study on Digital Asset Management in Indian Banking Industry(with special reference to Retail Banking Products)”** | **International Journal of Management and Social Science Research Review,** Vol. – 5 Issue No. – 2 February-2019 ISSN: 2347-4076. |
| **2** | **I. Sridhar** | **“A Study on Digital Asset Management in Indian Banking Industry(with special reference to Retail Banking Products)”** | **International Journal of Management and Social Science Research Review,** Vol. – 5 Issue No. – 2 February-2019 ISSN: 2347-4076. |
| **3** | **P. Pattabhi Ram** | **“A Study on Digital Asset Management in Indian Banking Industry(with special reference to Retail Banking Products)”** | **International Journal of Management and Social Science Research Review,** Vol. – 5 Issue No. – 2 February-2019 ISSN: 2347-4076. |
| **4** | **S. Siva Sankara Rao** | **“A Study on Digital Asset Management in Indian Banking Industry(with special reference to Retail Banking Products)”** | **International Journal of Management and Social Science Research Review,** Vol. – 5 Issue No. – 2 February-2019 ISSN: 2347-4076. |
| **5** | **T.MalliKarjuna Rao** | **“A Study on Construction of Optimal Portfolio Under Sharp Single Index Model: A Comparative Study On It And Pharma Sectors”** | **International Journal of Management, IT & Engineering,** Vol. – 8 Issue No. – 10 October-2018 ISSN: 2249-0558. |

**NATIONAL JOURNALS- 2018-19**

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| **1** | **Dr. Y. Siva Reddy**  | **“ Marketing Of Insurance Products In The Perception of Non-Paying Customers”** | Innovations & Emerging trends in Management School of Management Science Vol. – 6 Issues- 1 March-2019 Page:52-55. |
| **2** | **Dr. Y. Siva Reddy**  | **“ The Role of Green Banking in India”**  | Innovations & Emerging trends in Management School of Management Science Vol. – 6 Issues- 1 March-2019 Page:61-65. |
| **3** | **I. Sridhar** | **“ Marketing Of Insurance Products In The Perception of Non-Paying Customers”** | Innovations & Emerging trends in Management School of Management Science Vol. – 6 Issues- 1 March-2019 Page:52-55. |
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| **5** | **P. Venkateswara Rao** | **“ Marketing Of Insurance Products In The Perception of Non-Paying Customers”** | Innovations & Emerging trends in Management School of Management Science Vol. – 6 Issues- 1 March-2019 Page:52-55. |
| **6** | **P. Venkateswara Rao** | **“ The Role of Green Banking in India”**  | Innovations & Emerging trends in Management School of Management Science Vol. – 6 Issues- 1 March-2019 Page:61-65. |
| **7** | **Dr. Y. Siva Reddy**  | **“Digital Marketing and its Effect”** | Multidisciplinary Research in Social Science & Management Studies Vol. – 2 February-2019 Page:325-327. |
| **8** | **P. Venkateswara Rao** | **“Digital Marketing and its Effect”** | Multidisciplinary Research in Social Science & Management Studies Vol. – 2 February-2019 Page:325-327. |