

# Narasaraopeta Engineering College

## Department of MBA

Sl. No.	Research Areas	No. of Faculty	Publications	Year
1	Business opportunities and challenges in the early Industry 4.0 context for IOT in Supply	Dr.P.Pattabhi Ram	South Indian Journal Of Social Science ISSN: 0972 - 8945 Vol. XXX, No. 4, 2023	2022-23
2	Know-how Perception & elements influencing Private Voluntary Health Insurance policy subscription in the Guntur location	Dr.P.Pattabhi Ram	UGC National Seminar	2022-23
3	Know-how Perception & elements influencing Private Voluntary Health Insurance policy subscription in the Guntur location	Dr.M.Aravind	UGC National Seminar	2022-23
4	Role of Covid-19 on Health Insurance Sector	Y.Suresh	UGC National Seminar	2022-23
5	A Study on customer perception on service quality dimensions with respect to retail banking services (A comparative study on SBI and ICICI Bank in Guntur District, Andhra Pradesh.	Dr.P.Pattabhi Ram	NIU International Journal of Human Rights	2021-22
6	Impact of Covid-19 On Human Resource Management With Reference to Work-Life Balance	Syed Salma & T.L Sravani Kumari	National Journal of Lexipedia-An Annual Journal	2021-22
7	Impact of Covid-19 On Education In Guntur District, Andhra Pradesh	Y. Suresh & Sk.Karem Basha	National Journal of Lexipedia-An Annual Journal	2021-22
8	Training and Development is a philosophy and practices of Perfect Measurement System: An analytical increase in organizational capabilities, performance in the world business	I.Sridhar	International Journal of Xidian University	2020-21
9	A study on employee retention strategies of automobile industries in India with special regerence to Tata Motors, Andhra Pradesh	Y.Suresh	Juni Khyat	2020-21
10	Women empowrment through microfinnance: A study in Krishna District, Andhra Pradesh	SD.Salma	Juni Khyat	2020-21