

PUBLICATIONS 2024-25

S.No	Name of the Faculty	PUBLICATION TITLE	JOURNAL NAME	MONTH AND YEAR OF PUBLICATION	VOL.NO.	ISSN NUMBER	LINK
1	Dr.P PATTABHIRAM	Understanding Consumer Behavior in the Retail Sector Using RFM Segment and Machine Learning	European Economic Letters	2024	14	2323-5233	http://eelet.org.uk
2	Dr.P PATTABHIRAM	Prevalence of occupational Stress among Healthcare Professional of Tier-II Cities in India	Library Progress International	July - Dec'2024	44	0970-1052	www.bpasjournals.com
3	Dr.P PATTABHIRAM	Effects of Macroeconomic Factors on Indian Stock Market Performance: An Empirical Analysis	JIER	2024	vol.4, issue:3	ISSN: 1526-4726	http://jier.org
4	Dr.Y ANKIREDDY	Stock market index prediction based on market trend using LSTM	IJECS	Sept'2024	vol.35, issue:3	ISSN:2502-4752	https://ijeecs.iaescore.com/index.php/IJECS/issue/archive
5	Dr.Y ANKIREDDY	The Evolution of Innovative Financial Instruments in India's Securities Market: Trends and Investor Dynamics	SEEJPH	OCT'2024	XXV, 2024	ISSN: 2197-5248	https://www.seejph.com/index.php/seejph/article/view/3417/2276
6	Dr.Y ANKIREDDY	Research Analysis Approach on Integrated Risk Management Model for Financial Institutions	Journal of Interdisciplinary Cycle Research (an UGC Care approved group II journal),	DEC'2024	Volume XVI, Issue 12	ISSN NO: 0022-1945	https://jicrjournal.com/index.php/volume-xvi-issue-12-december-2024/
7	Dr.G.ANIL KUMAR	Effects of Macroeconomic Factors on Indian Stock	JIER	2024	vol.4, issue:3	ISSN: 1526-4726	http://jier.org

		Market Performance: An Empirical Analysis					
8	Sd.Salma	COMPARATIVE STUDY ON WOMEN EMPOWERMENT IN PRIVATE SECTOR BANKS (WITH SPECIAL REFERENCE TO ICICI AND HDFC IN ANDHRA PRADESH)	JME	OCT-DEC'2024	18	2229-5348	https://xime.org/jme
9	D.Satish Babu	The Evolution of Innovative Financial Instruments in India's Securities Market: Trends and Investor Dynamics	SEEJPH	OCT'2024	XXV, 2024	ISSN: 2197-5248	https://www.seejph.com/index.php/seejph/article/view/3417/2276

FACULTY BOOKS PUBLISHED FOR THE AY 2024-25

S.N o	NAME OF THE FACULTY	DEP T.	BOOK TITLE	PUBLIS HER	YEAR OF PUBLICATI ON	EDITIO N	ISBN	LINK/WEBSITE
1	Dr.P.PATTABHIR AM	MBA	FINANCIAL & COST ACCOUNTING:CONCEPTS AND APPLICATIONS	RG	2025	1	978- 93- 481- 51-70- 4	https://rginternationalpublication.com/product/financial-and-cost-accounting-concepts-and-applications/
2	Dr.YANKIREDDY	MBA	RESEARCH METHODOLOGY METHODS, APPROACHES & TECHNIQUES	AGPH	2024	1	978- 81- 97980 3-1-2	www.agphbooks.com https://isbn.gov.in/Home/SearchIsbnNew
3	Dr.K. Anil Kumar	MBA	ORGANIIZATIONAL STRATEGIES AND	AGPH	2024	1	978- 81-	www.agphbooks.com https://isbn.gov.in/Home/SearchIsbnNew

			COMMUNICATION IN BUSINESS				97980 3-9-8	
4	Dr.YANKIREDDY	MBA	INTELLECTUAL PROPERTY AND ENTREPRENEURSHIP	RK PUBLIS HERS	2024	1	978- 93- 48020- 46-8	https://isbn.gov.in/Home/SearchIsbnNew DOI: https://doi.org/10.5281/zenodo.14214235
5	Dr.YANKIREDDY	MBA	BUSINESS ENVIRONMENT	RK PUBLIS HERS	2024	1	978- 93- 48655- 32-5	DOI: https://doi.org/10.5281/zenodo.14598111 https://isbn.gov.in/Home/SearchIsbnNew