

ANNEXURE – XV

RESEARCH PUBLICATIONS

Dr.G.Ramakrishna Reddy, Dept.of Commerce

Books Published:

1. Human resources management practices in IT Industry, Paramount Publishing house, New-delhi.2016.
2. Development of Women Entrepreneurship, Mangalam Publications, Delhi, 2013

Articles Published:

1. Investor Perception towards Life Insurance Policies- PEZZOTTAITE Journal (International) July-Sep.2017 Vol 6 No.3 pp3645.
2. Ethical Investment: An emerging branch of finance function. Asian Journal of Business Management and Technology (AJBMT) Vol.I No.3 April-June, 2016 pp26.30
3. A study of Retailer perception towards shiva sakti dairy , AJBMT journal, Vol I No.3 April- June, 2016 pp73-79.
4. Restospects and prospects of Agricultural Finance by Commercial Banks in Kurnool Dt. In AP – International Organization of Scientific Research (IOSR) Journal, Vol IV.No.1 May-June 2014 pp.1-10.
5. A study of Leadership styles in Public Sector Enterprises (A case study of Bharat Earth And Movers Limited) International Journal of Research in Commerce, IT and Management. Vol.2 no 5. May 2012

National Level Seminars/Conferences:

1. Presented a paper on Income Tax Planning- A study of Tax savings and Investments. UGC National seminar on Good and Services Tax, Income Tax, Financial Market Services (GSTIFMS-2018) Organized by SSBN College, Anantapur on 29th & 30th Jan.2018.
2. Presented a paper on “Empowering Students through Cooperative Learning” at the National Conference on Curriculum Design & Evaluation organized by K.J.Somaiah College of Science and Commerce, Mumbai.
3. Presented a Paper on “Equipping for Economic Turmoil-Strategic Advantage of India” in the National Conference on May, 11-12, 2012 organized by Madanapalli Institute of Technology and Science, Madanapalli, Chittoor Dt.
4. Presented a paper on “An Insight of Social Entrepreneurship in India” in the National Conference on-5-2012 Organized by the Tumkur University, Tumkur (Karnataka State)

INTERNATIONAL CONFERENCES:

1. Participated and presented a paper on Analysis of Risk and Returns of Selected FMCs in the International Conference on Current Research in Engineering Technology, Applied Sciences and Business Management (ICCRETASBM-2016) by Anveshana Educational and Research Foundation, Hyderabad on 20th Aug.2016.
2. Participated and presented a paper on “Management Information Systems” in the International conference on Contemporary Innovative practices in Management on April 13-14,2012 organized by the Pacific Academy of Higher Education and Research University, Udaipur, (Rajasthan)
3. Participated and presented a paper on “Doing Business in India-Opportunities and Challenges in the Education Sector” in the 4th International conference on January, 11-12,2012 organized by IFIM Business School, Bangalore.

Dr. M. Ramasubba Reddy, Dept. of Commerce

Books Published:

- “**Business Communications**” - Kalyani publishers – ISBN-978-93-272-3687-3 Published year 2014.

Dr. M. Rani, Assistant Professor, Dept. of Commerce

Papers Published

- “**Retail Industry- A Sunshine Sector**”, International Journal of Scientific Research, ISSN -2277-8179- Volume No. , Ahmedabad, January, 2014, pp.
- “**Tourism – A Potential Sector for Development**”, Indian Journal of Applied Research, ISSN -2249-555x-Volume No. 3, Ahmedabad, July, 2013, pp. 1-3.
- “**Changing Trends in the Tribal Population of Andhra Pradesh – A Note**”, Indian Journal of Applied Research, ISSN -2249-555x- Volume No. 3, Ahmedabad, July 2013, pp.11 – 13.
- “**Role of Print Media on Customer Perception**”, SELP Journal of Social Science, ISSN -0975-9999, Vol.No.3, Issue 12, October, 2012, pp. 117-123.
- “**Mid Market Retailing**”, Leadership and its Role in Preparing the Organization for Unprecedented Change, Excel India Publishers, ISBN: 978-93-80043-24-1, May 2009, pp507-515.
- “**Cross Cultural Human Resource Management**” Meeting the challenges of a Globalised Market, ISBN; 978-93-82062-90-5, January, 2013.

Seminars/Workshops/ Conferences

- Presented a paper entitled **Cross Culture Human Resource Management** in International Conference on Meeting the Challenges of a Globalised Market: A Perspective of Corporate, Financial Institutions, Government Educational

Institutions and Civic Societies held in Gujarat Technological University, Waghodia, Gujarat, during 23.1.2013 and 25.1.2013.

- Presented a paper entitled **Innovative Research Methods** in International Conference & Doctoral Colloquium on Social Science Research, Issues, Challenges and Strategies , at the Institute of Public Enterprise, Hyderabad, during 9th and 11th January, 2013.
- Presented a paper entitled **Corporate Social Responsibility** in International Conference on Corporate Social Responsibility, held at The Institute of Public Enterprise, Hyderabad, on 6.12.2012 to 7.12.2012.
- Participated in the 7th Annual International Conference on **Public Policy and Management** held at IIM Bangalore from 16.8.2012 to 18.8.2012.

National

- Presented a paper entitled **Strategies for Empowerment of Youth in India**, at The National Seminar held at Acharya Nagarjuna University, Guntur, during 18th & 19th October, 2012.
- Presented a paper on **Role of Print Media on Customer Perception** in National Conference at Vidya Vikas College of Engineering and Technology, Tiruchengode, Tamil Nadu on 13.10.2012.

Smt. K.V. Geetha Devi, Assistant Professor, Dept. of Commerce

Papers Published:

- “**A study of leadership styles in public-Sector enterprises (A case study of Bharath Earth Movers Limited)**”, International Journal of Research in Commerce, IT & Management. ISSN 2231-5756, vol No.2(2012), Issue No.05(May). Page No 55-63
- “**E-Banking Loyalty : A Review of literature**”, in IJTEMT Dec 2012 Vol.I issue 06.
- “**Entrepreneur & Economic Development**”, Building global leadership: strategies & competencies., Page No 693 ISBN 978-81-7446-889-5.
- “**A Comparative Study of Motivation levels in life insurance Corporation of India & Commercial Bank Branches**” in Nellore District, Andhra Pradesh page No 314 ISBN 978-81-7446-889-5.
- **Role of Demographics in Entrepreneurial motivation, Creativity & innovation for challenging Times: Theory & Concepts** page No 71 ISBN 978-93-81568-01-9.
- “**Recruitment Process outsourcing: Myths & Realities, Business process outsourcing**” Page No 396 ISBN 978-81-7035-596-0.

Dr.S.Sivareddy M.Com., Ph.D. Professor, Dept. of Commerce

INTERNATIONAL SEMINARS: (Presented)

1. UGS Sponsored three days International Seminar on “Women Entrepreneurship and Globalization: Issues and Challenges” organized by the Dept. Of Sociology & Social Work, Acharya Nagarjuna University, Guntur, A.P presented a paper titled “Role of Women Entrepreneurs in India: **“A Case study on Micro, Small and Medium Enterprises in Rayalaseema Region of Andhra Pradesh”**. (2nd – 4th February-2018).

2. CH.S.D.ST.THERESA’S and PRIMAX FOUNDATION Sponsored Two days International Conference on “Women in 21st Century: Challenges and Opportunities” Organized by the Dept. Of Management Studies, Social Sciences & Women Studies of CH.S.D.ST. Theresa’s College for Women, Eluru, A.P., Presented a paper **titled “Women Empowerment – A Study on Economic Growth in India”**. (9th 10th February-2018).

3. UGS and ICSSR Sponsored Two day International Seminar on “Human Resource Management in Digital-Age ISHRMDA-2018” Organized by the Dept. Of Human Resource Management, Acharya Nagarjuna University, Guntur, A.P presented a paper titled “**A Study on Implementation of e-HRM**” in the Session: Emerging Technologies for HR Effectiveness. (24th – 25th February-2018).
4. International Conference on Emerging Trends in Business & Commerce 2118 (ETIBC-2018) Title: A study on Poverty Reduction through Micro Finance in Pandurangapuram” 6 October, 2018. Organized by Narayana Engineering College, Nellore.
5. International Referred and Indexed Journal . Journal for studies in Management and Planning. Title: “Recent Trends in Mutual Fund Industry in India” – July, 2017. ISSN: 2395-0463.
6. International Journal of “Emerging Research in Management and Technology”. Title: “Investors perception and satisfaction levels toward Mutual Funds in Rayalaseema Region of Andhra Pradesh”. – June, 2017 Volume 6, Issue 6. ISSN: 2278-9359
7. 1st International Conference on Emerging Management Practices in Association with Asian Journal of Business Management & Technology (AJBMT). Title: “Liquidity analysis through Ratios with Reference to Sujala Pipes Pvt. Ltd. Nandyal”. 21st February, 2015 by G.Pullaiah College of Engineering & Technology, Kurnool.
8. 1st International Conference on Emerging Management Practices in Association with Asian Journal of Business Management & Technology (AJBMT). Title: “Attitudes of Post-Graduate Students towards Social Net Working (with Reference to Kurnool Dist.) – 21st February, 2015 by G.Pullaiah College of Engineering & Technology, Kurnool.
9. 6th International Seminar of “Regional Net Work on Poverty Eradication”. Title: “Environmental Sciences and Poverty Eradication”.- 13 & 15 November, 2015 by Department of Commerce, Sri Venkateswara University, Tirupathi.

NATIONAL SEMINARS :(Presented)

1. ICSSR Sponsored National conference on “Demonetisation in India – Impact and Prospects” (ICSSR Sponsored -28th & 29th Dec 2017) organized by Vikrama Simhapuri University Post-Graduate Centre: Kavali, A.P. Dept. Of Commerce. Presented a paper titled “**Impact of Demonetization on Automobile Sector : A Case Study on BS-3 Vehicles**”.

2. UGC – and SSBN Sponsored NATIONAL SEMINAR on “Goods and Services Tax, Income Tax, Financial Markets and Services (GSTIFMS-2018)”, Organized by Dept. Of Commerce and Business Administration, Sri Sai Baba National Degree College (Autonomous) Anantapur. Presented a Paper titled **“A study on impact of GST on Different Sectors”**. (29th and 30th January 2018)
3. UGC – Sponsored NATIONAL SEMINAR on “The Implementation of GST on Indian Economy – Issues and Challenges”, Organized by Dept. Of Economics, Commerce and Management Studies of K.G.R.L. Degree College (Autonomous) & P.G. Courses, Bhimavaram, West Godavari (Dist), A.P. on 30th and 31st January-2018. Presented a Paper titled **“Implementation of GST in India: It’s Impact on Micro, Small and Medium Traders”**.
4. UGC – Sponsored NATIONAL SEMINAR on “Problems and Prospects of GST” Organized by Dept. Of Commerce, Economics, of V.S.R & N.V.R College (Autonomous) Tenali, Guntur (Dist) on 17th February-2018. Presented a Paper titled **“A Study on Impact of GST on Bullion Trade Market in India”**.
5. UGC – Sponsored NATIONAL SEMINAR on “GST Reforms in India – Its Impact” Organized by Dept. Of Commerce, Economics, of Silver Jubilee Govt. College (Autonomous), Kurnool (Dist) on 17th February-2018. Presented a Paper titled **“GST’s Impact on e-Commerce: A Study on Small Scale sectors in India”**. ISBN: 978-93-85100-44-4.
6. UGC sponsored Two days National Seminar on Managing Change in Economic Scenario of India. Title: **“Financial Institutional: A Study on Impact of Rural Credit to Agricultural House hold in India”**. -27 & 28 February, 2018 by Department of Economics, Adikavi Nannaya University, Rajamahendravaram.
7. UGC sponsored Two days National Seminar on **“Advances in Green Chemistry”** on 28th & 29 January, 2017 Organized by Sri Neelam Sanjeeva Reddy Arts, Science & Commerce College, Velgode.
8. UGC Sponsored Two days National Seminar on “Poverty Alleviation Micro Finance”. Role of NABARD and other institution on 27 & 28 February, 2016. Title: **“Micro Finance in Relation with Women Empowerment”**. Organized by Department of Commerce, Sri Venkateswara University, Tirupathi.
9. Two day National Seminar on “Emerging Management Practices in Changing Global Perspectives” held on 6 & 7 March, 2012. Title: **“Green Marketing India – Challenges and opportunities”**. Orgnized by Yogivemana University, Kadapa.
10. UGC sponsored Two days National Seminar on :” Human Rights through the Ages- Challenges in the Present Scenario”.

Title: **“Importance of Human Rights in Eradication of Gender Discriminations”**. Organized by SKR & SKR Govt. College for Women (A),Kadapa.

11. UGC sponsored Two days National Seminar on “Issues and Challenges of Digital Payment Systems in India. Title: **“Demonitisation of Rs.500 and Rd. 1000 Notes”** by Govt. Degree & PG College, Puttur – 18 & 19 August, 2017.

12. UGC sponsored Two days National Seminar on “Challenges and Opportunities of Indian Tourism” on November, 2017. Title: on **“Challenges and Opportunities of Indian Tourism”**. By Govt. Degree College, Sunnipenta, Srisailam Project.

Sri. T. Ramakrishnu - **M.Com.**, Assistant Professor, Dept. of Commerce

1. Presented a paper on “Women Investment Pattern in Nandyal Division” in Two days National Seminar “Impact of MGNREGS Rural Development” held on 30th & 31st October, 2015 in Govt.Degree&PG College Nagari, Chittoor Dist.
2. Presented a paper on ‘E – Commerce’ in Two days Seminar on “New Paradigm Shifts: Challenges and Opportunities in Commerce, Management, Business Economics and Information & Communication Technology” Sponsored by ICSSR – SRC – Hyd. Organized by Department of Commerce, PSC & KVSC Govt. Degree College Nandyal on 28th and 29th September, 2016.
3. Presented a paper on ‘Spiritual Education’ in One day National Seminar “SPIRITUAL EDUCATION” Sponsored BY UGC Organized by the Department of Commerce, SML Govt. Degree College Yemmiganur held on 5th October, 2016.
4. Presented a paper on ‘A Key Factor to Achieve Sustainability in Pharmaceutical Industry’ in UGC SPONSORED TWO DAYS NATIONAL SEMINAR ON “ADVANCES IN GREEN CHEMISTRY” Organized by the Department of Chemistry, Sri Neelam Sanjeeva Reddy Arts, Science & Commerce Degree College Velgode on 28th, & 29th January, 2017. ISBN NO:978-93-85101-06-9.
5. Presented a paper on ‘Wild Life Tourism: Gift or Curse’ UGC Sponsored Two days National Seminar on “CHALLENGES & OPPORTUNITIES OF INDIAN TOURISM” Organized by the Department of History, Government Degree College, Srisailam on 21st, & 22nd September, 2017.
6. Presented a paper on “GST – Its Impact on Aids to Trade” UGC Sponsored Two days National Seminar on “THE IMPLEMENTATION OF GST ON INDIAN ECONOMY – ISSUES AND CHALLENGES” Organized by the Department of Economics, Commerce & Management Studies of

K.G.R.L. Degree College (Autonomous) & P.G. Courses, Bhimavaram on 30th. & 31st January, 2018. ISBN NO:978-93-83729-38-4.

7. Presented a paper on “GST – Its Impact on E – Commerce” in One day UGC Sponsored National Seminar on “GST REFORMS IN INDIA – ITS IMPACT” Organized by the Department OF Commerce & Economics, Silver Jubilee Govt. Degree College (A,) Kurnool. on 17th, February, 2018. ISBN No:978-93-85100-44-4.
8. Presented a paper on “Women and Entrepreneurship” in One day UGC Sponsored National Seminar on “WOMEN AND ENTREPREMEURSHIP” Organized by the Department of Commerce and Economics, K.V.R. Gove Degree College (A) for Women Kurnool. on 29th, September, 2018. ISBN No:

International Seminars

1. Presented a paper on “Empowering Women Through Education” in Two days UGC Sponsored International Seminar on Multy Disciplinary Research Conference on “WOMEN IN 21st CENTURY CHALLENGES AND OPPORTUNITIES” Organized by the Department of Management & Women Studies, CH. S.D. ST. Theresa’s College for Women, Eluru, on 9th & 10th February, 2018. ISSN No:2348-4969.
2. Presented a paper on “Leadership in the Digital Age” in Two days UGC Sponsored International Seminar on “HUMAN RESOURCE MANAGEMENT IN DIGITAL AGE” Organized by the Department OF Human Resource Management, Acharya Nagarjuna University, Guntur on 24th, & 25th February, 2018.
3. Presented a paper on “Leadership in the Digital Age” One day UGC Sponsored International Seminar on “EMERGING TRENDS IN BUSINESS & COMMERCE” Organized by the Department of Management, Narayana Engineering College Nellore on 6th, October, 2018. ISSN No:

Sri. K. Ramakrishna - M.Com., MLisc Assistant Professor, Dept. of Commerce

1. Presented a paper on ‘E – Commerce’ in Two days Seminar on “New Paradigm Shifts: Challenges and Opportunities in Commerce, Management, Business Economics and Information & Communication Technology” Sponsored by ICSSR – SRC – Hyd. Organized by Department of Commerce, PSC & KVSC Govt. Degree College Nandyal on 28th and 29th September, 2016.
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Sri. K. Maheswara Gupta M.Com., M.A. MEd., Assistant Professor, Dept. of Commerce

National Seminars

1. ICSSR Sponsored National conference on "Demonetisation in India – Impact and Prospects" (ICSSR Sponsored -28th & 29th Dec 2017) organized by Vikrama Simhapuri University Post-Graduate Centre: Kavali, A.P. Dept. Of Commerce. Presented a paper titled "Impact of Demonetization on Automobile Sector : A Case Study on BS-3 Vehicles".

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2. CH.S.D.ST.THERESA’S and PRIMAX FOUNDATION Sponsored Two days International Conference on “Women in 21st Century: Challenges and Opportunities” Organized by the Dept. Of Management Studies, Social Sciences & Women Studies of CH.S.D.ST. Theresa’s College for Women, Eluru, A.P., Presented a paper titled “Women Empowerment – A Study on Economic Growth in India”. (9th 10th February-2018).
3. UGS and ICSSR Sponsored Two day International Seminar on “Human Resource Management in Digital-Age ISHRMDA-2018” Organized by the Dept. Of Human Resource Management, Acharya Nagarjuna University, Guntur, A.P presented a paper titled “A Study on Implementation of e-HRM” in the Session : Emerging Technologies for HR Effectiveness. (24th – 25th February-2018).

Dr. D. Pullaiah M.Com., PhD Assistant Professor, Dept. of Commerce
National Seminars:

1. UGC Sponsored National Seminar on “Consumer Protection: Issues and Strategies” Organized by, Dept. Of Commerce S.K University, Anantapur. Presented a paper “Consumer Satisfaction in PDS: A Study on Woman Consumer in Kurnool (Dist) Andhra Pradesh”. (21 st March- 2013)
2. UGC Sponsored National Seminar on “MAKE IN INDIA: START – Ups”, Organized by Department of Economics, Rayalaseema University- Kurnool. Presented a paper entitled “Infrastructure Development of Public Distribution System: A Study on Digitalization”. (28 th FEB-2017)
3. UGC Sponsored National Seminar on “Inclusive Development of Marginalised Section: Issues and Challenges” Organized by Department of Centre for Study of Social Exclusion and Inclusive Policy (CSSEIP), S.K University, Anantapur. Presented a paper entitled “Public Distribution System in India- An overview”. (03 rd & 04 th March -2017)
4. UGC-SAP-DRS-II & ICSSR Sponsored National Seminar on “Marketing of Financial Services (MoFS)-Trend and Strategies” Organized by Dept. Of Commerce Management and Computer Science Sri Venkateswara University, Tirupati, (A.P), Presented a paper titled “Direct Cash Transfer and Public Distribution System: A Study on Consumer Satisfaction”. (18 th & 19 th March -2017).
5. ICSSR Sponsored National conference on “Demonetization in India – Impact and Prospects” (ICSSR Sponsored -28 th & 29 th Dec 2017) organized by Vikrama Simhapuri University Post-Graduate Centre: Kavali, A.P. Dept. Of Commerce Presented a paper titled “Demonetization: Agricultural Growth”.
6. UGC – and SSBN Sponsored NATIONAL SEMINAR on “Goods and Services Tax, Income Tax, Financial Markets and Services (GSTIFMS-2018)”, Organized by Dept. Of Commerce and Business Administration, Sri Sai Baba National Degree College (Autonomous) Anantapur. Presented a Paper titled “Goods and Service Tax in India: A study on Challenges of GST Implementation”.(29th and 30th January 2018)
7. UGC – Sponsored NATIONAL SEMINAR on “The Implementation of GST on Indian Economy Issues and Challenges”, Organized by Dept. Of Economics, Commerce and Management Studies of K.G.R.L. Degree College (Autonomous) & P.G. Courses, Bhimavaram, West Godavari

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4. UGC – Sponsored NATIONAL SEMINAR on “Managing Change in Economic Scenario of India” Organized by Dept. Of Economics, of Adikavi Nannaya University, Rajamahendravaram on 27th – 28th February-2018. Presented a Paper titled “Financial Institutional: A Study on Impact of Rural Credit to Agricultural Household in India”. ISBN No: 978-93-86251-26-8.

International Seminars

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Title of Publication	Name of the Book/Journal	Name of the Publication	Month and Year
Shaping Food Consumption	Yojana – Journal, Volume – 62, ISSN-0971-8400.	Yojana- English A Development Monthly	May-2018
జాతీయ మహిళ పారిశ్రామిక వేతనాలకు - చేయూత	Yojana – Journal, Volume – 46, Edition:7, ISSN: 0971-8729	Yojana – Telugu A Development Monthly	May-2018
ప్రగతి పథం లో భారత గ్రామీణాభివృద్ధి	Yojana – Journal, Volume – 46, Edition: 8, ISSN: 0971-8729	Yojana – Telugu A Development Monthly	June-2018
ప్రగతి దిశలో స్వచ్ఛభారత్	Yojana – Journal Volume – 47, Edition: 01, ISSN: 0971-8729	Yojana – Telugu A Development Monthly	Nov-2018

Books/Journal Publications: 12 (7 International and 5 National) –

International

Title of Publication	Name of the Book/Journal	Name of the Publication	Month and Year
International			
A Study On Transition Of Public Distribution System (PDS) Into A New Mechanism Of Targeted Public Distribution System (TPDS)	International Research Journal of Management and Commerce Vol. 4, Issue 2, February 2017 Impact Factor- 5.564 ISSN: (2348-9766) ©	Associated Asia Research Foundation (AARF) (Page No:138 to 152)	Feb, 2017
An Emperical Study On The Functioning Of Public Distribution System With A Special Reference To Kurnool District In Andhra Pradesh	GE-International Journal of Management Research Vol. 5, Issue 1, January 2017 Impact Factor- 5.779 ISSN(O): 2321-1709, ISSN(P): 2394-4226 ©	Associated Asia Research Foundation (AARF) (Page No:242 to250)	Jan, 2017
An Empirical Study on Performance of Burn-Lime Industry in Kurnool District of Rayalaseema Region.	International Journal of Business and Administration Research Review Volume No:2, Issue No:7	Avinash Higher Education Consultancy Services, Bangalore. (Page No:115 to120)	2014
Women Empowerment: A Study In Economic Growth In India	CH.S.D.ST.THERESA'S College for Women, Eluru, A.P. Impact Factor- 7.9183, Volume No:5, Special Issue No:2, ISSN No: 2348-4969	KAHV Publications New Delhi-110096 (Page No.5 to 9) UGC Approved Journal No: 47663	Feb, 2018
The Role of Women Entrepreneurs in India: A Study on Micro, Small and Medium Enterprises in Andhra Pradesh	The IUP Journal of Entrepreneurship Development, Vol. XV No.2, June 2018. ISSN:	IUP Publications (A Division of The ICFAI Society) HYD	June, 2018

	0973-2659	(PageNo.7 to23)	
A Study on Customer Satisfaction on Marketing of Financial Services In India	GJRA- Global Journal for Research Analysis. ISSN No:2277-8160, Impact Factor:5.156/ IC Value: 85.78, Volume-7, Issue-10.	GJRA- Global Journal for Research Analysis. (Page No:506-508)	Oct, 2018
A Study on Implementation of E-HRM	GE-International Journal of Management Research Vol. 6, Issue 10, January 2017 Impact Factor- 5.779 ISSN(O): 2321-1709, ISSN(P): 2394-4226	Associated Asia Research Foundation (AARF) (Page No:9 to14)	Oct, 2018
<i>National</i>			
Demonetization: Agricultural Growth ISBN:978-93-83823-26-0	DEMONETISATION IMPACT AND PROSPECTS ISBN:978-93-83823-26-0	Jyoti Granthamala Hyderabad (Page No:125 to 130)	Dec, 2017
Implementation Of Goods And Services Tax (GST) In India: It's Impact On Micro, Small And Medium Traders ISBN: 978-93-83729-38-4, UGC Sponsored	The Implementation of GST on Indian Economy – Issues and Challenges ISBN: 978-93-83729-38-4 K.G.R.L College(A) Bhimavaram	Vinayaka Offset Printers_Vijayawada (Page No:136 to 143)	Jan2018
A Study on Impact of GST on Bullion Trade Market in India ISBN: 978-93-87769-09-0 UGC Sponsored	Problems & Prospects of GST ISBN: 978-93-87769-09-0 V.S.R & N.V.R College(A), Tenali, AP.	Veda (KY) Publication Vijayawada (Page No:285 to291)	Feb, 2018
Financial Institutional: A study on Impact of Rural Credit to Agricultural Household in India	Managing Change in Economic Scenario of India Volume-01, ISBN No: 978-93-86251-26-8 Adikavi Nannaya University , Rajamahendravaram	Roshan Publications, Visakhapatnam, A.P. (Page No:375 to 384)	Feb, 2018
GST's Impact on e-Commerce: A Study on Small Scale sectors in India UGC Sponsored	GST Reforms in India- Its Impact, Silver Jubilee Govt. College(A), Kurnool ISBN:978-93-85100-44-4	PARAMOUNT Publishing House HYD (Page No:194 to 198)	Feb, 2018

Sri. M. Kamalkhan M.Com., BEd., Assistant Professor, Dept. of Commerce

National Seminar

1. Attend and Paper Presented on “GST – Its Impact on Education” in One day UGC Sponsored National Seminar on “GST REFORMS IN INDIA – ITS IMPACT” Organized by the Department OF Commerce & Economics,

Silver Jubilee Govt. Degree College (A,) Kurnool, on 17th, February, 2018.
ISBN No:978-93-85100-44-4.

Dr. M. Sreedhar M.Com., PhD. Assistant Professor, Dept. of Commerce

International Articles

1. Structure of Working Capital in Sample Micro, Small and Medium Enterprises in Kurnool District of Andhra Pradesh, Vol.3, Issue 12, December, 2013.
2. Role of microfinance in the Development of Non-Farming Sectors, VOL 4, Issue 8, July 2015, ISSN 2278-0211 (online) www.ijird.com.
3. A study on customer satisfaction on Marketing of Financial services in India. Volume 07, Issue 10, October 2018, www.gjra.com
4. "A study of implementation of E-HRM", Vol. 06, Issue 10 October 2018., ISSN (P) : (2394 – 4226), www.aarf.asia.

National Articles

1. Insight into the Concepts of E-banking, Discovery Publishing House Pvt. Ltd., New Delhi, 2013, pp.65-69.
2. Tow day national seminar on "Startup India -Standup India Opportunities and Challenges" Bonfring Intellectual Integrity Publications on Presented Paper Entitled "Opportunities and Challenges in Agricultural Startup: a Case Study of Andhra Pradesh" Vol no, 1, isbn no, 978-93-86638-15-1, date, February, 10- 11-2017.

National Seminars

1. Presented a Paper entitled "Insight into the Concepts of E- Banking" in the NABARD, UGC and ICSSR National Seminar on Emerging Challenges in Electronic Banking, held at Sri Venkateswara University, Tirupati during February 25-26, 2012.
2. Presented a paper entitled "Perceptives of E-Filing and E-Payment Systems" in the National Conference sponsored by UGC & ICSSR SRC, Hyderabad on Modalities of e-filing and e-payments, held at Sri Venkateswara University, Tirupati during OCTOBER 9-10, 2012.
3. Presented a paper in the National Seminar sponsored by UGC, NABARD, APSHE, ICSSR SRC on Poverty Alleviation through Microfinance: Role of NABARD And Other Institutions, held by Sri Venkateswara University, Tirupati during February 27-28, 2016.
4. Tow day national Seminar on "Startup India -Standup India Opportunities and Challenges" BONFRING Intellectual Integrity Publications on Presented Paper Entitled "Opportunities and Challenges in Agricultural Startup: a Case Study of Andhra Pradesh" Vol no, 1, isbn no, 978-93-86638-15-1, date, February, 10- 11-2017.

Dr.M.Balasubramanyam, M.Sc., PhD, Dept. of Mathematics

1.“Non-Darcy Viscous Electrically Conducting Heat and Mass transfer flow through a porous medium in a vertical channel in the presence of heat generating sources”

Int. J. of Appl. Math and Mech. 6 (15): 33-45, 2010.

2.“Soret Effect on mixed convective heat and mass transfer through a porous medium confined in a cylindrical annulus under a radial magnetic field in the presence of a constant heat source/sink

Int. J. of Appl. Math and Mech. 7 (8): 1-17, 2011.

3.“*Combined effects of radiation and magnetic field on mixed convective heat and mass transfer through a porous medium in a vertical wavy channel with constant heat source*

Int. J. of Appl. Math and Mech. 11 (11): 98-114, 2011

4. “The Effect of Radiation on the convective Heat and Mass Transfer Flow of a Viscous Electrically conducted Fluid in a Horizontal Rotating Channel in the Presence of Constant Heat Sources

International Journal of Mathematics and Statistics Invention (IJMSI) E-ISSN:2321-4767 P-ISSN:2321-4759// July.2015// pp-26-39

5. “A Fuzzy Mean-Variance – Skewness Portfolio Selection problem” International Journal of Mathematics and Statistics Invention (IJMSI) E-ISSN:2321-4767 P-ISSN:2321-4759// March 2016// pp-41-52

Dr.M.Venkateswarlu, M.Sc., PhD, Dept. of Physics

i. Spectral Analysis of Sm^{3+} & Dy^{3+} : B_2O_3 -ZnO-MgO Optical Glasses
M. Venkateswarlu, V. Naresh, R. Ramaraghavulu, B.H. Rudramadevi and S. Buddhud
International Journal of Engineering Research and Applications 4 (2014) 103-113.

ii. Luminescence Analysis of Eu^{3+} and Tb^{3+} ions doped Borate Zinc Magnesium Glasses
M. Venkateswarlu, B.H. Rudramadevi
International Journal of Science and Research 4 (2015) 3179-3184.

iii. Optical and Dielectric Properties of Mn^{2+} & Co^{2+} : B_2O_3 -ZnO-MgO Glasses
M. Venkateswarlu, B.H. Rudramadevi and S. Buddhudu
IOSR Journal of Applied Physics 7 (2015) 05-12.

Dr.Kala Murali., Dept. of Telugu

Books:

1. “Sathaka Prakriya Samajika Sahithya Spruha” Edited by Dr. V. Kala Murali, Published by Sri Ramakrishna Group of Institutions, Nandyal, Kurnool(Dist) (2015).
2. “Telugu Vachana Kavitha Samajika Dharshanam” Edited by Dr. V. Kala Murali, Published by Sri Ramakrishna Group of Institutions, Nandyal, Kurnool(Dist) (2016)
- 3.

Smt. P.Nagarajamma., Asst. Professor of Commerce & Management

Conferences

A. International

- Presented a paper entitled **LIQUIDITY ANALYSIS THROUGH RATIOS WITH REFERENCE TO SUJALA PIPES PVT. LTD., NANDYAL** in 1st International Conference on Emerging Management Practices held in G.Pullaiah College of Engineering & Technology, Kurnool on 21st February, 2015.
- Published a paper entitled **A SURVEY OF INCOME TAX ASSESSEES IN FORMAL SECTOR OF NANDYAL (ID: IJ2423)** in International Journal **INTERNATIONAL RESEARCH JOURNAL OF COMMERCE AND LAW (IMPACT FACTOR-4.616) ISSN : 2349-705X.**
- Presented a paper entitled **A STUDY ON INCOME TAX PLANNING OF INDIVIDUAL ASSESSEE** in **INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN BUSINESS & COMMERCE 2018 (ETiBC-2018)** held at Narayana Engineering College, Nellore, AP on 6th October, 2018.

B. National

- Participated in the **U.G.C. national seminar on “HUMAN DEVELOPMENT INDEX AND INDIA”** held at V.S.M College, Ramachandrapuram, East Godavari Dist., AP during 14th and 15th November, 2014.
- Participated in the **NATIONAL SEMINAR ON RECENT DEVELOPMENTS IN THE EXTERNAL SECTOR OF INDIAN ECONOMY (ESIE - 2014)** held at govt. degree & P.G college, Puttur, Chittoor Dist., AP
- Presented a paper entitled **MICRO FINANCE AND POVERTY REDUCTION** in the National Seminar on **ROLE OF FINANCIAL SECTOR IN ECONOMIC GROWTH** held at Hindu College, Guntur during 30th & 31st July, 2014.

- Presented a paper in a National Seminar entitled **IMPACT OF MGNREGS ON RURAL DEVELOPMENT** held at Government Degree & P.G. College, Nagari, Chittoor Dist during 30th & 31st October, 2015.
- Presented a paper entitled **INCOME TAX PLANNING: A STUDY OF TAX SAVING INSTRUMENTS** in the National Seminar on **GOODS AND SERVICES TAX, INCOME TAX, FINANCIAL MARKETS AND SERVICES (GSTIFMS-2018)** held at Sri Sai Baba National Degree College, Ananthapuramu, AP during 29th & 30th January, 2018
- Presented a paper entitled **IMPORTANCE OF HUMAN RIGHTS IN ERADICATION OF GENDER DISCRIMINATION** in the national seminar on **HUMAN RIGHTS THROUGH THE AGES – CHALLENGES IN THE PRESENT SCENARIO** held at SKR & SKR Govt. Degree College for Women, Kadapa, AP during 24th & 25th March, 2017.
- Presented a paper entitled **A NOTE ON AGRICULTURAL FINANCE IN INDIA** in the national seminar on **AGRICULTURAL FINANCE IN INDIA** held at **OSMANIA COLLEGE (AUTONOMOUS)**, Kurnool on 17th June ,2015
- Participated in the national seminar on **SWACHH BHARAT – ROLE OF SOCIETY** held at **SILVER JUBLIEE GOVT. COLLEGE (AUTONOMOUS)** , Kurnool during 11th Dec 2015 .
- Presented a paper entitled **THE FUTURE OF ACCOUNTING EDUCATION** in the national seminar on “ **NEW PARADIGM SHIFTS: CHALLENGES AND OPPORTUNITIES COMMERCE, MANAGEMENT , BUSINESS ECONOMICS AND INFORMATION & COMMUNICATION TECHNOLOGY**” held at PSC & KVSC GOVT.COLLEGE, NANDYAL, KURNOOL, A.P during 28th and 29th sep 2016.
- Presented a paper entitled **SERVICES MARKETING: THE CORE** in the national seminar on “**CHANGING DIMENSIONS IN MARKETING SCENARIO**” held at **SRI KIRHSNADEVARAYA UNIVERSITY, ANANTAPURAMU** during 28th and 29th Sep 2018.

Sri E.V.Bhaskara Reddy., Dept. of English

- Presented a paper on “Empowering Students through Cooperative Learning” at the National Conference on Curriculum Design & Evaluation organized by K.J.Somaiah College of Science and Commerce, Mumbai.

