



PRASAD V POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY

(Autonomous and Affiliated To JNTUK)

NAAC "A+", NBA Accredited and ISO 9001:2008 Certified Institution

**(Sponsors: Siddhartha Academy of General and Technical Education, Vijayawada)
Kanuru, Vijayawada, Andhra Pradesh-520007**

DEPARTMENT OF BUSINESS ADMINISTRATION CONFERENCE PUBLICATIONS (2017-2018)

1. **Dr. D. Srinivasa Rao & Dr. OAR Kishore** an article entitled "**Innovative Practices of Commercial Banks towards Financial Inclusion in India**" published in edited volume titled "Innovation Management: A strategic imperative for growth" published by Department of Business Administration, PB Siddhartha College of Arts & Science, Vijayawada, (ISBN 978-93-5268-742-8), February 2017.
2. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** an article entitled "**A Paradigm shift in Rural Development – Case study with reference to selected Villages of Padaparupudi Mandal, Krishna District, Andhra Pradesh**" published in edited volume titled "The Fourth Industrial Revolution – Impact on Business and Society" published by Department of Business Administration, PB Siddhartha College of Arts & Science, Vijayawada, (ISBN 978- 93-5267-483-1), New Delhi Page No: 270-281, February 2017.
3. **Dr. M. Dhadurya Naik** presented a paper entitled "Impact of Retail Banking in Indian Economy" in National Seminar on "**Challenges of New India - Realizing a Billion Aspirations**" organized by Department of Business Administration, PVP Siddhartha Institute of Technology, Kanuru, March, 2018, ISBN No: 978-93-5288-084-3, page no. 166-174.
4. **Dr. N. Ramanuja** presented a paper entitled "Role of Technology in Social Transformation at the Grass root Level in India" in National Seminar on "**Challenges of New India - Realizing a Billion Aspirations**" organized by Department of Business Administration, PVP Siddhartha Institute of Technology, Kanuru, March, 2018, ISBN No: 978-93-5288-084-3, page no. 175-179.
5. **Dr. Srinivasa Rao Dokku & Dr. O. A. R. Kishore** presented a paper entitled "**A Study on Impact of age of the company on Performance of Initial Public Offering (IPOs) in India**" in National Seminar on "**Challenges of New India - Realizing a Billion Aspirations**" organized by Department of Business Administration, PVP Siddhartha Institute of Technology, Kanuru, March, 2018, ISBN No: 978-93-5288-084-3, page no. 180-193.

6. **Mr. V. Praveen Kumar, Dr. K. Anusha & Dr. P. Krishna Priya** Presented a paper entitled “Politics, Policies and innovation” in National Seminar on “**Challenges of New India - Realizing a Billion Aspirations**” organized by Department of Business Administration, PVP Siddhartha Institute of Technology, Kanuru, March, 2018, ISBN No: 978-93-5288-084-3, page no. 194-199.



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DEPARTMENT OF BUSINESS ADMINISTRATION CONFERENCE PUBLICATIONS (2015-2016)

1. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** Published an article entitled "**A Study on Performance Evaluation of Initial Public Offering in India During 2007-13**" has published in **International Journal of Asian Business and Information Management**, ISSN No: 1947-9638, EISSN: 1947-9646, Vol. 6, Issue No. 1, January- March, 2015, Page No. 19-37 (Impact Factor: 0.789).
2. **Dr. P. Adi Lakshmi, and Mr. D. Srinivasa Rao** article entitled "**Enabling Financial Inclusion: Through Banking Models in India**" published in the edited volume titled "Trends, Challenges & Innovations in Management" published by Zenon Academic Publishing, Hyderabad, 2015 (ISBN No: 971-81-926819-9-3), 6(1), 257-264.
3. **Dr.D.Srinivasa Rao & Dr. O.A.R. Kishore** article entitled "**Issues and Challenges in the Women Entrepreneurship in India**" published in the book titled "Entrepreneurship-2.0- Changing Models in New Economic Era (ISBN No:978-93-5258-741-4) Published by PVPSIT, Vijayawada.
4. **Lt.M. Dhadurya Naik** an article entitled "**Role of Women Entrepreneurs in Economic Development of India**" published in the book titled "Entrepreneurship-2.0- Changing Models in New Economic Era (ISBN No:978-93-5258-741-4) Published by PVPSIT, Vijayawada.
5. **Mr. V. Praveen Kumar and Ms. K. Anusha** an article entitled '**Entrepreneurship and supporting Institutions**' published in the book titled "Entrepreneurship-2.0- Changing Models in New Economic Era (ISBN No:978-93-5258-741-4) published by PVPSIT, Vijayawada.
6. **Ms. N. Ramanuja and Ms. P. Krishna Priya** an article entitled "**Development Ideology of Entrepreneurship in India**" published in the book titled "Entrepreneurship-2.0- Changing Models in New Economic Era (ISBN No:978-93-5258-741-4) Published by PVPSIT, Vijayawada.

7. Mr. M.Dhadurya Naik an article entitled “**A Study on Effect on Spirituality in Workplace On Job Performance**” Edited Volume titled “Spiritual in the workplace” (ISBN: 978- 93- 85477– 67 6) Published by Bonfring, Coimbatore, 2016. PP. 36-42.



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DEPARTMENT OF BUSINESS ADMINISTRATION CONFERENCE PUBLICATIONS (2014-2015)

1. **Dr. P.Adi Lakshmi, Mr. O. A. R. Kishore and Dr. D. Srinivasa Rao** attended International Conference "Emerging Global Business Opportunities for Entrepreneurs" organized by Association of Lady Entrepreneurship. During May 29-30, 2015.



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DEPARTMENT OF BUSINESS ADMINISTRATION CONFERENCE PUBLICATIONS (2013-2014)

1. **Mr. Dhadurya Naik**, presented a paper on **"A Study on Growth and Challenges of Retail Industry in India"** in the national Conference on **"Managerial Challenges in Reinventing the Business Process"** organized by the Department of Management Studies, Eswari Engineering College, Chennai held on 22, November, 2013.