



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 JOURNAL PUBLICATIONS (2020-2021)

1. **Dr. Lt. M. Dhadurya Naik** an article entitled "An empirical study on Foreign Direct Investments Impact on Economic Growth of India" published in *Alochana Chakra Journal*, ISSN No. 2231-3990, Volume IX, Issue VI, June 2020 (UGC Approved).
2. **Dr. G. Anil Kumar** an article entitled "A case Study on Women entrepreneurship in India" published in *Parishodh Journal*, ISSN No: 2347-6648, Volume IX, Issue III, March-2020 (UGC Approved).
3. **Dr. G. Anil Kumar** an article entitled "Covid-19 impact on E-Education system in India" published in *International Journal of Analytical and Experimental Model Analysis*, ISSN No: 0886-9367, Volume-XII, Issue-VII, July 2020 (UGC Approved).
4. **Dr. Lt. M. Dhadurya Naik** an article entitled "Determination of Working Capital Management- A Case Study of Oriental Carpet Manufacturers (OCM)"
5. **Dr. N. Ramanuja** an article entitled "Factors affecting Stock Markets and Role of Stock Exchanges", published by *Journal of Critical Reviews*, ISSN Print: 2394-5125, Volume7, Issue 19, 2020,



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 JOURNAL PUBLICATIONS (2019-2020)

1. **Dr. P. Adi Lakshmi and Dr. D. Srinivasa Rao** an article entitled "**Predictive Analytics in Stock Markets with Special Reference to BSE Sensex**" published by *International Journal of Advanced Science and Technology (IJAST)*, ISSN: 2005-4238E-SSN:2207-6360, (Scopus), Volume 127, page 178-186, June 2019.
2. **Dr. P. Adi Lakshmi and Dr. M. Dhadurya Naik** an article entitled "**Impact of Visual Merchandising on sales in Retail Store**" published by *International Journal of Advanced Science and Technology (IJAST)*, ISSN: 2005-4238E-SSN:2207-6360, (Scopus), Volume 127, page 109-129, June 2019.
3. **Dr. M. Dhadurya Naik** Published a paper entitled "**A study on the women empowerment of self-help group (SHG) members with special reference to Krishna and Guntur districts**" Journal name, volume (year) pages: *International Journal of Research in Electronics and Computer Engineering (IJRECE)*, Volume-6, Issue-4, October to December 2018, ISSN: 2393-9028
4. **Dr. P. Adi Lakshmi** published entitled "**Women and Growth: The Entrepreneur Perspective**" in *IOSR Journal of Business and Management* vol. 20, Ver.4 December. 2018
5. **Dr. P. Adi Lakshmi and Dr. D. Srinivasa Rao** an article entitled "**A Study on Tenant Farmers Andhra Pradesh, India: A Critical Appraisal**" published by *Journal of Applied Science and Computation*, ISSN: 1076-5131, Volume VI, Issue 4, April –May, 2019, Page No. 137-151 (UGC List of Approval Sl. No. 41238).
6. **Dr. N. Ramanuja** an article entitled "**Electronic Satisfaction in Tourism Industry- A Case Study of J&K State**", published by *International Journal of Management*, ISSN Print: 0976-6502, Volume10, Issue 5, September-October 2019, Page No:165-195, (Journal Impact factor:9.6780).



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 JOURNAL PUBLICATIONS (2018-2019)

1. **Dr. D. P. Adi Lakshmi & Dr. D. Srinivasa Rao** published an article entitled "A Study on Impact of Mahatma Gandhi Rural Employment Guarantee Programme (MGNREGP) on Rural Migration: A Study of Selected Mandals of Krishna District, Andhra Pradesh, India" has published by *International Journal of Scientific Research and Review*, ISSN: 2279-543X, Volume 7, Issue 9, September, 2018, Page No. 353-371 (UGC List of Approval Sl. No. 64650).
2. **Dr. D. P. Adi Lakshmi & Dr. D. Srinivasa Rao** published an article entitled "A Study on Role of MGNREGA in Rural Development: With Reference to Krishna District, Andhra Pradesh, India" has published by *International Journal of Research*, ISSN: 22366124, Volume 7, Issue IV, April, 2018, Page No. 67-83 ((UGC List of Approval Sl. No. 63072).
3. **Dr. D. Srinivasa Rao and Dr. OAR Kishore** published an article entitled "Asymmetric Volatility Spillovers in India" in the *Global Journal of Engineering Science and Researches*, Vol.1 (2), June 2018. Pp.82-91, ISSN 2348-8034, UGC List No. 64316.
4. **Dr. D. Srinivasa Rao and Dr. OAR Kishore** an article entitled "Commodity Derivatives Market-A Tool for Sustainable Risk Management " has published by *International Journal for Research in Engineering Application & Management (IJREAM)*, ISSN: 2454-9150, Volume 5, Number 2, April, 2018, Page No. 222-227 (UGC Sl. No. 64077).



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 JOURNAL PUBLICATIONS (2017-2018) International Journals

1. **Dr. P. Adi Lakshmi** published an article entitled "**Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA): A critical Appraisal**" has published by *Emperor International Journal of Finance and Management Research (1.1)*, ISSN: 2395-5929, Volume IV, Number IV, March, 2018, Page No. 290-296.
2. **Dr. D. Srinivasa Rao** published an article entitled "**A Study on Impact of Ownership Structure on Initial Public Offerings (IPOs) Performance in India** " has published by *Shanlax International Journal of Management (1.1)*, ISSN: 2321-4643, Volume 5, Number 2, April, 2018, Page No. 209-221 (UGC Sl. No. 44278).
3. **Dr. Lt. M. Dadhra Naik** published an article entitled "**Performance of Indian Banking Sector – Challenges and Opportunities**" has published by *Emperor International Journal of Finance and Management Research (1.1)*, ISSN: 2395-5929, Volume IV, Number IV, March, 2018, Page No. 272-275.
4. **Dr. OAR Kishore and Dr. D. Srinivasa Rao** published an article entitled "**Commodity Derivatives Market-A Tool for Sustainable Risk Management** " has published by *International Journal for Research in Engineering Application & Management (IJREAM)* (5.646), ISSN: 2454-9150, Volume 5, Number 2, April, 2018, Page No. 222-227 (UGC Sl. No. 64077).
5. **Dr. N. Ramanuja, Dr. K. Sarada Devi, and Mr.K. Krishna Sathvik** published an article entitled "**Commodity Sustainable Development – Initiatives for a Better World**" has published by *International Journal for Research in Engineering Application & Management (IJREAM)*, ISSN: 2454-9150, Volume 5, Number 2, April, 2018, Page No. 37-40 (UGC Sl. No. 64077).
6. **Dr. K. Anusha, and P. Krishna Priya**, published an article entitled "**Startup Eco System in India**" has published by *International Journal for Research in Engineering Application & Management (IJREAM)*, ISSN: 2454-9150, Volume 5, Number 2, April, 2018, Page No. 121-123 (UGC Sl. No. 64077).



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 JOURNAL PUBLICATIONS (2016-2017) International Journals

1. **Dr. P. Adi Lakshmi & Mrs. K. Jagadeswari** a paper entitled "Review of Women Entrepreneur's success" in Krishna district "in *Acme Intellects International Journal of Research in Management, Social Sciences & Technology*, Vol- 15 No. 15 Jun 2016, ISSN 2320 – 2939 (Print) 2320-2793 (Online)
2. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** an article entitled "A Study on National Rural Employment Guarantee Scheme with Reference to Andhra Pradesh " has published by *International Journal of Retailing & Rural Business Perspectives*, ISSN: 2279-0934, Volume 6, Number 1, January – March' 2017, Page No. 1-10.
3. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** an article entitled "Performance of Mid-Day Meal Program in India" has published by *International Journal of Applied Services Marketing Perspectives*, ISSN: 2279-0977, Volume 6, Number 1, January – March' 2017, Page No. 1-10.
4. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** an article entitled "A Study on Midday Meal Programme in Andhra Pradesh" has published by *International Journal of Logistics & Supply Chain Management Perspectives*, ISSN: 2319-9032, Volume 6, Number 1, January – March' 2017, Page No. 1-11.
5. **Dr. P. Adi Lakshmi & Dr. Balaji** published an article entitled "Quality Perspectives in Private Bus Transport Services in Vijayawada" has published by *International Journal of Applied Business and Economic Research*, 2016
6. **Ms. N. Ramanuja and Dr. K. Sarada Devi**, published an article titled "Women and Financial Inclusion – A study on the Initiatives of the Government of India" has published by *GE-International Journal of Management Research*, 2016



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 JOURNAL PUBLICATIONS (2015-2016) International Journals

1. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** Published an article titled "**A Study on Impact of Grading on IPOs Performance in Short-term and Long-term: With Reference to Indian Stock Market**" has published by *IIMS Journal of Management Science*, Vol.6, No.3, September-December, 2015, Page No. 226-235 (UGC Journal No.30136).
2. **Dr.P.Adi Lakshmi, and Mr. O. A. R.Kishore** article titled" **A study on the Stress Coping styles with reference to Employees working in Banking, Finance & Insurance Sectors**" published in the *International Journal of Commerce*, (ISSN No:2394-9594, Special Issue No.1, Vol.2, January-June, 2015. P.183-188.
3. **Lt. M. Dhadurya Naik** article entitled "**A Study on Entrepreneurship Development Process in India.**" *International Journal of Commerce*, (ISSN No:2394-9594, Special Issue No.1, Vol.2, January-June, 2015. P.108-112.
4. **Lt. M. Dhadurya Naik**, article entitled "**A Study on Retail Service Quality in Organized Retailing**" in the *International journal of Multidisciplinary Advanced Research Trends* (ISSN No 2349-7408) Volume:2, Issue: 4 June 2015.
5. **Ms. K. Anusha** article titled "**Indian Pharmaceutical Marketing Trends**" published in *The International Journal of Business & Management* Vol 3, Issue 8, August 2015 (ISSN No. 2321 -8916)
6. **Ms.P.Krishna Priya** article entitled" **Bridging the Rural- Urban Housing Divide- The Government Initiatives**" published in the *International Journal of Engineering and Management Research* Vol : 5, Issue-6, December 2015. (ISSN(Print): 2394-6962, ISSN (Online) 2250-0758)
7. **Lt. M. Dhadurya Naik** article entitled "**Identifying the Factors Impacting Customer Satisfaction in Food Retail Supermarkets and Neighborhood Kirana Stores.**" *International Journal of Multidisciplinary Research Review (IJMDRR)* peer reviewed and referred journal, Volume- 1, Issue- 3, 2016, pp. 326-333. (Print ISSN: 2395-1877) Impact Factor: 3.567

8. **Mr. M. Dhadurya Naik** article entitled “**The Role of Corporate Social Responsibility For An Inclusive Growth In The Society - The Practice of CSR in the Context of Rural Development In India**” *International Journal of Multidisciplinary Research*, Vol.2, Issue 4, 2016, PP. 53 -60.
9. **K.Anusha ,V.N Rao, P.V Kumar** an article entitled, “ **Pharmaceutical companies towards healthcare**” in *Journal of Chemical and Pharmaceutical Research*, 2016, 8(4):279-282
10. **K. Anusha, V.N Rao, P.V Kumar** an article entitled “**Marketing of Anti-Ulcer Drugs to the End User**” in *International Journal of Pharmaceutical Sciences and Research*, 2016,7(7), 3130-3139. E-ISSN: 0975-8232; P-ISSN: 2320-5148



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 JOURNAL PUBLICATIONS (2015-2016)

National Journals

1. **Dr. P. Adi Lakshmi, and Mr. O. A. R. Kishore** an article entitled "**Optimal Hedge Ratio and Hedging Effectiveness of Select Commodities in the Indian Commodity Market**" published in the *Journal of Economic Policy and Research* (ISSN 0975-8577) 10(2), April-Sept, 2015.
2. **Ms. K. Anusha** article titled "**The Future of pharmaceutical Industry with special reference to anti-ulcer drugs**" published in *IOSR Journal of Business and Management*. Volume 17, Issue 9, Ver.1, September 2015, pp101-105.e-ISSN: 2278-487X.
3. **Dr. P. Adi Lakshmi and Mr. O. A. R. Kishore** published an article entitled "**Volume Value relationship in the Indian Commodity futures in India during 2009-13**" in the *Mizoram University Journal of Humanities & Social Sciences*, Vol.1(2), Dec 2015. ISSN 2395-7352
4. **Mr. O. A. R. Kishore** published a paper entitled "**Long run and Short run Causality between the Spot and Future Prices in the Indian Commodity Market**" in the *VRS Journal of Business Management* Vol.1(1), March 2016. ISSN: 2320-867X



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 JOURNAL PUBLICATIONS (2014-2015) International Journals

1. **Ms. K. Anusha**, an article entitled "**Strategies for the Pharmaceutical Products: Product Lifecycle Management**" published in *International Journal of Marketing, Financial Services & Management Research*. Vol.3(3), July-Sept, 2014 (ISSN-2277-6788)
2. **Dr. P. Adi Lakshmi, Mr. O. A. R. Kishore and Mr. D. Srinivasa Rao** an article entitled "**Business Excellence Models – An International Experience**" published in the *International Journal of Research & Business Innovation* (Impact Factor 1.53). Vol. 2(3). July-December- 2014 ISSN: 2321-5615).
3. **Dr. P. Adi Lakshmi and Mr. O. A. R. Kishore** an article entitled "**Day of the Week and Month of the Year Effects in the Indian Commodity Markets**" published in the *Indian Journal of Research in Capital Market*, Vol-1(1), October –December 2014. (ISSN-2394-3559)
4. **Dr. P. Adi Lakshmi, and Mr. D. Srinivasa Rao** article entitled "**An Investigation into the Existence of fads in the initial public offering market in Indian stock market**" in the *International Journal of Innovation Technology and Management*, vol 1(1), 83-95, 2015.(ISSN No- 2394-594X)
5. **Dr. P. Adi Lakshmi, and Mr. D. Srinivasa Rao** article entitled "**A study on performance evaluation of initial public offerings in India during 2007-13**" in the *International Journal of Asian Business and Information Management*, 6(1), 19-38, Jan-Mar, 2015 (ISSN No- 1947-9638) (IF 0.92)



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 JOURNAL PUBLICATIONS (2013-2014) International Journals

1. **Dr. P. Adi Lakshmi, Mr. D. Srinivasa Rao & Mr. O. A. R. Kishore** - article titled "**the Role of Micro Finance in the Empowerment of Women : With special reference to Krishna District, Andhra Pradesh**" has published in *Journal of Contemporary research In Management* (ISSN No0973-9785), quarterly Journal, Vol. 8, No. 3, July-September, 2013(Impact factor Value: 0.5), Page No. 25-42.
2. **Dr. P. Adi Lakshmi, Mr. D. Srinivasa Rao** Short run and long run performance of **Initial public offerings (IPO's): The Indian Experience 2008-11**. *International Journal of Applied Management Research*, Aug-Dec.2013. Vol.1 No.2. ISSN 2347-2839