



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (Autonomous)

L.B.Reddy Nagar, Mylavaram – 521 230, Andhra Pradesh, INDIA.

Affiliated to JNTUK, Kakinada & Approved by AICTE, New Delhi.

Accredited by NAAC, NBA Tier-1 for CSE, IT, ECE, EEE & ME and “CPE” status by UGC.

SCHOOL OF MANAGEMENT STUDIES

List of Books Chapters Published By Faculty during A.Y 2020-21

S. No.	Authors	Title of the Paper/Book	Publisher	Month & Year	ISBN
1	Siva Reddy. P	Recent Developments And Advancements In Finaince	Immortal Publications	Apr-2021	978-93-5457-696-6
2	Dr.Venkateswarlu. D	A Study On Marketing Opportunities In Corporate Hospitals (With Spl. Ref To Visakhapatnam, Andhra Pradesh)	St. Martin's Engineering. College (Autonomous) Sec' Bad	Mar-2021	978-93-82829-41-6
3	R. Jeyalakshmi	Urgency for digital banking transformation; Dynamic Business Trends And Innovation In Contemporary Times	Paramount Publishing House, Hyderabad	Dec-2020	978-81-948876-3-8
4	Dr. Deepika	A Review on success mantras for small retail shops in the digital era; Dynamic Business Trends And Innovation In Contemporary Times	Paramount Publishing House, Hyderabad	Dec-2020	978-81-948876-3-8
5	Dr. V.V.Narsireddy	Productivity of Indian commerical banks - post deregulation experience; Dynamic Business Trends And Innovation In Contemporary Times	Paramount Publishing House, Hyderabad	Dec-20	978-81-948876-3-8
6	Podapala Sivareddy, K. Raivikiran Yasaswi	Problems and issues of micro small & medium enterprises in Krishna District of Andhra Pradesh; Dynamic Business Trends And Innovation In Contemporary Times	Paramount Publishing House, Hyderabad	Dec-20	978-81-948876-3-8