



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 Book Chapters Published By Faculty during A.Y 2021-22

S. No.	Authors	Title of the Paper/Book	Publisher	Month & Year	ISBN
1.	DR. A.ADISESHA REDDY	Neuromarketing: The New Dawn and Disruption in Marketing Research	IntechOpen, London, UK	June 2021	978-1-83968-635-1
2.	DR. A.ADISESHA REDDY, MR. K. RAVI KIRAN YASASWI	AI-POWERED HCM: The Analytics and Augmentations	IntechOpen, London, UK	November 2021	978-1-83969-273-4
3.	Dr.D.Venkateswarlu, Dr.K.Deepika	A Study on Green Marketing initiatives in Indian Scenario	RIGI Publications	April 2022	978-93-91041-36-6
4.	Dr.K.Deepika, Dr.D.Venkateswarlu	Stress at work place and coping strategies for women employees- a theoretical perspective	RIGI Publications	April 2022	978-93-91041-36-6
5.	Mr.U.Rambabu	Performance Evaluation Of Equity Linked Savings Schemes Of Mutual Funds: An Empirical Study	Department of Commerce & Management, KBN College, Vijayawada	February 2022	978-81-947453-1-0
6.	Mr.N.Samba Siva Rao, Mr.U.Rambabu	Using python to conduct experimental data analysis titanic data set	Research and Publication Cell, Dr. D. Y. Patil B-School, Tathawade, Pune	April 2022	978-81-950596-1-4