

Master of Business Administration

List of Book Chapters Published by Faculty during A.Y 2024-25

S. No.	Authors	Title of the Book	Publisher	Published Date	ISBN
1	Dr.K.Deepika Dr.O.Naresh, Mrs.Y.Nagamani	Navigating Work-Life Balance: Challenges and Strategies for Women Faculty in Autonomous Engineering Colleges, Vijayawada	Potti Sriramulu Chalavadi Mallikarjuna Rao College of Engineering & Technology (autonomous)	01-12-2024	978-81-978696-4-8
2	Mutyala. Kishore Babu Papa Rao Maddala Naresh Ogirala Swamy Prasad Talluri	Empirical Evaluation of the Efficacy of Tariff-Saving Mutual Fund Schemes	9th International Conference on Emerging Strategies for Business Advancement- (ICESBA-2024)	01-Mar-25	978-81-975624-9-5
3	Swamy Prasad Talluri Naresh Ogirala Adishesha Reddy Appidi	Key Factors Influencing The Indian SME Pharmaceutical Industry: Analyzing Using Porter's Five Forces Framework For A Comparative Assessment	9th International Conference on Emerging Strategies for Business Advancement- (ICESBA-2024)	01-Mar-25	978-81-975624-9-5
4	Naresh Ogirala Swamy Prasad Talluri Shaik. Subhani Jannu Vinay	Assessing The Stability of the Indian Dairy Sector Using Altman's Model: An Overview	9th International Conference on Emerging Strategies for Business Advancement- (ICESBA-2024)	01-Mar-25	978-81-975624-9-5
5	Dr. Undabatla Rambabu, Dr. Konda Lakshma Reddy	Impact of Artificial Intelligence on Banking and Finance	<u>The Interdisciplinary Impact of AI in Engineering & Management</u>	April-2025	978-81-986300-4-9