



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Approved by AICTE, New Delhi and Permanently affiliated to JNTUK, Kakinada

L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



MASTER OF BUSINESS ADMINISTRATION

Book chapters in A.Y: 2025-2026

Sl. No.	Name of the Teacher	Title of the Book Published	Title of the Chapters Published	Published Month & Year	ISBN Number	Whether Affiliating Institution was same (Yes/No)	Name of the Publisher
1	P. Selvakumar, V. M. R. Hiremath, R. Kalai Selvi, Dr. Undabatla Rambabu, Vijay Uprikar, Ninad Rithe	International Models of Occupational Health and Safety: Strategies, Systems, and Success Stories	The Role of AI and Machine Learning in Predictive Safety Analytics	March 2026	979-8-3373-6370-7	Yes	IGI Global Scientific Publishing
2	Dr. V. V. Narsi Reddy, Dr. Ch. Shankar, P. V. N. Nataraj, Yaramala Nagamani	Green Investments and Sustainable Capital Markets: Trends, Risks and Global Research Perspectives	Investor Behaviour in Green Investments: Evidence from Markets and Data	January 2026	978-93-5679-396-5	Yes	Immortal Publications
3	Dr. D. Venkateswarlu, Dr. G. Nageswara Rao, Dr. Ch. Rajendra Babu	Green Investments and Sustainable Capital Markets: Trends, Risks and Global Research Perspectives	The Synergy of Ethical Stewardship: Evaluating the Tripartite Linkage between Corporate Sustainability, Governance and Firm Valuation in Global Markets	January 2026	978-93-5679-396-5	Yes	Immortal Publications
4	Vandana N. Revankar, G. Nivashini, P. Selvakumar, K. L. Meera, Undabatla Rambabu, M. R. Arun, T. C. Manjunath	Innovative Decision-Making in Engineering: The Role of Cognition, Heuristics and Human Factors	Decision Making in Human-Computer Interaction	November 2025	979-8-3373-5702-7	Yes	IGI Global Scientific Publishing
5	Dr. Naresh Ogirala, NagaLakshmi Yaddanapudi	Machine Learning Applications in E-Commerce, Finance and Human Resource Management	ML-Based Fraud Detection and Risk Assessment Models in Digital Payment Systems	October 2025	978-93-4955-290-6	Yes	Rademics Research Institute
6	Dr. Undabatla Rambabu, Mr. K. Ravi Kiran Yasaswi	Educational Transformation through Globalization & Technology	Transformative Role of Artificial Intelligence in Education	August 2025	978-81-991683-4-3	Yes	A2Z EduLearningHub

Head of the department