



# LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC & NBA (CSE, IT, ECE, EEE & ME)

Approved by AICTE, New Delhi and Affiliated to JNTUK, Kakinada

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## School of Management Studies

### Research & Development Publications for the A.Y 2016-17

S.No	Name Of The Authors	Title Of The Paper	Name Of The Journal	Indexing
1	Srinivas Lakkoju	HRD Climate In Indian Banks: An Urban Rural Comparison	Indian Journal Of Industrial Relations	Erstwhile UGC
2	Srinivas Lakkoju	Importance-Performance Analysis Of Service Quality In Higher Education: A Case Study	Indian Journal Of Industrial Relations	Erstwhile UGC