



## 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

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#### List of Journal Articles Published By Faculty during A.Y 2018-19

1. **Dr.Adishesha Reddy. A**, Dr.V.V.Narsi Reddy, Brand Preference Of Mobile Phones Among Amaravati Region College Students- A Case Study, Global Journal Of Engineering Science And Researches, Special Issue July 2018, ISSN 2348-8034
2. **Dr.V.V.Narsi Reddy**, Dr.Adishesha Reddy. A, Human Resource Development Practices In SCCL - A Case Study Of Kothagudem Area, Telangana, Global Journal Of Engineering Science And Researches, Special Issue July 2018, ISSN 2348-8039
3. **Ravikiran Ysaswi. K**, Common Error In Depreciation Computation, Research Review International Journal Of Multidisciplinary, Special Issue July 2018, ISSN 2455-3085
4. **Ram Babu. U**, Jeyalakshmi. R, Kalyan Kumar. B, An Evaluation Of Select Equity Linked Savings Schemes In India, Global Journal Of Engineering Science And Researches, Special Issue July 2018, ISSN 2348-8034
5. **Ravikiran Ysaswi. K**, Kalyani. D, Siva Reddy. P, A General Perspective On Classification Of Humans, International Journal Of Movement Education And Social Science, Volume 7, Issue 3, 2018, ISSN 2278-0793 (Print), ISSN 2321-3779 (Online)
6. **Chandrasekhar Yadav. T**, An Evaluation Of HRD Outcomes Among Employees Of It Industry, International Journal Of Management Studies, Volume V, Issue 3(6), 2018, ISSN 2249-0302
7. **Siva Reddy. P**, Ravikiran Ysaswi. K, Equity Crowdfunding In Europe-A New Financial Phenomenon For Gen Z Entrepreneurs, International Journal Of Recent Technology And Engineering, Volume 7, Issue 6S5, 2019, ISSN 2277-3878
8. **Siva Reddy. P**, Ravikiran Ysaswi. K, Kalyan Kumar. B, The Upswings Of Indian Stock Markets-A Comparative Study With Asian Markets, International Journal Of Recent Engineering Research And Development, Volume 3, Issue 9, 2018, ISSN 2455-8761
9. **Venkateswarlu. D**, Ravikiran Ysaswi. K, A Study On Consumer Perception Towards Hero Two Wheelers With Special Reference To Vijayawada City, Journal Of Management Research And Analysis, Volume 5, Issue 4, 2018, ISSN 2394-2762
10. **Chandrasekhar Yadav. T**, Saibabu. P.C., Meeravali Shaik, An analysis of HRD climate in IT Industry at Hyderabad, IOSR Journal of Business and Management, Volume 20, Issue 11, 2018, eISSN 2278-487X, pISSN 2319-7668
11. **Dr.V.V.Narsi Reddy**, Siva Reddy. P, Perpetual transition management- The dimensions and strategies, Volume 4, Issue 2, 2018, ISSN 2394-594X
12. **Dr.Adishesha Reddy. A**, Siva Reddy. P, A Comparative Study On Volatilities Of Asian Stock Markets, AIMS Journal Of Management, Volume 4, Issue 2, 2019, ISSN 2395-6852

13. **Dr.Adishesha Reddy. A**, Siva Reddy. P, Human Capital Telentum Analytics-A Focus Study On Schools Of Business In Telangana & Karnataka, International Journal Of Recent Technology And Engineering, Volume 7, Issue 6S5, 2019, ISSN 2277-3878
14. **Siva Reddy. P**, Cyber Laws And Cyber Security: The Jurisprudence And Judicature, Indian Journal Of Computer Science, Volume 3, Issue 6, 2018, ISSN 2456-4133
15. **Dr.Rajasekhar. T**, Enhancing The Entrepreneurial Skills In Students: A Comparative Study, International Journal Of Management, Technology And Engineering, Volume IX, Issue VI, 2019, ISSN 2249-7455
16. **Dr.V.V.Narsi Reddy**, Social Sector Expenditures And Their Impact On Human Development In India: Empirical Evidence During 2001-02 To 2015-16, International Journal Of Recent Technology And Engineering, Volume, Issue, 2019, ISSN 2277-3878
17. **Dr.V.V.Narsi Reddy**, Performance Of Life Insurance Corporation Of India: A Post-Deregulation Experience, International Journal Of Management, Technology And Engineering, Volume, Issue, 2019, ISSN 2249-7455