



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 Journal Articles Published By Faculty during A.Y 2019-20

1. **Siva Reddy. P**, The Psychometric Dimension Of HCBA, Waffen-Und Kostumkunde Journal, Volume 11, Issue 3, Mar-2020, ISSN 0042-9945 (**Open Access**)
2. **Venkateswarlu. D**, Jeyalakshmi. R Ram Babu. U, , Positive Influence Of Competitive Pressure On Customer Satisfaction, Waffen-Und Kostumkunde Journal, Volume XI, Issue 2, Feb-2020, ISSN 0042-9945 (**Open Access**)
3. **Chandrasekhar Yadav Thota**, Organizational Development And Its Impact On Employees In Selected It Companies In Hyderabad, India., Waffen-Und Kostumkunde Journal, Volume XI, Issue 2, Feb-2020, ISSN 0042-9945 (**Open Access**)
4. **Siva Reddy. P**, Trend Analysis Of NTPS: The Exposure, Journal Of Information And Computational Science, Volume 10, Issue 3, Mar-2020, ISSN 1548-7741 (**Scopus Indexed**)
5. **Dr.Srinivas. L**, Work–Life Satisfaction In Academia: Myth Or Reality?, Decision, Volume 47, Issue 2, Jun-2020, ISSN 0304-0941 (**WoS Indexed-ESCI**)
6. **Dr.V.V.Narsi Reddy**, Determinants Of Life Insurance At Household Level: An Empirical Analysis Of Andhra Pradesh, India., Waffen-Und Kostumkunde Journal, Volume 11, Issue 2, Feb-2020, ISSN 0042-9945 (**Open Access**)
7. **Dr.V.V.Narsi Reddy**, A Study On Competency Mapping In Ramky Estates And Firms Limited, Our Heritage, Volume 68, Issue 30, Feb-2020, ISSN 0474-9030 (**Open Access**)
8. **Jeyalakshmi. R** Venkateswarlu. D Ram Babu. U, Impact Of Citizenship Amendment Act On Indian Sovereignty, GEC’s International Journal Of Innovation Technology And Management, Volume 6, Issue 1, Feb-2020, ISSN 2394-594x (**Open Access**)
9. **Dr.V.V.Narsi Reddy**, A Study On Buying Preferences Towards Small Cars In Vijayawada City, GEC’s International Journal Of Innovation Technology And Management, Volume 6, Issue 1, Feb-2020, ISSN 2394-594x (**Open Access**)
10. **Dr.V.V.Narsi Reddy**, Macro-Economic Determinants Of Life Insurance Business – Empirical Evidence During 2000-01 To 2015-16, International Journal Of Engineering And Advanced Technology, Volume 9, Issue 2, Dec-2019, ISSN 2249-8958, (**Scopus Indexed**)
11. **Siva Reddy. P**, Crowd Funding - The Dimensions & Strategies, IOSR Journal Of Business And Management, Volume 21, Issue 7, Jul-2019, E-ISSN: 2278-487x, ISSN 2319-7668 (**Open Access**)
12. **Siva Reddy. P** Ravikiran Ysaswi. K Kalyan Kumar. B, Crowdfunding - The Investment Tool For Millennial Entrepreneurs, Vision: Journal Of Indian Taxation, Volume 6, Issue 1, Aug-

2019 (Open Access)

13. **Siva Reddy. P**, Entrepreneurial Analytics On APSFC, Iosr Journal Of Business And Management, Volume 21, Issue 7, Jul-2019, E-Issn: 2278-487x, ISSN 2319-7668 (**Open Access**)
14. **Siva Reddy. P**, Equity Crowdfunding In Europe - A New Financial Phenomenon For Gen-Z Entrepreneurs, International Journal Of Business Insights And Transformation, Volume 12, Issue 2, Sep-2019, ISSN 0974-5874 (**Open Access**)
15. **Dr.Rajasekhar. T**, Dr.Narendra Babu. A, Gender Differences In Job Satisfaction, Waffen-Und Kostumkunde Journal, Volume 11, Issue 6, Jun-2020, ISSN 0042-9945 (**Open Access**)
16. **Dr.Rajasekhar. T**, Dr.Narendra Babu. A, Effect Of Influence Strategies And Leadership Styles On Job Satisfaction And Job Involvement, Test Engineering And Management, Volume 83, Issue 1, Jun-2020, ISSN 0193-4120 (**Open Access**)
17. **Siva Reddy. P**, Performance Evaluation Of Andhra Pradesh State Finance Corporation, Paideuma Journal, Volume Xii, Issue Xi, Nov-2019, ISSN 0090-5674 (**Open Access**)
18. **Siva Reddy. P**, Ravikiran Ysaswi. K Kalyan Kumar. B, Accounting Intelligence-The New Era In Accounting, Journal Of Information And Computational Science, Volume 9, Issue 10, Dec-2019, ISSN 1548-7741 (**Scopus Indexed**)
19. **Siva Reddy. P**, Dr.Adishesha Reddy. A, Human Capital Behavioural Analytics (HCBA) - The Psychometric Dimension, Journal Of Information And Computational Science, Volume 9, Issue 11, Dec-2019, ISSN 1548-7741 (**Scopus Indexed**)
20. **Dr.V.V.Narsi Reddy**, Macro-Economic Determinants Of Life Insurance Business - Empirical Evidence During 2000-01 To 2015-16, International Journal Of Engineering And Advanced Technology, Volume 9, Issue 2, Dec-2019, ISSN 2249-8958 (**Scopus Indexed**)
21. **Dr.Adishesha Reddy. A**, The Dimensions, Impact And Incidence Of Global Economic Meltdown, Journal Of Information And Computational Science, Volume 9, Issue 12, Dec-2019, ISSN 1548-7741 (**Scopus Indexed**)
22. **Siva Reddy. P**, Ravikiran Ysaswi. K, An Investment Tool For Millennial Entrepreneurs-Ecf, Adalya Journal, Volume 9, Issue 1, Jan-2020, ISSN 1301-2746 (**Open Access**)
23. **Ravikiran Ysaswi. K**, The Journey Of GST Accounting In India, Journal Of Information And Computational Science, Volume 10, Issue 1, Jan-2020, ISSN 1548-7741 (**Scopus Indexed**)