



# 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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## Department of Master of Business Administration

### Students publications

#### BOOKS / CHAPTERS

S. No.	Authors	Title of the Book	Publisher	Published Year	ISBN No
1.	M.SarathKumar (19761E0074),	Social and Economic Impact of Covid-19 on India and World at large	Bhumi Publishing	2020	978-93-88901-11-6.1

#### RESEARCH PAPERS

S. No.	Authors	Title of the Paper	Publisher	Published details	ISSN No
1	1.Dr.A.Adishesha Reddy 2.Mr.B.Ajay (18761E0006)	Performance of the MSME Sector in India-An Overview	AIMS Journal of management (J Gate Indexed) (UGC approved Journal)	July 2020 Vol.6,No.1, Page no: 36-58	2395-6852
2	M.Sarath Kumar (19761E0074)	Social and Economic Impact of Covid 19 on India and Recovery Potential	Journal of Advanced Research in Technology and Management Sciences	Vol:02 Issue:03 Page no :14-23. May-June 2020	2582-3078
3.	1.Mr.P.SivaReddy 2.M.Ramadevi (18761E0026) 3.Y.Keerthana (18761E0060) 4. D.Praneetha (18761E0012).	The Psychometric Dimensions of HCBA	WAFFEN-UND KOSTUMKUNDE JOURNALI	Volume XI ,Issue III Page no:142	0042-9945

4.	1.Mr.P.SivaReddy 2.Y.Keerthana (18761E0060)	Trend Analysis Of NTTPS The- Exposure	Journal of Information and Computational Science	Vol.10. Issue3-2020 Page no:1089	1548-7741
5.	1.Dr.V.V.NarsiReddy 2.B.Susmitha (18761E0064)	A Study on Competency Mapping in Ramky Estates and Firms Ltd	Our Heritage Journal	Vol.68. Issue30, February,2020 (UGC CARE Indexed) PageNo:288	0474 –9030
6.	1.Dr.V.V.Narsi Reddy 2.Mr.V.N.M Reddy (18761E0055)	A Study on Buying Preferences towards Small Cars in Vijayawada city, AP, India	GEC's International Journal of Innovation Technology and Management	Vol.VI, Issue-I Page No:26 February,2020	2394-594X
7.	P.Jagadeesh (18761E00A2)	Customer Relationship Management	International Journal Of Innovative Research & Creative Technology	Vol 6 Issue5,2020	2454-5988
8.	1.Dr.A.Adishesha Reddy 2.Mr.P.Siva Reddy 3. B.Hemanthsai (18761E0006)	A comparative Study on Volatilities of Asian stock markets	AIMS Journal of Management (UGC approved Journal)	Vol.4, No.2 Jan 2019 Page No:182- 192	2395-6852
9	1.Dr.L.Srinivas 2.Vani Thamma (13761E0089) 3. Nirmala Deepika (13761E0066).	How good is Employee Welfare in Indian PSUs? Some Emperical Evidence	An International Journal of Management studies in Gokaraju Ranga Raju Institute of Engineering & Technology in Management today	Vol.7.No.4, Page No:187- 193 25 <sup>th</sup> December 2017	2348-3989
10.	1.Dr.Srinivas 2.LakshmiTirumala, CH(13761E0013)	Rank and gender Based Comparison of HRD Sub- Systems : A Study Among Non Works Executives In RINL- VSP”	Pravara Centre For Management Research &Development UGC approved	Vol 16.No.2 Jul-December 2017	2278-0165

**Conferences:**

<b>S. No.</b>	<b>Authors</b>	<b>Title of the Paper</b>	<b>National/ International</b>	<b>Organized by</b>	<b>Conference date</b>
<b>1</b>	1.Dr.A.Adishesha Reddy 2.Mr.B.Ajay (18761E0006)	Skill development and Entrepreneurship for Micro and Small Enterprises	International Conference	31 <sup>st</sup> AIMS Annual Management Education Convention 2019 In association with Delhi School of business	August 29-31, 2019