



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada
L.B. Reddy Nagar, Mylavaram, NTR District, Andhra Pradesh - 521230



Master of Business Administration

A.Y: 2020-21

S.No	Authors	Title of the paper	Publisher	Published Year	ISBN No/ ISSN No
1	A.Adishesha Reddy B.Ajay Reddy (18761E0006)	Performance of the MSME Sector in India: An Overview	AIMS	2020-21	ISBN 2395-6852
2	Jagadeesh Kumar P (18761E00A2)	Customer Relationship Management	IJIRCT	2020-21	ISSN:2454- 5988

Head of the Department