

S.No	Title of the paper	Name of the Author	Journal Name	Year	ISSN Number	Impact factor	Indexing
1	Taxation on Agricultural income: Impact of GST	Dr M Kishore Babu	International journal of Innovative research and advanced studies	2017-18	2394-4404		Scopus
2	Knowledge, Attitude and Practice assessment about Bio Medical waste Management among healthcare personnel in Government general hospital, Andhra Pradesh	Dr M Kishore Babu	British Journal of Bio- Medical Research	2017-18	2456-9739	3.35	Scopus
3	International Human resource Management: Challenging to cultural strategic management by decentralisation	Dr M Kishore Babu	Advance Research, Ideas and Innovations in Technology	2017-18	2454-132X	4.295	Scopus
4	Consumer Online shopping behaviour in retail sector	Dr M Kishore Babu	Journal of Global Management outlook	2017-18	2277-3789	3.01	Scopus
5	A Study on the Performance of Kotak Mahindra Bank for Pre and Post- Period	Dr K Hema Divya	International Journal of Mechanical Engineering and Technology (IJMET)	2017-18	0976-6359	9.2	Scopus
6	A Study on Effectiveness of Indian Banking Ombudsman	Dr K Hema Divya	International Journal of Mechanical Engineering and Technology (IJMET)	2017-18	0976-6359	9.2	Scopus
7	A Study on the Effectiveness of Technical Analysis on Indian Private Sector Banks Research	Dr K S Sekhar	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar, Open-J-Gate
8	Performance of Indian NSE stock market –A study on pre and post implementation of dear monetization from November 1 <sup>st</sup> 2015 to November 1 <sup>st</sup> 2017	Dr K S Sekhar	International journal of business, management and allied sciences (IJBMAS).	2017-18	2349-4638	5	Google Scholar, Open-J-Gate
9	The role of financial inclusion in the development of economy – with reference to banking sector	Dr K S Sekhar	International journal of business, management and allied sciences (IJBMAS).	2017-18	2349-4638	5	Google Scholar, Open-J-Gate
10	The role of information and communication technology in financial inclusion	Dr K S Sekhar	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
11	A Study on Marketing Strategies using Social Media in Facebook, Youtube, Pinterest,	Dr K S Sekhar	International Journal of Engineering & Technology,	2017-18	2227-524X	9.2	Scopus
12	Role of leadership styles in quality of work life: A study on education sector	Dr K S Sekhar	International Journal of Mechanical Engineering and Technology (IJMET)	2017-18	0976-6359	9.2	Scopus
13	Role of lean manufacturing leadership on technology transfer in India: A facet of manufacturing industries with reference to Guntur district Andhra Pradesh.	Dr K S Sekhar	International Journal of Mechanical and Production Engineering Research and Development (IJMPERD)	2017-18	2249-8001	7.6	Scopus
14	Role of effective leadership on performance management system: A study in banking sector in Krishna District	Dr K S Sekhar	International Journal of Civil Engineering and Technology (IJCIET)	2017-18	0976-6316	9.68	Scopus
15	Impact of learning environment and organisational variables on the employability skills of engineering graduates- Empirical study	Dr M Kishore Babu	Journal of Advanced Research in Dynamical and Control System	2017-18	1943-023X	0.22	Scopus

16	Factors of Employability skills of Engineering Graduates: An analytical study using Friedman test Multiple Regression	Dr M Kishore Babu	International Journal of Engineering and Technology	2017-18	2227-524X	9.2	Scopus
17	Role of Small Scale Industries in Rural Development with special reference to Maharashtra State & Its Industrial policy 2013	Dr Subhash Dhone	Dnyanganga Management Journal	2017-18	2277-453X		
18	Major Issues of Rural and Balanced Development in India	Dr Subhash Dhone	Dnyanganga Management Journal	2017-18	2277-453X		
19	A study on investors awareness towards mutual funds investment	Dr V N Sailaja	International Journal Of Civil Engineering And Technology (IJCIET)	2017-18	0976-6316	9.78	Scopus
20	An empirical study on impact of macro variables on sectoral indices in india	Dr V N Sailaja	International Journal Of Civil Engineering And Technology (IJCIET)	2017-18	0976-6317	9.78	Scopus
21	A study on financial inclusion awareness through Pradhan Mantri Jan-Dhan Yojana in Guntur Dt	Dr V N Sailaja	International Journal Of Mechanical Engineering And Technology (IJCIET)	2017-18	0976-6359	9.228	Scopus
22	A study on low latency trading in indian stock markets	Dr V N Sailaja	International Journal Of Civil Engineering And Technology (IJCIET)	2017-18	0976-6317	9.78	Scopus
23	Industrial training exposure in hotels and its impact on under graduate students – challenges and remedies	Dr V N Sailaja	International Journal Of Mechanical Engineering And Technology (IJCIET)	2017-18	0976-6359	9.228	Scopus
24	Survey Of Algorithmic Trading Strategies In Equities And Derivatives	Dr V N Sailaja	International Journal Of Mechanical Engineering And Technology (IJCIET)	2017-18	0976-6359	9.228	Scopus
25	Quantitative Finance - Black Box Trading Models	Dr V N Sailaja	International Journal Of Applied Business And Economic Research	2017-18	0972-7302	0.26	Scopus
26	Effects of Demographic Variables on Employee Empowerment: A Study on Central Public Sector Enterprises in India	Dr V N Sailaja	Siddhant	2017-18	2231 0649	3.29	ICI, Google Scholar, EBSCO, J-Gate
27	Employee Empowerment and Organisational Effectiveness: A Study on Central Public Sector Enterprises in India	Dr. Simanchala Das	Itihas	2017-18	2249 7803	5.8	ICI, Google Scholar, EBSCO, J-Gate
28	Occupational Stress and Job Satisfaction: A Study of Automotive Industry in India	Dr. Simanchala Das	IJMET	2017-18	0976- 6359	3.46	SCOPUS, Google Scholar
29	Financial Literacy and Financial Inclusion in India Revised Paper, (January-2018) Originally meant for- 2nd Policy Forum on Financial Literacy and Financial Inclusion	Dr. V. V. Madhav	International Journal of Pure and Applied Mathematics	2017-18	1311-8080	0.29	Scopus

30	A Study on Performance Evaluation and Factors Attracting Investors to Invest on Mutual Funds in Kurnool District of Andhra Pradesh	Dr. V. V. Madhav	International Journal of Pure and Applied Mathematics	2017-18	1311-8080	0.29	Scopus
31	A Study on Performance Evaluation of Mutual Fund Schemes in Andhra Pradesh	Dr. V. V. Madhav	I J A B E R	2017-18	0972-7302	0.26	Scopus
32	India's Macroeconomic Challenges for Achieving allround Development during Pre & Post-Global 2008 Crisis (Revised - July, 2017)	Dr. V. V. Madhav	I J A B E R	2017-18	0972-7302	0.26	Scopus
33	TRENDS IN NON-PERFORMING ASSETS: A BIRD'S EYE VIEW ON ASSET QUALITY OF ANDHRA BANK	Dr. V. V. Madhav	Journal of Advanced Research in Dynamical and Control Systems	2017-18	1943-023X	2.2	Scopus
34	EMPIRICAL EVALUATION OF NON-PERFORMING ASSETS: A STUDY ON PACS, SCARDBS AND PCARDBS	Dr. V. V. Madhav	Journal of Advanced Research in Dynamical and Control Systems	2017-18	1943-023X	2.2	Scopus
35	A Study on Factors Influencing Financial Innovation In Indian Stock Market	Dr. V. V. Madhav	Research Journal of Social Science & Management	2017-18	2251-1571	6.88	
36	An Analytical Perspective on Growth of Indian Capital Market – A Discussion Paper	Dr. V. V. Madhav	International Journal of Trend in Research and Development	2017-18	2394-9333	4.004	
37	Does Management Institution in India offer and Equip Students a Socially Responsible Culture That Foster Ethics, Values & Leadership Skills?	Dr. V. V. Madhav	International Journal of Trend in Research and Development	2017-18	2394-9334	4.004	
38	A Study on human resources management practices on employee commitment at Hotel Gateway-Vijayawada	Dr. V. V. Madhav	International journal of commerce IT & Management(IJRCM)	2017-18	0976 - 2183	5.09	Ebsco,google scholar
39	A study on impact of organizational culture on organizational development with specific reference to fortune murali park hotel in vijayawada	Dr.A.Bala Saraswathi	Kaav international journal of economics commerce and business management(KAAV)	2017-18	2349-4638	2.8972	J- Gate,CiteFactor
40	A study on causes of stress and methods of managing stress among paramedical and auxiliary staff at selected hospitals in vijayawada	Dr.A.Bala Saraswathi	South Asia journal of multidisciplinary studies(SAJMS)	2017-18	2349-7858	3.213	UGC
41	Impact of profitability on the financial performance of industries (a study on select pharmaceutical industries in india)	Dr.A.V.N.Murthy	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J- Gate,CiteFactor
42	Effective of interest rates changes on profitability of banking industry in india	Dr.A.V.N.Murthy	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
43	Sales competencies in telecom sector: a study of vodafone in guntur	Dr.A.V.S.Kamesh	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J- Gate,CiteFactor

44	Employee Perception on the impact of HRIS on Productivity: A Study of select IT organizations in Hyderabad.	Dr.A.V.S.Kamesh	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
45	The effectiveness of job analysis: a study on accenture, bangalore	Dr.A.V.S.Kamesh	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar,Open-J-Gate
46	Value added statements: analysis on volkswagen	Dr.Aruna Polisetty	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
47	A Study On Awareness Of Customers In Selecting Over The Counter (Otc) Drugs In Vijayawada	Dr.B.Kishore Babu	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
48	A study on awareness about management education among hotel management students in vijayawada	Dr.B.Kishore Babu	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
49	A study on factors influencing in selection of reliance jio”	Dr.B.Kishore Babu	IJMFSMR	2017-18	2277-3624	3.454	i-scholar
50	A study on factors influencing in selection of mobile hand sets, guntur	Dr.B.Kishore Babu	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
51	Pre - Wedding Photoshoots: A Socio Cultural Change ( Perceptins of engeged couples about Pre-Wedding Photo Shoots, Hyderabad)	Dr.B.Kishore Babu	Journal of Advanced Research in Dynamical and Control Systems	2017-18	1943-023X	2.2	Scopus
52	A Study on Engineering Students awareness and Myths about Chickenpox in Guntur, Andhra Pradesh	Dr.B.Kishore Babu	International Journal of Mechanical Engineering and Technology (IJMET)	2017-18	0976-6359	9.2	Scopus
53	A Study on Civil Engineering Students Perception towards Demonetisation in Guntur District, Andhra Pradesh	Dr.B.Kishore Babu	International Journal of Civil Engineering and Technology (IJCIET)	2017-18	0976-6316	9.68	Scopus
54	A study on consumer behaviour towards bathing soaps (lux, dove, pears)	Dr.D.Prasanna Kumar	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
55	A study on consumer perception towards online shopping in vijayawada	Dr.D.Prasanna Kumar	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
56	A study on customer perception towards online advertisements an empirical study in vijayawada	Dr.D.Prasanna Kumar	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
57	A study on crm activities and its impact on customer satisfaction in big bazaar, vijayawada	Dr.D.Prasanna Kumar	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
58	A study on factors influence customers to e-commerce sites’	Dr.D.Prasanna Kumar	Kaav international journal of economics commerce and business management(KAAV)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
59	A study on customer relationship managementin axis bank vijayawada	Dr.D.Prasanna Kumar	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor

60	A study on credit card users in vijayawada	Dr.D.Prasanna Kumar	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
61	A comprehensive review of consumer switching behaviour in mobile telephony industry in hyderabad	Dr.D.Prasanna Kumar	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
62	A study on Issues of Employee Retention in Indian IT Industry	Dr.D.Srinivasa Rao	International journal of research in computer application and management(IJRCM)	2017-18	0976 - 2183	5.09	Ebsco,google scholar
63	Job Satisfaction And Mental Health Of It Professionals	Dr.D.Srinivasa Rao	International journal of commerce IT &Management(IJRCM)	2017-18	0976 - 2183	5.09	Ebsco,google scholar
64	A study on hr challenges in hospitality industry with special reference to the city of vijayawada	Dr.D.Srinivasa Rao	South Asia journal of multidisciplinary studies(SAJMS)	2017-18	2349-7858	3.213	UGC
65	A study on employees' competency mapping	Dr.D.Sundari	KAAV International journal of Economics, Commerce & Business Management	2017-18	2348-4969	7.8902	Google Scholar
66	Implementation of total quality management and its impact on organizational effectiveness - coca cola, athmakuru	Dr.D.Sundari	KAAV International journal of Economics, Commerce & Business Management	2017-18	2348-4969	7.8902	Google Scholar
67	Measuring hr is effectiveness	Dr.D.Sundari	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
68	A Glimpse on Retailers of Realty Sectors in India: A Special focus on AP	Dr.D.Sundari	Journal of Advanced Research in Dynamical and Control Systems	2017-18	1943-023X	2.2	Scopus
69	A Study on Currency Depreciation: Impact on Indian Economy	Dr K S Sekhar	International journal of commerce economics &Management(IJRCM)	2017-18	0976 - 2183	5.09	Ebsco,google scholar
70	A study on the effectiveness of technical analysis on indian private sector banks	Dr K S Sekhar	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar,Open-J-Gate
71	Analytical study on automobile sector companies in price movement of shares	Dr K S Sekhar	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar,Open-J-Gate
72	A study on factors influencing adoption of internet banking: with reference to vijayawada, andhra pradesh	Dr K S Sekhar	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
73	A study on factors causing for the adoption of third party logistics in retail sector	Dr K S Sekhar	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
74	A critical study on impact of working capital management on profitability of manufacturing industry in india	Dr K S Sekhar	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
75	Quality of work life in education sector: With reference to deemed universities in Andhra Pradesh,	Dr K S Sekhar	International Journal of Mechanical Engineering and Technology (IJMET),	2017-18	0976-6359,	9.2	Scopus

76	A study on role of emotional intelligence on employee performance,	Dr K S Sekhar	International Journal of Civil Engineering and Technology (IJCIET),	2017-18	0976-6316	9.68	Scopus
77	Role of leadership on employee retention: A study on corporate hospitals.	Dr K S Sekhar	International Journal of Mechanical Engineering and Technology (IJMET)	2017-18	0976-6359	9.2	Scopus
78	Role of leadership in strategic talent management: A Study in Tech Mahindra.	Dr K S Sekhar	International Journal of Civil Engineering and Technology (IJCIET)	2017-18	0976-6316,	9.68	Scopus
79	New leadership in the digital era: A conceptual study on emotional dimensions in relation with intellectual dimensions.	Dr K S Sekhar	International Journal of Civil Engineering and Technology (IJCIET)	2017-18	0976-6316	9.68	Scopus
80	A Study on option strategies in equity derivatives with reference to the Indian bulls Securities ltd	Dr.K.Srinivasulu	International journal of commerce economics & Management(IJRCM)	2017-18	0976 - 2183	5.09	Ebsco,google scholar
81	A study on non-performing assets management w.r.to select public setor banks	Dr.K.Srinivasulu	Kaav international journal of economics commerce and business management(KAAV)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
82	To assess the impact of strategic human resource management practices on organizational performance of indian manufacturing companies.	Dr M Kishore Babu	South Asia journal of multidisciplinary studies(SAJMS)	2017-18	2349-7858	3.213	UGC
83	The impact of store environment on buying decision of customers in retail setting	Dr M Kishore Babu	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar,Open-J-Gate
84	Patient satisfaction towards multi speciality hospital - a case study of ramesh hospitals, vijayawada	Dr.N.Bindu Madhavi	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
85	A study on market potential for exclusive store based plastic household retail units in andhra pradesh & telangana	Dr.N.Bindu Madhavi	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
86	Factors influecing post purchase behaviour of passenger car customers of hyundai	Dr.N.Bindu Madhavi	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
87	Adoption of Ecommerce in Indian SMEs: A Study in the State of Telangana	Dr.N.Bindu Madhavi	International Journal of Applied Business and Economic Research	2017-18	0972-7302	0.26	Scopus
88	Barriers to Adopting E-commerce for SMEs in Developing Cities: An exploratory study in Hyderabad	Dr.N.Bindu Madhavi	International Journal of Economic Research	2017-18	0972-9380		Scopus
89	A study on cost-benefit analysis of installing solar panels in favour to society in vijayawada: andhra pradesh	Dr.P.Raja babu	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor

90	A study on anti-money laundering policies and its practices in banking sector	Dr.P.Raja babu	Kaav international journal of economics commerce and business management(KAAV)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
91	An analysis of personal financial literacy among college students in vijayawada: andhra pradesh	Dr.P.Raja babu	Journal of management research and development(JMRD)	2017-18	2347-3940	4.86	Google Scholar
92	A study on practices of forensic auditing in software companys	Dr.P.Raja babu	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
93	A study on the role of money lenders in guntur district a.p	Dr.P.Raja babu	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
94	Micro Insurance -Mechanism and Opportunities for the sustainable Development of Indian Economy	DR.P.Raja Babu	International Journal of Mechanic	2017-18	ISSN Print: 09	9.2286	Scopus
95	Determinants of impulse buying attitude of organized retail shoppers	Dr.P.V.Vijay kumar reddy	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
96	A Study on Usage of Technology in Banking Sector with reference to Selected Banks	Dr.V.N.Sailaja	International journal of commerce IT &Management(IJRCM)volume 7 issue 11(november)	2017-18	0976 - 2183	5.09	Ebsco,google scholar
97	A study on impact of buy back of shares on company eps p/e ratio and market price of the shares.	Dr V N Sailaja	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar,Open-J-Gate
98	A study on factors influencing financial innovation in indian stock market	Dr. V. V. Madhav	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar,Open-J-Gate
99	India's macroeconomic challenges for achieving all round development during pre and post-global 2008 crisis	Dr.Venu Madhav	Journal press of India(JPI)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
100	Financial Performance of BSE PSU Index -A Time Series Data Analysis	Jakeer Hussain Shaik	International Journal of Civil Engineering and Technology (IJCIET)	2017-18	0976-6308	4.19	InfoBase Index (scopus)

101	A Study on Testing Performace of NIFTY Commodity Index Constituent Companies in INDIA using Carhart Four Factor Mode: Empirical Analysis	Jakeer Hussain Shaik	International Journal of Civil Engineering and Technology (IJCIET)	2017-18	0976-6309	4.19	InfoBase Index (scopus)
102	A Study On Indian Start-Ups And Hr Challenges	Jikku susan kurien	International journal of research in commerce and management(IJRCM)	2017-18	0976 - 2183	5.09	Ebsco,google scholar
103	Social Media Recruitment in India: An Empirical Study	Jikku susan kurien	Kaav international journal of economics commerce and business management(KAAV)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
104	Employee resistance towards organizational change	Jikku susan kurien	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar,Open-J-Gate
105	Stress management: a study of techniques adapted by software companies to extend helping hand to employees	Jikku susan kurien	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
106	Consumer perception towards organized& unorganized retail store in vijayawada	M.V.A.L.Narasimha Rao	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
107	Customer reliance on social media information for buying decisions: a study about the reliability on smi with reference to vijayawada	M.V.A.L.Narasimha Rao	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
108	A study on problems faced by online consumers at vijayawada	M.V.A.L.Narasimha Rao	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
109	Effect of green marketing strategies on consumer behavior: special reference to vijayawada'	M.V.A.L.Narasimha Rao	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
110	Csr and hrm nexus – role of hr officials in the field of csr.	Mrs jikku kurien	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar,Open-J-Gate
111	A study on determinants of online Ads quality	Dr.P.V.Vijay kumar reddy	International journal of research in computer application and management(IJRCM)	2017-18	0976 - 2183	5.09	Ebsco,google scholar
112	A study on dimensions of service quality relation to customer satisfaction with reference to private sector banks	Dr.P.V.Vijay kumar reddy	International journal of commerce economics &Management(IJRCM)	2017-18	0976 - 2183	5.09	Ebsco,google scholar
113	A study on waste management practices in private hospitals in khammam district	Dr.P.V.Vijay kumar reddy	International journal of research in commerce and management(IJRCM)	2017-18	0976 - 2183	5.09	Ebsco,google scholar
114	Impact of online customer appraisal on online shopper buying decisions	Dr.P.V.Vijay kumar reddy	International journal of commerce IT &Management(IJRCM)	2017-18	0976 - 2183	5.09	Ebsco,google scholar



115	Customer reasons to opt Internet Banking with reference to Syndicate Bank, Vijayawada City, Andhra Pradesh	Prof T Umamaheswara Rao	IOSR JOURNAL(journal of business management)	2017-18	2278-487X 2319-7668	3.52	UGC
116	A study on Non Performing Assets in selected public and private sector banks in India	Prof T Umamaheswara Rao	International Research journal of Management and Commerce	2017-18	2348-9766	5.564	UGC
117	Perception of Bank officials towards causes of NPA	Prof T Umamaheswara Rao	International journal of Creative Research Thoughts	2017-18	2320-2882	5.97	UGC
118	Self Help Group: An effective approach in empowering marine fisher women folk	Prof T Umamaheswara Rao	Asia Pacific journal of Research	2017-18	2320-5504	6.58	UGC
119	Structural ratio as indicators of cash flow analysis on banking industry.	Prof.A.V.N.Murthy	Journal of management research and development(JMRD)	2017-18	2347-3941	4.86	Google Scholar
120	Use of cash flow ratios on the impact of profitability (a study on select software industries in hyderabad)	Prof.A.V.N.Murthy	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar,Open-J-Gate
121	Impact of brand equity on consumer buying behaviour	Prof.A.V.N.Murthy	IOSR JOURNAL(journal of business management)	2017-18	2319-7668	3.52	J-Gate
122	A study on perception of women consumers towards private label apparels; both in online and offline stores in vijayawada.	Prof T Umamaheswara Rao	International journal of business management and allied sciences(IJBMAS)	2017-18	2349-4638	2.8972	J-Gate,CiteFactor
123	A study on factors influencing youth to purchase motor bikes in vijayawada	Prof T Umamaheswara Rao	TIJ Publications Research journal of social science and management	2017-18	2251-1571	6.86	Google Scholar,Open-J-Gate