

**PUBLICATIONS IN JOURNALS**

**Articles Published**

**(Mention Impact Factor /Citation Index if any without fail)**

S.No	Author Name Co-authors	Title of the paper	Name of Journal/Book	Conferen ces	Year of Publication	Vol.&P.No	National/ internationa l	Impact Factor	ISBN	ISSN
1.	<b>M.Venkateswarlu B.Dasaradharami Reddy</b>	Problems and Prospects of Television Industry in India	Southern Economist		8 <sup>th</sup> January, 1993	Vol. 31, pp.15-16	National			
2.	<b>M.Venkateswarlu B.Dasaradharami Reddy</b>	Marketing of T.V.Sets – A Study of External and Internal Influences on Consumer Behaviour	Indian Journal of Marketing	-	August 1997	Vol.XXVII No.8 PP 20-24	National		-	-
3.	<b>Dr.M.Venkateswarlu</b>	Emerging Challenges of Electronic Banking	Discovery Publishing House		March 2004	Vol.27, No.8, pp.102-108	National			
4.	<b>Dr.M.Venkateswarlu</b>	Challenges of Indian Multi- National Corporations	Discovery Publishing House		March 2004	Vol.27, No.8, pp.85- 90	National			
5.	<b>Dr.M.Venkateswarlu</b>	Health – the Basic Necessity of Life	Vision		September 2005	Vol.25, No:1-2, pp.61-64	National			
6.	<b>Dr.M.Venkateswarlu K.Saritha</b>	Women Empowerment- a Perspective	Vision		December 2005	Vol.n25, No. 3-4, pp.80-84	National			
7.	<b>Dr.M.Venkateswarlu</b>	Financial Management of Health Institutions-A Case Study of Balaji Institute of Surgery, Research and Rehabilitation for the Disabled (BIRRD), Tirupati	Indian Journal of Accounting		December 2005	Vol. XXXVI(1), pp.51-55	National			
8.	<b>Dr.M.Venkateswarlu K.Balasubramanyam</b>	Facilitating factors for small scale industries - A case study of Chittoor district in Andhra	Personnel Focus		April - June 2006	Vol.26 No.1-2, pp.16-22				

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9.	<b>Dr.M.Venkateswarlu G.Sudhakaraiiah</b>	Co-operative Movement in India – A Perspective	Vision	-	Jan-June 2006	Vol.XXVI No.1-2 46-51	National		-	-
10.	<b>Dr.M.Venkateswarlu K.Balasubramanyam</b>	Problems and Prospects of Small Scale Industries – A Case study at Chittoor District in Andhra Pradesh	Business Vision	-	Aug-Oct- 2007	Vol.No.3, No.3 PP 94-97	National		-	-
11.	<b>Dr.M.Venkateswarlu L.Narayana Swamy</b>	Buying Problems of Rural Consumers: A Case Study of Chittoor District	Vision	-	April-Sep 2007	Vol.XXVII No. 2-3 Pp.87-94	National		-	-
12.	<b>Dr.M.Venkateswarlu G.Tirumalaiah</b>	Indian Mutual Fund Industry - An Analysis	Business Vision		May-July 2007	Vol.3, No.2, pp.9-14	National			
13.	<b>Dr.M.Venkateswarlu K.Balasubramanyam</b>	The Growth of Small Scale Industries in India - A Case study of Chittoor district in Andhra Pradesh	Vision		October- December 2007	Vol. 27, No.4, pp.49- 61	National			
14.	<b>Dr.M.Venkateswarlu G.Tirumalaiah</b>	Indian Banking -An over view.	Vision		January - March 2008	Vol. 28, No. 1, pp.25-35	National			
15.	<b>M.Venkateswarlu Yellaiah</b>	Wage and Salary Administration RRB's - A Case study of Sri Venkateswara Grameena Bank Chittoor Dist A.P	Vision		April - September 2008	Vol.28, No: 2-3, pp.67- 73	National			
16.	<b>Dr.M.Venkateswarlu Dr.C.Yellaiah</b>	Employer-Employee Relations in Regional Rural Banks	Business Vision	-	Jul-Sep, 2008	Vol.4, No.3 Pp.66-69	National			
17.	<b>Dr.M.Venkateswarlu Mr.G.Tirumalaiah</b>	Management of Non-Performing Assets of Commercial Banks	Business Vision	-	April-June 2010	Vol.6, No.2 Pp.47-55	National		-	-
18.	<b>Dr.M.Venkateswarlu Ms.K.Saritha</b>	Women Micro-Entrepreneurs An Analysis	Business Vision	-	April-June 2010	Vol.6, No.2 Pp.87-91	National			
19.	<b>M.Venkateswarlu G.Tirumalaiah and</b>	The Impact of MABARD's refinancing in Prakasam District	Vision	-	April- Sept.2010	Vol.XXX, No. 2-3	National		-	-

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20.	<b>Dr.M.Venkateswarlu K.Malyadri</b>	Refinance Operation of NABARD- Prakasam District	Business Vision, Management & Business Journal, Hyderabad.		Jun-Sep, 2010	Vol:6 No:3, pp.89-99	ISSN: 2231-5497			
21.	<b>Dr.M.Venkateswarlu C.Venkateswar Rao</b>	Tobacco Industry In India - An Empirical Study	Vision, Bhubaneswar		October-December, 2010	Vol:XXX No:4, pp.32-39	National			ISSN 2249-9857
22.	<b>V.Masulamani M.Venkateswarlu</b>	Socio Economic Conditions of Television Set Buyers in A.P: A Case Study in Chittoor District	ANU Journal of Commerce & Management, Guntur		Dec. 2010	Vol:2 No:2, pp.187-200				ISSN: 0976-0857
23.	<b>K.Subramanyam, Dr.G.Sudhakaraiyah and Dr.M.Venkateswarlu</b>	Buying Behaviour of Educational Text Books- A Case Study of Chennai City.	ANU Journal of Commerce & Management, Guntur		Dec. 2010	Vol:2 No:2, pp.131-141	National			ISSN: 0976-0857
24.	<b>M.Venkateswarlu C.Venkateswar Rao G.Sudhakaraiyah</b>	Growth and Development of Tobacco Production and Exports of Tobacco Industry in India-An Overview	PES Business Review, Bangalore		January 2011	Vol.6, Issue.1 pp. 50-56	National			ISSN 0973-919X
25.	<b>M.Venkateswarlu C.Kishore</b>	Leather Industry in India – An Overview	Vision		Jan-March 2011	Vol XXXI, No.1 pp. 104-114				-
26.	<b>R.Babu Prof.M.Venkateswarlu</b>	Motivation and Influencing Factors of MSMEs- A Case Study of Chittoor District in A.P	Osmania Journal of International Business Studies Hyderabad.		Jan-Jun And Jul-Dec, 2011	Vol.VI No.1&2, pp.105-112	International			ISSN: 00973-5372
27.	<b>K.Subramanyam, Prof.M.Venkateswarlu, Prof.K.Ramakrishnaiah and R.Babu</b>	Role of NGOs in Empowering the Women- A Study of RASS in Chittoor District of A.P	ANU Journal of Commerce and Management		Jan-Dec, 2011	Volume III, Number 1&2, pp.156-166	National			ISSN 0976-0857
28.	<b>Ch.Bandeiah Dr.M.Venkateswarlu</b>	Micro, Small and Medium Enterprises- A Case Study of SPSR Nellore District in A.P,	Business Vision, Management & Business Journal, Hyderabad		April-June, 2011	Vol:7, No:2,pp.19-26	National			ISSN: 2231-5497

29.	<b>Prof.M.Venkateswarlu C.Brahmaiah</b>	Job Satisfaction	Business Vision, Management & Business Journal, Hyderabad.		Oct-Dec, 2011	Vol:7, No:4, pp70-77	National			ISSN: 2231-5497
30.	<b>R.Neelima, C.Venkateswar Rao, Prof. K.Ramakrishnaiah and Prof. M.Venkateswarlu</b>	E-Banking Services for Customer's	Discovery Publishing House, PVT, Ltd. New Delhi.	National Seminar	2012	Pp:117-127			ISBN 93- 5056- 242-1	
31.	<b>K.Subramanyam Prof.Venkateswarlu</b>	Non-Performing Assets in Public Sector Banks- A Comparative Study	Osmania Journal of International Business Studies Hyderabad		Jan-Jun And July-Dec, 2012	Vol.VI No.1&2, pp.84-90	Internation al			ISSN 00973- 5372
32.	<b>C.Venkateswar Rao R.Babu and Prof.M.Venkateswarlu</b>	Production and Marketing of FCV Tobacco Growers in A.P- A Case Study	Business Vision, Management & Business Journal, Hyderabad		July-Sep, 2012	Vol. 8, No:3, pp.91-99	National			ISSN: 2231-5497.
33.	<b>D.Subramanyam C.Yellaiah and M.Venkateswarlu</b>	Buying Decision Process of Mobile Phone Buyers in Kadapa District Andhra Pradesh	ANU Journal of Commerce and Management		June-Dec., 2012	Vol.IV, No.1-2 Pp 60-70	National			ISSN: 0976-0857
34.	<b>D.Subramanyam M.Venkateswarlu</b>	Factors Influencing Buying Behaviour of Mobile Phone Buyers in Kadapa District-A Study	Paripex Indian Journal of Research		Nov. 2012	Vol:1, Issue:11, pp.3-5	National			ISSN -2250-1991
35.	<b>R.Babu Prof.M.Venkateswarlu</b>	Influencing Factors of MSMEs	Business Vision, Management & Business Journal, Hyderabad		Oct-Dec, 2012	Vol:8, No:4, pp.35-40	National			ISSN: 2231- 5497
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37.	<b>M.Venkateswarlu D.Subramanyam</b>	Socio Economic Conditions of Mobile Buyers-A Case Study of Kadapa District in Andhra Pradesh	Vision, Jayaprakash Narayan Institute of Economics and		Oct-Dec, 2012	Vol. No. XXXII, No.4, pp.6-14	National			ISSN 2249-9857

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38.	<b>K.Subramanyam Dr.M.Venkateswarlu</b>	Corporate Governance Practices In Indian Banks-A Study with Special Reference to Axis Bank and Corporation bank	Excel India Publishers	Internati onal Seminar	2013	pp. 197-205			ISBN 978- 93- 82062 -85-1	
39.	<b>Dr.K.Subramanyam Dr.M.Venkateswarlu</b>	Corporate Governance Practices in Indian Banks-A Study With Reference to Indian Bank	Spectrum Publications		2013	pp. 208-216			ISBN 978- 93828 29- 41-6	
40.	<b>Dr.Ch.Bandeiah Prof.M.Venkateswarlu</b>	Institutional Finance to MSMEs –A Study with Reference to A.P.S.F.C. in Rayalaseema Region of A P.	Vision, Jayaprakash Narayan Institute of Economics and Social Studies, Bhubaneswar		January- March, 2013	Vol.XXX III No-1, pp.11-19	National			ISSN 2249-9857
41.	<b>C.Brahmaiah M.venkateswarlu</b>	An Empirical Study on Organisational Climate in Tirumala Tirupati Devasthanams	Vision, Jayaprakash Narayan Institute of Economics and Social Studies, Bhubaneswar		January- March, 2013	Vol.XXX III NO-1, pp.112-121	National			ISSN 2249-9857
42.	<b>Mr.CH.Bandeiah Mr.R.Babu and Dr.M.Venkateswarlu</b>	Performance of State Financial Corporation-Promoting MSMEs in A.P.	Business Vision, Management & Business Journal, Hyderabad		April- June, 2013	Vol.: 9 No.2, pp.30-38	National			ISSN: 2231-5497
43.	<b>Varam Krishnaveni Prof.M.Venkateswarlu</b>	Consumer Behavior of Kitchenware Durables: A Study with Special reference to Madanapalli Town in Andhra Pradesh	Indian Journal of Research, Paripex, Ahammadabad		May-2013	Vol:2 Issues:5, pp.17-19	Internation al	0.3208		ISSN: 2250-1991
44.	<b>S.Suresh Babu Dr.M.Venkateswarlu</b>	Impact of Union Budget on Indian Stock Prices	Inter National Journal of Management		May-2013	Vol.3 Issues:5, pp.2890-	Internation al			ISSN 2249-7196

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45.	<b>Cr.C.Yellaiah Dr.M.Venkateswarlu</b>	Human Resource Planning, Recruitment and Selection in Regional Rural Banks: A Case Study of SGB in Chittoor District of Andhra Pradesh	Journal of Research, Extension and Development, Gandhigram, Dindigal Dist, Tamil Nadu		July-2013	Vol. I No. II, pp.82-86	National			ISSN:2319-1899
46.	<b>Dr.C.Venkateswar Rao Dr.R.Babu Dr.M.Venkateswarlu</b>	A Study on Production of FCV Tobacco in Andhra Pradesh	Research Explorer, SELP Trust		July-Dec., 2013	Volume-II, pp.15-17	International			ISSN: 2250-1940
47.	<b>S.Suresh Babu Dr.M.Venkateswarlu</b>	Impact of Foreign Institutional Investors on Indian Stock Market	Indian Journal of Research, Paripex, Ahamadabad		June-2013	Vol.3 Issues:5, pp.26-28	International			ISSN: 2250-1991
48.	<b>Varam Krishnaveni Prof.M.Venkateswarlu</b>	Factors Impacting Purchase Behaviour in Respect of Kitchenware Durables: A Study of Three Towns in Andhra Pradesh	Indian Journal of Research, Paripex, Ahamadabad		Aug-2013	Vol:2 Issue: 8, pp.26-31	International			ISSN 2250-1991
49.	<b>C.Venkateswar Rao M.Venkateswarlu</b>	Marketing Problems of Flue Cured Virginia Tobacco Growers in Andhra Pradesh- A Case Study of Prakasam District	Vision Jayaprakash Narayan Institute of Economics and Social Studies		Oct-Dec- 2013	Vol. XXXIII, No. IV, PP.37-47	National			-
50.	<b>D.Subramanyam Prof.M.Venkateswarlu</b>	Buying Decision Process of Mobile Phone Buyers in Kadapa District in Andhra Pradesh	SELP Journal of Social Science		October- December -2013	Vol-IV, Issue 18 pp.60-70	National			ISSN: 0975-9999
51.	<b>Ch.Bandeiah Dr.M.Venkateswarlu</b>	Facilitating Factors of the Select Sample MSMEs in Rayalaseema Region by A.P.S.F.C	ANU Journal of Commerce and Management Acharya Nagarjuna University, Guntur		Dec, 2013	Volume -V No.(2) pp,53-62	National			ISSN : 1976-0857
52.	<b>Dr.K.Subramanyam, Dr.D.Subramanyam and Dr.M.Venkateswarlu</b>	Role of Commercial Banks in Promotion of Microfinance through SHG-Bank Linkage-	SVM Publications		2014	pp. 9-17			ISBN 978-81-	

		with Special Reference to Indian Bank and Axis Bank							8998 5-97- 8	
53.	<b>D.Subramanyam M.Venkateswarlu</b>	Mobile Phone Industry in India- An Overview	Vision Jayaprakash Narayan Institute of Economics and Social Studies		Jan-March, 2014	Vol. No: XXX IV No:1, pp-96- 103	National			ISSN: 2249-9857
54.	<b>Dr.R.Babu, Dr.K.Subramanyam and Dr.M.Venkateswarlu</b>	Problems of MSMEs in Chittoor District of Andhra Pradesh	Osmania Journal of International Business Studies, Hyderabad	Internati onal Conferen ce on Global Business Opportun ities and Challeng es held on 27 <sup>th</sup> - 29 <sup>th</sup> March, 2014	Jan-June 2014	Vol.IX, No.1 pp.86-93	Internation al			ISSN: 00973-5372
55.	<b>Dr.R.Babu Prof.M.Venkateswarlu</b>	Institutional Finance to Micro, Small and Medium Enterprises – A case study of Chittoor District	Research Explorer		Jan-June, 2014	Vol.III, Issue.8 pp.62-65	Internation al			ISSN: 2250-1940
56.	<b>P.Beulah Sucharitha Dr.M.Venakteswarlu</b>	Economic Status of Micro Women Entrepreneurs- A Case Study of SPSR Nellore Corporation	Research Explorer		Jan-June, 2014	Vol.III, Issue.8 pp.94-97	Internation al			ISSN: 2250-1940
57.	<b>Dr.C.Venkateswar Rao Dr.D.Subramanyam</b>	Financial Inclusion –An overview	THAVAN International Journal of Research in Economics and Banking	Internati onal Seminar on Financial Inclusion , Thiruchir apalle	Dec-2013, Feb-2014	Vol.04, Issue No.09 pp. 152-155	Internation al			ISSN: 2277-1476

58.	<b>P.Beulah Sucharithe</b>	Socio Economic Conditions of Women Micro Entrepreneurs- A Case Study of SPSR Nellore District	Paripex-Indian Journal of Research		March 2014	Volume.3, Issue:3, pp.17-19	International	1.6714		ISSN: 2250-1991
59.	<b>Dr.R.Babu, Dr.CH.Bandeiah and Prof.M.Venkateswarlu</b>	Role of Micro, Small and Medium Enterprises in Indian Economic Development	Indian Journal of Applied Research, Ahmedabad		April 2014	Vol.4, Issue:4 pp.71-76	International	2.1652		ISSN-2249-555X
60.	<b>Dr.C.Yellaiah, Dr.G.Sudhakaraiiah and Dr.M.Venkateswarlu</b>	Food Grains Production in Andhra Pradesh : An Overview	International Journal of Scientific Research, Ahmadabad		May 2014	Volume 3, Issue 5 pp. 43-44	International	1.8651		ISSN No.2277-8179
61.	<b>Dr.D.Subramanyam, Dr.R.Babu and Dr.M.Venkateswarlu</b>	Mobile Phone Industry in Andhra Pradesh-An Overview	SELP Journal of Social Science Thiruchirapalle		July-Sep,2014	Vol.-V, Issue.21 pp.12-15	National			ISSN: 0975-9999
62.	<b>Dr.C.Venkateswar Rao, and Dr.M.Venkateswarlu</b>	Motional Factors Influencing Entrepreneurship in MSMEs- A Study with Special Reference to Gundlapalle(APIIC) of Prakasam District in Andhra PRadesh	SELP Journal of Social Science Thiruchirapalle		July-Sep,2014	Vol.-V, Issue.21 pp.31-37	National			ISSN: 0975-9999
63.	<b>Dr.K.Subramanyam, Dr.C.Yellaiah and Dr.M.Venkateswarlu</b>	Credit Deployment Pattern of Scheduled Commercial Banks in India	Research Explorer		July-Dec 2014	Vol-III, Issue 9 pp.28-31	International	0.389		ISSN: 2250-1940
64.	<b>Dr.C.Venkateswar Rao Dr.M.Venkateswarlu</b>	A Study on Auction System of Flue Cured Virginia Tobacco in Andhra Pradesh	Research Explorer, Indian Academic Research Association, Thiruchirapalle		July-Dec.2014	Vol.III, Issue .9 Pp.4-10	International	0.389		ISSN: 2250-1940
65.	<b>Dr.Y.Nagarau, Dr.C.Venkateswar Rao and Dr.M.Venkateswarlu</b>	Smokeless Tobacco in India- An Overview	SELP Journal of Social Science Thiruchirapalle		Oct-Dec, 2014	Vol.-V, Issue 22 pp.79-83	National			ISSN: 0975-9999
66.	<b>Dr.Ch.Bandeiah Dr.R.Babu Dr.M.Venkateswarlu</b>	Performance of MSMEs and the Role of APSFC in Rayalaseema and Coastal Andhra Region	Research Explorer, Indian Academic Research Association, Thiruchirapalle		July-Dec.2014	Vol.III, Issue .9 Pp.55-59	International	0.389		ISSN: 2250-1940
67.	<b>Dr.C.Yellaiah</b>	Progress and Amalgamation of	Paripex,		Dec-2014	Vol.3, Issue	International	1.6714		ISSN:



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68.	<b>Dr.C.Venkateswar Rao, Dr.K.Subramanyam and Prof.M.Venkateswarlu</b>	Financial Inclusion through SHG-Bank Linkage Programme- with Special Reference to Indian Bank and Axis Bank	Thematic Journal of Business Management (A Peer Review International Research Journal)	International Conference at Mysore	Dec.2014	Vol. 3, Issue 5 Pp172-182	International			ISSN 2277-3002
69.	<b>Dr. R.Babu, J.Muni Narendra and Dr.M.Venkateswarlu</b>	The Role of Five Years Plan in the Development of Small Scale Industries	International Journal of Multidisciplinary Educational Research, IJMER		Dec 2014	Value:5.16 pp no:25-39	International	2.972		ISSN: 2277-7851
70.	<b>Dr.C.Yellaiah Dr.K.Subramanyam and Prof.M.Venkateswarlu</b>	Corporate Governance in Reliance Group of Companies	SELP Journal of Social Science Thiruchirapalle		Jan-March, 2015	Volume –VI, Issue 23.pp16-20	National			ISSN: 0975-9999
71.	<b>Dr.D.Subramanyam Dr.C.Yellaiah and Prof.M.Venkateswarlu</b>	Consumer protection issues in India	Business Vision		January – March ,2015	Vol:11, No.1..PP.9-14	National			ISSN: 2231-5497
72.	<b>Dr. R.Babu, J.Muni Narendra and Dr.M.Venkateswarlu</b>	Institutional Framework For Micro, Small And Medium Enterprises In India	International Journal of Multidisciplinary Educational Research		March, 2015	Volume:4 issue 3(1), pp, 151-161	International		2.972 , IC:V alue: 5.16	ISSN: 2277-7881
73.	<b>Dr.R.Babu, Dr.Bandeiah and Dr.M.Venkateswarlu</b>	Micro Small and Medium Enterprises in Andhra Pradesh – An Overview	SELP Journal of Social Science		Jan-March, 2015	Volume – VI, Issue 23.pp59-66	National			ISSN: 0975-9999
74.	<b>Dr.R.Babu, Dr.Ch.Bandeiah and Prof.M.Venkateswarlu</b>	A Study on Khadi and Village Industries Sector in India	Research Explorer		Jan-June, 2015	Vol. IV Issue:10	International	0.389		ISSN: 2250-1940
75.	<b>Dr.C.Yellaiah M.Venkateswarlu</b>	Strength and Weaknesses of Corporate Social Responsibility: An Overview	Journal of Research, Extension and Development		April-2015	Volume 3, No.8	International			ISSN : 2319-1899
76.	<b>Dr.C.Venkateswar Rao</b>	Socio-Economic Conditions of	Business Vision		April-June,	Vol:11 No.2	National			ISSN:

	<b>Dr.M.Reddi Naik Dr.M.Venkateswarlu</b>	Yanadi Tribe Fishermen Families- A Case Study			2015					2231-5497
77.	<b>Dr.C.Venkateswar Rao Dr.M.Venkateswarlu</b>	Commodity Markets and Risk Management-With Special Reference to Imperial Tobacco Company	INSPIRA Journal of Modern Management & Entrepreneurship		July-2015	Vol.05, No.03	National			ISSN 2231-167X
78.	<b>Prof.M.Venkateswarlu</b>	Changes and Challenges in the Marketing of Educational Text Books in Chennai City	SELP Journal of Social Science		July-Sep 2015	Vol-VI, Issue:25 pp. 25-31	National	1.056		ISSN: 0975-9999
79.	<b>Dr.K.Subramanyam Prof.M.Venkateswarlu</b>	Management of Non-Performing Assets in Axis Bank and Indian Bank-A Study	SELP Journal of Social Science		July-Sep 2015	Vol-VI, Issue:25 pp. 84-88	National	1.056		ISSN: 0975-9999
80.	<b>Dr.C.Venkateswar Rao Dr.Y.Nagarau and Dr.M.Venkateswarlu</b>	FCV Tobacco Production Marketing, Planning and Regulations in Andhra Pradesh and Karnataka A Study	Research Explorer, Indian Academic Research Association, Thiruchirapalle		July- December 2015	Volume IV .Issue 11,Pp:46-50	Internation al	1.056		ISSN 2250-1940
81.	<b>Dr.C.Venkateswar Rao Dr.M.Reddi Naik Dr.M.Venkateswarlu</b>	Production and Marketing of Flue Cured Virginia Tobacco in Prakasam district and the Godavari districts of Andhra Pradesh	Research Explorer, Indian Academic Research Association, Thiruchirapalle		July- December 2015	Volume IV .Issue 11,Pp:87-91	Internation al	1.056		ISSN 2250-1940
82.	<b>Dr.C.Brahmaiah, Dr.CH.Bndeiah, Dr.M.Venkateswarlu</b>	“Role of Insurance Regulatory and Development Authority in Indian Insurance Sector”	Research Explorer Indian Academic Research Association, Thiruchirapalle		July-Dec, 2015	Vol.IV, Issue 11, pp.35-40	Internation al	1.056		ISSN 2250-1940
83.	<b>Dr.V.Masulamani, Prof.M.Venkateswarlu</b>	Factors Influencing Buying Behaviour of Television Buyers in A.P	Research Explorer Indian Academic Research Association, Thiruchirapalle		July-Dec, 2015	Vol.IV, Issue 11	Internation al	1.056		ISSN 2250-1940
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85.	<b>Ch.Bandeiah Dr.Babu Prof.M.Venkateswarlu</b>	Women Entrepreneurship Issues, Challenges & Empowerment Through SHGs : An Overview	Publishes by C.B Bhandari Jain College, Bangalore	Conferenc e	Sep 2015	PP.426-431	National			ISBN 978- 163102664-5
86.	<b>Dr.R.Babu, J.Muni Narendra and Prof.M.Venkateswarlu</b>	Internet Banking in Indi An Overview	Jyothi Granthamala Hyderabad		Oct.2015	pp.65-70			ISBN 978- 93- 83823 -19-2	
87.	<b>Dr.R.Babu, Dr.CH.bandeiah and Prof.M.Venkateswarlu</b>	Performance of Micro, Small and medium Enterprises – A Comparative study in Kadapa and Kurnool District	SELP Journal of Social Science		Oct-Dec, 2015	Vol.VI Issue 26, pp 64-69	National			ISSN: 0975-9999
88.	<b>J.Muni Narendra and Dr.M.Venkateswarlu</b>	Performance of District Central Cooperative Bank in Chittoor District of Andhra Pradesh	SELP Journal of Social Science		Jan-March 2016	Vol.VII, Issue 29 PP 40-44	National	1.056		ISSN: 0975-9999
89.	<b>Dr.C.Venkateswar Rao, and Dr.M.Venkateswarlu</b>	Cotton Industry in India-An Overview	SELP Journal of Social Science		Jan-March 2016	Vol.VII, Issue 29 PP 15-19	National	1.056		ISSN: 0975-9999
90.	<b>Dr.C.Venkateswar Rao, Dr.M.Reddi Naik and Dr.M.Venkateswarlu</b>	Growth of Commercial Crops in India-An Overview	INSPIRA		January 2016	Vol.VI, No.01	National	2.0778		ISSN: 2231-167-X
91.	<b>D.Venkatesh , J.Muni Narendra and Prof. M.Venkateswarlu</b>	Role of Financial Institutes in Managing Sustainable Growth in MSME'S	Bangalore Institute of Management Studies(BIMS)	Conferen ce	MARCH 2016	Pp: 151-159	National			ISBN:978- 93-85640- 56-8
92.	<b>D.Venkatesh , Prof. M.Venkateswarlu</b>	Opportunities and Challenges in adopting IFRS in India	Vidyavardhaka First Grade College, Mysore	Seminar	MARCH 2016	Pp:1-9	National			ISBN: 978- 93-5254- 333-5
93.	<b>Dr.R.Babu, J.Muni Narendra and Prof. M.Venkateswarlu</b>	International Financial Reporting Standard (IFRS) in India: Problems and Challenges	Vidyavardhaka First Grade College, Mysore	Seminar	MARCH 2016	Pp:1-9	National			ISBN: 978- 93-5254- 333-5
94.	<b>Dr.Babu</b>	Performance of Micro, Small	Business vision		July-	Vol.12,	National			ISSN :

	<b>Prof.M.Venkateswarlu</b>	and Medium Enterprises With Special References To Ananthapuram District In Andhra Pradesh			September 2016	No :3 Pp:59-65				2231-5497
95.	<b>Dr.C.Venkateswar Rao</b>	Food Grains Production in Andhra Pradesh: With Special Reference to Prakasam District	Business vision		July-September 2016	Vol.12, No :3 Pp:66-71	National			ISSN : 2231-5497
96.	<b>Dr.C.Venkateswar Rao, Dr.M.Reddi Naik and Dr.M.Venkateswarlu</b>	Production of Horticultural Crops in India : An Overview	Inspira- Journal of Commerce, Economics & Computer Science		July – September , 2016	Vol. 02, No.03 PP. 114-122	National	1.7122		ISSN : 2395-7069
97.	<b>Dr.S.Hari Bbu Dr.M.Venkateswarlu</b>	Mineral Sector in India-An Overview	Research Explorer		Vol. IV, July-Dec, 2016	Vol. IV Issue 13 PP.8-12	International	1.056		ISSN: 2250-1940
98.	<b>Dr.C.Brahmaiah</b>	<b>Performance of Micro, Small and Medium Enterprises In India</b>	Self Publications		2016	PP.1-4	National			ISSBN:978-93-80509-85-3
99.	<b>Dr.C.Yellaiah Dr.Beaulah sucharitha Prof.M.Venkateswarlu</b>	Problems and prospectus of Micro small and Medium Enterprises in India	Self Publications		2016	pp.15-20	National			ISSBN:978-93-80509-85-3
100.	<b>Dr.Ch.Bandeiah B.Sujatha Prof.M.Venkateswarlu</b>	Small and Medium Business Development in India	Self Publications		2016	pp.47-51	National			ISSBN:978-93-80509-85-3
101.	<b>Dr.S.Hari Babu Prof.M.Venkateswarlu</b>	MSME's in the Development of Mineral Based Industries in YSR District of Andhra Pradesh	Self Publications		2016	pp.52-56	National			ISSBN:978-93-80509-85-3
102.	<b>A.Lavanya Prof.M.Venkateswarlu</b>	Recent policy initiative and other reforms in MSMEs	Self Publications		2016	pp.57-59	National			ISSBN:978-93-80509-85-3
103.	<b>Dr.G.Tirumalaiah Prof.M.Venkateswarlu</b>	MSMEs in India: The Challenges	Self Publications		2016	pp.111-116				ISSBN:978-93-80509-85-3

104.	<b>Dr.K.Balasubramanyam J.Muni Narendra Prof.M.Venkateswarlu</b>	Growth and performance of MSMEs	Self Publications		2016	Pp.153-156	National			ISSBN:978-93-80509-85-3
105.	<b>D.Venkatesh , Prof. M.Venkateswarlu</b>	An overview of the Indian Sugar Industry	BIMS International Journal of Social Science Research	Journal	January 2017	pp.11-16	Internation al			ISSN: 2455-4839
106.	<b>Dr.S.Hari Babu Prof. M.Venkateswarlu</b>	Institutional Finance for MSMES in India	Self Journal of Social Sciences	Journal	October - December 2017	pp.18-24	Internation al			ISSN:2349-1655
107.	<b>D.Venkatesh , Prof. M.Venkateswarlu</b>	Problems of Indian Sugar Industry	Self Journal of Social Sciences	Journal	October - December 2017	pp.77-81	Internation al			ISSN:2349-1655
108.	<b>Dr.G.Sudharaiah J.Muni Narendra Prof.M.Venkateswarlu</b>	Problems faced by Selected District Cooperative Central Bank Branches in Chittoor District, Andhra Pradesh	Research Explorer	Journal	Jan-March 2018	Pp.1-6	Internation al			ISSN: 2250-1940
109.	<b>Dr.C.Brahmaiah Prof.M.Venkateswarlu</b>	An Empirical Study on Organisational Climate in Tirumala Tirupati Devasthanam	Vision Publicatons	Journal	Jan-March 2018	pp.47-58				ISSN:2249-9857
110.	<b>J.Muni Narendra Dr.G.Sudharaiah Prof.M.Venkateswarlu</b>	Non-Performing Assets of the Selected Chittoor District Co-operative Central Bank Branches in Chittoor District	Self Journal of Social Sciences	Journal	April-June 2018	pp.94-98	Internation al	3.655		ISSN: 2349-1655
111.	<b>Dr.B.Amarnadh Reddy Dr.K.Sankara Rao Prof.M.Venkateswarlu</b>	Growth and Development of Handicrafts in India: A Case study of Crochet lace industries in Andhra Pradesh	IJARCSMS	Journal	Volume no, 6.Issues 4- April - 2018	pp-129-138	Internation al	7.327		ISSN: 2347-1778
112.	<b>Dr.S.Hari Babu Prof. M.Venkateswarlu</b>	Institutional Finance for Development of MSME: A Comparative study of YSR	Self Journal of Social Sciences	Journal	Vol.IX, Issue. 38.July-	pp.21-28	Internation al	3.655		ISSN: 0975-9999

		Kadapa district and Chittoor district of Andhra Pradesh			Sept 2018					
113.	<b>T.Naga Jyothi Prof. M.Venkateswarlu</b>	India's Steel Industry: A Birds View	Self Journal of Social Sciences	Journal	Vol.IX Issue 39- October to December 2018	pp-1-5	International	3.655		ISSN: 0975-9999
114.	<b>T.Naga Jyothi Prof. M.Venkateswarlu</b>	A Study on Working Capital Management and profitability analysis steel authority of India Limited	Research Explorer	Journal	Vol.VI Issue 21- October to Dec- 2018	pp.1-7	International	3.655		ISSN: 2250-1940
115.	<b>CA Ashok Kumar Prof. M.Venkateswarlu CA Dr.Venkatnadh MC</b>	Listing of SMEs-A Solution to the Gordian knots of the MSME industry	Self Journal of Social Sciences	Journal	Vol.IX Issue 39- October to Dec- 2018	Pp57-62	International	3.655		ISSN: 0975-9999
116.	<b>CA Ashok Kumar.C Prof. M.Venkateswarlu</b>	Tax Incentives for the inclusive inventors and entrepreneurs belongs to listed SMEs	Research Explorer	Journal	Vol.VI Issue 21- October to Dec- 2018	pp.52-59	International	3.655		ISSN: 2250-1940
117.	<b>Dr.J.Muni Narendra Prof.M.Venkateswarlu</b>	Impact of Agricultural finance on income, employees asset creation of sample beneficiaries of selected district co-operative central bank branches in Chittoor district	Research Explorer	Journal	Vol.VI Issue 21- October to Dec- 2018	pp.13-19	International	3.655		ISSN: 2250-1940
118.	<b>Dr. J.Muni Narendra M.Adaiseshaiyah Prof.M.Venkateswarlu</b>	Government Initiative for the entrepreneurs: Start-up India	Golden Era Publication	Journal	October, 2018	pp, 20-24	National		ISBN : 21- 9088- 306-5	
119.	<b>Dr. D.Venkatesh Dr. K. Subramanyam Prof.M.Venkateswarlu</b>	Agriculture and allied Start-ups in India –Opportunities and Challenges	Golden Era Publication	Journal	October, 2018	Pp,35-42	National		ISBN : 21- 9088- 306-5	
120.	<b>Dr.S.Haribabu</b>	Role of 7P's of Service		Seminar	2017		National			

	<b>Prof.M.Venkateswarlu</b>	Marketing in insurance and banking sector								
121.	<b>T.Nagajyothi Prof. M.Venkateswarlu</b>	Inclusive Growth through Start-Up in India	Bonfring Intellectual Integrity publishers	Seminar	February 2017	pp.21-22	National			ISBN: 978-93-86638-15-1
122.	<b>Dr.S.Hari Babu Prof. M.Venkateswarlu</b>	Opportunities and Challenges in Start-up India: A Case Study of Andhra Pradesh	Bonfring Intellectual Integrity publishers	Seminar	February 2017	Pp.49-52	National			ISBN: 978-93-86638-15-1
123.	<b>J.Muni Narendra D.Venkatesh Prof.M.Venkateswarlu</b>	Socio-Economic, Educational and Health Status of Tribal Communities in India	Vaagdevi Publishers	Seminar	March 2017	pp.103-110	National			ISBN: 978-93-85132-19-3
124.	<b>Dr. J.Muni Narendra M.Adaishaiiah Prof.M.Venkateswarlu</b>	Government Initiative for the entrepreneurs: Start-up India	Golden Era Publication	Journal	October, 2018	pp, 20-24	National		ISBN : 21-9088-306-5	
125.	<b>C.Ashok Kumar Prof.M.Venkateswarlu</b>	Inclusive Growth through Stat Up and Stand Up	Golden Era Publication	Journal	October, 2018	Pp,99-119	National		ISBN : 21-9088-306-5	
126.	<b>Dr.CH,Brahmaiah M.A.Gaffar Prof.M.Venkateswarlu</b>	Performance of Vehicular of the Krishna District Co-Operative Central Bank Ltd., Krishna District of Andhra Pradesh.	Research Explorer	Journal	December 2018	Pp, 30-33	International			f2347-1778
127.	<b>A. Devaki Prof.M.Venkateswarlu</b>	Pilgrim Services of Tirumala Tirupati Devasthanams, Andhra Pradesh	International Journal of Management and Social Science Research Review (IJMSRR)	Journal	August 2018	Pp,54-58	International	5.483		ISSN: 2349-6738 E-ISSN: 2349-6746
128.	<b>A. Devaki Prof.M.Venkateswarlu</b>	Services Marketing of Tirumala Tirupati	International Journal of	Journal	Jan-Feb-2019	Pp,48-51	International	5.22		ISSN: 2455-1627

		Devasthanams, Tirupati	Commerce and Management Research							
129.	<b>Dr. J.Muni Narendra Dr.G.Sudhakaraiah Prof.M.Venkateswarlu</b>	Performance Evaluation of Poverty Alleviation and Employment Generation Schemes in India	Jyothi Granthamala publication	Seminar	Feb-2019	pp.280-286	National		ISBN :978-93-83823-35-2	
130.	<b>Dr. J.Muni Narendra Prof.M.Venkateswarlu</b>	Women Entrepreneurs Present Situation and Problems in Micro, Small and Medium Enterprises in India	Golden Era press	Seminar	Mar-2019	pp.75-81	National		ISBN :21-9088-306-5	
131.	<b>Dr.L.Narayana Swamy Prof.M.Venkateswarlu</b>	Working of District Consumer Forum, Chittoor: An Empirical Study	International Journal of Interdisciplinary Current Advance Research (IJICAR)	Journal	March-2019	pp,10-13	International			ISSN: 2663-0931(Print), ISSN: 2663-2594 (online)
132.	<b>Dr.D.Venkatesh Prof.M.Venkateswarlu</b>	Evaluation of Profitability Performance of Select Sugar Factory in Chittoor Distract, Andhra Pradesh	Journal of Emerging Technologies and Innovative Research (JETIR)	Journal	April-2019	pp,323-336	International			ISSN:2349-5162
133.	<b>Dr.S.Haribabu Prof.M.Venkateswarlu</b>	Problems and Perception of MSMSEs – A Comparative study of YSR Kadapa District and Chittoor District of Andhra Pradesh	SELP Journal of Social Science	Journal	July-Sep-2019	pp.33-41	National	3.655		ISSN: 0975-9999
134.	<b>A.Lavanya, Prof. M. Venkateswarlu</b>	Leader Sub-Ordinate Comparison of Organizational Commitment of Lower Level Police Personnel in Guntur	SELP Journal of Social Science	Journal	Jan-March, 2020	pp.32-36	National	3.655		ISSN: 0975-9999



		District of Andhra Pradesh								
135.	<b>A.Lavanya, Prof. M. Venkateswarlu</b>	Leader-Subordinate Comparison of Job Satisfaction of lower level Police Personnel in Guntur District of Andhra Pradesh	Studies in Indian Place Names	Journal	-March - 2020	pp. 2316- 2320	International	6.3		ISSN: 2394- 3114
136.	<b>Dr. G. Sudhakaraiiah Prof. M. Venkateswarlu</b>	Digital marketing—an intermediary to commerce and technologies	Psychology and education journal	Journal	- November - 2020	pp. 1110- 1114	International	0.11		ISSN: 0033 - 3077
137.	<b>Dr. T. Nagajyothi Prof. M. Venkateswarlu</b>	Receivables management of steel authority of India limited	Journal of Interdisciplinary Cycle Research	Journal	March - 2021	pp. 1019 - 1029	International	6.2		ISSN: 0022- 1945
138.	<b>Dr. A. Devaki Prof. M. Venkateswarlu</b>	Pilgrims' Perceptions of Sacred Services Provided by Tirumala Tirupati Devasthanams – A Study	Journal of Interdisciplinary Cycle Research	Journal	March - 2021	pp. 1473 - 1486	International	6.20		ISSN: 0022- 1945
139.	<b>Dr. T. Nagajyothi Prof. M. Venkateswarlu</b>	A Study On Inventory Management Of Steel Authority Of India Limited	International Journal of Creative Research Thoughts	Journal	March - 2021	pp. 2955- 2882	International	7.97		ISSN: 2320- 2882
140.	<b>Dr. A. Devaki Prof. M. Venkateswarlu</b>	Pilgrims' Perceptions of Secular Services Provided by Tirumala Tirupati Devasthanams-A Study	RET Academy for International Journals of Multidisciplinary Research (RAIJMR)	Journal	June, 2021	pp.6-12	International	5.86		ISSN:(P) 2347-5404 ISSN:(O)232 0771X
141.	<b>Mr.K.Malyadri Rtd.Prof.T.Siddaiah and Prof.M.Venkateswarlu</b>	Financing of Weaker Sections by Government Sponsored Corporation in India	International Journal of Scientific Research (IJSR)	Journal	Volume - 10 Issue - 11 November - 2021	pp.23-24	International			ISSN No. 2277 - 8179

142.	<b>Mr.K.Malyadri Rtd.Prof.T.Siddaiah and Prof.M.Venkateswarlu</b>	Financing of Weaker Sections by Government Sponsored Corporations	Paripex - Indian Journal of Research	Journal	Volume - 10 Issue - 11 November - 2021	pp.1-3	International			ISSN No. 2250 - 1991
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**ARTICLES AND BOOKS PUBLICATIONS**

<b>S. No</b>	<b>Author Name</b>	<b>Title</b>	<b>Month and Year</b>	<b>Publisher name &amp; Place</b>	<b>ISBN</b>
<b>1</b>	Dr.M.Venkateswarlu K.Saritha	Finances of Tirumala Tirupati Devasthanams Health Institutions: A Case Study of Balaji Institute of Surgery, Research and Rehabilitation for the Disabled	2007	Student Offset Printers Tirupati	
<b>2</b>	Dr.R.Babu Dr.M.Venkateswarlu	Institutional Finance to MSMEs-with Reference to Chittoor District	2014		978-3-639-71052-6
<b>3</b>	Dr.M.Venkateswarlu	Project planning and control	2015	Directorate of Distance Education, S.V.University, Tirupati	
<b>4</b>	Dr.C.Venkateswar Rao Dr.M.Venkateswarlu	Marketing of FCV Tobacco in A.P- A Case Study of Prakasam District	2015	Scholars' Press	978-3-639-76943-2
<b>5</b>	Dr.M.Venkateswarlu	Service Quality and Customer Relation Management in 21 <sup>ST</sup> Century: Emerging Issues and Challenges	2016- Volume I	SELP Publications, Tiruchirapalli, Tamil Nadu State	978-93-80509-84-6
<b>6</b>	Dr.M.Venkateswarlu	Service Quality and Customer Relation Management in 21 <sup>ST</sup> Century: Emerging Issues and Challenges	2016- Volume II	SELP Publications, Tiruchirapalli, Tamil Nadu State	978-93-80509-84-6
<b>7</b>	Dr.M.Venkateswarlu	Problems and Prospects of Micro, Small and Medium Enterprises in India	2016	SELP Publications, Tiruchirapalli, Tamil Nadu State	978-93-80509-85-3

**CONFERENCES/ WORKSHOPS/ SEMINARS ORGANISED**

<b>Sl. No.</b>	<b>Name of the Seminar/ Conference/ Symposia Workshops, etc.</b>	<b>Institution</b>	<b>Place and Date</b>
1.	Two-Day National Seminar on Problems and Prospects of MSMEs in India	Department of Commerce S.V.University	Tirupati 22-23, March, 2014
2	Two-Day National Seminar on Service Quality and Customer Relationship Management Practices in 21 <sup>st</sup> Century : Emerging Issues and Challenges	Department of Commerce S.V.University	6-7, August 2016

**CONFERENCES/ WORKSHOPS/ SEMINARS ATTENDED**

<b>Sl. No.</b>	<b>Name of the Seminar / Conference / Symposia Workshops etc.</b>	<b>Institution</b>	<b>Title of the Paper Presented</b>	<b>Place and Date</b>
<b>NATIONAL</b>				
1	National Conference on New Horizons in Management Education	Dept. of Commerce, Bangalore University, Bangalore	A Brief note on Management Education in India	Bangalore 21-22 <sup>nd</sup> July 2000
2	National Seminar on Impact of Government Schemes on the Generation of Employment	Dept. of Commerce SVUPG Centre, Kavali, Nellore District.	Impact of Government Schemes on the Generation of Employment: With Reference to Chittoor District of A.P.	Kavali 23 <sup>rd</sup> -24 <sup>th</sup> , March, 2001
3	National Seminar on Dynamics of Industrial Entrepreneurship in the New Millennium	Dept. of Commerce SVUPG Centre, Kavali, Nellore District.	Dynamics of Industrial Entrepreneurship in the New Millennium- An Overview	Kavali 9 <sup>th</sup> and 10 <sup>th</sup> , March, 2002,
4.	National Seminar on Changing	Dept. of commerce	Emerging Challenges to Advertising	Kadapa

	Dimensions of Marketing in India	SVUPG Centre, Kadapa.		6-7 <sup>th</sup> , March 2004
5	National Seminar on Social Marketing	Dept. of Commerce SVUPG Centre, Kavali, Nellore District.	Social Marketing-Some Issues	Kavali 12 <sup>th</sup> -13 <sup>th</sup> , March 2004
6	National Seminar on Emerging India – Challenges and Opportunities.	Department of Management Sciences R. VR&JC College of Engineering, Guntur	Challenges to Indian Multinational Corporations.	Guntur 11-12, March, 2004
7	National Seminar on Emerging India – Challenges and Opportunities.	Department of Management Sciences R. VR&JC College of Engineering, Guntur	Developing Human Resource as a Strategic Strength	Guntur 11-12, March, 2004
8	National Seminar on Dimensions of Women Empowerment Prospective	Dept. of Commerce SVUPG Centre, Kavali,Nellore District.	Women Empowerment - A Perspective.	Kavali 19-20, March 2005
9	National Conference on Sustainable Agriculture –Challenges and Opportunities	University of Madras Chennai	Challenges of Indian Agriculture	Chennai 19-20, April 2005,
10	The Ministry of Human Resource Development Government of India, New Delhi.	Sri Vidya Mandir Arts and Science College, Krishnagiri (Dist.), Tamilnadu State.	As Resource Person	Krishnagiri 20-22 June 2005
11	National Seminar on Innovations in Product Development – Challenges Before Banking Sector	Osmania University, Hyderabad	Mergers and Acquisitions in Indian Banks- An Over view	Hyderabad 9, September 2005
12	National Seminar on Entrepreneurship and Small Industry Development in India – Prospects and Global Challenges.	Dept. of Commerce, Tirupati.	Facilitating Factors for Small Scale Industries – A Case study of Chittoor Dist. In AP	Tirupati 22-23, March 2008

13	UGC National Seminar on Poverty Trends and Challenges with Special Reference to India	S.V.University, Tirupati.	Poverty and Globalization	Tirupati. 26 <sup>th</sup> -27 <sup>th</sup> February, 2009
14	National Seminar on Micro, Small & Medium Enterprises in Global Scenario	S.V.University, Tirupati.	Micro, Small and Medium Enterprises in India An Overview	Tirupati. 17 <sup>th</sup> -18 <sup>th</sup> , March 2010,
15	National Seminar on Micro Finance: Issues and Implications	Department of Commerce, S.V.University, Tirupati.	Micro Finance the Emerging Horizons.	Tirupati. 27 <sup>th</sup> -28 <sup>th</sup> March, 2011
16	National Seminar on Micro Finance: Issues and Implications	Department of Commerce, S.V.University, Tirupati.	Micro Finance in India-An Overview	Tirupati. 27 <sup>th</sup> -28 <sup>th</sup> March, 2011
17	National Seminar on Risk and Insurance Management Contemporary Issues and Challenges	Department of Commerce, S.V.University, Tirupati.	Insurance Policies in India-An Overview	Tirupati. 21 <sup>st</sup> and 22 <sup>nd</sup> , Dec.2012
18	National Seminar on “Foreign Direct Investments (FDI) in Retail Sector: Issues and Concerns for India	Vikrama Simhapuri University Post- Graduate Centre, Kavali, SPSR Nellore District.	Foreign Direct Investment- Opportunities and Challenges	Kavali, 18-19, March 2013
19	National Seminar on Risk Management in Banking Sector with Special Reference to India	Department of Commerce P.G.Centre, Kavali, Vikrama Simhapuri University, Nellore	Risk Management in Banking Sector – A Case Study of Corporation Bank and Axis Bank	Kavali 16-17 <sup>th</sup> , November, 2013
20	Two- day National Seminar on “Internet Banking in India” V.S.U .P.G Centre, Kavali	V.S.U .P.G Centre, Kavali, Nellore District	“Internet Banking in India an Overview”	04 <sup>th</sup> -05 <sup>th</sup> Oct.2015.
21	IQAC Sponsored state level seminar on “Economy Environment and Sustainable Development”	Visvodaya Govt.Degree College, Venkatagiri, SPSR Nellore District, A.P	Green Marketing – A tool for Sustainable Development	23 <sup>rd</sup> September 2015

22	National Seminar on “Prospects and Emerging Trends of E-Commerce and e-Banking”	Department of Commerce, Vikrama Simhapuri University Post-Graduation Centre:Kavali	Internet Banking in India-An Overview	5 <sup>th</sup> &6 <sup>th</sup> October, 2016
23	Two Day National Seminar on Travel and Tourism: Challenges and Opportunities for Economic Development	Department of Tourism Management Vikrama Simhapuri University Nellore	Advertising Activity and its Importance in Management on the Example of SMEs Enterprise	25-26, Jan.2016
24	Reserve Bank of India Sponsored National Seminar on Financial “Inclusion-A New Incarnation in Economic Reforms”	Valluvar College of Science and Management, Karur-Madurai NH-7, Puthambur Post, karur-639003	Women Empowerment Through Micro Finance – The role of RASS in Chittoor District, Andhra Pradesh	March, 11&12, 2016
25	National seminar on “Consumer Protection and empowerment in India in the wake of technology domination”	School of Management, Department of Corporate Secretaryship, Alagappa University, Karaikudi	Emerging Trends of E-Commerce and its Challenges in Consumer Protection	26-27, August, 2016
26	National seminar on “Consumer Protection and empowerment in India in the wake of technology domination”	School of Management, Department of Corporate Secretaryship, Alagappa University, Karaikudi	Consumer Protection education and awareness with special reference to Rayalaseema district of Andhra Pradesh	26-27, August, 2016
27	National Seminar on “Welfare and development schemes in the socio economic development of scheduled caste people in India	Department of History Government Degree &PG College, Nagari-517 590	Socio Economic Development and Empowerment of Scheduled Caste”	20 <sup>th</sup> , August, 2016.
28	National seminar on “Inclusive Growth through Startup India-Standup India: Opportunities and Challenges”	Department of Commerce S V University, Tirupati	Agriculture and Allied Startups in India- Opportunities and Challenges	Tirupati 10 <sup>th</sup> and 11 <sup>th</sup> February 2017

29	National seminar on “Impact of Socio-Economic Development Schemes of Scheduled Tribes in India”	Department of Commerce, Vosvodaya Govt. Degree College Venkatagiri.	Socio-Economic, Educational and Health Status of Tribal Communities in India	Venkatagiri 21 <sup>st</sup> and 22 <sup>nd</sup> February 2017
30	National seminar on “Impact of Welfare and Development Schemes on the Socio Economic Development of Scheduled Tribes in India”	Department of Commerce, Govt Degree College, Nagari	Education is an Important Avenue for Upgrading the Economic and Social Conditions of the Scheduled Tribes	Nagari 23 <sup>rd</sup> - 25 <sup>th</sup> March, 2017
31	National seminar on “Marketing of Financial Services – Trend and Strategies”	Department of Commerce, S V University, Tirupati	Marketing of Financial Services - Trends and Strategies	Tirupati 18 <sup>th</sup> and 19 <sup>th</sup> March, 2017
32	One-Day National Seminar on Service Marketing in Emerging Global Economy	Department of Management Studies, S.V.University, Tirupati	Technology Based Self Service Banking: Service Quality on Customer Satisfaction	28 <sup>th</sup> August 2017
33	National seminar on GST in India: Implications	PVKN Govt. Degree College, Chittoor	GST in India- Advantages	April 20-21 2018
34	National seminar on Performance Evaluation of Employment Generation and Poverty Alleviation Schemes in India	Department of Commerce, Post- Graduation Centre, Kavali, Vikrama Simhapuri University	Performance Evaluation of Poverty Alleviation and Employment Generation Schemes in India	February 13-14, 2019
35	UGC SAP National seminar on Consumer Protection in India: Issues and Challenges	Department of Commerce, S V University, Tirupati	Promotion and Protection of Consumer Rights with Special Reference to District Consumer Forum, Chittoor	24-25 January 2019
36	National seminar on GST Trajectory : Challenges and Opportunities	Department of Commerce, S V University, Tirupati	Positive Impact and Negative Impact of GST on Indian Economy	21-22 February 2019



37	National Seminar on Socio Economic Transition of Women through Entrepreneurship: Problems and Prospects	Department of Management, Pondicherry University, Pondicherry	Women Entrepreneurs Present Situation and Problems in Micro, Small and Medium Enterprises in India	8-9 March, 2019
38	National Seminar on Inclusive Growth through Navaratnalu in Andhra Pradesh: Future prospects and Challenges	Department of Commerce, S V University, Tirupati	Role of Government in Implementing Navaratnalu Schemes in Andhra Pradesh	4 <sup>th</sup> & 5 <sup>th</sup> November, 2019
39	“National Seminar on International Financial Reporting Standards (IFRS)” (Universal Accounting)	Department of Commerce, Besant Theosophical College	IFRS Implementation in India: Opportunities and Challenges	28 <sup>th</sup> December-2019
40	Recent Trends in Commerce, Computer Applications and Business Analytics in the Era of Digital Economy	Department of Commerce, Computer Applications, Statistics and Economics PVKN Govt. College (A), Chittoor	Present Scenario of E-Commerce and Digital Economy in India	27 <sup>th</sup> February, 2020
41	National Seminar on “Digital Economy in India: Trends, Prospects and Challenges”	Department of Commerce, S.G. Govt. Degree & P.G College, Piler	India’s Digital uprising empowering: Digital India	5 <sup>th</sup> & 6 <sup>th</sup> March,2020

**INTERNATIONAL**

1	XXXI All India Accounting Conference & International Seminar on Accounting Education and Research.	Gujarat University. Ahmedabad	Role of Mutual Fund Industry in Indian Capital Market.	Ahmedabad 22 <sup>nd</sup> -23 <sup>rd</sup> , November 2008,
2	International Conference on Harnessing Entrepreneurial of Women for Economic Growth	Manipal Institute of Management, Manipal University, Manipal	Women Empowerment through Entrepreneurship- A Case Study of Tirupati Region.	Manipal 22 <sup>nd</sup> to 24 <sup>th</sup> , January, 2009,

3	XXXII All India Accounting Conference & International Seminar on Accounting Education and Research.	Institute of Commerce and Management, Jiwaji University, Gwalior	Accounting for Financial Instruments with Special Reference to held to Maturity Investments Arising out of IAS 39.	Gwalior 14 <sup>th</sup> and 15 <sup>th</sup> , November, 2009
4	XXXIII All India Accounting Conference & International Seminar on Accounting Education and Research.	Department of Commerce, University of Kerala and Indian Accounting Association, Kerala Branch	Corporate Governance in India- An Overview	Kerala 13 <sup>th</sup> and 14 <sup>th</sup> , November, 2010
5	XXXIV <sup>th</sup> All India Accounting Conference & International Seminar on Accounting Education and Research.	Department of Accountancy & Business Statistics, University of Rajasthan & Indian Accounting Association, Jaipur Chapter	E-Accounting: Problems and Prospects.	Jaipur 17 <sup>th</sup> and 18 <sup>th</sup> , December, 2011
6	XXXV All India Accounting Conference & International Seminar on Accounting Education and Research	Indian Accounting Association Saurashtra Branch, Rajkot and Department of Business Management, Saurashtra University, Rajkot.	IFRS in India- Opportunities and Challenges	Rajkot. 5 <sup>th</sup> and 6 <sup>th</sup> , January, 2013,
7	International Conference on Corporate Governance: Emerging Issues and Global Challenges.	Department of Commerce, S.V.University, Tirupati.	Corporate Governance Practices in Indian Banks- A Study with Reference to Axis Bank and Corporation Bank	Tirupati 30 <sup>th</sup> and 31 <sup>st</sup> , January, 2013,
8	XXXVI All India Accounting Conference & International Seminar on Accounting Education and Research	Department of Commerce & Management Studies, Andhra University, Indian Accounting Association Visakapatnam Branch.	Indian Accounting Association Saurashtra Branch	12-13, January, 2014
9	XXXVII All India Accounting Conference & International Seminar on Accounting	Department of Commerce, Lucknow	Development of A General Accounting Theory: An Overview	8-9, November, 2014

	Research			
10	C.B Bhandari Jain College International Seminar on Emerging Strategies to Sustain Global Competition Bangalore	C.B Bhandari Jain College Department of Commerce, Bangalore.	Women entrepreneurship issues, challenges & empowerment through SHGs : an overview	30th Sep-2015
11	XXXVII All India Accounting Conference and International seminar on Accounting Education and Research	University Business School, Punjab University, Chandigarh	Behavioural Accounting : Some Issues	December 5-6 2015
12	72 <sup>nd</sup> All India Commerce Conference - 2019 & International Seminar	KIIT Deemed to be University, Bhubaneswar	Non-performing Assets - A comparative study of Public Sector and new Private sectors banks in India	December 22 <sup>nd</sup> to 24 <sup>th</sup> , 2019

### Ph.Ds Guided

Sl. No	Name of the Student	Topic of Research	Year of Award
1	G.Sudhakaraiah	Causes and Consequences of Over Dues in PACS in Nellore District.	2006
2	K.Balasubramanyam	Development of Small Scale Industries in Chittoor District. and The role of Indian Bank	2006
3	L.Narayana Swami	Consumer Awareness Among Rural People in Chittoor District of Andhra Pradesh	2007
4	C.Yellaiah	Human Resource Management in Sri Venkateswara Grameena Bank in Chittoor of A.P	2007
5	G.Narasimhulu Naidu	Marketing Problem and Prospects of Educational Text Books in Chennai City	2008
6	K.Saritha	Women Empowerment through Entrepreneurship- A Case Study of Micro Enterprises of Tirupati Region in Chittoor District	2009
7	C.Kishore	Socio Economic Conditions of Leather Foot Wear Manufacturing in Chittoor District	2009
8	G.Tirumalaiah	Performance Evaluation of Indian Bank (Lead Bank)	2009
9	CH. Brahmaiah	Organization Climate and Job Satisfaction in T.T.D	2011

10	K.Malyadri	Performance Evaluation of NABARD	Nov. 2011
11	C.Venkateswar Rao	Marketing of FCV Tobacco in AP- A Case Study of Prakasam District	Aug. 2012
12	R.Babu	Institutional Finance to MSMEs-A Case Study of Chittoor District	Dec. 2012
13	Ch. Bandeiah	Development of Micro, Small and Medium Enterprises by A.P.S.F.C- A Case Study of Rayalaseema Region in A.P	Dec. 2012
14	V.Masulamani	Buying Behaviour of Television Buyers in AP- A Case Study of Chittoor District	May. 2012
15	D. Subramanyam	Buying Behaviour of Mobile Phone Buyers in A.P- A Case Study of Kadapa District	May 2013
16	K. Subramanyam	Performance Evaluation of Select Scheduled Commercial Banks in India - A Comparative Study of Corporation Bank and Axis Bank	July. 2013
17	V.Krishnaveni	Consumer Behaviour of Kitchenware Durables-A Study With Reference To Chittoor District	January 2014
18	S.Suresh Babu	Behaviour of Share Prices – A Study of Share Price Movement in the Indian Stock Market	2014
19	P.Beaulah Sucharitha	Women Entrepreneurship In Micro Enterprises- A Study On SPSR Nellore District	2014
20	J.Muni Narendra	Financing Agriculture by District Co-Operative Central Bank in Chittoor District, A.P	April 2018
21	D.Venkatesh	Financial Performance of Select Sugar Factories in Chittoor District, Andhra Pradesh	August 2018
22.	T.Naga jyothi	Working Capital Management in Steel Authority of India Limited	January 2020
23.	A.Devaki	Service Marketing - A Case Study with Special Reference to Tirumala Tirupati Devasthanams	September, 2020

24.	A.Lavanya	Organisational Commitment and Job Satisfaction among Civil Police Personnel in Guntur District, A.P.	2021
25.	A.Ashok Kumar		
<b><u>M.Phil Guided</u></b>			
1	V.Masulamani	Buying Behaviour of Television Buyers in Tirupati Town	2000
2	K.Saritha	Finance of Tirumala Tirupati Devasthanams Health Institutions: A Case Study of Balaji Institute of Surgery, Research and Rehabilitation for the Disabled	2004
3	V.Subbarayudu	A study on Working Capital Management with Special Reference to Zuari Cements Limited in Kadapa District of A.P	2008
4	C.Venkateswar Rao	Marketing of FCV Tobacco in AP- A Case Study of Maddipadu Mandal in Prakasam District	2009
5	CH. Bandeiah	Development of Small Scale Industries by APSFC- A Case Study of SPSR Nellore District	2011
6	D.Venkatesh	Financial Performance of Sugar Industries in Andhra Pradesh: A Case study of Chittoor Co-Operative Sugars Ltd.	2016
7	E.Vijay Kumar	Human Resource Management In Sapthagiri Grameena Bank, Madanapalli Division of Chittoor District	2017

**Post Doctoral Fellowship (PDF) Guided**

<b>Sl. No</b>	<b>Name of the Student</b>	<b>Topic of Research</b>	<b>Fellowship</b>	<b>period</b>
1.	Dr.C.Yellaiah	Performance Evaluation of Regional Rural Banks(RRBs) in India- With special Reference to Saptagiri Grameena Bank: Andhra Pradesh	<b>ICSSR 2Yrs</b>	July 2013 to June 2015
2.	Dr. D. Subramanyam	Buying Behaviour of Mobile Phone Buyers in Andhra Pradesh: A Case Study of Chittoor District	<b>ICSSR 2Yrs</b>	July 2013 to June 2015
3.	Dr. K. Subramanyam	Performance Evaluation of Scheduled Commercial Banks in India- with special reference to Indian Bank and Axis Bank	<b>ICSSR 2 Yrs</b>	
4.	Dr. C.Venkateswar Rao	Production and Marketing of F.C.V Tobacco in Coastal Districts of Andhra Pradesh with special reference to Guntur and SPSR Nellore Districts	<b>UGC 5 Yrs</b>	
5.	Dr. R.Babu	Institutional Finance to Micro, Small and Medium Entrepreneurs (MSMEs) - A Study with reference to Andhra Pradesh State Financial Corporation (APSFC) in Rayalaseema Region in A.P	<b>UGC 5Yrs</b>	
6.	Dr. Ch. Bandeiah	Development of Micro, Small and Medium Enterprises by A.P.S.F.C-A Study of Rayalaseema and Coastal Andhra Regions in A.P	<b>ICSSR 2Yrs</b>	
7.	Dr. S. Hari Babu	Institutional Finance to Micro, Small and Medium Enterprises: A Comparative Study of YSR Kadapa District and Chittoor District of Andhra Pradesh	<b>ICSSR 2Yrs</b>	Jan.2016 to Dec.2017
8.	Dr.B.Amaranatha Reddy	A Study on Socio Economic Conditions and Empowerment of Crochet Lace Workers in Narasapuram area located in Andhra Pradesh: Role of Central and State Government	<b>ICSSR 2Yrs</b>	Jan.2018 to Dec.2019
9.	Dr. J.Muni Narendra	Growth, Development and Problems of Women Entrepreneurs in Chittoor District, Andhra Pradesh	<b>ICSSR 2Yrs</b>	Jan.2019 to Dec.2020