

**BOOK PUBLISHED**

<b>Sl. No.</b>	<b>Name of the authors</b>	<b>Title of the Article</b>	<b>Year of Publication</b>	<b>Name of the Journal / Book</b>	<b>Vol. &amp;P.No.</b>	<b>Impact factor</b>	<b>Citation index</b>	<b>National / International</b>	<b>ISSN Number</b>
1.	P.V.Narasaiah	Sericulture in India	1992	Ashish Publication House	-	-	-		
2.	N.V.Rathnam P.V.Narasaiah	Financing of Sericulture Industry	2013	Scholars press	-	-	-	International	978-3-639-71124-0
3.	Padmapriya P.V.Narasaiah	Human Resource Development Practices - A Study with Reference to Training and Development in APSPDCL	2015	Scholars press	-	-	-	International	978-3-639-71124-0
4.	P.V.Narasaiah	Accounting for Managerial Decisions	2015	DDE, SVU, Tirupati	-	-	-	National	
5	Dr.K.Nagaraja Naidu Prof.P.V.Narasaiah	Financing SHGs by NGOs (A Study of RashtriyaSevaSamithi (RASS))	2018	Scholars' Press					978-620-2-30215-9
6	Prof. P.V. Narasaiah	Housing finance by HDFC Limited – A study with reference to Nellore Division, Andhra Pradesh	2020	Scholars' Press, Mauritius					978-620-0-65106-8
7	Prof. P.V. Narasaiah	Housing Finance of HDFC, LTD.,	April, 2020	Scholars' Press				International	978-613-8-61706-8
8	Prof. P.V. Narasaiah	Performance of Evaluation of Agricultural Regulations Markets	Nov, 2020	Scholars' Press				International	978-613-8-64351-8
9	Prof. P.V. Narasaiah	Role of District consumer Forums in consumer protection	Dec, 2020	Scholars' Press				International	978-613-8-94459-1

**SEMINARS/CONFERENCES/WORKSHOPS ORGANIZED**

<b>Sl. No.</b>	<b>Organised</b>	<b>Department</b>	<b>Position</b>	<b>Date</b>
1.	UGC National Seminar on Changing Dimensions of Indian Banking	Dept. of Commerce, SVUPG Centre	<b>Acted as Co-Seminar Director</b>	Kadapa 8-9 <sup>th</sup> March, 2000
2.	UGC National Seminar on Changing Dimensions of Marketing in India	Dept. of Commerce, SVUPG Centre	<b>Acted as Co-Seminar Director</b>	Kadapa 6-7 <sup>th</sup> March, 2004
3.	UGC National Seminar on Risk Insurance Management – Contemporary Issues and Challenges	Dept. of Commerce S.V.University, Tirupati	<b>Acted as Seminar Director</b>	December 2012 Tirupati 22-23
4.	International Conference on Corporate Governance : Emerging Issues and Global Challenges	Dept. of Commerce S.V.University, Tirupati	<b>Acted as Deputy Seminar Director</b>	30-31 Jan., 2013 Tirupati

**LIST OF SEMINARS, CONFERENCES, SYMPOSIA, WORKSHOPS ETC., 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.	Seminar conducted in Connection with Orientation Programme	Academic Staff College, S.V.University	Sericulture and Rural Development	Tirupati 23-11-1993
2.	XLVIII All India Commerce Conference	Dept. of Commerce and Business management Kakatiya University	Management Audit: A Conceptual Framework	Warangal 29-31 <sup>st</sup> , Dec., 1994
3.	UGC Regional Seminar on the Role of Small Scale Industries in the Economic Development	Dept. of commerce, SVUPG Centre, kavali	SSI Sector and Reforms	Kavali, 8-9 <sup>th</sup> March, 1996
4.	Regional seminar on Responsive and Responsible Government	Dept. of Public Administration, SVUPG Centre, Kavali	Participated in Oral Discussion	Cuddapah, 2-2-1997
5.	National Seminar on Financial Services	Dr. B.R.Ambedkar Open University	Mutual fund – an Investor’s Friendly financial instrument	Hyderabad, 15-16, March, 1997
6.	National Seminar on Trends in financial Scenario in Post Economic liberalization	Chaitanya Bharathi Institute of Technology	Financial Sector reforms: Reflections on Banking Industry	Hyderabad, 6-7 <sup>th</sup> November, 1997
7.	Seminar Conducted in Connection with Refresher Course	Dept. of Commerce S.K. University	Small Industry: The Current Scenario	Anantapur, 19 <sup>th</sup> Dec., 1997
8.	UGC Seminar on changing Dimensions of Indian Banking	Dept. of commerc, SVUPG Centre, Kavali	Indian Banking in the Context of Changing Economic Scenario	Cuddapah, 20-21 <sup>st</sup> , March, 1998
9.	UGC National Seminar on Crop Insurance – as a Modern Welfare Measure in India	S.K. Institute of Management, S.K. University	Crop Insurance Schemes – an Evaluation	Anantapur, 21-25 <sup>th</sup> September, 1998
10.	UGC National Seminar on Janmabhoomi a New Dimension for rural Development	Dept. of Rural Development & economics, Andhra university, PG Centre	A Perspective of JanmabhoomiProgramme in Cuddapah District	Srikakulam, 24-25 <sup>th</sup> , September, 1998
11.	Silver Jubilee conference of Indian Association for management (IAMD) and	Dept. of management, S.V.University	Vision 2020 – Planning for Future	Tirupati 13-15 <sup>th</sup> , March, 1999

	Inter – University Council of Business Education and research (IUCBER)			
12.	UGC National Seminar on Dynamic Entrepreneurship in India	S.V.Arts College for Men (TTD), Tirupati	Role of DICs in Entrepreneurial Development – a Case Study of DIC, Cuddapah	Tirupati 15-16 <sup>th</sup> March, 1999
13.	UGC National Seminar on Dimensions of Consumer Protection in Changing Indian Economic Scenario <b>(Resource Person)</b>	Dept. of Commerce, SVUPG Centre	Consumerism and Consumer Protection: some rudiments of identifying Adulterated foods	Kavali, 11-12 <sup>th</sup> March, 1999
14.	National Conference on Recent Trends in Software and Information Management and its Impact on Commerce and management Spheres	Faculty of commerce National College Bharathidasan University	Information Technology for Efficient management of Banks	Tiruchirapally, 15-16 <sup>th</sup> , may, 1999
15.	UGC National Seminar on Management of Non-Performing Assets in Institutional Agencies	Dept. of commerce, S.V.University	Provisioning for NPAS – a Study of DCCB, Cuddapah	Tirupati 6-7 <sup>th</sup> , March, 2000
16.	Seminar conducted in Connection with Refresher Course	Academic Staff College, S.V.University	Sericulture Industry: An Effective Tool for rural Development	Tirupati 18 <sup>th</sup> March, 2000
17.	UGC National Seminar on Impact of Govt. Schemes on the Generation of employment <b>(Resource Person)</b>	Dept. of Commerce, SVUPG Centre	SGSY – An Overview	Kavali 23-24 <sup>th</sup> March, 2001
18.	National conference on Indian Association for management (IAMM) and IUCBER <b>(Resource Person)</b>	Vijayanagar Institute of management Studies	HRD Practices in LIC	Bellary, 7-9 <sup>th</sup> February, 2002
19.	UGC National Seminar on dynamics of industrial entrepreneurship in the new millennium	Dept. of Commerce, SVUPG Centre	DWCRA – An Effective Programme for women Entrepreneurship Development	Kavali, 9-10 <sup>th</sup> march, 2002
20.	Seminar Conducted in connection with refresher course	Sri Padmavathimahilavisvidyalam	Communication technology: An overview	Tirupati, 20-6-2002

21.	National Seminar on Changing Dimensions of Banking and Insurance Challenges and Opportunities	Dept. of Commerce Bangalore University	Opportunities and Challenges in Insurance Sector – An Overview	Bangalore 30 <sup>th</sup> January, 2003
22.	UGC National Seminar on Changing Dimensions of Marketing in India <b>(Resource Person)</b>	Dept. of Commerce, SVUPG Centre	e-Banking – A New Era in Services Marketing	Kadapa 6-7 <sup>th</sup> March, 2004
23.	UGC National Seminar on Marketing	Dept. of Commerce, SVUPG Centre	Emerging Dimensions of Rural Marketing in India	Kavali 12-13 <sup>th</sup> March, 2004
24.	UGC National Conference on Value Added Tax in India – Opportunities and Challenges	Dept. of Commerce S.V.Arts College for Men, Tirumala TirupatiDevasthanams	Implementation of Value Added Tax in Andhra Pradesh: opportunities and Limitations	Tirupati 22-23 <sup>rd</sup> July, 2004
25.	National Seminar on Dimensions of Women Empowerment <b>(Resource Person)</b>	Dept. of Commerce, SVUPG Centre	Development of Women Entrepreneurial Skills through SGSY	Kavali 19-20 <sup>th</sup> March, 2005
26.	UGC National Seminar on Innovations in Product Development: Challenges Before Banking Sector	Dept. of Commerce Osmania University College for Women	Emerging products and Services in Banking Sector: A Study of SBI	Hyderabad 9 <sup>th</sup> , September, 2005
27.	National Seminar on Women in Management: Challenges and Strategies	Chaitanya Bharathi, Institute of Technology, School of Management Studies	Development of Women Entrepreneurship – An Evaluation of PMRY	Hyderabad, 10-11 <sup>th</sup> March, 2006
28.	UGC National Seminar on Agricultural Credit by Commercial Banks <b>(Resource Person)</b>	Sri SDMS MahilaKalasala	Institutional Credit for Agriculture – A Study with Reference to RGB, Kadapa	Vijayawada 21-22 <sup>nd</sup> July, 2006
29.	UGC National Seminar on Housing Finance in India	Dept. of Commerce Government Degree College	Housing Finance in India – a Study with Reference to SBI	Puttur 16-17 <sup>th</sup> August, 2006
30.	Two-Day Workshop on SIM – Open and Distance Learners	Directorate of Distance Education, S.V.University	Participated in Discussions	Tirupati 30-31 <sup>st</sup> , March, 2007

31.	Two-Day Workshop on Open and Distance Learners (IGNOU)	Directorate of Distance Education, S.V.University	Participated in Oral Discussion	Tirupati 30-31 <sup>st</sup> March, 2007
32.	National Seminar on Micro Finance to Self Help Groups: Role of Banks	Dept. of Commerce SVU College of CM&CS, S.V.University	Women Empowerment through Self Help Groups – The Role of Micro Finance	Tirupati 10 <sup>th</sup> Sept. 2007
33.	National Seminar on Implementation of Knowledge Commission's Recommendation on Enrichment of Quality Education (Sponsored by NAAC) <b>(Resource Person)</b>	IQAC Government College (A)	Higher Education in India – The Current Scenario	Rajahmundry 19-20 Dec., 2007
34.	60 <sup>th</sup> All India Commerce Conference	Dept. of Commerce Osmania University	Micro Finance – A New Paradigm in Credit Delivery system	Hyderabad 27-29 Dec., 2007
35.	National Seminar on Non-entrepreneurship and Small Industry Development in India: Problems and Global Challenges	Dept. of Commerce, S.V.University, Tirupati	Small Scale Industries in Indian Emerging Challenges & Prospects	Tirupati 22-23 March 2008
36.	National Seminar on Non-entrepreneurship and Small Industry Development in India: Problems and Global Challenges	Dept. of Commerce, S.V.University, Tirupati	Women Entrepreneurship through SHGs – An Empirical Analysis	Tirupati 22-23 <sup>rd</sup> March, 2008
37.	UGC – SAP Sponsored National Seminar on Insurance Industry: Issues and Challenges	SKIM, S.K.University, Anantapur	Insurance Industry in India: The current Scenario	Anantapur 29-30 March, 2008
38.	National Conference on Emerging Trends in Consumer Protection and Welfare in Global Environment <b>(Resource Person)</b>	Dept. of commerce, S.V.University	Consumer Protection – Role of District Consumer Forums	Tirupati 20-21 Sept., 2008
39.	National Seminar on Micro Finance and Women Empowerment <b>(Resource Person)</b>	Dept. of Commerce, Y.V.University	Women Empowerment through SHGs – A Special Focus on Kadapa district	Kadapa 12-13 March, 2009
40.	National Seminar on Micro Finance and Women Empowerment	Dept. of Commerce, Y.V.University	PMRY for Women Empowerment – An Analytical Study	Kadapa 12-13, March, 2009
41.	UGC National Seminar on Role of	Dept. of Economics	Micro Credit by Commercial Banks for	Tirupati 29-30

	Commercial Banks in the Development of Weaker Sections under the Reforms Era	S.V.University	Development of Weaker Sections: A Review	March, 2008
42.	DEC National Seminar on Distance Education and Technology Initiatives	Directorate of Distance Education	Distance Education – Need for Improving quality	Tirupati 24-25 <sup>th</sup> July, 2009
43..	UGC National Seminar on Impact of Global Financial Melt Down on Indian Economy	Dept. of Commerce S.V.University, Tirupati	Impact of Global Financial Crisis on Indian Economy – An Analysis	Tirupati 26-27 February 2010
44.	National Seminar on Micro, Small & Medium Enterprises in Global Scenario	Dept. of Commerce S.V.University, Tirupati	Micro, Small & Medium Enterprises in India – The Current Scenario	Tirupati 17-18 March 2010
45.	UGC National Seminar on Global Economic Recession and Its Impact on International Trade	Dept. of Econometrics S.V.University, Tiruapti	Global Trade – Impact of Global Economic Recession on Indian Economy	Tirupati 27 <sup>th</sup> , March 2010
46.	National Seminar on Entrepreneurship – Catalyst for Women Empowerment <b>(Resource Person)</b>	Dept. of Commerce Y.V.University, Kadapa	Women Empowerment – The Role of SHGs	Kadapa 21-22 September 2010
47.	UGC National Seminar on Micro finance : Issues and Implications <b>(Resource Person)</b>	Dept. of Commerce S.V.University,Tirupati	A Study on Functioning of Self Help Groups (SHGs) in Andhra Pradesh	Tirupati 27-28 March 2011
48.	National Seminar on Dimensions of Development in Chittoor District	Dept. of Econometrics S.V.University, Tirupati	Development of Sericulture Industry in Chittoor District of Andhra Pradesh – An Analytical Review	Tirupati 28 <sup>th</sup> March 2011
49.	National Seminar on Emerging Trends in Financial Services: Challenges and Opportunities <b>(Resource Person)</b>	Dept. of Business Management Sri PadmavathiMahilaViswavidyala University, Tirupati	Mutual Funds in India – The Current Scenario	Tirupati 25-26, August 2011
50.	National Seminar on Emerging Trends in Financial Services: Challenges and Opportunities	Dept. of Business Management Sri PadmavathiMahilaViswavidyala University, Tirupati	Mutual Funds in Banking Sector Services – A Review	Tirupati 25-26, August 2011
51.	National Seminar on Emerging Challenges in Electronic Banking	Dept. of Commerce S.V.University Tirupati	Perspective Security Measures for Preventing E-Banking Frauds	Tirupati 25-26, February, 2012

52.	National Seminar on Emerging Challenges in Electronic Banking	Dept. of Commerce S.V.University Tirupati	Customer Perceptions About E-Banking – An Empirical Analysis	Tirupati 25-26, February, 2012
53.	National Seminar on Emerging Management Practices in Changing Global Perspectives <b>(Resource Person)</b>	Dept. of Commerce Y.V.University Kadapa	Business Dynamics and Changing Perceptions of Management	Kadapa 6-7 March, 2012
54.	National Seminar on Emerging Management Practices in Changing Global Perspectives	Dept. of Commerce Y.V.University Kadapa	Emerging Challenges to Management in the Context of Globalisation	Kadapa 6-7 March, 2012
55.	UGC National Seminar on Modalities of e-filing and e-payments	Dept. of Commerce S.V.University, Tirupati	Procedure for e-filing – Modalities	Tirupati 9-10 October, 2012
56.	UGC National Seminar on Modalities of e-filing and e-payments	Dept. of Commerce S.V.University, Tirupati	Procedure for e-filing – Modalities	Tirupati 9-10 October, 2012
57.	UGC National Seminar on Modalities of e-filing and e-payments	Dept. of Commerce S.V.University, Tirupati	E-Filing of IT Returns – A Perspective	Tirupati 9-10 October, 2012
58.	UGC National Seminar on Risk Insurance Management – Contemporary Issues and Challenges <b>(Resource Person)</b>	Dept. of Commerce S.V.University, Tirupati	Policy Holders Perception towards Life Insurance – A Study with Reference to Urban Branches in Tirupati	December 2012 Tirupati 22-23
59.	UGC National Seminar on Risk Insurance Management – Contemporary Issues and Challenges	Dept. of Commerce S.V.University, Tirupati	Insurance Packages to Sericulture Industry in Andhra Pradesh – An Analytical Study	December 2012 Tirupati 22-23
60.	UGC National Seminar on Risk Insurance Management – Contemporary Issues and Challenges	Dept. of Commerce S.V.University, Tirupati	Management Practice of Insurance Sector – An Evaluation of XML Package	December 2012 Tirupati 22-23
61	UGC National Seminar on Foreign Direct Investments (FDI) in Retail Sector: Issues and Concerns for India	Dept. of Commerce V.S.University Post-Graduate Centre,	Is FDI in Retail Sector Boon or Bane?	18-19, March 2013 Kavali



		Kavali		
62.	UGC National Seminar on NGOs and Rural Development	Dept. of Sociology S.V.University Tirupati	Financing SHGs by NGOs – RashtriyaSevaSamithi (RASS), Tirupati	21-22, March, 2013 Tirupati
63.	UGC State Level Seminar on Socio-Economic Conditions of Women Working in ‘MGNREGS’ in Andhra Pradesh	Dept. of Commerce Government Degree & PG College, Puttur	Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) – A Boon to Rural Women	27 <sup>th</sup> , March, 2013 Puttur
64.	UGC National Seminar on Growth and Infrastructural Development of Rayalaseema	Dept. of Econometrics S.V.University, Tirupati	Growth and Development of Sericulture Industry in Rayalaseema (a special focus on Chittoor district)	27-28 March, 2013 Tirupati
65.	UGC National Seminar on Reforms in Examination System at Under Graduate Level	Dept. of Commerce Government Degree College, Srisailam Project, Kurnool District	Current Status of Higher Education – Some Random Views	19-20 July, 2013 Srisailam
66.	UGC SAP National Seminar on Recent Trends in Human Resource Development in India	Dept. of Economics S.V.University Tirupati	HRD Practices in Power Sector with Special Emphasis on APSPDCL	14-15 Dec., 2013
67.	UGC Sponsored National Seminar on “Impact of Micro Finance on Self Help Groups and Bank Linkage Programme on Rural Women”	P.V.K.N. Govt. College, Chittoor	Self Help Groups and Micro Finance – A Study of RASS	28 <sup>th</sup> – 29 <sup>th</sup> December, 2013
68.	UGC Sponsored National Seminar on “Impact of Micro Finance on Self Help Groups and Bank Linkage Programme on Rural Women”	P.V.K.N.Govt. College, Chittoor	Performance Evaluation of RASS, Tirupati – 517502	28 <sup>th</sup> – 29 <sup>th</sup> December, 2013
69.	AICTE Sponsored National Seminar on “Role of Banking and Finance Sectors in a Turbulent Global Scenario”	Dept. of Management Studies, SreeVidyanikethan Institute of Management Sciences, A.Rangampet, Tirupati <b>(Acted as Chairman)</b>	Performance Appraisal of SBI – An Analytical Review	14 <sup>th</sup> – 15 <sup>th</sup> February, 2014

70.	AICTE Sponsored National Seminar on “Role of Banking and Finance Sectors in a Turbulent Global Scenario”	Dept. of Management Studies, SreeVidyanikethan Institute of Management Sciences, A.Rangampet, Tirupati	Micro Finance and Voluntary Associations – A Study of RashtriyaSevaSamithi (RASS)	14 <sup>th</sup> – 15 <sup>th</sup> February, 2014
71.	AICTE Sponsored National Seminar on “Role of Banking and Finance Sectors in a Turbulent Global Scenario”	Dept. of Management Studies, SreeVidyanikethan Institute of Management Sciences, A.Rangampet, Tirupati	Technological Advancements in Banking Sector – Challenges Ahead	14 <sup>th</sup> – 15 <sup>th</sup> February, 2014
72.	UGC Sponsored National Seminar on “Career Guidance and Employability Skills for the Youth”	Dept. of Adult, Continuing Education, .S.V.University, Tirupati-517502	Employment Generation Through Skill Development Training – A Study Of Chittoor District, Andhra Pradesh	7 <sup>th</sup> – 8 <sup>th</sup> March, 2014
73.	UGC & APSCHE Sponsored National Seminar on “Problems and Prospects of Micro, Small and Medium Enterprises in India”	Dept. of Commerce S.V.University, Tirupati-517502	MSMEs – Catalyst for Economic Development	22 <sup>nd</sup> – 23 <sup>rd</sup> March, 2014
74.	UGC & APSCHE Sponsored National Seminar on “Problems and Prospects of Micro, Small and Medium Enterprises in India”	Dept. of Commerce S.V.University, Tirupati-517502	Micro, Small and Medium Enterprises Introspects and Prospects – An Empirical Analysis	22 <sup>nd</sup> – 23 <sup>rd</sup> March, 2014
75.	UGC & APSCHE Sponsored National Seminar on “Problems and Prospects of Micro, Small and Medium Enterprises in India” <b>(Resource Person)</b>	Dept. of Commerce S.V.University, Tirupati-517502	Employment Generation through MSMEs with Special Reference to Sericulture Industry	22 <sup>nd</sup> – 23 <sup>rd</sup> March, 2014
76.	UGC National Seminar on Role of Human Resources in Economic Development	Dept. of Business Management Y.V.University, Kadapa <b>(Acted as Chairperson)</b>	Human Resources in Indian Power Sector – A Review	16 – 17, April, 2014
77.	National Seminar on “Indian Capital Market : Role of SEBI in Investor’s Protection	Dept. of Commerce Govt. Degree College, Rajampeta	Performance of Indian Capital Market – With Special Reference to SEBI	5 <sup>th</sup> – 6 <sup>th</sup> September, 2014

78	National Seminar on “Recent Trends in Entrepreneurship” <b>(Resource Person)</b>	Dept. of Commerce Loyola Degree College Pulivendula – 516003	Women Entrepreneurship through MSMEs – A Ray of Hope for Women Empowerment	17 <sup>th</sup> – 18 <sup>th</sup> October, 2014
79	National Seminar on “Entrepreneurship”	Dept. of Commerce & Research Tumkur University, Tumkur	Promotion of Women Entrepreneurship through Sericultural Operations – An Analytical Review	12 <sup>th</sup> – 13 <sup>th</sup> February, 2015
80.	National Seminar on “Challenges and Strategies for consumer protection”	Dept. of Commerce Yogi Vemana University Kadapa	Performance Evaluation of District Consumer Forums (DCFs) – A cursory Look at DCF, Chittoor – II, Tirupati	13 <sup>th</sup> March, 2015
81.	National Seminar on “Challenges and Strategic for consumer protection” <b>(Resource Person)</b>	Dept. of Commerce Yogi Vemana University Kadapa	Customer Awareness Programme – A study with Reference to Airtel	13 <sup>th</sup> March, 2015
82.	National Seminar on “Emerging Trends in Services Sector in India”	Dept. of Commerce Yogi Vemana University Kadapa	Emerging issues in Financial markets in India	20 <sup>th</sup> March, 2015
83.	UGC Sponsored National Seminar on “MSME”	Dept. of Commerce S.V.University, Tirupati-517502	MSMEs – Growth, Development and Emerging Challenges	12 <sup>th</sup> & 13 <sup>th</sup> April, 2015
84.	National Seminar on “institutional Finance for the Development of Scheduled Castes and Scheduled Tribes in Andhra Pradesh”	Dept. of Commerce Govt. Degree & PG College, Nagari – 517 590 Chittoor (Dt), A.P.	Institutional Finance for The Development of Scheduled Castes – A Study With Reference to National Scheduled Castes Finance & Development Corporation (NSFDC)	29 <sup>th</sup> January, 2016
85.	National Seminar on “institutional Finance for the Development of Scheduled Castes and Scheduled Tribes in Andhra Pradesh”	Dept. of Commerce Govt. Degree & PG College, Nagari – 517 590 Chittoor (Dt), A.P.	Institutional Finance for The Development of Scheduled Castes – A Study With Reference to National Scheduled Castes Finance & Development Corporation (NSFDC)	29 <sup>th</sup> January, 2016
86.	National Seminar on Poverty Alleviation through Micro Finance Role of NABARD and other Institutions	Dept. of Commerce S.V.University, Tirupati- 517 502	Financing of Self Help Groups (SHGs) by rural Banks – A study with reference to SapthagiriGrameena Bank, Madanapalle	27 <sup>th</sup> -28 <sup>th</sup> , February 2016

87.	National Seminar on Poverty Alleviation through Micro Finance Role of NABARD and other Institutions <b>(Resource Person)</b>	Dept. of Commerce S.V.University, Tirupati- 517 502	Institutional finance for SHGs – Role of RASS	27 <sup>th</sup> -28 <sup>th</sup> , February 2016
88.	National Seminar on Poverty Alleviation through Micro Finance Role of NABARD and other Institutions	Dept. of Commerce S.V.University, Tirupati- 517 502	Financing of Self Help Groups (SHGs) by rural Banks – A study with reference to SathagiriGrameena Bank, Madanapalle	27 <sup>th</sup> -28 <sup>th</sup> , February 2016
89.	National Seminar on Poverty Alleviation through Micro Finance Role of NABARD and other Institutions	Dept. of Commerce S.V.University, Tirupati- 517 502	Institutional finance for SHGs – Role of RASS	27 <sup>th</sup> -28 <sup>th</sup> , February 2016
90.	National Seminar on Service Quality and Customer Relationship Management Practices in 21 <sup>st</sup> Century: Emerging Issues and Challenges <b>(Resource Person)</b>	Dept. of Commerce S.V.University, Tirupati- 517 502	Customer Satisfaction in Insurance Sector – A Study with Emphasis on LIC branch-I of Tirupati City	6 <sup>th</sup> – 7 <sup>th</sup> August, 2016
91.	National Seminar on Service Quality and Customer Relationship Management Practices in 21 <sup>st</sup> Century: Emerging Issues and Challenges	Dept. of Commerce S.V.University, Tirupati- 517 502	Dimensions of Customer Relationship – A Pragmatic Look at Bank of India, Madanapalle	6 <sup>th</sup> – 7 <sup>th</sup> August, 2016
92.	National Seminar on Service Quality and Customer Relationship Management Practices in 21 <sup>st</sup> Century: Emerging Issues and Challenges	Dept. of Commerce S.V.University, Tirupati- 517 502	Tourism as a major component of the Service Sector in India	6 <sup>th</sup> – 7 <sup>th</sup> August, 2016
93.	National Seminar on Non-Timber Forest Produce (NTFP) For Livelihood Security of Tribal Communities in India	Dept. of Economics Govt. Degree & PG College, Nagari	Non-Timber Forest Products (NTFPs) – An Overview	23 <sup>rd</sup> – 24 <sup>th</sup> October, 2016
94.	National Conference on Inclusive Growth through Startup India – Standup India : Opportunities and Challenges <b>(Resource Person)</b>	Dept. of Commerce S.V.University, Tirupati- 517 502	Star-up India – A new era in the economy	10 <sup>th</sup> – 11 <sup>th</sup> February, 2017
95.	National Conference on Inclusive Growth	Dept. of Commerce	Star-up in Agriculture and Allied Sectors –	10 <sup>th</sup> – 11 <sup>th</sup> February,

	through Startup India – Standup India : Opportunities and Challenges	S.V.University, Tirupati- 517 502	opportunities and Challenges Ahead	2017
96.	National Conference on Inclusive Growth through Startup India – Standup India : Opportunities and Challenges	Dept. of Commerce S.V.University, Tirupati- 517 502	Inclusive growth in Sericulture Industry in India – A Analytical Review	10 <sup>th</sup> – 11 <sup>th</sup> February, 2017
97.	National Conference on Inclusive Growth through Startup India – Standup India : Opportunities and Challenges	Dept. of Commerce S.V.University, Tirupati- 517 502	Agricultural Star-up – Spark plug for development	10 <sup>th</sup> – 11 <sup>th</sup> February, 2017
98.	National Conference on Service Marketing in Emerging Global Economy	Dept. of Commerce S.V.University, Tirupati- 517 502	Emerging trends in services marketing	28 <sup>th</sup> August, 2017
99.	National Conference on GST-A Boom or Bane	Dept. of Commerce Yogi Vemana University, YSR (Kadapa) district	A cursory look at impact of GST on retail sector	6 <sup>th</sup> &7 <sup>th</sup> December, 2017
100.	National Seminar on Demonetization	Dept. of Commerce V.S.U Post Graduate Centre: Kavali	Demonetization-impact on the economy	28& 29 <sup>th</sup> December, 2017
101.	National Seminar on GST	Dept. of Commerce P.V.K.N. Govt. College Chittoor	GST – A Review with Reference to SWOT Analysis	20 & 21 April, 2018
102.	National Seminar on GST	Dept. of Commerce S.V.University, Tirupati- 517 502	Is GST a boon or Bane?	21 <sup>st</sup> -22 <sup>nd</sup> , February, 2019
103.	National Seminar on Consumer protection	Dept. of Commerce S.V.University, Tirupati- 517 502	Consumer protection in India – A new paradigm	24 & 25 <sup>th</sup> January, 2019
104.	National Seminar on e-Commerce problems and prospects	Dept. of Commerce S.V.University,	e-Commerce problems and prospects of consumers – An empirical evidence	24 & 25 <sup>th</sup> January 2019

		Tirupati- 517 502		
105.	National Seminar on Inclusive Growth through Navaratnalu in Andhra Pradesh : Future prospects and Challenges	Dept. of Commerce S.V.University, Tirupati- 517 502	Implementation of Navaratnalu-Challenges Ahead	04 <sup>th</sup> & 5Nov 2019
106.	National Seminar on Inclusive Growth through Navaratnalu in Andhra Pradesh : Future prospects and Challenges	Dept. of Commerce S.V.University, Tirupati- 517 502	Inclusive Growth-A Pave to Introduction of Navaratnalu in Andhra Pradesh	04th& 5Nov 2019
107	National Seminar on	Besant Theosophical College Madanapalli	Accounting Standards and IFRS – An overview	27-28 <sup>th</sup> December 2019
108	National Seminar on	Besant Theosophical College Madanapalli	Emergence of HR Accounting in India – A case study	27-28 <sup>th</sup> December 2019
109	National Seminar on	Dept. of Commerce SG Govt. Degree & PG College, Piler	Emergence of HR Accounting in India – A case study	5-6 <sup>th</sup> March 2020
110	National Seminar on	Dept. of Business Manage-ment, YV University, Kadapa	Women participation in Research and Development	14-15 <sup>th</sup> Feb 2020

### INTERNATIONAL

111	24 <sup>th</sup> All India Accounting Conference and International Seminar	Dept. of Commerce S.V.University, Tirupati	Accounting Standards in the Indian Corporate Sector – A Review	Tirupati 13-14 <sup>th</sup> September 2001
112	26 <sup>th</sup> All India Accounting Conference and International Seminar	Dept. of Commerce Mahatma Gandhi Kashi Vidyapeeth	Corporate Governance : Challenge Ahead	Varanashi 27-28 <sup>th</sup> December, 2003
113	28 <sup>th</sup> All India Accounting and International Seminar on Accounting Education	Indian Accounting Association, Osmania university College for Women and Institute of Cost and Works Accountants of India	ABC – An Effective Tool for Strategic Cost Management	Hyderabad 10-11 <sup>th</sup> December, 2005
114	XXIX All India Accounting Conference and International Seminar	Dept. of commerce Shri Rama College of Commerce	Target Costing: An Emerging Concept	Delhi 22 <sup>nd</sup> – 23 <sup>rd</sup>

	on Accounting Education and Research	University of Delhi	Of Cost Management	December, 2006
115	Eight International Accounting Conference	Indian Accounting Association Research Foundation in Association with DeloitteToucheTohmmatsu India Private Limited	BPO - A SWOT Analysis	Kolkata 6-7 <sup>th</sup> January, 2007
116	All India Accounting Conference and International Seminar on Accounting Education and Research	JNV University	Transfer Pricing – Methods and Mechanics	Jodhpur 15-16 <sup>th</sup> Dece. 2007
117	International Conference on Corporate Governance : Emerging Issues and Global Challenges	Dept. of Commerce S.V.University, Tirupati	Corporate Governance Practices in LIC HFL – An Analytical Review	30-31 Jan., 2013 Tirupati
118	International Conference on Corporate Governance : Emerging Issues and Global Challenges	Dept. of Commerce S.V.University, Tirupati	Corporate Governance Practices in APSPDCL – An Evaluation	30-31 Jan., 2013 Tirupati
119	International Conference on Corporate Governance : Emerging Issues and Global Challenges	Dept. of Commerce S.V.University, Tirupati	Corporate Governance Practices in Banking Sector – An Analysis	30-31 Jan., 2013 Tirupati
120	International Conference on Innovative management Strategies	Dept. of Management Studies, MITS, Madanapalle	Performance Evaluation of Micro finance and Self Help Groups – A Role Played by Indian Banks	7 <sup>th</sup> – 8 <sup>th</sup> March, 2014
121.	Sanskriti International Conference on Management Challenges – 2014	Dept. Sanskriti School of Business, Puttaparthi – 515 134	Risk Management in Indian Banks and Role of Reserve Bank of India – A Study	26 <sup>th</sup> April, 2014
122.	6 <sup>th</sup> International seminar of “Regional Network on Poverty Eradication”	Dept. of Economics S.V.University Tirupati – 517 502	Eradication of poverty – a strategic Role of Micro Finance	13-15 November, 2015
123.	6 <sup>th</sup> International seminar of “Regional Network on Poverty Eradication”	Dept. of Economics S.V.University Tirupati – 517 502	Eradication of poverty – a strategic Role of Micro Finance	13-15 November, 2015

124	International seminar on Entrepreneurship	Dept. of Management Sri Padmavati Mahila Visvavidyalayam, Tirupati	Entrepreneurs Financial Problems and Prospects – An Empirical Study with reference to MSMEs’ in Kadapa District	29 & 31 <sup>st</sup> March, 2018
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**WEBINARS ATTENDED**

Sl. No.	Theme of the webinar	National / International / State regional	Duration, Month & Year	Title of the paper presented	Sponsoring Agency	Institution and place
1	2	3	4	5	6	7
1.	Research Methodology	National Webinar	29 <sup>th</sup> Sept, 2020	-----	-----	Dept. of Commerce, Yogi Vemana University, Kadapa
2.	NEP - 2020 Challenges in Implementation	National Webinar	20th Nov, 2020	-----	-----	Dept. of Commerce. S.K. University, Anantapur
3.	Rural Management Curriculum Design	National Webinar	4th Dec, 2020		MGN CRE	ED Cell Yogi Vemana University, Kadapa
4.	2nd Global International Conference on Business and Economic Development for Nepal under COVID - 19	International Conference	12th Dec, 2020	-----	-----	Global College of Management, Kathmandur, Nepal
5.	The Role of ICT in Improving the quality of Higher Education.	One Day National Webinar	27th Feb, 2021.	-----	-----	Internal Quality Assurance Cell (IQAC) of S.V. University, Tirupati.
6.	Education Policy (NEP) 2020	National Webinar	03-03-2021.	-----	-----	IQAC, Anwarul Uloom College of Business Management. Hyderabad
7	“Women Entrepreneurship: Emerging Issues and Challenges in the 21 <sup>st</sup> Century”	National Webinar	6 <sup>th</sup> August, 2021	-----	-----	Dept. of Commerce and IQAC, Govt College for Men, Kurnool, AP



8	“The Status of Rural Development in the light of SDG’s in India”	One day National Workshop	12-08-2021	-----	-----	Yogi Vemana University, Kadapa,
9 10	“Consumer Behaviour Towards Organic Products in India”	One day National Webinar	13-08-2021	-----	-----	(Acted as Guest of Honour) Dept. of Commerce, S.V. University, Tirupati
11	“Fundamental of Investments and How to invest in Rights Issue” (Under Aegis of SEBI – Investor Protection Educations Fund)			-----	-----	
12	Research, Innovation and Rankings,	National webinar	20 <sup>th</sup> August, 2021.	-----	-----	SVU IQAC, S.V. University, Tirupati
13	“Marketing on Healthcare Services in India organised by the Dept. of Commerce	One day National webinar	1-09-2021	-----	-----	Dept. of Commerce, S.V.U. College of CM & CS, S.V. University, Tirupati
14	“ Strategy for Managing Personal finance”	National webinar	06-09-2021.	-----	-----	Dept. of Commerce, (computer Applications), Islamiah College, Vaniyambadi and Association of Mutual Funds of India(AMFI), Mumbai
15	“Strategy for Managing Personal Finance”	National webinar	16-09-2021.	-----	-----	Department of S&H (Management Studies), Lendi Institute of Engineering & Technology, Vizianagaram - 535005 in Collaboration with Association of Mutual Funds of India (AMFI)
16	Financial Empowerment through strategic planning	National webinar	29-09-2021	-----	-----	Dept. of Commerce, GovindaDasa College, Dakshina Kannada, Karnataka
17	“Discerning Behavioural Finance and Commodity Derivatives	National level 5 – day workshop	4 <sup>th</sup> to 8 <sup>th</sup> October, 2021.	-----	-----	SreeVidyanikethan institute of Management, Tirupati

18	Financial Empowerment through wealth creation Financial Empowerment through wealth creation	National Webinar	22-10-2021.	-----	-----	Dept. of Commerce, Rabindranath Tagore University, Bhopal, Madhya Pradesh
19	Faculty Development Programme on Enlightening Strategic Management	National webinar	27-10-2021.	-----	-----	IQAC, AnwarulUloom's College of Business Management, New Delhi
20	"Reproductive Choice of Women – A Fundamental Right"	National Webinar	11-11- 2021	-----	National Commission for Women, New Delhi	Y.V. University, Kadapa,
21	Financial Empowerments through Wealth Creation “	National Webinar	14-11-2021	-----	-----	Guru Nanak Institution, Technical campus, Telangana in Association of AMFI

22	“Basics of Capital Market, district youth Co-ordination;	National Webinar	25-11-2021.	-----	-----	Nehru, Yuva Kendra, Kupwara, Ministry of Youth Appairs and Sports in Association with CDSC and BSE
23	Financial Empowerment through wealth creation	One day National webinar	10-12-2021	-----	-----	Dept. of business management, yogi Vemana University , kadapa, YSR District, Andhra Pradesh, India in collaboration with association of mutual funds(AMFI)

## PUBLICATIONS

Sl.No.	First Author	Co-authors	Title of the paper	Name of the Journal / Book	Year of Publication	Vol. &P.No.	National / International	ISBN / ISSN Number
1.	B. Mohan	P.VenkataNarasaiah B.Kuberudu	Sericulture and Rural Development	Khadi gramodyog		Vol.XXXXVI, pp.167-172	National	0023-1029
2.	B. Mohan	N. Subbanarasaiah P. Venkatanarasaiah	Price – Spread Analysis in marketing of Acid Limes	Indian Journal of Marketing	May – August, 1992	Vol.XX, No.9-12, pp.13-20	National	16294/68
3.	B. Mohan	N. Subbanarasaiah, P.Venkatanarasaiah	Cirtus Fruits cultivation in Andhra Pradesh: A study	Agriculture Situation in India	May, 1993	pp.77-79	National	-
4.	Dr.P.V.Narasaiah	Dr. B.Kuberudu	Sericulture – A Boon to Rural Poor	Kurukshetra	May-June, 1995	Vol.XLIII, No.58&9, p.64	National	RN 702/57
5.	Dr.S.Subbarayudu	Dr.P.V.Narasaiah	Janmabhoomi – Andhra's leap towards gross roots planning	Kurusketra	March-April 1997	Vol.XLV, No.6&7, pp.107-110	National	RN 702/57
6.	Dr.P.V.Narasaiah	-----	Mutual fund – A Boon to Small Investor	Banking Finance	August 1997	Vol.X, No.8, pp.3-5	National	0971-4499
7.	P.V.Narasaiah	P. Mohan Reddy, K.Ramakrishnaiah, C.Sivarami Reddy	Industrial financing – An Evaluation of APSFC	Southern Economist	February, 1998	Vol.36, No.20,pp.15-17	National	0038-4046
8.	P.V.Narasaiah	P. Mohan Reddy, K.Ramakrishnaiah, C.Sivarami Reddy	Indian Banking – Retrospect and Prospect	Banking Finance	April, 1998	Vol.XI, No.4, pp.3-5	National	0971-4499
9.	Prof.C.Sivarami Reddy	Dr.P.V.Narasaiah	Comprehensive Crop Insurance Scheme (CCIS) in Andhra Pradesh – An Evaluation	The Insurance Times	April, 1998	Vol.XVIII, No.7, pp.3-6	National	0971-4480
10.	K. Ramakrishnaiah	P.V.Narasaiah P. Mohan Reddy C.Sivarami Reddy	Institutional Finance to SSI: Role of APSFC	SEDME	September, 1998	Vol. XXV, No.3, pp.55-70	National	0970-8464
11.	Dr.P.V.Narasaiah	Prof. C. Sivarami Reddy	Non-Banking Financial Companies – An Overview	Banking Finance	March, 1999	Vol. XII, No.3, pp.9-11	National	0971-4499
12.	P.V.Narasaiah	K. Ramakrishnaiah	Information Technology for Efficient management	Banking Finance	September, 1999	Vol. XII, No.9, pp.6-8	National	0971-4499

			of Banks					
13.	Prof.C.Sivarami Reddy	Dr.P.V.Narasaiah Dr. P.Mohan Reddy Dr.K. Ramakrishnaiah	An Evaluation of Comprehensive Crop Insurance Scheme (CCIS) in Andhra Pradesh	Discovery publishing house, New Delhi	2000	-	National	ISBN 81-7141-546
14.	Dr.P.V.Narasaiah	Prof.C.Sivarami Reddy	Rythu Bazaars – A New Era in Agriculture Marketing	Indian Journal of Marketing	September-October, 2001	Vol.XXXI, No.9-10, pp.18-22	National	16294/68
15.	P.V.Narasaiah	C.Sivarami Reddy	Vision 2020: Planning for future	Banking Finance	October, 2001	Vol. XIV, No.10, pp.14-16	National	0971-4499
16.	Dr.P.V.Narasaiah	-----	Janmabhoomi – An Innovative Programme for rural Development	Khadi Gramodyog	December, 2001	-----	National	0023-1029
17.	Dr.P.V.Narasaiah	Prof.C.Sivarami Reddy	HRD Practices in LIC – An Overview	The Insurance Times	April, 2002	Vol.XXII, No.8, pp.13-16	National	ISBN 81-7141-546
18.	P.V.Narasaiah	P. Suresh	Provisioning for Non-Performing assets (NPAs) in Co-operative Banks – A Study of district Central Co-operative Bank, Cuddapah	Banking Finance	August, 2003	Vol.XVI, No.8, pp.3-9	National	0971-4498
19.	Dr.P.V.Narasaiah	Dr.P. Mohan Reddy A. Srinivasulu	Adulteration – Some Rudiments for Identifying Adulterated foods	PR Communication Age	July, 2003	Vol.VI, No.4, pp.3-7	National	0972-0650
20.	P.V.Narasaiah	K.Ramakrishnaiah	DWCRA Programme in Cuddapah District – An Evaluation	SEDME	September, 2004	Vol.31, No.3, pp.43-50	National	0970-8464
21.	Dr.P.V.Narasaiah	D.Sudarsana Murthy	Provisioning for Non-Performing Assets in Banks and financial institutions (ed.,)	Serial Publications, New Delhi	2004	pp.224-234	National	ISBN 978-81-8387-533-2
22.	Dr.D.Sudarsana Murthy	Dr.P.V.Narasaiah	Regional Rural Banks – The Current Scenario	Banking Finance	October, 2005	Vol.XVIII, No.10, pp.14-8	National	0971-4498
23.	P.V.Narasaiah	-----	Knowledge Management – An Emerging Concept	Third Concept	March, 2006	Vol.20, No.229, pp.43-	National	0970-7247

						45		
24.	Dr.P.V.Narasaiah	---	ABC – An Effective Tool for Strategic Cost Management	Banking Finance	June, 2006	Vol.XIX, No.6, pp.13-15	National	0971-4498
25.	Dr.P.V.Narasaiah	Dr.P.Suresh Dr.D. Sudharsana Murthy	Development of Women Entrepreneurship through Swarnajanyati Gram swarozgaryojana (SGSY)	Rural India	June – July, 2006	Vol.70, No.67, pp.118-121	National	B-4183
26.	P.V.Narasaiah	D.Sudarsana Murthy P. Suresh	A Review of Development of Women Entrepreneurship	SEDMI	June, 2006	Vol.33, No.2, pp.37-42	National	ISSN 0970-8464
27.	Dr.P.V.Narasaiah	D.Sudarsana Murthy	Emerging Dimensions of Rural Marketing in India – A Review	PR Communication Age	July, 2006	Vol.IX, No.4, pp.15-17	National	0972-0650
28.	Dr.P.V.Narasaiah	D.Sudarsana Murthy	e-Banking – Challenges Ahead	Banking Finance	October, 2006	Vol.XIX, No.10, pp.7-10	National	0971-4498
29.	Dr.P.V.Narasaiah	-----	Insurance Sector in India – An Appraisal	Life Insurance Today	January, 2007	Vol.II, No.10, pp.8-11	National	0973-4813
30.	Dr.P.V.Narasaiah	Dr.D.Sudarsan Murthy	Women entrepreneurship and PMRY – An Empirical Study	SEDME	March, 2007	Vol.30, No.1, pp.65-70	National	0970-8464
31.	Prof.B.Mohan	Dr.P.V.Narasaiah D.Sudharsan Murthy	Target Costing – a Key to Strategic Cost management	Banking Finance	June, 2007	Vol.XX, No.6, pp.5-7	National	0971-4468
32.	P.V.Narasaiah	N. Subbanarasaiah P.Suresh D.Sudarsana Murthy	Sericulture Industry – an Effective Tool for Rural Development	SEDME	March, 2008	Vol.35, No.1, pp.67-74	National	0970-8464
33.	Dr.P.V.Narasaiah	D.Sudarsana Murthy	Development of women Entrepreneurship through SHGs – a Micro Study	Vision	October-December, 2008	Vol.XXVIII, No.4, pp.35-39	National	-
34.	D.Sudarsana Murthy	P.V.Narasaiah	Performance of Regional Rural Banks – An Analytical Review	The Indian Institute of Public Opinion VISION	2009	Vol.XXIX, No.1, pp.28-36	National	RNI886 - 1957
35.	Dr.P.V.Narasaiah	-----	SSI Sector in the Post Reforms – A Critical	The Indian Institute of Public Opinion	2009	Vol.LIV, No.8	National	RNI886/1957

			Review					
36.	Prof.B. Mohan	Prof.P.V.Narasaiah	Special Economic Zones (SEZs): Boon or Bane?	Banking Finance	2009	Vol.XXX, No. 7, pp.21-23	National	0971-4498
37.	Dr.P.V.Narasaiah	S.Sivakumar	Impact of Global Financial Crisis on Indian Economy – An Analysis	Global Financial Crisis and its Impact on different Sectors (ed.,) (Discovery Publishing House	2012	106-112	National	978-93-5056-010-5
38.	Prof.P.V.Narasaiah		Sustainability of Indian Economy Despite Global Financial Meltdown	Global Financial Crisis and its Impact on different Sectors (ed.,) (Discovery Publishing House Pvt., Ltd., Delhi)	2012		National	978-93-5056-010-5
39.	K. Padmapriya	Prof.P.V.Narasaiah	Emerging Trends in Banking Sector Services: A Review	Emerging Trends in Financial Services: Challenges and Opportunities (ed.,) (Discovery Publishing House Pvt., Ltd., New Delhi)	2012	pp.48-59	National	ISBN:978-81-8387-533-2
40.	N.V.Rathnam	Prof.P.V.Narasaiah	Mutual Funds in India – The Current Scenario	Emerging Trends in Financial Services: Challenges and Opportunities (ed.,) (Serial Publications New Delhi)	2012	pp.327-342	National	ISBN:978-81-8387-533-2
41.			Agricultural Credit by Regional Rural Banks: An Empirical Study	Journal of Commerce & Accounting Research	2012	Vol.1, No.3, pp.1-7	National	2277-2146
42.	K.Padmapriya	Prof.P.V.Narasaiah	HRD Practices in Power Sector – A Study	Southern Economist	2012	Vol.51, No.14, pp.19-22	National	0038-4046
43.	N.V.Rathnam	Dr.P.V.Narasaiah	Sericulture Industry – A boon for rural poor(Special Focus on CTR	SEDME	2012	Vol.39, No.3, pp.17-33,	National	0970-8464
44.	K.Padmapriya	Dr.P.V.Narasaiah	HRD Practices in	SEDME	2012	Vol.39, No.3,	National	0970-8464

			APSPDCL with Special Emphasis on Training and Development			pp.8-93		
45.	N.V.Rathnam	Dr.P.V.Narasaiah	A Pragmatic Look at Sericulture Industry in Andhra Pradesh	ANU Journal of Commerce and Management	2012	Vol. No.2, pp.149-161	National	0976-0857
46.	Prof.P.V.Narasaiah	N.V.Rathnam K.Padmipriya	Perspective Security Measures for Preventing e-banking Frauds	Emerging Challenges in E-Banking (ed.,) (Serial Publications New Delhi)	2013	79-83	National	978-93-5056-259-8
47.	N.V.Rathnam	Dr.P.V.Narasaiah D. Naresh	Customer Perception about e-Banking – An Empirical Analysis	Consumer Awareness Towards e-Banking (ed.,) (Discovery Publishing House Pvt., Ltd., New Delhi)	2013	157-167	National	ISBN: 93-5056-2421-1
48.	Prof.P.V.Narasaiah	K. Padmapriya	Corporate Governance Practices in LIC HFL – An Analytical Review	Corporate Governance : Issues and challenges (ed.,) Spectrum Publications, Hyderabad	2013	First Edition: pp.35-49	National	ISBN: 978-93-82829-41-6
49.	Prof.P.V.Narasaiah	N.V.Rathnam	Current Status of Higher Education System in India – Some Random Views	Reforms In Examination System At Under Graduate Level (ed.) Paramount Publishing House, New Delhi	2013	First Edition: pp.179-188	National	ISBN: 978-93-82163-62-6
50.	Prof.P.V.Narasaiah	N.V.Rathnam	Current Status of Silk Industry in India – An Evaluation	National Institute for Micro, Small and Medium Enterprises (SEDME)	2013	Vol.40, No.4, Dec., 2013	National	ISSN:0970-8464
51.	Dr.P.V.Narasaiah	K.Padmipriya	Efficacy of Training and Development Programmes in Southern Power distribution Company of Andhra Pradesh Ltd., (APSPDCL)	Monthly Public Opinion Surveys	2014	Vol. LIX, Issue 9, pp.17-28	National	RNI No.886 /1957



			– An Analysis					
52.	Prof.P.V.Narasaiah	Dr.N.V.Rathnam Dr.B.Gangaiah	Corporate Governance Practices in LIC HFL–An Analytical Review	Corporate Governance Issues and Challenges (ed.)	2015	pp.35-49	National	ISSN 978-93-82829-41-6
53.	N.V.Rathnam	Prof.P.V.Narasaiah R.Neelima	Performance Appraisal Of SBI – An Analytical Review	i-manager's Journal on Management (JMGT)	2015	Vol.9, No.3 pp.12-18	National	0973-5054
54.	N.V.Rathnam	K. Padmpriya Prof.P.V.Narasaiah	Promotion of Women Entrepreneurship through Sericultural Operations – An Analytical Review	Innovation – An Engine for Inclusive Growth and Sustainable Development (ed.)	2015	pp.189-192	National	ISSN 978-93-84262-06-8
55.	Dr.D.Sudarsana Murthy	Dr.P.V.Narasaiah Dr.B.Mohan	Corporate Governance Practices – A Study with Reference to State Bank of India	Corporate Governance Mechanism in Dynamic Global Markets (Ed. Book by Himachalam Dasaraju)	2015	pp.63-81	National	ISSN 93-5056-718-0
56.	Dr.D.Sudarsana Murthy	Prof.B.Mohan Prof.P.V.Narasaiah	Financial Analysis – A Study of Lakshmi Vilas Bank	Role of Banking and Finance Sectors in A Turbulent Global Scenario (Ed.,)	2015	pp.3-9	National	ISSN 978-93-85100-46-8
57.	Prof.P.V.Narasaiah	Dr.N.V.Rathnam	A Cursory Look at Risk Management Practices in Indian Banks – A Study of State Bank of India	Banking Finance	October, 2015	Vol.XXVIII, Issue 10 pp.107-35-43	National	ISSN 0971-4498
58.	Dr.P.V.Narasaiah	Dr.N.V.Rathnam	Performance Evaluation of District Consumer Forums (DCF) – A Study with Reference to DCF, Chittoor – II, (Tirupati), A.P.	Vision	April – Sept, 2016	Vol.XXXVI, No.2-3, pp.32-43	National	ISSN 2249-9857
59.	Prof.P.V.Narasaiah	Govardhan Reddy and Dr.K.Padmapriya	Startups in Agriculture and Allied Sectors – Opportunities and Challenges Ahead	(Start-up India – Standup India (ed.,) Bonfring Publishers	Feb 2017	pp.23-25	National	978-93-86638-15-1
60.	Prof.P.V.Narasaiah	Dr.D.Sudarsana Murthy	Startups in India – A New Era in the Economy	(Start-up India – Standup India (ed.,) Bonfring Publishers	Feb 2017	pp.120-123	National	978-93-86638-15-1

61.	Prof.P.V.Narasaiah		Is demonitisation a panacea to the ills of the Economy?	Banking Finance	March 2017	pp.37-42	National	0971-4498
62.	Prof.P.V.Narasaiah	V.Govardhan Reddy	GST – A Review with Reference to SWOT Analysis	GST in India: Implications (ed.), Visakapatnam, A.P.	April, 2018	pp.197-201	National	978-93-87540-39-2
63.	Prof. P.V. Narasaiah	Dr. N. VenkataRatnam	Sericulture – A Boon to Rural poor in Drought-prone Rayalaseema Region, Andhra Pradesh.	MahilaPratishtha	October-Dec. 2018	Vol.4 2 pp.182-191	National	2454-7891
64.	Prof. P.V. Narasaiah	G.S. VeenaKumari	Food Adulteration and Consumer Awareness.	Third concept	December 2018	Vol. 32 382 pp.48-59	National	0970-7247
65.	Prof. P.V. Narasaiah	Dr. N. VenkataRatnam	Sericulture and silk Industry in India – An Analytical Review	MahilaPratishtha	October-December, 2018	Vol.4 2 pp.237-246	National	2454-7891
66.	Prof. P.V. Narasaiah		Consumer Satisfaction - A study with reference to ICICI Bank, Published in Banking and Financial Services in the Global Scenario (ed.,)	RIP – Research Indian Publications	October, 2021	PP No.1-14,	National	978-81-953717-4-7.

#### INTERNATIONAL

67.	D.Sudarsana Murthy	P.V.Narasaiah B.Mohan	Performance of Consumer Forums : An Empirical Study of Kadapa District Consumer Forum	Prabandhan: Indian Journal of Management,	2013	Vol.6, No.2, Feb., 2013, pp.40-47.	International	0975-2854
68.	K.Padmapriya	P.V.Narasaiah	Human Resource Development Practices in Power Sector – A Study with Special Focus on Training and	International Journal of Management Research and Review	2013	Vol.2, No.11, pp.1981-1993	International	2249-7196

			Development in APSPDCL					
69.	N.V.Rathnam	P.V.Narasaiah	Sericulture Industry – An Effective Tool for Development of Drought-Prone Areas	ZENITH International Journal of Business Economics & Management Research	2012	Vol.2, No.12, pp.85-97	International	2249-8826
70.	P.V.Narasaiah	K.Padmapriya P.Suresh	Corporate Governance Practices in APSPDCL – An Evaluation	Governance: Emerging Issues and Global Challenges (ed.) Spectrum Publications	2013	pp.164-170	International	ISBN: 978-93-82062-85-1
71.	K. Nagaraju Naidu	Prof.P.V.Narasaiah	Financing SHGs by NGOs: A Study Of RashtriyaSevaSamithi (Rass), Tirupati	International Journal Of Management Research And Review	2014	Vol.4, Issue 2, pp.241-253	International	ISSN: 2249-7196
72.	Dr.D.Sudarsana Murthy	Dr.P.V.Narasaiah	Performance Valuation of Micro Finance and Self Help Groups – Role of Indian Banks	MIJBR	2014	Vol.1, Issue 1, pp.107-114	International	2349-1701
73.	Dr.D.Sudarsana Murthy	Prof.P.V.Narasaiah	Role of RBI in Risk Management of Bank	Glimpser of Management Challenges	December, 2014	pp.67-71	International	ISSN 978-16304-41955-4
74.	Dr.N.V.Rathnam	Prof.P.V.Narasaiah	Indian Insurance Sector – The Current Scenario	Intercontinental Journal of Banking, Insurance and finance	September 2015	Vol. 2, Issue 9 pp.12-18	International	ISSN 2350-0867
75.	Dr.D.Sudarsana Murthy	Prof.P.V.Narasaiah Dr.Hariprasad	Operational Performance of Lakshmi Vilas Bank – An Analytical Review	MERC Global's International Journal Of Social Science & Management	September 2015	Vol.2, Issue 5 pp.340-345	International	ISSN 2348-5620
76.	K. Nagaraju Naidu	Prof.P.V.Narasaiah	Micro Finance – Role of RashtriyaSevaSamithi (RASS), Tirupati in Financing SHGs	International Research Journal of Management and Commerce	October, 2016	Vol.3, Issue No.10, pp.1-15	International	2348-9766
77.	Prof.P.V.Narasaiah	V.Govardan Reddy	Perceptions of the policy	International Journal	January –	Vol.6, No.1,	International	2279-0985

			holders towards LIC of India: An empirical Study	of Applied Services Marketing Perspectives	March, 2017	pp.1-5		
78.	Prof.P.V.Narasaiah	K. Nagaraja Naidu	An empirical study on women empowerment through micro finance	ZENITH international journal of business economics & management research	December, 2017	Vol.7 (12) pp.46-53	International	ISSN:2249-8826
79.	Dr.P.V.Narasaiah	V.Govardhan Reddy	Management of Financing Working Capital in Select Cement Companies in Andhra Pradesh	International Journal of Applied Financial management Perspectives (A referred Quarterly Journal)	Jan-March, 2018	Vol.7 No.1 pp.3539 - 3545	International	2279-0896
80.	Dr.P.V.Narasaiah	Y.Saritha	Service quality gap analysis in HDFC Bank:A case study on housing finance customers perspective	International Journal of commerce and management review	July,2018	Vol.4 No.1 pp.6-11	International	ISSN:2455-1627
81.	Dr.P.V.Narasaiah	Y.Saritha	Housing finance evaluation and research in India	International Journal of research in social sciences	Aug, 2018	Vol.8 No.8 pp.249-255	International	ISSN:2249-2496
82.	Prof.P.V.Narasaiah	G.S.Veenakumari	Consumer protection and role of district consumer forums – An empirical study with reference to Chittoor district,	Research Review, International Journal of Multi disciplinary	June, 2019	Vol.4 6 pp.877-881	International	2455-3085
83.	Prof.P.V.Narasaiah		Demonetisation Effect on Agriculture sector – Problems and Prospects	International Journal of Recent technology and engineering (IJRTE)	September 2019	Vol.9 pp.288-296	International	2277-3878
84.	Dr. P.V. Narasaiah	B. Reddeppa	Operational efficiency of agricultural regulated markets in Chittoor district, A.P – An analytical review	International journal of Multi-disciplinary	October 2019	Vol.4 Issue 10 pp.104-108	International	ISSN-2455-3085

**Completed Projects:**

Name of the Faculty	Project Title	Funding Agency	Year	Amount
Prof.P.V.Narasaiah	Sericulture and Rural Development ( <b>Minor</b> )	ICSSR, New Delhi	1 Year (2005)	25,000
Prof.P.V.Narasaiah	Special Economic Zones in Andhra Pradesh in Retrospect and Prospect( <b>Major</b> )	UGC, New Delhi	2 Years (2008-10)	4,36,000