



SRINIVASA EDUCATIONAL SOCIETY'S

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DEPARTMENT OF MBA

FACULTY ACHIEVEMENTS FOR THE ACADEMIC YEAR 2022 – 2023

RESEARCH PUBLICATIONS

S.No	Type	Title of Paper	Name of the author/s	Name of the Journal	Publish Year	ISSN No
1	IJ	A Conceptual Study of Service Marketing: Competitive Edge of 7P's over 4P's in Indian	Dr. M. Nagabhaskar, and Mr. Ch. Chandra Sekhar	International Journal of Innovative Research in Engineering & Management (IJIREM)	Feb 2022	2350-0557
2	IJ	A Study on Satisfaction Level in Teachers with Special Reference to Prakasam District	Dr. Talluri Mary Jones, Kaluva Mahesh, and Degala Pushpa Sri	International Journal of Innovative Research in Engineering & Management (IJIREM)	Apr 2022	2350-0557
3	IJ	A Study on Issues and Challenges Faced by Women Researchers	Dr. T. Mary Jones, R. Suvarna, and T. Sravanthi	International Journal of Innovative Research in Engineering & Management (IJIREM)	Jun 2022	2350-0557



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4	IJ	Women Entrepreneurship as the Way of Economic Development: An Empirical Study of with Reference to South Indian States	Dr. M. Nagabhaskar, and M. MohanPrasad	International Journal of Innovative Research in Engineering & Management (IJIREM)	Aug 2022	2350-0557
5	IJ	Impact of OCTAPACE Model on Banking Employees: a Comparative Study of Private and Public Sector Banks with reference to Andhrapradesh	Dr. M. Nagabhaskar, and Mr. Ch. Chandra Sekhar	International Journal of Innovative Research in Engineering & Management (IJIREM)	Aug 2022	2350-0557
6	IJ	Problems and Prospectus of Agripreneurs-An Empirical Study	Ch. Jyothi Sreedhar, and T. Siva Sri Mani Kanta	International Journal of Innovative Research in Engineering & Management (IJIREM)	Oct 2022	2350-0557



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CONFERENCE PUBLICATIONS:

S.No	Type	Title of Paper	Name of the author/s	Name of the Conference	Indexing Type	Publish Year	e-ISBN No
1	IC	HRM Practices And Employees Satisfaction Towards Selected Public And Private Banking Sector In Andhra Pradesh	Mrs. Thotakura Sravanthi, Dr. K. Kalpana	International Conference on Advances in Computing, Electrical and Communication Engineering and Management (ICACECEM-2022)	ISBN	Apr 2023	978-81-960312-8-2
2	IC	The Factors Of Employer Branding Values And Their Effect On Employee Productivity	E. Hymavathi, Thotakura Sravanthi, Dr. Kalpana Koneru	International Conference on Advances in Computing, Electrical and Communication Engineering and Management (ICACECEM-2022)	ISBN	Apr 2023	978-81-960312-8-2



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3	IC	A Study On Customer Satisfaction Of Furniture and Fittings Products Special Reference With Prakasam District	Dr. .M.Nagabhaskar, Bezawada Sri Harsha, Amudalapalli Parvateesh	International Conference on Advances in Computing, Electrical and Communication Engineering and Management (ICACECEM- 2022)	ISBN	Apr 2023	978-81- 960312-8-2
4	IC	A Study On Marketing Strategies Of Mobile Industry In India	Dr. .M.Nagabhaskar, Anjali Joseph, KV Anilkumar Chari	International Conference on Advances in Computing, Electrical and Communication Engineering and Management (ICACECEM- 2022)	ISBN	Apr 2023	978-81- 960312-8-2



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LIST OF FACULTY ATTENDED FACULTY DEVELOPMENT PROGRAMMES

Name of the Faculty	Type of the Program	No. of Days	Duration	Organised by
Dr. T. Mary Jones	"Essentials of Research and Publications"	5 Days	13.03.2023 to 17.03.2023	Easwari Engineering College, Chennai in partnership with "Infrastructure University, Kuala Lumpur"
D. Pushpa Sri	Innovation, Entrepreneurship and Start-UP for Young	5 Days	26.09.2022 to 30.09.2022	National Institute of Technology Mizoram