

## List of Publications

### Books Published:

1. **Dr. K. Sivaji Babu & Dr. P. Adi Lakshmi** Published a Edited Book titled “*Challenges of New India - Realizing a Billion Aspirations*” Published by Department of Business Administration, PVP Siddhartha Institute of Technology, Kanuru, March, 2018, ISBN No: 978-93-5288-084-3.
2. **K. Anusha** Published a Edited Book titled “*Pharma: Basics to win in India*” Published by Lap Lambert Academic Publishing, November 9, 2017, ISBN No: 978-6202071628.
3. **Dr. K. Sivaji Babu & Dr. P. Adi Lakshmi** Published a Edited Book titled “*Entrepreneurship 2.0: Changing models in New Economic Era*” Published by Department of Business Administration, PVP Siddhartha Institute of Technology, Kanuru, March, 2016, ISBN No: 9789352587414

## List of Papers published

### 2019-20

1. **Dr. P. Adi Lakshmi and Dr. D. srinivasa Rao** Article titled “**Predictive Analytics in Stock Markets with Special Reference to BSE Sensex**” has published by *International Journal of Advanced Science and Technology (IJAST)*, ISSN: 2005-4238E-SSN:2207-6360, (Scopus), Volume 127, page 178-186, June 2019.
2. **Dr. P. Adi Lakshmi and Dr. M. Dhadurya Naik** Article titled “**Impact of Visual Merchandising on sales in Retail Store**” has published by *International Journal of Advanced Science and Technology (IJAST)*, ISSN: 2005-4238E-SSN:2207-6360, (Scopus), Volume 127, page 109-129, June 2019.
3. **Dr. M. Dhadurya Naik** Published a paper on “ A study on the women empowerment of self help group (SHG) members with special reference to Krishna and Guntur districts” Journal name, volume (year) pages: *International Journal of Research in Electronics and Computer Engineering (IJRECE)*, Volume-6, Issue-4, October to December 2018, ISSN: 2393-9028
4. Dr. P. Adi Lakshmi published entitled with Women and Growth: The Entrepreneur Perspective in *IOSR Journal of Business and Management* vol. 20, Ver.4 December. 2018
5. Dr. P. Adi Lakshmi and Dr. D. srinivasa Rao Article titled “A Study on Tenant Farmers Andhra Pradesh, India: A Critical Appraisal” has published by *Journal of Applied Science and Computation*, ISSN: 1076-5131, Volume VI, Issue 4, April –May, 2019, Page No. 137-151 (UGC List of Approval Sl. No. 41238).

### 2018-19

1. **Dr. D. P. Adi Lakshmi & Dr. D. Srinivasa Rao** published an Article titled “**A Study on Impact of Mahatma Gandhi Rural Employment Guarantee Programme (MGNREGP) on Rural Migration: A Study of Selected Mandals of Krishna District, Andhra Pradesh, India**” has published by *International Journal of Scientific Research*

*and Review*, ISSN: 2279-543X, Volume 7, Issue 9, September, 2018, Page No. 353-371 (UGC List of Approval Sl. No. 64650).

2. **Dr. D. P. Adi Lakshmi & Dr. D. Srinivasa Rao** published an Article titled “**A Study on Role of MGNREGA in Rural Development: With Reference to Krishna District, Andhra Pradesh, India**” has published by *International Journal of Research*, ISSN: 22366124, Volume 7, Issue IV, April, 2018, Page No. 67-83 ((UGC List of Approval Sl. No. 63072).
3. **Dr. D. Sriniva Rao and Dr. OAR Kishore** published a Article titled “**Asymmetric Volatility Spillovers in India**” in the *Global Journal of Engineering Science and Researches*, Vol.1 (2), June 2018. Pp.82-91, ISSN 2348-8034, **UGC List No. 64316**.
4. **Dr. D. Sriniva Rao and Dr. OAR Kishore** Article titled “**Commodity Derivatives Market-A Tool for Sustainable Risk Management** ” has published by *International Journal for Research in Engineering Application & Management (IJREAM)*, ISSN: 2454-9150, Volume 5, Number 2, April, 2018, Page No. 222-227 (**UGC Sl. No. 64077**).

#### 2017-18:

##### International Journal

1. **Dr. P. Adi Lakshmi** published Article titled “**Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA): A critical Appraisal**” has published by *Emperor International Journal of Finance and Management Research (1.1)*, ISSN: 2395-5929, Volume IV, Number IV, March, 2018, Page No. 290-296.
2. **Dr. D. Srinivasa Rao** published Article titled “**A Study on Impact of Ownership Structure on Initial Public Offerings (IPOs) Performance in India** ” has published by *Shanlax International Journal of Management (1.1)*, ISSN: 2321-4643, Volume 5, Number 2, April, 2018, Page No. 209-221 (UGC Sl. No. 44278).
3. **Dr. Lt. M. Dadhra Naik** published Article titled “**Performance of Indian Banking Sector – Challenges and Opportunities**” has published by *Emperor International Journal of Finance and Management Research (1.1)*, ISSN: 2395-5929, Volume IV, Number IV, March, 2018, Page No. 272-275.
4. **Dr. OAR Kishore and Dr. D. Srinivasa Rao** published a article titled “**Commodity Derivatives Market-A Tool for Sustainable Risk Management** ” has published by *International Journal for Research in Engineering Application & Management (IJREAM)* (5.646), ISSN: 2454-9150, Volume 5, Number 2, April, 2018, Page No. 222-227 (UGC Sl. No. 64077).
5. **Dr. N. Ramanuja, Dr. K. Sarada Devi, and Mr.K. Krishna Sathvik** published a Article titled “**Commodity Sustainable Development – Initiatives for a Better World**” has published by *International Journal for Research in Engineering Application & Management (IJREAM)*, ISSN: 2454-9150, Volume 5, Number 2, April, 2018, Page No. 37-40 (UGC Sl. No. 64077).
6. **Dr. K. Anusha**, and P. Krishna Priya, published a Article titled “**Startup Eco System in India**” has published by *International Journal for Research in Engineering Application & Management (IJREAM)*, ISSN: 2454-9150, Volume 5, Number 2, April, 2018, Page No. 121-123 (UGC Sl. No. 64077).

## 2017-18

1. **Dr. D. Srinivasa Rao & Dr. OAR Kishore** Article titled “**Innovative Practices of Commercial Banks towards Financial Inclusion in India**” published in edited volume titled “**Innovation Management : A strategic imperative for growth**” published by Department of Business Administration, PB Siddhartha College of Arts & Science, Vijayawada, (ISBN 978-93-5268-742-8), February 2017.
2. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** Article titled “**A Paradigm shift in Rural Development – Case study with reference to selected Villages of Padaparupudi Mandal, Krishna District, Andhra Pradesh**” published in edited volume titled “**The Fourth Industrial Revolution – Impact on Business and Society**” published by Department of Business Administration, PB Siddhartha College of Arts & Science, Vijayawada, (ISBN 978-93-5267-483-1), New Delhi Page No: 270-281, February 2017.
3. **Dr. M. Dhadurya Naik** Presented a paper titled “**Impact of Retail Banking in Indian Economy**” in National Seminar on “**Challenges of New India - Realizing a Billion Aspirations**” organized by Department of Business Administration, PVP Siddhartha Institute of Technology, Kanuru, March, 2018, ISBN No: 978-93-5288-084-3, page no. 166-174.
4. **Dr. N. Ramanuja** Presented a paper titled “**Role of Technology in Social Transformation at the Grass root Level in India**” in National Seminar on “**Challenges of New India - Realizing a Billion Aspirations**” organized by Department of Business Administration, PVP Siddhartha Institute of Technology, Kanuru, March, 2018, ISBN No: 978-93-5288-084-3, page no. 175-179.
5. **Dr. Srinivasa Rao Dokku & Dr. O. A. R. Kishore** Presented a paper titled “**A Study on Impact of age of the company on Performance of Initial Public Offering (IPOs) in India**” in National Seminar on “**Challenges of New India - Realizing a Billion Aspirations**” organized by Department of Business Administration, PVP Siddhartha Institute of Technology, Kanuru, March, 2018, ISBN No: 978-93-5288-084-3, page no. 180-193
6. **Mr. V. Praveen Kumar, Dr. K. Anusha & Dr. P. Krishna Priya** Presented a paper titled “**Politics, Policies and innovation** ” in National Seminar on “**Challenges of New India - Realizing a Billion Aspirations**” organized by Department of Business Administration, PVP Siddhartha Institute of Technology, Kanuru, March, 2018, ISBN No: 978-93-5288-084-3, page no. 194-199.

## 2016-17

### Papers Published in International Journals

1. **Dr. P. Adi Lakshmi & Mrs. K. Jagadeswari** published a paper on “**Review of “Women Entrepreneur’s success” in Krishna district** “ in *Acme Intellects International Journal of Research in Management, Social Sciences & Technology*, Vol- 15 No. 15 Jun 2016, ISSN 2320 – 2939 (Print) 2320-2793 (Online)
2. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** Article titled “**A Study on National Rural Employment Guarantee Scheme with Reference to Andhra Pradesh** ” has published by *International Journal of Retailing & Rural Business Perspectives*, ISSN: 2279-0934, Volume 6, Number 1, January – March’ 2017, Page No. 1-10.
3. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** Article titled “**Performance of Mid-Day Meal Program in India**” has published by *International Journal of Applied Services Marketing Perspectives*, ISSN: 2279-0977, Volume 6, Number 1, January – March’ 2017, Page No. 1-10.

4. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** Article titled “**A Study on Midday Meal Programme in Andhra Pradesh**” has published by International Journal of Logistics & Supply Chain Management Perspectives, ISSN: 2319-9032, Volume 6, Number 1, January – March’ 2017, Page No. 1-11.
5. **Dr. P. Adi Lakshmi & Dr. Balaji** Published an Article titled " **Quality Perspectives in Private Bus Transport Services in Vijayawada**” has published by International Journal of Applied Business and Economic Research, 2016
6. **Ms. N. Ramanuja and Dr. K. Sarada Devi**, Published an Article titled " **Women and Financial Inclusion – A study on the Initiatives of the Government of India**” has published by GE-International Journal of Management Research, 2016

## 2015-16

### International Journals

1. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** Published an Article titled "**A Study on Impact of Grading on IPOs Performance in Short-term and Long-term: With Reference to Indian Stock Market**” has published by **IIMS Journal of Management Science**, Vol.6, No.3, September-December, 2015, Page No. 226-235 (UGC Journal No.30136).
2. **Dr.P.Adi Lakshmi, and Mr.O.A.R.Kishore** article titled” **A study on the Stress Coping styles with reference to Employees working in Banking, Finance & Insurance Sectors**” published in the International Journal of Commerce, (ISSN No:2394-9594, Special Issue No.1, Vol.2, January-june, 2015. P.183-188.
3. **Lt.M.Dhadurya Naik** article titled “**A Study on Entrepreneurship Development Process in India.**” International Journal of Commerce, (ISSN No:2394-9594, Special Issue No.1, Vol.2, January-june, 2015. P.108-112.
4. **Lt.M.Dhadurya Naik**, article titled “ **A Study on Retail Service Quality in Organized Retailing**” in the International journal of Multidisciplinary Advanced Research Trends(ISSN No 2349-7408) Volume:2 , Issue: 4 June 2015.
5. **Ms. K. Anusha** article titled ‘**Indian Pharmaceutical Marketing Trends**’ published in ‘**The International Journal of Business & Management**’ Vol 3, Issue 8, August 2015.(ISSN No. 2321 -8916)
6. **Ms.P.Krishna Priya** article titled” **Bridging the Rural- Urban Housing Divide- The Government Initiatives**” published in the “ **International Journal of Engineering and Management Research**” Vol : 5, Issue-6, December 2015. (ISSN(Print): 2394-6962, ISSN (Online) 2250-0758)
7. **Lt. M. Dhadurya Naik** article titled “**Identifying the Factors Impacting Customer Satisfaction in Food Retail Supermarkets and Neighborhood Kirana Stores.**” International Journal of Multidisciplinary Research Review (IJMDRR) peer reviewed and referred journal, Volume- 1, Issue- 3, 2016, pp. 326-333. (Print ISSN: 2395-1877) Impact Factor: 3.567
8. **Mr. M. Dhadurya Naik** article titled “**The Role Of Corporate Social Responsibility For An Inclusive Growth In The Society - The Practice of CSR in the Context of Rural Development In India**” International Journal of Multidisciplinary Research, Vol.2, Issue 4, 2016, PP. 53 -60.
9. **K.Anusha ,V.N Rao, P.V Kumar**, “ **Pharmaceutical companies towards healthcare**” in Journal of Chemical and Pharmaceutical Research, 2016, 8(4):279-282

10. **K. Anusha, V.N Rao, P.V Kumar, MARKETING OF ANTI-ULCER DRUGS TO THE END USER** in International Journal of Pharmaceutical Sciences and Research, 2016,7(7), 3130-3139. E-ISSN: 0975-8232; P-ISSN: 2320-5148

#### **Papers Published in National Journals 2015-16**

1. **Dr. P. Adi Lakshmi, and Mr.O.A.R.Kishore** article titled “**Optimal Hedge Ratio and Hedging Effectiveness of Select Commodities in the Indian Commodity Market**” published in the “Journal of Economic Policy and Research” (ISSN 0975-8577) 10(2), April-Sept, 2015.
2. **Ms. K. Anusha** article titled ‘**The Future of pharmaceutical Industry with special reference to anti-ulcer drugs**’ published in IOSR Journal of Business and Management. Volume 17, Issue 9, Ver.1, September 2015, pp101-105.e-ISSN: 2278-487X.
3. **Dr.P.Adi Lakshmi and Mr.O.A.R.Kishore** published an article titled “**Volume Value relationship in the Indian Commodity futures in India during 2009-13**” in the Mizoram University Journal of Humanities & Social Sciences, Vol.1(2), Dec 2015. ISSN 2395-7352
4. **Mr.O.A.R.Kishore** published a paper titled “**Long run and Short run Causality between the Spot and Future Prices in the Indian Commodity Market**” in the VRS Journal of Business Management Vol.1(1), March 2016. ISSN: 2320-867X

#### **Papers Published in conferences and seminars**

1. **Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao** Published an Article titled "A Study on Performance Evaluation of Initial Public Offering in India During 2007-13" has published in **International Journal of Asian Business and Information Management**, ISSN No: 1947-9638, EISSN: 1947-9646, Vol. 6, Issue No. 1, January- March, 2015, Page No. 19-37 (Impact Factor: 0.789).
2. **Dr.P.Adi Lakshmi, and Mr.D.Srinivasa Rao** article titled “**Enabling Financial Inclusion: Through Banking Models in India**” published in the edited volume titled “Trends, Challenges & Innovations in Management” published by Zenon Academic Publishing, Hyderabad, 2015.( ISBN No: 971-81-926819-9-3), 6(1), 257-264.
3. **Dr.D.Srinivasa Rao & Dr. O.A.R. Kishore** article titled ‘**Issues and Challenges in the Women Entrepreneurship in India**’ published in the book titled “Entrepreneurship-2.0- Changing Models in New Economic Era (ISBN No:978-93-5258-741-4)Published by PVPSIT, Vijayawada.
4. **Lt.M. Dhadurya Naik** article titled ‘**Role of Women Entrepreneurs in Economic Development of India**’ published in the book titled “Entrepreneurship-2.0- Changing Models in New Economic Era (ISBN No:978-93-5258-741-4)Published by PVPSIT, Vijayawada.
5. **Mr. V. Praveen Kumar and Ms.K.Anusha** article titled ‘**Entrepreneurship and supporting Institutions**’ published in the book titled “Entrepreneurship-2.0- Changing Models in New Economic Era (ISBN No:978-93-5258-741-4)Published by PVPSIT, Vijayawada.
6. **Ms. N. Ramanuja and Ms. P. Krihsna Priya** article titled ‘**Development Ideology of Entrepreneurship in India**’ published in the book titled “Entrepreneurship-2.0- Changing Models in New Economic Era (ISBN No:978-93-5258-741-4)Published by PVPSIT, Vijayawada.
7. **Mr. M.Dhadurya Naik** article titled “**A Study on Effect on Spirituality in Workplace On Job Performance**” Edited Volume titled “Spiritual in the workplace” (ISBN: 978- 93- 85477 – 67 6) Published by Bonfring, Coimbatore, 2016. PP. 36-42

2014-15

#### **International Journal**

8. **Ms. K. Anusha**, -article titled “**Strategies for the Pharmaceutical Products: Product Lifecycle Management**” published in International Journal of Marketing, Financial Services & Management Research. Vol.3(3), July-Sept, 2014.(ISSN-2277-6788)
9. **Dr.P.Adi Lakshmi, Mr.O.A.R.Kishore and Mr.D.Srinivasa Rao** – article titled “**Business Excellence Models – An International Experience**” published in the International Journal of Research & Business Innovation(Impact Factor 1.53). Vol. 2(3). July Devember-2014 ( ISSN: 2321-5615).
10. **Dr. P. Adi Lakshmi and Mr.O.A.R.Kishore** article titled “**Day of the Week and Month of the Year Effects in the Indian Commodity Markets**” published in the Indian Journal of Research in Capital Market, Vol-1(1), October –December 2014. (ISSN-2394-3559)
11. **Dr.P.Adi Lakshmi, and Mr.D.Srinivasa Rao** article titled “**An Investigation into the Existence of fads in the initial public offering market in Indian stock market**” in the International Journal of Innovation Technology and Management, vol 1(1), 83-95, 2015.(ISSN No- 2394-594X)
12. **Dr.P.Adi Lakshmi, and Mr.D.Srinivasa Rao** article titled “**A study on performance evaluation of initial public offerings in India during 2007-13**” in the International Journal of Asian Business and Information Management, 6(1), 19-38, Jan-Mar, 2015 (ISSN No-1947-9638) (IF 0.92)

#### **Conferences**

1. **Dr.P.Adi Lakshmi, Mr. O.A.R.Kishore and Dr. D. Srinivasa Rao** attended International Conference “Emerging Global Business Opportunities for Entrepreneurs” organized By Association of Lady Entrepreneurship. During may 29-30, 2015.

2013-14

#### **Journal**

1. **Dr.P. Adi Lakshmi, Mr. D.Srinivasa Rao & Mr.O.A.R.Kishore** - article titled "**the Role of Micro Finance in the Empowerment of Women : With special reference to Krishna District, Andhra Pradesh**" has published in Journal of Contemporary research In Management (ISSN No0973-9785), quarterly Journal, Vol. 8, No. 3, July-September, 2013( Impact factor Value: 0.5), Page No. 25-42.
2. **Dr.P.Adi Lakshmi, Mr.D.Srinivasa Rao** **Short run and long run performance of Initial public offerings(IPO's): The Indian Experience 2008-11**. International Journal of Applied Management Research, Aug-Dec.2013.Vol.1 No.2. ISSN 2347-2839

#### **Conferences publication**

1. **Mr. Dhadurya Naik**, Presented a paper on “ **A Study on Growth and Challenges of Retail Industry in India**” in the national Conference on “Managerial Chalgens in Reinventing the Business Process” organized by the Department of Management Studies, Eswari Engineering College, Chennai held on 22, November, 2013.

