

## DEPARTMENT OF BUSINESS ADMINISTRATION

### New letter From April to June 2018-19

#### 1. Seminars organized:

Department Of Business Administration organized one day FDP Programme on Intellectual Property Rights and Innovation on 29.04.2019. **Dr.Ch. Diwakar Babu**, Principal, Siddhartha Law College, Vijayawada and **Ch. Ravi Teja**, Research Associate, IPR, ICAR National Bureau of Fish Genetic Resources, Lucknow are the speakers of the morning session. **A.Himabindu**, Director, Novel IPR Academy, Vizag was handed over the afternoon session.



#### 2. Seminars/Workshop participation:

1. Dr. D. Srinivasa Rao has presented a paper titled “**Predictive Analytics in Stock Markets with Special Reference to BSE Sensex**” in International Conference on Engineering, Technology, Pharmacy and Management” organized by **Mallineni Perumallu Educational Society’s Group of Institutions and IJIEMR**, Guntur on 30.06.2019.
2. Dr. P. Adi Lakshmi & Dr. D. Srinivasa Rao has presented a paper titled “**A Study on Tenant Farmers Andhra Pradesh, India: A Critical Appraisal**” in International Conference on Engineering, Technology, Pharmacy and Management” organized by **Mallineni Perumallu Educational Society’s Group of Institutions** and IJIEMR, Guntur on 30.06.2019.
3. T.Chaitanya Lakshmi has participated in five day workshop on “**Mediation, Moderation And Conditional Process Analysis** “ organized by School Of Management Studies , University of Hyderabad , during 17<sup>th</sup> to 21<sup>st</sup> April,2019.

### **3. Publications by the faculty:**

1. Dr. P.Adi Lakshmi & Dr. D.Srinivasa Rao has published a paper on “ A Study on Tenant Farmers Andhra Pradesh, India: A Critical Appraisal “ in 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).
2. Dr. N. Ramanuja has published a paper on “ Economic empowerment of women with reference to income sources and spending patterns- a study conducted in East-Godavari District “ in International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume 7, Issue 655, April –2019.
3. Dr. D.Srinivasa Rao has published a paper on “ Predictive Analytics in Stock Markets with Special Reference to BSE Sensex” in International Journal of Advanced Science and Technology (IJAST), ISSN: 2005-4238E-SSN:2207-6360, Volume 127, page 178-186, June 2019.
4. Dr. P.Adi Lakshmi & Dr. M. Dhadurya Naik has published a paper on “Impact of Visual Merchandising on sales in Retail Store” in International Journal of Advanced Science and Technology (IJAST), ISSN: 2005-4238E-SSN:2207-6360, Volume 127, page 109-129, June 2019.

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### **New letter From January to March 2018-19**

#### **1. Guest Lectures organized:**

- i. The Department of MBA organized a Guest lecture on “Financial Derivatives and Risk Management” by Dr.G.Prasanna Kumar, Asst.Prof. PB Siddhartha College of Arts & Science, Vijayawada on 06.03.2019

## 2. Seminars/Workshop conducted:

- i. Department of Business Administration organized “AN ENTREPRENEURSHIP AWARENESS CAMP (EAC)” in collaboration with Department of Science & Technology (DST) – NIMAT project 2018-2019, from 31.01.2019 to 02.02.2019



## 3. Seminars/Workshop participation:

- i. Dr.P.Adi Lakshmi presented a paper titled, “Impact Of Visual Merchandising On Sales In Retail Store” in the International Conference on Science, Technology and Management at SDMS Mahila Kalasala on 30<sup>th</sup> March, 2019.
- ii. Dr. N. Ramanuja presented a paper titled, “Economic Empowerment of Women With Reference to Income Sources and Spending Patterns – A Study Conducted in East Godavari District” in the International Conference on Science,

Technology and Management at SDMS Mahila Kalasala on 30<sup>th</sup> March, 2019.

- iii. Dr.Lt.M.Dhadurya Naik presented a paper titled, “Impact Of Visual Merchandising On Sales In Retail Store” in the International Conference on Science, Technology and Management at SDMS Mahila Kalasala on 30<sup>th</sup> March, 2019.
- iv. Dr.P.Adi Lakshmi, Dr.D.Srinivasa Rao, Dr.Lt.M.Dhadurya Naik and T. Chaitanya Lakshmi attended a seminar on “Future of Work in Learning Business Landscapes” organized by PG Department of Commerce and Business Administration, PB Siddhartha College Of Arts and Science in association with NHRD Networks, Vijayawada Chapter on 23<sup>rd</sup> March 2019.

#### 4. Certificate Program:

- i. The Department of Business Administration organized a certificate program for II Semester students on “Data Analytics” by Mr.Uttam Tiwari and Team , Business Toys , Bangalore from 20-03-2019 to 23-03-2019

#### 5. Industrial Visit:

Vilan Apparel Manufacturer	Autonagar , Vijayawada	02-02-2019
KCP Sugar Factory	Vuyyuru	02-02-2019

#### 6. Students' Achievements:

1. The following students of I MBA have won the Prizes in the Cultural Fests:

s.no	Student name	Event	Conducted by	Prizes	Dates
01	Abdul Althaf	Business Quiz	V.R Siddhartha	I	15 .02.2019
02	V.Rama Rao	Business Quiz	V.R Siddhartha	I	15 .02.2019
03	Prabhu Teja.K	Business Quiz	V.R Siddhartha	I	15 .02.2019
04	J.Suhas Kiran	Market Makers	V.R Siddhartha	II	15 .02.2019
05	J.Ramya Teja	Market Makers	V.R Siddhartha	II	15 .02.2019
06	Y.Amulya	Market	V.R	II	15 .02.2019

	Rani	Makers	Siddhartha		
07	J.Suhas Kiran	Market Makers	PVPSIT	II	08.02.2019
08	J.Ramya Teja	Market Makers	PVPSIT	II	08.02.2019
09	I.Mytri	Market Makers	PVPSIT	II	08.02.2019
10	Abdul Althaf	Business Quiz	KBN College	I	23.03.2019
11	V.Rama Rao	Business Quiz	KBN College	I	23.03.2019
12	Prabhu Teja.K	Business Quiz	KBN College	I	23.03.2019

2. The following students of II MBA have won the Prizes in the Cultural Fests:

S.No	Name	Prize	Competition	College	Date
1.	Ch. Sanghavi	I	Paper Presentation	P.B. Siddhartha	15.02.19
2.	M. Nirvin Kumar	I	Paper Presentation	P.B. Siddhartha	15.02.19
3.	Ch. Sangha vi	I	H.R. Event	P.B. Siddhartha	15.02.19
4.	N. Prudhvi Raj	I	HR Event	P.B. Siddhartha	15.02.19
5.	A.V.V. Bhaskar Reddy	II	Maya Sabha	P.B. Siddhartha	15.02.19
6.	M.V.Sekhar Babu	II	Maya Sabha	P.B. Siddhartha	15.02.19
7.	B.V.Sukesh	II	Maya Sabha	P.B. Siddhartha	15.02.19
8.	Ch. Haritha	I	HR Event	P.B. Siddhartha	15.02.19
9.	M. Nirvin Kumar	I	Stock Game	T.J.P.S. Guntur	22.02.19
10.	V. Vineela Sai	I	Stock Game	T.J.P.S. Guntur	22.02.19
11.	N.Y.L. Karthik	II	Cricket	SRM University	22 & 23.02.19

12.	Ch. Sanghavi	I	Paper Presentation	R.K. Engineering	27 & 28.02.19
13.	Ch. Sanghavi	I	Poster Presentation	R.K. Engineering	27 & 28.02.19
14.	M. Nirvin Kumar	I	Poster Presentation	R.K. Engineering	27 & 28.02.19
15.	N. Prudhvi Raj	I	Young Minds	R.K. Engineering	27 & 28.02.19
16.	A. Venkatesh	II	Business Quiz	R.K. Engineering	27 & 28.02.19
17.	V. Vineela Sai	II	Business Quiz	R.K. Engineering	27 & 28.02.19
18.	V. Rasagna	II	Business Quiz	R.K. Engineering	27 & 28.02.19
19.	N. Prudhvi Raj	II	Market Makers	R.K. Engineering	27 & 28.02.19
20.	Ch. Parvathi	II	Market Makers	R.K. Engineering	27 & 28.02.19
21.	Ch. Haritha	II	Market Makers	R.K. Engineering	27 & 28.02.19
22.	Ch. Sanghavi	III	Group Discussion	R.K. Engineering	27 & 28.02.19
23.	Ch. Parvathi	III	Young Minds	R.K. Engineering	27 & 28.02.19
24.	N. Prudhvi Raj	I	Solo Saga	SKPVV INSTITUTIONS	23.03.19
25.	A.V.V. Bhaskar Reddy	I	Dalal Street	SKPVV INSTITUTIONS	23.03.19
26.	B.V. Sukesh	I	Dalal Street	SKPVV INSTITUTIONS	23.03.19

27.	M.V.Sekhar Babu	I	Dalal Street	SKPVV INSTITUTIONS	23.03.19
28.	Ch. Sanghavi	I	Instant Drama	SKPVV INSTITUTIONS	23.03.19
29.	M. Nirvin Kumar	I	Instant Drama	SKPVV INSTITUTIONS	23.03.19
30.	M. Sai Bhanu	I	Instant Drama	SKPVV INSTITUTIONS	23.03.19
31.	P. Nigama		Best P G T	Dept, of Women Development & Child Welfare, GOI, AP	March, 2019
32.	G. Sahadesh		Best P G T	Dept, of Women Development & Child Welfare, GOI, AP	March, 2019

### **New letter From October to December 2018-19**

#### **1. Guest Lectures organized:**

- i.** The department of MBA organized a Guest lecture on 05.10.2018 “Youth Empowerment” by Naga Sravan Kilaru, Director of Sature, Speaker at TED, Youth empowerment awardee from Ministry of Youth Empowerment.
- ii.** Prof. SVVSV Prasad, ICBM School of Business Excellence, Hyderabad, delivered a lecture on “Case Method of Study” on 06.10.2018.
- iii.** Dr. Shaik Ibrahim CEO & Director AB1A Consultancy, Advisor of Govt. of Sharjah for E-Governance delivered a lecture on “Impact of education & new trends of economy” on 22.10.2018.



- iv.** Dr. U Sree Lakshmi & her team of Doctors from Nagarjuna Hospitals conducted an awareness campaign on “World Heart Restart Day” ISA & IRA Joint Venture by ISA City Branch Vijayawada on 23.10.2018.



- v.** Mr.Srinivas R, Lead Sales Trainer, Sales Pitch, delivered a lecture on “Sales Training” on 23.10.2018.
- vi.** Dr.S. Kanaka Durga of PB Siddhartha, conducted a workshop on Tally with GST on 31.10.2018 & 02.11.2018.
- vii.** Dr.Kunal Gaurav, Director, IDMBM Hyderabad conducted a workshop on “Making of a Digital Marketer “on 07.12.2018.
- viii.** Mr.G V Sivarama Krishna Sr. Data Analyst and SEO conducted a workshop on Making of a Digital Marketer “on 08.12.2018
- ix.** Prof.M L Sai Kumar, IPE, Hyderabad delivered a lecture on “Entrepreneurship Risk Management” on 15.12.2018.
- x.** A. Ravi kanth, Director, APEX Academy delivered a lecture on “Leadership Qualities and skills” on 26.12.2018.
- xi.** Dr. Archana Maganti, Physician, Civil Servant, IIM Bangalore, delivered a lecture on “Global MNCs in India-Career Opportunities” on 29.12.2018.





## **2. Seminars/Workshop participation:**

- ii.** Dr.P.Adi Lakshmi attended a seminar on Contemporary changes in HRD conducted at P B Siddhartha College, organised by NHRD local Chapter Vijayawada & HR Foot Prints on 12<sup>th</sup> October, 2018.
- iii.** Dr.D.Srinivasa Rao attended a seminar on Contemporary changes in HRD conducted at P B Siddhartha College, organised by NHRD local Chapter Vijayawada & HR Foot Prints on 12<sup>th</sup> October, 2018.
- iv.** Mr. V.Praveen Kumar attended a seminar on Contemporary changes in HRD conducted at P B Siddhartha College, organised by NHRD local Chapter Vijayawada & HR Foot Prints on 12<sup>th</sup> October, 2018.
- v.** Dr. P. Adi Lakshmi Completed four weeks NPTEL course on “Leadership” in Aug-Sep. 2018.
- vi.** Dr. N.Ramanuja Completed eight weeks NPTEL course on “Economic Growth and Development” in Aug-Sep. 2018.
- vii.** Dr. N.Ramanuja completed eight weeks NPTEL course on “Developing Soft Skills and Personality” in Aug-Oct. 2018.

## **3. Publications by the faculty:**

- i.** Dr. P. Adi Lakshmi and 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” 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).
- ii.** Dr.Lt.M. Dhadura Naik published a article titled " A study on the women empowerment of self help group (SHG) members with special reference to Krishna and Guntur districts " in Edited Volume titled “International Journal of Research in Electronics and Computer Engineering (IJRECE), Volume-6, Issue-4, October to December 2018, ISSN: 239 3-9028.

## 5. Industrial Visits:

Coco-cola	Mangalagiri Guntur Dist	12.10.2018
KCP Sugars	Vuyyuru, Vijayawada	28.12.2018



## 6. Students' Achievements:

The following students won the Prizes in the Cultural Fests:

S. No	Name	Prize	Competition	College	Date
33.	Ch. Sanghavi	1 <sup>st</sup>	Young manager	LBRCE, Mylavaram	27-12-2018
34.	M.Sekhar Babu	2 <sup>nd</sup>	Share market	LBRCE, Mylavaram	27-12-2018
35.	B.Sukesh	2 <sup>nd</sup>	Share Market	LBRCE, Mylavaram	27-12-2018

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