



**SRI VASAVI ENGINEERING COLLEGE**  
**PEDATADEPALLI : TADEPALLIGUDEM**  
**DEPARTMENT OF MBA**  
**DETAILS OF PUBLICATIONS**

**2016-17**

1	R.S.V.Rama Swathi (Prof.) Dr. A.K. Das Mohapatra	A Paper published in International Journal of Advanced Research in Computer Sciences And Management Studies (IJARCSMS) on "Work-life Balance in Indian Service Industry: A Study", ISSN: 2321-7782(Online),ISSN: 2347-1778(Print),Volume 5,Issue5, May 2017
2	R.S.V.Rama Swathi (Prof.) Dr. A.K. Das Mohapatra	A Paper published in International Journal of Science & Research (IJSR) on "Work-life Balance :Evolution and Models-A Study in Indian Context", Index Copernicus Value (2015)78.96: Online ISSN: 2319-7064,Journal Impact Factor 2015: 6.319,Volume 6, Issue 5,May 2017,pp:1910-1914
3	R.S.V.Rama Swathi (Prof.) Dr. A.K. Das Mohapatra	A Paper published in International Journal of Advanced Research on " WORK-LIFE BALANCE OF WOMEN EMPLOYEES IN INDIAN SERVICE INDUSTRY: A COMPARATIVE STUDY BETWEEN PUBLIC AND PRIVATE SECTOR", ISSN: 2320-5407, Volume 5, Issue 4,pp:2127-2134, May 2017.
4	Dr.S.Krishna Murthy Naidu D.Satyanarayana E.Suresh	IJRCM, International Journal of Research, Commerce & Management, Title of paper " Leader sets off the culture" accepted for publication in May 2017.
5	P.Sreenivasulu Dr.G.V.Subba Raju	A Paper Published in Journal of Modern Management & Entrepreneurship on " Two Wheeler Buyer Behaviour with reference to preferred attributes in Hyderabad City, ISSN:2231-167X, Impact Factor:2.3982, Volume 07, No.02, April, 2017, pp.147-151
6	D.Satyanarayana Dr.G.V.Subba Raju Dr.S.Krishna Murthy Naidu	A Case Study Titled " Mega merger of SBI with its five Subsidiaries" has been published in National Journal of Multidisciplinary Research and Development, Volume 2; Issue 1; January - April 2017; ISSN : 2455-9040; Impact Factor: RJIF 5.22 Page No.22-25
7	D.Naveen Kumar Dr.S.Krishna Murthy Naidu	published a paper titled "Consumer attitude towards online ads" in International Journal of Applied Research in April 2017.
8	D.Naveen Kumar	presented and published a Paper in Three Day Conference on "Global Summit on Corporate Social Responsibility" Organised by Acharya Nagarjuna University on 29th 30th & 31st March, 2017.
9	R.V.Raja Sekhar Dr.G.V.Subba Raju U.Bhargava	A Paper published in Indian Journal of Finance 11 (3), 26-40 "Testing the Weak-Form Market Efficiency in the Indian Stock Market: Evidence from the Bombay Stock Exchange Index (BSE) Sensex March, 2017. Volume:8 Indexed Scopus UGC Serial No:20774
10	D.Satyanarayana Dr.S.Krishna Murthy Naidu	A Paper published in International Journal of Applied Research " The impact of Reliance Jio on Indian mobile Industry. A case study on mergers and acquisitions of Idea - Vodafone and Airtel - Telenor. ISSN Print:2394-7500 ISSN Online:2394-5869 Impact Factor:5.2 IJAR 2017;3(3):209-212 www.allresearchjournal.com Dt:05.02.2017
11	R.V.Raja Sekhar Dr.G.V.Subba Raju D.Satyanarayana	A Paper published in International Journal of Transformations in Business Management on " Role of Foreign Direct Investment (FDI) On Growth of Indian Economy " e- ISSN :2231-6868, p- ISSN : 2454-468X http://www.ijtbm.com (IJTBM) 2017, Vol.No.7, Issue No.1 Jan-March
12	D.Satyanarayana E.Suresh Dr.S.Krishna Murthy Naidu	A Paper published in International Journal of Business and Management Invention ISSN (Online):2319-8028, ISSN (print) 2319-801X www.ijbmi.org //Volume 6 Issue 2//February 2017// PP -34 - 36 on " Soft Side of Mergers and Acquisitions ".
13	R.S.V.Rama Swathi (Prof.) Dr. A.K. Das Mohapatra	ISSN - 2277 3789 Volume-I, Issue-X, Bi-Annual, July - December 2016
14	Dr.G.V.Subba Raju R.S.V.Rama Swathi	Participated , presented & published paper entitle "Determinants of Work life Balance in Selected Service Sector Organization - An Empirical Study" in two day National Seminar on work life Management in the Era of Globalization on 20th & 21st December 2016, at Adikavi Nannaya University, Rajamahendravaram.