



SRI VASAVI ENGINEERING COLLEGE
PEDATADEPALLI : TADAPALLIGUDEM
DEPARTMENT OF MBA
DETAILS OF PUBLICATIONS

2018-19

S.No.	Name of the Faculty	Details of Publications
1	Dr.K.Rambabu	Presented a Paper entitled "Intellectual Property Rights: Perspectives & Agencies Responsible for Intellectual Property Registration" in Two-Day National Seminar on "Intellectual Property Rights - Challenges & Issues in India" held on 06th & 07th March, 2019 organised by the Department of Commerce, P.R.Government College, Kakinada" ISBN:978-81-933256-7-4
2	Dr.K.Rambabu	Presented a Paper entitled "Technology Remains a Tool for Human Development " in Two-Day National Seminar on " Human Dimension in Information Age" held on 21st & 22nd February, 2019 organized by the Departments of Commerce & Business Administration, Acharya Nagarjuna University Ongole Campus, Ongole, Prakasam District. ISBN:978-0-359-40784-2
3	Dr.G.V.Subba Raju	Published a Paper entitled on "Two wheeler Advertising Practices with reference to Hero Motors ",in International Journal of Social Science and Economic Research (ISSN: 2455-9924) Volume: 2 No.12 (December 2019) Paper ID : SSE07779 Approved by University Grant Commission (Journal No.62200)

Head

Department of Management studies