



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

2022-23

S.No.	Name of the Faculty	Details of Publications
1	K.Lalitha Bhavani	A Paper Titled " A Conceptual Framework of Mc Gregor's Red Hot Stove Rule " published In IJRAR journal E-ISSN :2348-1269, P-ISSN:2349-5138 Volume 10 Issue 3rd July 2023
2	K.Lalitha Bhavani	A Paper Titled " Green Human Resource Management in Indian Organizations " published in " Quest Journals Publication " ISSN (online) 2321-9467, Volume-11, Issue- 7 2023
3	K.Murali Krishna	THE EFFICACIOUS INFLUENCE OF VISUAL MERCHANDISING ELEMENT S ON CONSUMER ATTENTIONS OF RETAIL OUTLETS Journal of Data Acquisition and Processing 01st January 2023
4	Dr.K.rambabu D.Satyanarayana	A Paper Titled " A STUDY ON TECHNICAL PROBLEMS RELATED TO ATM AND INTERNET BANKING SERVICES: A COMPARATIVE STUDY BETWEEN ANDHRA BANK AND ICICI BANKS " published in Academy of Marketing Studies Journal ISSN No: 1528-2678-27-4-186 ABDC -B April 2023, Volume 27 Issue-4

Head

Department of Management studies