

### **Publications of the faculty for the AY 2023-24**

- 1) Dr. P. Pattabhi Ram, Professor Department of MBA, published paper on “Understanding Consumer Behavior in the Retail Sector Using RFM Segmentation and Machine Learning: An Analysis”, *European Economic Letters*”, Vol 14, Issue 3(2024), Page: 412 - 420.
- 2) Dr. P. Pattabhi Ram, Professor Department of MBA, published paper on “Prevalence of Occupational Stress among Health care Professionals of Tier- II Cities in India” ,*Library Progress International Journal* ,Vol.44No.3,Jul-Dec 2024: Pages:14829-14837.
- 3) Dr. P. Pattabhi Ram, Professor Department of MBA, published paper on *Neuro Economics and Financial Decision – Making : Bridging the Gap with Behavioral Finance* , *Educational Administration Theory and practice* ,Vol.30 No.5 (2024)pages 1035- 1044.
- 4) Sd. Salma has Published paper on “The role of Women Empowerment in Public and private sector banks in Andhra Pradesh”: A Comparative study of SBI and ICICI bank, *UGC Care Group 1 Journal, Journal of Management and Entrepreneurship*, vol(18), No.4(1),ISSN:2229-5348, page no 113-122, October-December 2024.
- 5) Sd. Salma has presented paper on *Paradigm Shift towards Sustainable Management & Digital practices: Exploring Global Trends and Innovations*” organized by Vishwani Institutions at Hyderabad, vol-XXVIII, NO-30, ISSN: 0975-802X from 24<sup>th</sup> and 25<sup>th</sup> May 2024.
- 6) D. Satish has presented paper on *Paradigm Shift towards Sustainable Management & Digital practices: Exploring Global Trends and Innovations*” organized by Vishwani Institutions at Hyderabad, vol-XXVIII, NO-30, ISSN: 0975-802X from 24<sup>th</sup> and 25<sup>th</sup> May 2024.
- 7) Dr. M. Aravind, Professor, Department of Business Administration has published a paper on “ Digital Financial Services play significant role in supporting Indian MSME”, *Jharkhand journal of Development and Management Studies*, Vol: 22, Issue: 1, March, 2024, Page: 10107 – 10128.
- 8) Dr.G. Anil Kumar, Asst.Prof, Department of MBA, published a paper with titled “Effects of Macro Economic Factors on Indian stock market performance: An empirical Analysis” *Journal of Informatics Education and research* ISSN 1526-4726, Issue 3,2004.

### **Conferences attended by Faculty**

1. Dr. P. Pattabhi Ram, Professor has presented paper on Paradigm Shift towards Sustainable Management & Digital practices: Exploring Global Trends and Innovations” organized by Vishwani Institutions at Hyderabad from 24<sup>th</sup> and 25<sup>th</sup> May 2024.
2. Mr. D. Satish Babu Asst. Prof, Dept. of MBA has presented paper on Paradigm Shift towards Sustainable Management & Digital practices: Exploring Global Trends and Innovations” organized by Vishwani Institutions at Hyderabad from 24<sup>th</sup> and 25<sup>th</sup> May 2024.
3. Mrs. S. D. Salma, Asst. Prof, Dept. of MBA has presented paper on Paradigm Shift towards Sustainable Management & Digital practices: Exploring Global Trends and Innovations” organized by Vishwani Institutions at Hyderabad from 24<sup>th</sup> and 25<sup>th</sup> May 2024.
4. Dr. M. Aravind, Professor, Department of Business Administration has presented a paper entitled “ Prediction of Distinctive Human Behavioral Activity Using PIFP and BIG Data Methods”, in the 7<sup>th</sup> International Conference on soft Computing and Signal Processing (ICSCP-2024) organized by Malla Reddy College of Engineering and Technology, Hyderabad, India from 21<sup>st</sup> and 22<sup>nd</sup> June, 2024.
5. Dr. G. Anil Kumar, Asst. Prof, Dept. of MBA has presented and published a paper entitled “Overview of Fintech and challenges in India” in two day international conference “The future of global business: Disruption, Innovation and Strategy “organized by Andhra Loyola College, Vijayawada from 18<sup>th</sup> and 19<sup>th</sup> October 2024.