

Paper Publications in the year 2019-2020:

S. No	Name of the Faculty	Name of Refereed Journal	Title of paper	Year of Publication
1.	SVVSV Prasad	THINK India Journal, Vol-22- Issue-4, and October-December 2019. UGC listed national Journal	A study on Technological infrastructure and various other importance factors influencing parents to choose a preschool or day care	October-December 2019
2.	SVVSV Prasad	THINK India Journal, Vol-22- Issue -10, November, 2019, National Level, UGC Listed	Attaining Customer delight through employee loyalty	November, 2019

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1.	SVVSV Prasad	Anveshana International Journal of research in Regional Studies, law, Social Science, Journalism and Management Practices – AIJRRLSJM, Volume 4, ISSUE 4, April 2019- UGC listed, International Journal	Importance of Generating Employee value proposition (EVP)	April 2019

Conferences attended by Faculty:

Paper Presentations for the year 2019-20:

S. No	Name of the Faculty	Theme of the conference	Organized by	Title of the paper	Year
1	SVVSV Prasad	Sixth Biennial conference of the Indian Academy of Management	IIM Trichy	Understanding and evaluation of video consumption over digital platforms in Telugu states	2-4 January 2020
2	SVVSV Prasad	International conference on Operations research and decision Sciences (ICORDS)	IIM Vishakhapatnam	An Empirical study on how social media marketing has a significant impact over conventional marketing on brand awareness	28-30 December, 2019
3.	SVVSV Prasad	International conference - Business Agility in Volatile times	Curtin University Australia and LPU Mittal School of Business, Punjab	A Study on factors influencing customers choice of selecting a specific hotel	7 th and 9 th November, 2019
4.	SVVSV Prasad	One day National seminar on Innovative methods and challenges in Accounting, management and financial sectors –	AERF and ICBM SBE, and Hyderabad	Attaining customer delight through employee loyalty	23 rd November 2019
.5	SVVSV Prasad	NCERTELT -2019 Emerging Trends in English Language teaching and literature	IIIT YSR Kadapa District- Rajiv Gandhi University of Knowledge Technologies	A study on Technology infrastructure and various other important factors influencing parents to choose a preschool or day care	14 th September 2019
6.	SVVSV Prasad	National Seminar on Emerging Trends in Business Management-Opportunities & Challenges	St. Joseph's Degree & PG College in collaboration with ICSSR	A Study on Brand communication with reference to nationalized Banks	30 th November, 2019.
	SVVSV Prasad	A National Seminar on Emerging Technological Trends in Banking, Insurance, Finance & Marketing	Roots Degree College in Collaboration with Department of Commerce and Management, Osmania University, Hyderabad	A study on Various Risks affecting International Shipping & Cargo	October, 2019

Paper Presentations for the year 2018-19

1.	SVVSV Prasad	4 th National HR Conference on 'HR 360 – Talent, Technology and Ideas"	Jain School of commerce Studies, Jain deemed to be university, Bangalore	A case Study on employee engagement initiatives in Signode	28 th February 2019
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