

Paper Publications In The Year 2020-2021:

Sno	Name Of The Faculty	Name Of Refereed Journal	Title Of Paper	Year Of Publication
1.	Dr. G. Radha Kiranmayi	Conference Proceedings – CHRM Book of Abstracts	Personality Factors and Internal Branding-The Role of Organizational Citizenship Behaviour	August 2020

Paper Publications In The Year 2019-2020:

Sno	Name Of The Faculty	Name Of Refereed Journal	Title Of Paper	Year Of Publication
1.	Dr. G. Radha Kiranmayi	International Journal of Advanced Science and Technology	The Mediating Role of Customer Satisfaction Between Service Quality and Customer Loyalty	May, 2020

Paper Publications In The Year 2018-2019:

Sno	Name Of The Faculty	Name Of Refereed Journal	Title Of Paper	Year Of Publication
1.	Dr. G. Radha Kiranmayi	International Journal Of Advance And Innovative Research	Analytical Approaches To Performance Evaluation	July-September, 2018
2.	Dr. G. Radha Kiranmayi	International Journal of Business Management & Research (IJBMR)	The Role Of Customer's Status Consumption And Satisfaction On Repurchase Intention	Feb 2019

3.	Dr. G. Radha Kiranmayi	Purushartha, A Journal of Management, Ethics and Spirituality	Role of Organizational Citizenship Behaviour on Internal Brand Identification	September 2018 - February 2019
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Conferences Attended By Faculty:

Paper Presentations For The Year 2020-2021:

Sno	Name Of The Faculty	Theme Of The Conference	Organized By	Title Of The Paper	Year
1.	Dr. G. Radha Kiranmayi	Innovations for New Normal	Government Degree College, Parkal	Effectiveness of LinkedIn as a recruitment Tool	23-25 th August, 2020
2.	Dr. G. Radha Kiranmayi	5 th Conference on HRM	ICFAI Business School, Hyderabad	Personality factors and Internal Branding- The role of OCB	28-29 th August, 2020

Paper Presentations For The Year 2019-2020:

Sno	Name Of The Faculty	Theme Of The Conference	Organized By	Title Of The Paper	Year
1.	Dr. G. Radha Kiranmayi	International Conference on Transformative Consumerism and Sustainability: The Emerging Global Business Scenarios	GITAM Hyderabad Business School	Analytical Approaches to performance Evaluation	15- 16 November, 2019

Paper Presentations For The Year 2018-19:

Sno	Name Of The Faculty	Theme Of The Conference	Organized By	Title Of The Paper	Year
1.	Dr. G. Radha Kiranmayi	The Role of Organizational Citizenship Behaviour On Internal Brand Identification	Vidhya Jyothi Institute Of Technology	The Role of Organizational Citizenship Behaviour on Internal Brand Identification	23 February, 2019