

DEPARTMENT OF MASTER IN BUSINESS ADMINISTRATION

DETAILS OF FACULTY PARTICIPATION

ACADEMIC YEAR WISE PAPER PRESENTATIONS INTERNATIONAL / NATIONAL CONFERENCES

Academic Year	Conferences			Paper Publications			FDPs/Workshops
	Total	National	International	Total	National	International	Total
2009-10	8	6	2	4	1	3	2
2010-11	14	13	1	3	3	-	5
2011-12	18	18	-	10	4	6	13
2012-13	08	8	-	8	5	3	3
2013-14	07	3	4	2	2	-	

Head of the Department

CMR COLLEGE OF ENGINEERING & TECHNOLOGY
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ACADEMIC YEAR 2009-10

PAPER PRESENTATIONS INTERNATIONAL CONFERENCES

S.No	Name of the Faculty	Paper Title	Venue	Date
1	Mr A.Kotishwar	India's international trade – Merchandise trade and service trade performance	International trade and commerce organized by department of commerce Osmania university Hyderabad	March 5th – 7 th , 2010
2	Mr A.Kotishwar	Impact of Financial Crisis on India's Merchandise Trade and Services trade	Global financial system in the post crisis era – issues, challenges and opportunities organized by Department of Commerce university of madras	16 th and 17 th March, 2010

PAPER PRESENTATIONS NATIONAL

S. No	Name of the Faculty	Paper Title	Venue	Date
1	Mrs P Hima Bindu	Role of Self Help Groups in Micro Finance	Challenges and Opportunities in Management in the 21 st Century, Sreenidhi Institute of Science and Technology, Ghatkesar	Date 15-16 th July, 2009
2	Mr A.Kotishwar	Role of Self Help Groups in Micro Finance	Challenges and Opportunities in Management in the 21 st Century, Sreenidhi Institute of Science and Technology, Ghatkesar	Date 15-16 th July, 2009
3	Mr A.Kotishwar	Inclusive Growth to Improving the Quality of life, A study of Select SHG's in Nizamabad District of Andhra Pradesh	62 nd All India commerce Association Conference at MDS University, Ajmer	10 th , 11 th , 12 th October 2009).
4	Mrs P. Hima Bindu	Women Empowerment	Managing inclusive growth in India – A look into the socio-economic perspective organized by Department of Commerce and Business Administration by P.G.	March 13 th , 2010

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			Center P.B.Siddhartha college of Arts and Science Vijayawada	
5	Mr K Harish Reddy	Micro finance and Women Empowerment	Managing inclusive growth in India – A look into the socio-economic perspective organized by Department of Commerce and Business Administration by P.G. Center P.B.Siddhartha college	March 13 th ,2010
6	Mr A.Kotishwar	Impact of Globalisation on service sector	Impact of Globalisation Indian Economy conducted by S.R.R.Govt Degree and P.G college Karimnagar	Jan 22 nd & 23 rd ,2010

FACULTY DEVELOPMENT PROGRAMMES / REFRESHER COURSE

S.No	Name of the Faculty	FDP Name	Venue	Date
1	Mr G Prasannajaneya Nayak	Attended Refresher Course on “Management Science for Engineering Management”,	JNTU, Hyd	19 th October to 07 th , November,2009

WORKSHOPS / SEMINARS

S.No	Name of the Faculty	Workshop / Seminar	Venue	Date
1	Mrs.Jaya Radha Shankar	One day Work shop “Corporate Social Responsibility	Pragati Maha Vidyalaya PG College,	on 10 th July 2009.

RESEARCH PUBLICATIONS

PAPERS PUBLISHED IN NATIONAL JOURNALS

1. A Kotishwar “Inclusive Growth and the Quality of Life ”, **The Indian Journal of Commerce**, Volume No: 63 , Issue No 02, (April-June) (2010) page no (183-190), ISSN 0019-52X

PAPERS PUBLISHED IN INTERNATIONAL JOURNALS

2. **A Kotishwar & P Sunil Kumar** (2009) “India’s international trade – Merchandise trade and service trade performance, **Osmania Journal of International Business Studies**, Vol: IV, No. 2 (July-December) page no (124-139) , ISSN 00973-5372.
3. **A Kotishwar & Prof Mohd Akbar Ali Khan** (2010) “**Women Empowerment through Self Help Groups – A Case Study of Nizamabad District Of Andhra Pradesh**”, *International Journal of Research in Commerce and Management*, volume no: 1 (2010), Issue No. 01 (MAY), pp 48-71, ISSN 0976 – 2183.
4. **A Kotishwar** “IMPACT OF GLOBALIZATION ON SERVICE SECTOR”, *International Journal of Research in Commerce and Management*, Volume No: 1 (2010), Issue No. 02 (JUNE) (2010) , pp 80-112, ISSN 0976 – 2183.

ACADEMIC YEAR 2010 – 11

PAPER PRESENTATIONS INTERNATIONAL CONFERENCES:

S.No	Name of the Faculty	Paper Title	Venue	Date
1	Mr A.Kotishwar	Behavioural Finance – Investor’s Risk Appetite and the choice of investment	Emerging Issues Global Economy, Commerce and Management: Challenges and Strategies for International Competitiveness, Department of Commerce, University of Mumbai, Mumbai.	1 st and n2nd February, ,2011

PAPER PRESENTATIONS IN NATIONAL CONFERENCES:

S.No	Name of the Faculty	Paper Title	Venue	Date
1	Mr A.Kotishwar	Empirical research	63 rd All India Commerce	1 st to 3 rd

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		in Behavioural Finance and efficient market hypothesis: A review of literature	Conference organized by faculty of commerce Goa University	Oct, 2010
2	Mr A.Kotishwar	Taxation challenges and direct tax in India	63 rd All India Commerce Conference organized by faculty of commerce Goa University	1 st to 3 rd Oct, 2010
3	Mr A.Kotishwar	Financial Inclusion: Thrifts and Credit practices of self-help groups in Nizambad district	National seminar on Financial Inclusion and Inclusive Growth: Prospects and Retrospect organized by School of Management studies University of Hyderabad	28 th -30 th Oct.2010
4	Mr A.Kotishwar	Financial inclusion	A National seminar on Micro finance in India – Practices, problems and prospects organized by Department of Commerce , Girraj Govt College, Nizambad	25 th oct, 2010
5	Mrs P. Hima Bindu	Financial Inclusion scenario (A study on extent of Financial Inclusion in remote villages of Medak district)	National seminar on Financial Inclusion and Inclusive Growth: Prospects and Retrospects organized by School of Management studies University of Hyderabad	28 th -30 th Oct.2010
6	Mrs P. Hima Bindu	Impact of Recession on Retailing sector in India	A National seminar on Global Financial Crisis and its impact on Indian Economy organized by Kakatiya Govt Degree and P.G. college, Warangal	12th and 13 th Nov, 2010
7	Mrs P. Hima Bindu	HR Audit – A Tool or a Tale	A National seminar on Dynamics of HR tools for competitive advantage organized by Department of Commerce and Management studies Andhra University, Vishakapatnam	19 th & 20 th Nov, 2010
8	Mrs P. Hima Bindu	Role of HR tools in	A National seminar on	19 th & 20 th

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		business excellence – A case study	Dynamics of HR tools for competitive advantage organized by Department of Commerce and Management studies Andhra University, Vishakapatnam	Nov, 2010
9	Mr K.Harish Reddy	Talent Management for 21 st Century	63 rd All India Commerce Conference organized by faculty of commerce Goa University	1 st to 3 rd Oct, 2010
10	Mr K.Harish Reddy	Implications of Global Recession on Human resource Management	A National seminar on Global Financial Crisis and its impact on Indian Economy organized by Kakatiya Govt Degree and P.G. college, Warangal	12th and 13 th Nov, 2010
11	Mr S.Suneel	Impact of Recession on Retailing sector in India	A National seminar on Global Financial Crisis and its impact on Indian Economy organized by Kakatiya Govt Degree and P.G. college, Warangal	12th and 13 th Nov, 2010
12	Mr D. Surya narayana raju	HR Audit – A Tool or a Tale	A National seminar on Dynamics of HR tools for competitive advantage organized by Department of Commerce and Management studies Andhra University, Vishakapatnam	19 th & 20 th Nov, 2010
13	Mrs V, Sneha Jain	Financial Inclusion scenario (A study on extent of Financial Inclusion in remote villages of Medak district)	National seminar on Financial Inclusion and Inclusive Growth: Prospects and Retrospects organized by School of Management studies University of Hyderabad	28 th -30 th Oct., 2010

FACULTY DEVELOPMENT PROGRAMMES / REFRESHER COURSE

S.No	Name of the Faculty	FDP Name	Venue	Date
1.	Mrs P.Hima Bindu	Modern Management Pedagogy	St.Martins Engineering College	11 th Jan ,2011

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2.	A.Kotishwar	Modern Management Pedagogy	St.Martins Engineering College	11 th Jan ,2011
3	K.Harish Reddy	Modern Management Pedagogy	St.Martins Engineering College	11 th Jan ,2011
4.	S.Suneel	Modern Management Pedagogy	St.Martins Engineering College	11 th Jan ,2011
5.	Mrs P.Hima Bindu	Research methods for Academicians, Research Scholars and Practitioners	Siva Sivani Institute of Management	6 th ,7 th ,May,2011

PAPERS PUBLISHED IN NATIONAL / INTERNATIONAL JOURNALS

PAPERS PUBLISHED IN NATIONAL JOURNALS

1. Prof Mohd Akbar Ali Khan & A Kotishwar (2010), “**Impact of Financial Crisis India’s– Merchandise Trade and Service Trade**” **Gavesana Journal of Management**, volume 1, Issue 3 (July-December 2010), page no (76-87), ISSN 0975-4547.
2. A Kotishwar “**Poverty Alleviation through Financial Inclusion A Case study of Rangareddy District in Andhra Pradesh**” , **ESRI Journal, Journal of Economic & Social Research**, Vol 2, January, 2011 page no (16-25), ISSN 0975-7635
3. Prof Mohd Akbar Ali Khan & A Kotishwar (2011) “**Empirical Research in Behavioural Finance and Efficient Market Hypothesis (EMH) A Review of Literature**” **South Asian Journal of Commerce and Management**, Vol 2, No 2, April- June 2011 Page No 18-37, ISSN 0975-8259.

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ACADEMIC YEAR 2011 – 12

FACULTY DEVELOPMENT PROGRAMMES / REFRESHER COURSE

S.No	Name of the Faculty	FDP Name	Venue	Date
1	Mr A Kotishwar	Data Analysis for Management Research using SPSS	CMR College of Engineering and Technology, Hyderabad	9th -11th , August, 2011
2	Mrs P. Hima Bindu	Data Analysis for Management Research using SPSS	CMR College of Engineering and Technology, Hyderabad	9th -11th , August, 2011
3	Mr D. Suryanarayana Raju	Data Analysis for Management Research using SPSS	CMR College of Engineering and Technology, Hyderabad	9th -11th , August, 2011
4	Mr Suneel	Data Analysis for Management Research using SPSS	CMR College of Engineering and Technology, Hyderabad	9th -11th , August, 2011
5	Mrs P.Alekhya	Data Analysis for Management Research using SPSS	CMR College of Engineering and Technology, Hyderabad	9th -11th , August, 2011
6	Ms M.Subhashini	Data Analysis for Management Research using SPSS	CMR College of Engineering and Technology, Hyderabad	9th -11th , August, 2011
7	Mr Ramanjeneyulu.L	Data Analysis for Management Research using SPSS	CMR College of Engineering and Technology, Hyderabad	9th -11th , August, 2011
8	Mrs P.Hima Bindu	Exploring Contemporaty Business Management Practices	Hyderabad Institute of Technology & Management	4 th April, 2012
9	Mrs P.Alekhya	Exploring Contemporaty Business Management Practices	Hyderabad Institute of Technology & Management	4 th April, 2012
10	Mr.D.Suryanaranaya Raju	Exploring Contemporaty Business Management Practices	Hyderabad Institute of Technology & Management	4 th April, 2012
11	Ms. P. Usha Vaidehi	Exploring Contemporaty Business Management	Hyderabad Institute of Technology &	4 th April, 2012

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		Practices	Management	
12	Mr.D.Suryanaranaya Raju	International Case Working Competition Title : Tata's Goldplus Marketing Strategies – A Case study	Dhruva College of Management , Hyderabad	1 st December, 2011

PAPER PRESENTATIONS IN NATIONAL CONFERENCES:

S.No	Name of the Faculty	Paper Title	Venue	Date
1	Mr. A.Kotishwar	Analysis of investor behavior and decision making in Indian stock markets	Changing business practices in 21 st century conducted by cmr college of engineering and technology	Nov 11 th -12 th 2011
2	Mr. A.Kotishwar	Capital market reforms and investor's satisfaction, A study of retail investors of Hyderabad	Changing business practices in 21 st century conducted by cmr college of engineering and technology	Nov 11 th -12 th 2011
3	Mr. A.Kotishwar	Carbon trading in 21 st century – Indian market	Changing business practices in 21 st century conducted by cmr college of engineering and technology	Nov 11 th -12 th 2011
4	Mrs. Alekhya	Capital market reforms and investor's satisfaction, A study of retail investors of Hyderabad	Changing business practices in 21 st century conducted by cmrcet	Nov 11 th -12 th 2011
5	Mrs.P.Hima bindu	A Study of Organizational climate (Analyzing job satisfaction as a correlate of HRD climate)	Changing business practices in 21 st century conducted by cmr college of engineering and technology	Nov 11 th -12 th 2011
6	Mr.D.Surya naranaya raju	Contemporary green marketing – brief reference to Indian scenario	Changing business practices in 21 st century conducted by cmr college of engineering and technology	Nov 11 th -12 th 2011
7	Mr.D.Surya naranaya raju	Sustainability of FMCG in Indian rural market	Changing business practices in 21 st century conducted by cmr college of engineering and technology	Nov 11 th -12 th 2011
8	Ms M.Subhashini	Knowledge management as a tool in present scenario	Changing business practices in 21 st century conducted by cmr college of engineering and technology	Nov 11 th -12 th 2011
9	Ms usha vaidehi	Retailing in India	Changing business practices in 21 st century conducted by cmr college of engineering and technology	Nov 11 th -12 th 2011
10	Mrs. P. Hima Bindu	Trends in retailing	Emerging Trends in Indian Retailing Industry conducted by National conference, CMRTC	6 th - 7 th Jan 2012
11	Mrs. P. Hima Bindu	HR assessment in retail sector. A study on sponsor	Emerging Trends in Indian Retailing Industry conducted by National conference, CMRTC	6 th - 7 th Jan 2012
12	Ms .M.Subhashini	Analysis of organized and unorganized retailing in food and grocery category.	Emerging Trends in Indian Retailing Industry conducted by National conference, CMRTC	6 th - 7 th Jan 2012
13	Mr. D. Suryanarayana raju	Analysis of organized and unorganized retailing in food and grocery category.	Emerging Trends in Indian Retailing Industry conducted by National conference, CMRTC	6 th - 7 th Jan 2012

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14	Mr. P. Usha Vaidehi	Trends in retailing	Emerging Trends in Indian Retailing Industry conducted by National conference, CMRTC	6 th - 7 th Jan 2012
15	Mr. A. Kotishwar	International financial reporting standards in retail sector	Emerging Trends in Indian Retailing Industry conducted by National conference, CMRTC	6 th - 7 th Jan 2012
16	Mrs. P.Alekhyia	International financial reporting standards in retail sector	Emerging Trends in Indian Retailing Industry conducted by National conference, CMRTC	6 th - 7 th Jan 2012
17	Mrs. P.Alekhyia	Role of FDI in retailing	Emerging Trends in Indian Retailing Industry conducted by National conference, CMRTC	6 th - 7 th Jan 2012
18	Ms. P.Usha Vaidehi	Role of FDI in retailing	Emerging Trends in Indian Retailing Industry conducted by National conference, CMRTC	6 th - 7 th Jan 2012

PARTICIPATION IN CASE STUDY

S.No	Name of the Faculty	Case Title	Venue	Date
1	Mr. Surya Narayana raju D	TATA's Gold Plus Marketing Strategy – A Case Study	Dhruva College of Management	Dec 01, 2011

PAPERS PUBLISHED IN NATIONAL / INTERNATIONAL JOURNALS

PAPERS PUBLISHED IN NATIONAL JOURNALS

1. A Kotishwar & Prof Mohd Akbar Ali Khan (2011) “**Behavioral Finance-Investors Risk Appetite & the choice of Investments**”, **Journal of GNA Institute of Management and Technology**, vol 6, No 1, Oct 2011, page No 7-17, ISSN 0974-5726
2. A Kotishwar “**INVESTORS' PERCEPTION TOWARDS MUTUAL FUNDS A STUDY OF TWIN CITIES (HYDERABAD AND SECUNDERABAD) IN ANDHRA PRADESH**”, **WIM Journal of Management**, Volume -3, Issue 2, January (2012) Page No 1-19, ISSN-0975-5063
3. A Kotishwar (2012) “**Regulatory Framework of Business : A study of Foreign Institutional investors (FIIs) ”**, **ITI HAS The Journal of Indian Management**, vol 2, No 4, April – June 2012, page No 25-13, ISSN 2249-7803

4. **A Kotishwar** (2012) “Investors Awareness and Perception about Mutual Funds ”, **SUMEDHA Journal of Management**, vol 1, No 2, April – June 2012, page No 7-23, ISSN 2277-6753

PAPERS PUBLISHED IN INTERNATIONAL JOURNALS

1. **P Hima Bindu**, “**Role of Infrastructure in Financial Inclusion in Remote villages of Medak District in Andhra Pradesh(2011)**”, *Asia Pacific Journal of Research in Business Management*, volume no: 02, Issue No. 07 (July 2011), pp 101-119, ISSN 2229-4104.
2. **V.Sneha Jain**, “**Role of Infrastructure in Financial Inclusion in Remote villages of Medak District in Andhra Pradesh(2011)**”, *Asia Pacific Journal of Research in Business Management*, volume no: 02, Issue No. 07 (July 2011), pp 101-119, ISSN 2229-4104.
3. **Mr.A.Kotishwar**, “**The Role Of Independent Directors In Corporate Governance – A Critical Evaluation(2011)** ”, *International Journal of Research in Computer Application Commerce and Management*, volume no: 01, Issue No. 05 (July 2011), pp 27-35, ISSN 2231-1009.
4. **D Surya Narayana Raju** “**Contempary Green Marketing – Brief Reference to India Scenario**”, *Internantional Jounal of Social Sciences & Interdisciplinary Research*, vol 1, No 1, Jan 2012, page No 26-39, ISSN 2277-3630.
5. **P Hima Bindu** “ **Role in Buisness Excellence Competency Mapping as Tool in Business Excelece in Selected PSU – A Case study**” *International Journal of Social Sciences & Interdisciplinary Research* , Vol 1,No 2, February 2012, page no 45-59, ISSN 2277-3630.
6. **A Kotishwar** “**Analysis of Investor Behaviour and Decision Making in Indian Stock Markets** ”, *International Journal of Marketing, Financial Services & Management Research*, volume no: 1 (2012), Issue No. 01 (Jan- March), pp 139-146, ISSN 2277 – 6788.

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ACADEMIC YEAR 2012-13

PAPER PRESENTATIONS IN NATIONAL CONFERENCE

S.No	Name of the Faculty	Paper Title	Venue	Date
1	Mr. D. Suryanarayana raju	Perceived issues in building sustainable business on green marketing	Sagar global business school	15 th sep 2012
2	Ms. P.Usha Vaidehi	Perceived issues in building sustainable business on green marketing	Sagar global business school	15 th sep 2012
3	Mrs. P. Hima Bindu	FDI in Retailing – Retrospect & Prospects	Telangana University, Dichpally	1 st December 2012
4	Mrs. P. Hima Bindu	Managing Generations at work	SNDT College of Arts & Science for Women Mumbai -400020	26 th March 2013
5	Ms. P. Usha Vaidehi	A study of HR Practices in Retail Industry	SNDT College of Arts & Science for Women Mumbai -400020	26 th March 2013
6	Ms. T. Sharanya	A Study on Employee Retention Management	SNDT College of Arts & Science for Women Mumbai -400020	26 th March 2013
7	Ms. T. Sharanya	Employee Retention	National Conference on Perspectives on Employment Relations Berhampur University	22-23, Dec 2012
8	Mrs P. Hima Bindu	Employee Retention	National Conference on Perspectives on Employment Relations Berhampur University	22-23, Dec 2012

PAPER PRESENTATIONS IN INTERNATIONAL CONFERENCE

S.No	Name of the Faculty	Paper Title	Venue	Date
		NIL		

**FACULTY DEVELOPMENT PROGRAMMES/ WORKSHOPS ATTENDED BY
FACULTY**

1. **Ms.T.Sharanya**, Assistant professor has attended Faculty Development Programme On “**Pedagogical Methods and Research Orientation**” at Aurora Scientific, Technological and Research Academy, Bandlaguda on ‘Sep 15th 2012.
2. **Mr.D.Surya Narayana Raju**, Assistant professor has attended Two day Workshop On “**Finance For Non Finance Managers**” at Dhruva, on ‘July 28th-29th 2012.
3. **Mr. P.Alekhya**, Assistant professor has attended Two day Workshop On “**Finance For Non Finance Managers**” at Dhruva, on ‘July 28th-29th 2012.

PAPERS PUBLISHED IN NATIONAL / INTERNATIONAL JOURNALS

PAPERS PUBLISHED IN NATIONAL JOURNALS

1. **Mrs. P. Hima Bindu**, “**Role of Job Related Factors In Engaging Employees**”, SUMEDHA Journal Of Management, volume no: 1 (2012), Issue No. 03 (July-Sep), pp 56-68, ISSN 2277 – 6753.
2. **Mr. A. Kotishwar**, “**Capital Market Reforms and Investors satisfaction : A Study of Retail Investors of Hyderabad**”, WIM Journal Of Management, volume no: 4 (2012), Issue No. 01 (July), pp 114-120, ISSN 0975 – 5063.
3. **Mrs. P.Alekhya**, “**Capital Market Reforms and Investors satisfaction : A Study of Retail Investors of Hyderabad**”, WIM Journal Of Management, volume no: 4 (2012), Issue No. 01 (July), pp 114-120, ISSN 0975 – 5063.
4. **Mr.A.Kotishwar**, “**Investor behaviour towards investment in mutual funds- A comparative study in Telangana Region in the state of Andrapradesh**”, Madras University Journal of Business and Finance, volume no: 1, Issue No. 01 (Jan 2013), pp 23-37, ISSN 2320-5857.

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5. **Mr.A.Kotishwar**, “**Behavioural Finance in India – A Study of Mutual Fund Investment in Telangana Region in A.P.** ”, Journal of Commerce & Information Technology, volume no: 13, Issue No. 01 (Jan-June 2013), pp 173-185, ISSN 0972-9550.

PAPERS PUBLISHED IN INTERNATIONAL JOURNALS

1. **Mrs. P.Alekhya**, “**A Study on Performance Evaluation of Public and Private Sector Mutual Funds in India**”,IRJC Asia Pacific Journal of Marketing & Management Review, volume no: 1 (2012), Issue No. 02 (October), pp 147-167, ISSN 2319 – 2836.
2. **Mrs. P.Alekhya**, “**Role of FDI in Retailing**”,IRJC Asia Pacific Journal of Marketing & Management Review, volume no: 1 (2012), Issue No. 02 (October), pp 45-56, ISSN 2319 – 2836.
3. **Ms. P. Usha Vaidehi**, “**Role of FDI in Retailing**”,IRJC Asia Pacific Journal of Marketing & Management Review, volume no: 1 (2012), Issue No. 02 (October), pp 45-56, ISSN 2319 – 2836.

ACADEMIC YEAR 2013-14

PAPER PRESENTATIONS IN NATIONAL CONFERENCE

S.No	Name of the Faculty	Paper Title	Venue	Date
1	Mr. A. Kotishwar	Investors Behavior towards Mutual funds : An Analytical study of selected investors of Telangana Region in AP.	Two day national conference on behavioral finance JNTUH - SMS	22-23 Jan 2014
2	Mrs. P. Alekhya	A study on risk perception & Portfolio management of equity investors in twin cities (Hyderabad & Secundrabad).	Two day national conference on behavioral finance JNTUH - SMS	22-23 Jan 2014
3	Ms. A. Ambika	A study on risk perception & Portfolio management of equity investors in twin cities (Hyderabad & Secundrabad).	Two day national conference on behavioral finance JNTUH - SMS	22-23 Jan 2014
4	Ms. T.Sharanya	Consumer Behaviour in Retailing Sector	Two Day Inter	22-23 Jan

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PAPER PRESENTATIONS IN INTERNATIONAL CONFERENCE

S.No	Name of the Faculty	Paper Title	Venue	Date
1	Mr. DSN Raju	Consumer attitude towards on-line shopping	International conference on “ Consumer Dynamics and Marketing Strategies in the Globalized Economic Era – Perspectives & challenges”.Gokaraju Ranga Raju Institute of engineering & Technology	29-30 Oct 2013
2	Mrs. P. Alekhya	Consumer attitude towards on-line shopping	International conference on “ Consumer Dynamics and Marketing Strategies in the Globalized Economic Era – Perspectives & challenges”.Gokaraju Ranga Raju Institute of engineering & Technology	29-30 Oct 2013
3	T. Sharanya	Online consumer Behaviour an exploratory Study	International conference on “ Consumer Dynamics and Marketing Strategies in the Globalized Economic Era – Perspectives & challenges”.Gokaraju Ranga Raju Institute of engineering & Technology	29-30 Oct 2013
4	P. Usha Vaidehi	Online consumer Behaviour an exploratory Study	International conference on “ Consumer Dynamics and Marketing Strategies in the Globalized Economic Era – Perspectives & challenges”.Gokaraju Ranga Raju Institute of engineering & Technology	29-30 Oct 2013

FACULTY DEVELOPMENT PROGRAMMES/ WORKSHOPS ATTENDED BY FACULTY

4. **Ms.T.Sharanya**, Assistant professor has attended Faculty Development Programme On “**Research methodology**” at GITAM University, Hyderabad on ‘Nov 28th -30th 2013.
5. **Ms. A.Ambika**, Assistant professor has attended Faculty Development Programme On “**Research methodology**” at GITAM University, Hyderabad on ‘Nov 28th -30th 2013.
6. **Mr. D. Surya Narayana Raju**, Assistant professor has attended Workshop On “Introduction to Basics of SPSS: A Research Application” at Bharat Institute of Engineering & Technology, Mangalpally on OCT 28th -29th 2013.

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7. **Ms. P.Usha Vaidehi**, Assistant professor has attended Workshop On “Introduction to Basics of SPSS: A Research Application” at Bharat Institute of Engineering & Technology, Mangalpally on OCT 28th -29th 2013.
8. **Mrs. P. Hima Bindu**, Assistant professor has attended Workshop On “Introduction to Basics of SPSS: A Research Application” at Bharat Institute of Engineering & Technology, Mangalpally on OCT 28th -29th 2013.
9. **Mrs. P. Alekhya**, Assistant professor has attended Workshop On “Introduction to Basics of SPSS: A Research Application” at Bharat Institute of Engineering & Technology, Mangalpally on OCT 28th -29th 2013.

PAPERS PUBLISHED IN NATIONAL / INTERNATIONAL JOURNALS

PAPERS PUBLISHED IN NATIONAL JOURNALS

1. **Mr. A. Kotishwar**, “Investors Behaviour Towards Mutual Funds: A Study of Telangana Region in Andhra Pradesh”, Effulgence Bi –Annual Management Journal, volume no: 11 (2013), Issue No. 02 (July- Dec), pp 32, ISSN 0972 – 8058.
2. **Ms. P.Usha Vaidehi**, “Factors Influencing Online Shopping Behavior Of Students In Engineering Colleges At Rangareddy District”, Sumedha Journal of Management, volume no: 03 (2014), Issue No. 01 (Jan-March), pp 50, ISSN 2277 – 6753.

PAPERS PUBLISHED IN INTERNATIONAL JOURNALS

1. -----