

Books and chapters in edited volumes / books published, and papers in national/international conference-proceedings per teacher during the last five years

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher
1	K Narayana Rao	Corporate accounting	---	---	---	---	2018	ISBN-978-93-87812-71-0	Pragathi prakashan
2	K Narayana Rao	Goods and Service Tax I	---	---	---	---	2018	ISBN-978-93-52734-23-8	Himalaya publications
3	K Narayana Rao	Foreign Trade (Three units)	---	---	---	---	2018	No ISBN	Vikram publishers
4	P Subhakar	Accounting and Auditing standards	---	---	---	---	2018	ISBN:978-93-5273-371-2	Himalaya publications
5	P Subhakar	Accounting for government entities	---	---	---	---	2018	ISBN:978-93-5273-408-5	Himalaya publications
6	E Suvarnanjali	Goods and Service Tax	---	---	---	---	2018	---	Vikram publishers
7	Dr. A.N.V.Durga Anupama	Commercial Geography	---	---	---	---	2018	---	Vikram publishers
8	Mrs.B.Anne Suma Latha	---	Search Management and Envisioned Strategies	UGC Sponsored National Seminar	Innovation Management : A Strategic Imperative for Growth	National	2018	978-93-5268-742-8	Department of Business Administration, P.B.Siddhartha

9	Mr. D.Vijay Kumar & Mr.S.Rajesh	Nil	Privacy Aware KP-ABE with user outsourcing of Cloud Storage	International Conference on Engineering & Technology,	International Conference on Engineering & Technology,	International	2018	978-93-86954-06-0	Nil
10	K. Sridhar & Thammineni Malleshwari		Global Journal of Engineering Science and Researches Productivity Intrusion detection system using genetic algorithm			International	2018	2348-8034	Nil
11	Y.J.N.Lakshmi & K.Sudhir	Nil	Distributed Denial-of -Service (DDOS) attacks in Cloud computing environment with vulnerability detection	International Conference on Engineering & Technology, Vijayawada	International Conference on Engineering & Technology, Vijayawada	International	2018	978-93-86954-06-0	Nil
12	Dr.N.Srinivasa Rao	Ramakrishna Mission Vidyalaya SRKV Post, Periyanaickenpalaya	Yoga and Stress Management	Yoga for World Peace	Yoga for World Peace	National	2018	81-9235735-5	Dr.Ch.VST. Sai Kumar & Dr.E.Amudhan
13	Dr.M.Manoranjani		Chitosan Silver nanoparticles Composite Beads;Synthesis,characterisation and removal of methylene blue	Novel chemical strategies for sustainable environment	Novel chemical strategies for sustainable environment		2018		Dept of chemistry, p.b.Siddhartha College of Arts & Science
14	Dr.M.Manoranjani	----	Zinc oxide nanoparticles impregnated chitosan beads: preparation, characterization, stability & removal of	Environmental Pollution – Public Responsibility	Environmental Pollution – Public Responsibility	National	2018	-----	-----
15	Dr.M.Manoranjani, Dr.M.David Raju, T N V S S Satyadev &Dr.P.T.S.R.K.Prasada Rao	-----	Pollution control control by using modern instrumentation techniques	Novel chemical strategies for sustainable environment, Soveinuer	Novel chemical strategies for sustainable environment	National	2018	-----	Dept of chemistry, p.b.Siddhartha College of Arts & Science

16	Dr.M.David Raju		Green synthesis and charecterisation metal nanoparticles using plant extract	Novel chemical strategies for sustainable environment,Soveinuer	Novel chemical strategies for sustainable environment	National	2018		Dept of chemistry, p.b.Siddhartha College of Arts & Science
17	Sri T.N.V.S.S.Satyadev, Dr M V Satyanarayana		Analysis of water pollution Near by VTPS–Vijayawada	Novel chemical strategies for sustainable environment,Soveinuer	Novel chemical strategies for sustainable environment	National	2018		Dept of chemistry, p.b.Siddhartha College of Arts & Science
18	Dr.P.T.S.R.K.Prasada rao	----	Study of heavy metals in ground water of vijayawada industrial area by trace analysis	A one day seminar Novel chemical strategies for sustainable Environment	A one day seminar Novel chemical strategies for sustainable Environment	national	2018	----	Dept of chemistry, p.b.Siddhartha College of Arts & Science
19	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Role of Employee Attitude and Behaviour in Managing and Organizational Change	Change management Problems and Persepctives	Change management Problems and Persepctives	National	2018	ISBN: 978-93-86501-72-1	Dept. Business Management, VR Siddhartha College, Vijayawada
20	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Role of Social Media Marketing to Promote Business in Competitive Scenario	Shanlax International Journal of Management (UGC Approved number 44278)”	Shanlax International Journal of Management (UGC Approved number 44278)”	International	2018	ISSN 2321-4643	Shanlax International Journal of Management
21	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Innovative Human Resource Management Practices	Emperor International Journal of Finance and Management Research	Emperor International Journal of Finance and Management Research	International	2018	ISSN : 23955929	Emperor International Journal of Finance and Management Research
22	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Application of Technology to Teach Next	Challenges of New India – Realizing a Billion Aspirations	Challenges of New India – Realizing a Billion Aspirations	National	2018	ISBN 978-93-5288-084-3	Department of Business Administration, PVP Siddhartha Institute of Technology, Vijayawada

23	Dr.R.Srinivasa Rao		Change Management - need of the Hour	Change Management Problems and Perspectives	---	National	2018	ISBN - 978-93-86501-72-1	Dept. Business Management, VR Siddhartha College, Vijayawada
24	Dr Babu Rajendra Prasad Suryadevara	---	An Outlook over Trends in Government Subsidies	Challenges of New India – Realizing a Billion Aspirations”	Challenges of New India – Realizing a Billion Aspirations”	National Seminar	2018	ISBN: 978-93-5288-084-3	PVP Siddhartha Institute of Technology, Vijayawada
25	Dr Babu Rajendra Prasad Suryadevara	---	Financial Innovation Through Hottest Technologies - Artificial Intelligence, Machine Learning & Blockchain	Innovation Management : A Strategic Imperative for Growth	Innovation Management : A Strategic Imperative for Growth	UGC Sponsored National Seminar	2018	ISBN 978-93-5268-742-8	Department of Business Administration, P.B.Siddhartha College of Arts & Science, Vijayawada
26	Ms.B.Kalpana, Ms. G.Lalitha Madhavi, Ms.D.Sita Kumari		GST in India	Challenges of New India - Realizing a Billion Aspirations	Challenges of New India - Realizing a Billion Aspirations	National	2018	ISBN 978-93-5288-084-3	PVP Siddhartha Institute of Technology
27	CH. ANANTHA SAI LAKSHMI	--	Cross Cultural Studies in Bharati Mukherjee’s <i>Wife</i>	--	Post Colonial Studies	National Seminar	2018	-	
28	CH. ANANTHA SAI LAKSHMI	-	Immigration in Bharati Mukherjee’s <i>Wife</i>	-	Rise of Indian Literature and the Global World	International Seminar	2018	-	
29	Dr. K. Santha Kumari	-	Major Preoccupations in the Doris Lessing’s <i>The Golden</i>	English Language and Literature in the Era of Globalization	Andhra Loyola Institute of Technology	National	2018	-	-
30	Dr. K. Santha Kumari	-	A Proper Marriage as a Female Bildungsroman novel	Post-Colonial Studies	P.B.Siddhartha college of arts and science	National	2018	-	-
31	Dr. K. Santha Kumari	-	Ambedkarism employed in The <i>Chair</i> by Dr. Vizai Bhaskar	Impact of Dr. B.R Ambedkar’s philosophy on Indian Literature	Dr. Ambedkar Chair, Acharya Nagarjuna University	National	2018	978-81-7966-471-1.	-

32	Dr. K. Santha Kumari	-	Portrayal of Relationship in Dr. D. Vijay Bhaskar Play <i>Ruthwik</i>	Novel Issues in Indian Writing in English	JKC College, Guntur	International	2018	-	-
33	Dr. K. Santha Kumari	Challenges of Translation: An Analysis of "Barber: The King" by D. Vizai Bhaskar	Challenges of Translation: An Analysis of "Barber: The King" by D. Vizai Bhaskar	Cultural semiotics	D.R.B.C.C. Hindu College, Chennai	International	2018	-	-
34	Dr. K. Santha Kumari	Souring Dreams - Some post-independence problems in former colonies: A statement	Souring Dreams - Some post-independence problems in former colonies: A statement	Knowledge Sharing Technological Advancements & Sustainable Development	PVP Institute of Technology , Vjayawada	International	2018	-	-
35	Dr. G. Srilatha	The Nativist Vision of Life in the Works of Basavaraj Naikar <i>Heroism of Rani Chennamma in The</i>	NIL	NIL	NIL	NATIONAL	2018	978-93-87281-55-4	Authors Press, New Delhi
36	Dr. G. Srilatha		<i>Ecoconsciousness in A Natural History of the Dead</i>	English Language and Literature in the Era of Globalization	English Language and Literature in the Era of Globalization	NATIONAL	2018	978-93-87651-03-6	Authors Press, New Delhi
37	Dr. G. Srilatha	-	Portrayal of Relationship in Dr. D. Vijay Bhaskar Play <i>Ruthwik</i>	Novel Issues in Indian Writing in English	J.K.C College, Guntur	International	2018	-	-

38	Dr. G. Srilatha	-	Cultural Problems in Translation	Rise of Indian Literature and the Global World	Andra Loyola College, Vijayawada	International	2018	-	-
39	Dr. G. Srilatha	-	Language and Culture in <i>Kanyasulkam</i>	Knowledge Sharing Technological Advancements & Sustainable Development	P.V.P Siddhartha Institute of Technology, Vijayawada	International	2018	-	-
40	K.Sobhana	Nil	Burr Type III Software Reliability Assessment using SPC an order statistics Approach	5 th International conference on Emerging trends in Engineering	Conference World	International	2017	978-93 86171-60-3	ICETETSM Bangalore
41	DR. S. SRINIVASA RAO	-	Dr. B.R. Ambedkar: The Armourer of the Human Mind" (Joint Paper)	-	(His)tory, Her-story, and 'Other' Narratives: Revisions and Reinterpretations in Story-telling (Reva University, Bangalore)	International Conference	2017	-	-
42	DR. S. SRINIVASA RAO	-	A Critical Study on the Shakespearean Contribution to Linguistic Reality	-	Shakespeare (P. B. Siddhartha College of Arts and Science- VJA)	National Seminar	2017	-	-
43	T.S Ravi Kiran	Nil	Issues and Challenges in Big Data	The Fourth Industrial Revolution-Impact on Business, Government & Society	ICSSR	International	2017	978-93-5267-483-1	Department of Business Administration, P.B. Siddhartha College of Arts & Science, Vijayawada
44	Ch.Smitha Chowdary	Nil	Assessing Burr Type III Software Quality Using SPC	10 th International Conference in Recent Trends in Engineering Science and Management	Conference World	International	2017	978-93-86171-56-6	Newton's Institute of Science and Technology -Guntur

45	T.S Ravi Kiran	Nil	Role of information Security in New Education Policy - Goals and Imperatives	Role of Information Security in New Education Policy and Goals”	P.B. Siddhartha College of Arts & Science in collaboration of Andhra Pradesh State Council of Higher	International	2017	2348-6724	of Business Administration, P.B.Siddhartha College of Arts & Science, Vijayawada
46	T.S Ravi Kiran	Nil	Innovations in Software Project Management	National seminar on Innovation Management ,A Strategic Imperative For Growth	UGC Sponsored	National	2017	978-93-5268-742-8	Department of Business Administration P.B.Sidhartha College of Arts & Science, Vijayawada
47	K.Vijay	Innovation Management	Recent Trends in Food Processing Industry in India	UGC Sponsored National Seminar	National Seminar on Innovation Management - A Strategic Imperative for Growth	National	2017	978-93-5268-742-8	IDB Printers Inc.
48	Dr.N.Srinivasa Rao	MSK Publications, Salem	Academic Stress among Adolescent Students	The Role of Women participation in Sports for Women Empowerment	The Role of Women participation in Sports for Women Empowerment	National	2017	978-93-80528-26-7	G.Sarah Sarojini
49	K Narayana Rao	Cost Accounting	Nil	Nil	Nil	Nil	2017	ISBN:978-93-5273-356-9	Himalaya publishing House
50	Dr.M.Manoranjani	----	Screening & Estimation of phytochemicals in green tea plant leaves by visible spectrophotometer	Recent trends in chemistry and physics of materials	Recent trends in chemistry and physics of materials	National	2017	-----	-----
51	Dr M Manoranjani, Dr M David Raju, Sri T.N.V.S.S.Satyadev and Dr P T S R K Prasada Rao	----	Nanotechnology in Agriculture – A Perspective	Materials for the Societal Advancement with Emphasis on Health and Energy	Materials for the Societal Advancement with Emphasis on Health and Energy	International	2017	----	----

52	Sri T.N.V.S.S.Satyadev	----	Validated RP- HPLC Method for the Determination of Ambroxol Hydrochloride	Recent Trends in Chemistry and Physics of Materials	Recent Trends in Chemistry and Physics of Materials ,SRR&CVr dept of chemistry &Physics	National	2017	----	----
53	Dr.Y. Vijayananda Raju		CINAARE JEEVITHAM-RACHANALU		CINAARE SAAHITHIRAAJASAM		2017	978-81-935829-0-9	
54	Dr.Y. Purnachandra Rao		Kaviraaja,sri pydipati nelam katha-samajikatha		Anyabashalalo samskruthika parivarthana-prahanyatha		2017	2456-4702	
55	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		The Fourth Industrial Revolution – Challenges and Opportunities in India	The Fourth Industrial Revolution – Impact on Business, Government & Society	The Fourth Industrial Revolution – Impact on Business, Government & Society	National	2017	ISBN: 978-93-5267-483-1	Department of Business Administration, P.B.Siddhartha College of Arts & Science
56	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Innovation to sustain Eco-Friendly Environment	Innovation Management : A Strategic Imperative for Growth	Innovation Management : A Strategic Imperative for Growth	National	2017	ISBN 978-93-5268-742-8	Department of Business Administration, P.B.Siddhartha College of Arts & Science, Vijayawada
57	Dr.R.Srinivasa Rao		Internet of Things – Perspective of Adoption	The Fourth Industrial Revolution - Impact on Business,	---	National	2017	ISBN: 978-93-5267-483-1	PB.Siddhartha College of Arts & Science
58	Dr Babu Rajendra Prasad Suryadevara	---	An Analysis of Disruptive Innovations	The Fourth Industrial Revolution – Impact on Business, Government &	The Fourth Industrial Revolution – Impact on Business, Government &	ICSSR Sponsored National Seminar	2017	ISBN: 978-93-5267-483	Department of Business Administration, P.B.Siddhartha
59	Ms.B.Kalpana, Ms. G.Lalitha Madhavi		E-Governance Initiatives	The Fourth Industrial Revolution – Impact on Business, Government &	The Fourth Industrial Revolution – Impact on Business, Government &	National	2017	ISBN: 978-93-5267-483-1	Department of Business Administration, P.B.Siddhartha
60	Ms.B.Kalpana, Ms. G.Lalitha Madhavi, Ms.D.Sita Kumari		HRM and Innovation Management	Innovation Management : A Strategic Imperative for Growth”	Innovation Management : A Strategic Imperative for Growth”	National	2017	ISBN 978-93-5268-742-8	Department of Business Administration, P.B.Siddhartha

61	Ms.D.Sita Kumari		Challenges and Opportunities for Fourth Industrial Revolution	The Fourth Industrial Revolution – Impact on Business, Government &	The Fourth Industrial Revolution – Impact on Business, Government &	National	2017	ISBN: 978-93-5267-483-1	Department of Business Administration, P.B.Siddhartha
62	Dr. K. Santha Kumari	-	Soliloquies in the plays of Shakespeare	Shakespeare: Language and Literature of Shakespeare in the	P. B. Siddhartha College of Arts and Science	National	2017	-	-
63	Dr. K. Santha Kumari	-	Teaching Language through Culture	Importance of Cultural Change in other Languages'	V.K.R. Degree College, Gannavaram	National	2017	-	-
64	SMT. R. DEEPA	AE International Journal of Multidisciplinary Research	Education through E-Learning (50-52)	-	New Education Policy Goals and Imperatives	International	2017	2348-6724	Archer & Elevators Publishing House, Bangalore
65	Dr. G. Srilatha	NIL	Marginalization in Mahasweta Devi's Short Story	World Literatures in English Translation	World Literatures in English Translation	NATIONAL	2017	978-81-933199-5-6	Veda Publications
66	Dr. G. Srilatha	-	Life skills in Shakespeare	Shakespeare	P. B. Siddhartha College of Arts & Science	National	2017	-	-
67	Dr. G. Srilatha	-	Teaching Language through Culture	Importance of Cultural Change in other Languages'	V.K.R Degree College, Gannavaram	National	2017	-	-
68	Dr. G. Srilatha	-	A Cultural Study of Kanthapura	Recreating Spaces: Language, Culture and Gender	Andhra University	International	2017	-	-
69	SMT. R. DEEPA			Importance of Cultural Change in Other Languages		National	2017		

70	SMT. R. DEEPA		Wit, Humour and Pun in Shakespere	Shakespeare		National	2017		
71	DR. S. SRINIVASA RAO	-	The Hyphenated Dalit Identity: The Outcaste, by Shravan Kumar Limbale	-	Rise of Indian Literature and the Global World	International Seminar	2016	-	
72	DR. S. SRINIVASA RAO	-	Man, Society and Morals in Buddhism	-	Philosophy of Mind, Matter and Morals in Buddhist Perspective (Centre for Mahayana Buddhist Studies-	National Seminar	2016	-	-
73	DR. S. SRINIVASA RAO	-	Identity and Belonging in Mudrooroo's <i>Wild Cat Falling</i>	-	Celebrating Indian Literature & Culture (KL University, Vaddeswaram Guntur	National Conference	2016	-	
74	DR. S. SRINIVASA RAO	-	The Hyphenated Dalit Identity in Sharankumar Limbale's <i>The</i>	-	Impact of Ambedkarism on Indian Reality (Andhra Loyola College- VJA)	National Seminar	2016	-	-
75	Sridhar Kavuri	Computer Fundamentals and Photoshop					2016	ISBN 938610445-8	Pragati Prakashan Meerut
76	K.Sobhana	Nil	Burr Based Software Probability Ratio Test With Order Statistics	Recent trends in information & communication technology	Digital India -the Information for all	International	2016	2349-7009	IJIRIS[International Journal of Innovative Research in Information Security]
77	Ch.Smitha Chowdary	Nil	Burr Type III Process Model with SPRT for Software Reliability	International journal of innovative research in advanced engineering	Digital India -the Information for all	International	2016	2349-2763	IJIRAE[International Journal of Innovative Research in Advanced Engineering]
78	T.S Ravi Kiran	Nil	Click Based Graphical Password Authentication Schema for Better Security in Cyber Space	International journal of innovative research in advanced engineering	Digital India -the Information for all	International	2016	2349-2763	IJIRAE[International Journal of Innovative Research in Advanced Engineering]
79	K.Priya	Nil	Internet Of Things For Smart Villages-Smart India	International journal of innovative research in advanced engineering	Digital India -the Information for all	International	2016	2349-2763	IJIRAE[International Journal of Innovative Research in Advanced Engineering]

80	K Narayana Rao & P Subhakar	Fundamentals of Accountancy -I	---	---	---	---	2016	ISBN-978-93-86104-34-2	Pragathi prakashan
81	K Narayana Rao & P Subhakar	Fundamentals of Accountancy -II	---	---	---	---	2016	ISBN-978-93-85904-34-9	Pragathi prakashan
82	K Narayana Rao	Corporate accounting	---	---	---	---	2016	ISBN-978-93-86104-33-5	Pragathi prakashan
83	Dr. K. Santha Kumari	An Anthology of Criticism on Six Indian English Poets	Dr. T.V. Reddy's When Grief Rains: A Sample of Modern Poetry	NIL	NIL		2016	978-81-7625-987-3	Sarup Book Publisher, New Delhi
84	Dr. K. Santha Kumari	-	Ambedkar and Dalit Literature	Impact of Ambedkarism on Indian reality	Andhra Loyola College	National	2016	-	-
85	K.Vijay	Women Empowerment	Women's Rights and Laws	Women Empowerment for sustainable development of India : Opportunities and Challenges	One Day National Inter- Disciplinary Conference	National	2016	978-81-93-1391-9-6	Sharayau Prakashan
86	K.Vijay	SIMSS International Journal Of management	Emerging Practices in Indian Processing Industry	National Conference on Emerging Trends in Service Sector	One Day International Conference on Service Sector	International	2016	2349-5537 , Vol 3 , No.2	Sankara Institute of Management Science
87	Dr.N.Srinivasa Rao	Journal of National Association of Physical Education & Sports Sciences	Stress Management and Relaxation Techniques	Fitness-A way of Life	Fitness-A way of Life	National	2016	2229-7049	Dr.S.Bapi Reddy

88	Dr.N.Srinivasa Rao	Journal of National Association of Physical Education & Sports Sciences	Effect of Omkar Chanting on Concentration, Memory and level of Fatigue	International conference on physical Education and Sports Sciences	International conference on physical Education and Sports Sciences	International	2016	2229-7049	Prof. Jayash J. Churi
89	Dr.M.Manoranjani & Sri T.N.V.S.Ssatyadev& Dr.Srinivasa Reddy	----	Kativa Goud-novel natural product	Medicinal Plants for better human health	Medicinal Plants for better human health sponsored by ICMR New Delhi, DST, New Delhi, Telangana state council of higher	National	2016	----	----
90	Dr.M.Manoranjani	-----	The corporate social responsibility towards environmental management	International journal of multidisciplinary Research	International seminar on corporate social responsibility initiatives for inclusive and sustainable development	National	2016	2395-7964	SS publications
91	Dr.M.Manoranjani	-----	Silver Nanoparticles – chitosan composites preparation, characterization and solubility in acidic medium.	Journal of Chemical and pharmaceutical sciences	Advances in the synthesis of nanomaterials and their multi dimensional applications in chemical & bio-sciences	National	2016	0974-2115	-----
92	Dr.M.Manoranjani,sri TNVSS Satyadev&Dr Srinivasa Reddy	-----	Phytochemical and GC-MS studies of Spathodea companulata Beauv.Flower bud nectar	Science and technology for human health-soveinuer	2 nd AP Science Congress, on Science & Technology for Health on 7 – 9 th November, 2016	National	2016	----	Ap academy of sciences
93	Dr.M.Manoranjani & Sri T.N.V.S.Ssatyadev	----	Management of solid waste in pulp and paper industry	Solid waste management, issues, challenges and	Solid waste management, issues, challenges and	National	2016	-----	-----

94	Dr .M.Manoranjani & Sri T.N.V.S.S.Satyadev	----	Validated Stability Indicating RP- HPLC Method Determination of	Advances in Chemical Science	Advances in Chemical Science	National	2016	----	----
95	Dr .M.Manoranjani ,Sri T.N.V.S.S.Satyadev & Dr.Ch Srinivas Reddy	----	Katira Gond – Novel Natural Product.	Medicinal Plants for Better Human Health	Medicinal Plants for Health,organised by dept of	National	2016	----	----
96	Sri T.N.V.S.S.Satyadev	----	A Review on the Role of Nano Catalysts in Industry	Advances in the Synthesis of Nano Materials and their Multi Dimensional Applications in	Advances in the Synthesis of Nano Materials and their Multi Dimensional Applications in	National	2016	----	----
97	Dr M Madhu,Sri T.N.V.S.S.Satyadev and Dr T V Reddy	----	Validated RP- HPLC Method for the Determination of Methyl Paraben in Bulk and	International Conference on Advances in Humanities, Sciences and Management	International Conference on Advances in Humanities, Sciences and Management	International	2016	----	----
98	Dr.Y. Vijayananda Raju		PURANAPURUSHULA PERLU VAATI ARTHALU		TELUGU VYAASA PAARIJAATHAM		2016	979-81-931489-09	
99	Dr.Y. Vijayananda Raju		PAALERU NAATAKAM-SAANGHIKA PARISTITHULU		DRAMATICAL LITERATURE IN DRAVIDIAN LANGUAGES		2016	978-81-930882-9-6	
100	Dr.P.T.S.R.K.Prasada rao	----	Water pollution	Solid waste management issues, challenges and opportunities	Solid waste management issues, challenges and opportunities	National	2016	----	----
101	Dr.P.T.S.R.K.Prasada rao	----	Heavy metals in ground water by trace analysis in Vijayawada – Industrial area	Science and technology for health	2 nd AP Science congress	National	2016	----	----
102	Dr.P.T.S.R.K.Prasada rao		Study of heavy metals in ground water of Vijayawada – Industrial area	Annual convention of chemists	53 rd Annual convention of chemists	National	2016	-----	-----

103	Dr. Rajesh C Jampala	Exchange Rates (Five Chapters)	Forex Management and Currency Derivatives	---	---	International	2016	---	Pondicherry University
104	Dr. Rajesh C Jampala	Foregin Exchange Market & International Capital Budgeting(Two Chapters)	Global Financial Markets & Instruments	---	---		2016	---	Pondicherry University
105	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Green Business Opportunities for Service Industry Ecopreneurs in Global Scenario	Entrepreneurship and Startups – Management Perspective	Entrepreneurship and Startups – Management Perspective	National	2016	ISBN: 978-93-5254-059-4	Tirpude Institute of Management Education
106	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Corporate Governance Practices in Indian Scenario	International Journal of Entrepreneurship and Business Environment Perspective	International Journal of Entrepreneurship and Business Environment Perspective	International	2016	ISSN: 2279-0918	International Journal of Entrepreneurship and Business Environment Perspective
107	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Growing Significance Opportunities, Challenges, Trends of Retail Sector in India	Inter Continental Management Research Consortium	Inter Continental Management Research Consortium	International	2016	ISSN: 2321-0346	International Journal of Marketing Research Review

108	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		21 st Century Leadership – A Focus on Challenges and Success	Contemporary Developments in Organizational Behaviour	Contemporary Developments in Organizational Behaviour	National	2016	ISBN: 789385 640872	Department of Management Studies, VR Siddhartha College of Engineering, Vijayawada
109	Dr.R.Srinivasa Rao, Dr.S.B.Rajendra Prasad		Transformational Imperatives of Organizational Behaviour	Contemporary Developments in Organizational Behaviour	Contemporary Developments in Organizational Behaviour	International	2016	ISBN: 789385 640872	Department of Business Management, VR Siddhartha Engineering College, Vijayawada
110	Dr Babu Rajendra Prasad Suryadevara		Banking and Technology(Three Chapters)	---	---	---	2016	---	Acharya Nagarjuna University
111	Dr Babu Rajendra Prasad Suryadevara		Financial Markets & Services(Three Chapters)	---	---	---	2016	---	Acharya Nagarjuna University
112	Dr Babu Rajendra Prasad Suryadevara		Security Analysis and Investment Management(Three Chapters)	---	---	---	2016	---	Acharya Nagarjuna University
113	Dr.S.B.Rajendra Prasad, Dr.R.Srinivasa Rao		Transformational Imperatives of Organizational Behaviour	Contemporary Developments in Organizational Behaviour	Contemporary Developments in Organizational Behaviour	International	2016	ISBN: 789385 640872	Department of Business Management, VR Siddhartha
114	Ms.D.Sita Kumari		Managerial Challenges and Solutions for effective management of Gen.Y Employees in the	Contemporary Developments in Organisational Behaviour	Contemporary Develop	International	2016	ISBN: 789385 640872	Archers & Elevators Pul

115	Dr. G. Srilatha	-	Ambedkar and Indian Education	Impact of Ambedkarism on Indian reality	Andra Loyola College, Vijayawada.	National	2016	-	-
116	Dr. K. Santha Kumari		Doris Lessing's the good Terrorist: An Analytical Study	New Aspects in Postcolonial Literature	Andhra Loyola College & ISCS	National	2016		
117	Dr. K. Santha Kumari		Character of Alice in 'The Good Terrorist'	Contemporary Writings in Literature and Language	P.B. Siddhartha College of Arts & Science, Vijayawada	National	2016		
118	DR. S. SRINIVASA RAO	An International Peer reviewed journal: The Cultural and Literary nationalism of Fourth world	Dalit: A fourth world perspective			International	2015	2349-3038	Prestige Publication
119	DR. S. SRINIVASA RAO	-	Exploring Omprakash Valmiki's Joothan as an Indictment of Post-Independent Indian Society	-	Celebrating the Ancient Contemporary Wisdom of Fourth World (Natives /Aboriginals /Dalits)	Global seminar	2015	-	-
120	DR. S. SRINIVASA RAO	-	Understanding the Concept of Indian Culture and Literature in Buddhist Perspective	-	Understanding the Contemporaneity of Acharya Nagarjuna's Philosophy in the Global Context	Global Seminar	2015	-	-
121	Dr. K. Santha Kumari	-	Doris Lessing's The good Terrorist: A political novel	language, literature, cultural studies and knowledge resources	Vignan's University	International	2015	-	-
122	Dr. K. Santha Kumari	-	Portrayal of Martha Quest character in 'A Proper Marriage' by Doris Lessing	-	Acharya Nagarjuna University	National	2015	-	-
123	Dr. K. Santha Kumari	-	<i>Thematic Concerns in Imtiaz Dharkar's Poetry</i>	Women Writings in India	P. B. Siddhartha College of Arts and Science	National	2015	-	-
124	K.Sobhana	Nil	Burr Type III software Reliability with SPC - An Order Statistics Approach	Recent trends in information & communication technology	Souvenir	National	2015	978-93 86171-60-3	IJRSCSE [International Journal of Research Studies in Computer Science and Engineering]

125	Dr.K.Siva Prasad	Nil	Molecular Approach to the Identification of <i>Leiognathidae</i> fishes of	Recent Advances in Biosciences and Applications of Engineering in	Recent Advances in Biosciences and Applications of Engineering in	International conference	2015	NIL	NIL
126	Ch.Smitha Chowdary	Nil	SPC to Burr Type III software Reliability	Recent trends in information & communication technology	Souvenir	National	2015	2349-4859	IJRSCSE [International Journal of Research Studies in Computer Science and
127	Ch.Srinivasa Reddy	Flora of Gunadala Hill" Krishna District, A.P., India	---	---	---	---	2015	978-3-659-64902-8	LAP LAMBERT Academic publishing
128	Ch.Srinivasa Reddy	'Biodiversity Assessment tool for Conservation'.BIODIVERSITY IN	---	---	---	---	2015	978-81-931247-34	Bhumi Publishing
129	Dr. G. Srilatha	NIL	Australian Aboriginal Experience in Leah Purcell's <i>Box the Pony</i>	Recent Trends in English Literature	Emerging Trends in English Literature	NATIONAL	2015	978-93-82186-18-2	Prestige Books International
130	Dr. G. Srilatha	NIL	Ecological Concern in Arundhati Roy's <i>The End of Imagination</i>	New Trends in Indian English Literature: Feminism, Diaspora, Subalterns	Emerging Trends in Indian Writing in English in 21 st Century	NATIONAL	2015	978-93-82186-51-9	Prestige Books International,
131	Dr. G. Srilatha	NIL	Materials for Speaking English.	English Language Teaching In India-Issues, Debates and Strategies	English Language Teaching In India-Issues, Debates and Strategies	NATIONAL	2015	978-81-7273-854-9	Authorspress,
132	Dr. G. Srilatha	Introspective Voyager: A Collection of Critical Essays on the Poetry of K.V	NIL	NIL	NIL	NATIONAL	2015	978-81-7273-850-1	Authorspress,
133	Dr. G. Srilatha	An Anthology of Criticism on Six Indian English Poets /An Ecophilosophical	NIL	NIL	NIL	NATIONAL	2015	978-81-7625-987-3	Sarup Book Publisher,New Delhi
134	Dr. G. Srilatha	An Anthology of Criticism on Six Indian English Poets/ Imagery in the Select Poems of Gopal Honnalgere	NIL	NIL	NIL	NATIONAL	2015	978-81-7625-987-3	Sarup Book Publisher,New Delhi
135	Dr. G. Srilatha	The Heterogeneity of Story Writing A Critical Evaluation of Eight Indian Short	NIL	NIL	NIL	NATIONAL	2015	978-93-5207-038-1	Authorspress, New Delhi

136	Dr. G. Srilatha	NIL	Spiritual Radiance in the select poems of Meena Alexander	Critical Perspectives on Contemporary Women Poets in Indian English Poetry	Women Poets in Indian English Poetry	NATIONAL	2015	978-93-82630-54-8	Aadi Publications
137	Dr. G. Srilatha	Critical Readings on the Fictional World of Manju Kapur/Motherhood versus Freedom from	NIL	NIL	NIL	NATIONAL	2015	978-93-82630-88-3	Aadi Publications, Jaipur
138	Dr. G. Srilatha	The Spirit of Age and Ideas in the Novels of PCK Prem/ Religious-Politics in PCK Prem's	NIL	NIL	NIL	NATIONAL	2015	978-93-5207-414-3	Authorspress, New Delhi
139	Dr. G. Srilatha	NIL	Portrayal of Women and Nature in Kavery Nambisan Novels	Critical Perspectives on the Post-1980 Indian Novel in English	Trends and Themes in Contemporary Indian Novel in English	NATIONAL	2015	978-93-85528-59-0	Yking Books
140	Dr. G. Srilatha	The Poetry of I.K. Sharma-New Tracks and Literary Swings/ A Critical Study on Select Poems of I.K.Sharma	NIL	NIL	NIL	NATIONAL	2015	978-93-5207-554-6	Authorspress, New Delhi
141	Dr. G. Srilatha	Exploring New Horizons-Myriad Dimensions in the Poetry of Manas	NIL	NIL	NIL	NATIONAL	2015	978-93-86722-65-2	Authors Press, New Delhi
142	Dr. G. Srilatha	The Poetry of T. V. Reddy: A Critical Study of Humanistic Concerns / A Critical	NIL	NIL	NIL	INTERNATIONAL	2015	978-1-61599-371-0	Modern History Press, Michigan, USA
143	Dr. G. Srilatha	Critical Spectrum The Short Stories of P. Raja/Literary Techniques in the short stories of P.Raja.	NIL	NIL	NIL	NATIONAL	2015	978-93-87281-91-2	Authors Press, New Delhi
144	Dr. G. Srilatha	-	A study on Arundhati Roy's The Shape of the Beast	Emerging Trends in Indian Writing in English in 21 st Century	Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada	National	2015	-	-

145	Dr. G. Srilatha	-	Literature and Environment: An Eco-Critical Perspective	Transitions: Literature, Language and Culture – Post 1980	Garden City College, Bangalore	International	2015	-	-
146	Dr. G. Srilatha	-	The Myths and Beliefs of the Fishermen Community in Chemmen	Women Writings in India	P. B. Siddhartha College of Arts & Science	National	2015	-	-
147	Dr. G. Srilatha	-	Portrayal of Women and Nature in Kavery Nambisan's Novels	Trends and Themes in Contemporary Indian Novel in English	Central University of Tamilnadu, Tiruvarur	National	2015	-	-
148	Dr. G. Srilatha	-	The Voice of Dalit Women in Bama's Sangati	Celebrating the Ancient/Contemporary Wisdom of Fourth	Acharya Nagarjuna University	International	2015	-	-
149	Dr. G. Srilatha	-	Caste conflicts in U.R.Ananthamurthy's Samskara	New Aspects in Postcolonial Literature	Andhra Loyola College	National	2015	-	-
150	Dr. G. Srilatha	-	Mahaswetha Devi's Mother of 1084 – A Study	Contemporary Writings in Literature & Language	P.B. Siddhartha College of Arts & Science.	National	2015	-	-
151	Dr. G. Srilatha	-	Eco-consciousness in A Natural History of the Dead	English Language and Literature in the Era of Globalization	Andhra Loyola Institute of Technology, Vijayawada.	National	2015	-	-
152	Dr. G. Srilatha	-	Australian Aborigine Mythology	Post Colonial Studies	P.B.Siddhartha College of Arts and Science	National	2015	-	-
153	Dr. K. Santha Kumari	NIL	Role of Literature in English Language Teaching	English Language teaching in India. Issues, debates,	English Language teaching in India. Issues, debates,	National	2015	978-81-7273-8549.	Authorspress,
154	Dr.N.Srinivasa Rao	published in Twenty first century, Patiala	Critical Analysis of Rural Development Trust (RDT) Hockey academy adopted	Global Excellence in Fitness and Sports Sciences	Global Excellence in Fitness and Sports Sciences	National	2015	978-81-89463-96-0	Dr.Rina

155	Dr.N.Srinivasa Rao	published in Global excellence in Fitness and Sports Science	Critical Analysis of selected Physical Fitness components among the Boys & Girls in the North Coastal Districts of Andhra Pradesh	Global Excellence in Fitness and Sports Sciences	Global Excellence in Fitness and Sports Sciences	National	2015	978-81-89463-96-0	Dr.Rina
156	Dr.N.Srinivasa Rao	MSK Publications, Salem	Effect of Yoga Practices on Women Obesity	Current Fitness Trends	Current Fitness Trends	National	2015	978-93-80528-25-0	G.Sarah Sarojini
157	Dr.N.Srinivasa Rao	Journal of Physical Education and Sports Sciences	The Art of positive Thinking	Personality Development through Sports	Personality Development through Sports	National	2015	2229-7049	Dr.N.Srinivasa Rao
158	Dr.N.Srinivasa Rao	NAPESS Journal of Physical Education & Sports Sciences	Aerobic and Anaerobic capacity among intervarsity	New Challenges of Physical Education and Sports Science in	New Challenges of Physical Education and Sports Science in	National	2015	2229-7049	Dr.T.Inaobi Singh
159	Dr.M.Manoranjani	----	synthesis of silver nano particles by using <i>Aegiceras corniculatum</i> plant	Recent Trends in Synthetic Organic & Natural Product Chemistry	Recent trends in synthetic organic and natural product chemistry	National	2015	2349 – 039x	ARC journals
160	Dr.M.Manoranjani	----	Chemical reactivity and nanocatalysis in	Shaping the future with Nano sciences	Shaping The Future in Nano Sciences	National	2015	----	----
161	Dr.M.Manoranjani	----	Ionic Liquids:An Environmentally Friendly Alternative	Advances in chemical science	A two day UGC sponsored seminar on Advances in chemical science	National	2015	----	----
162	Dr.M.David Raju	----	Synthesis and spectroscopic study of organo silicon compounds	Recent Trends in Synthetic Organic & Natural Product Chemistry	Recent Trends in Synthetic Organic & Natural Product Chemistry	National	2015	----	----

163	Dr.M.David Raju	----	Nano Science and its applications	Shaping the future with nano sciences (SFNS-2015)”	Shaping the future with nano sciences (SFNS-2015)”	National	2015	----	---
164	Dr.M.David Raju	----	Synthetic organo metallic compounds	Advances in chemical science	Advances in chemical science	National	2015	----	----
165	Dr.M.David Raju	----	Applications of green chemsistry	Chemistry for the Sustainable Development (CSD – 2015)	Chemistry for the Sustainable Development (CSD – 2015)	National	2015	----	----
166	Sri T.N.V.S.S.Satyadev	----	Determination of Retonavir in Bulk and Pharmaceutical Formulations by Validated Stability Indicating RP- HPLC Method	Advances in Chemical Science	Advances in Chemical Science	National	2015	----	----
167	Dr.P.T.S.R.K.Prasada rao	----	Analysis of Heavy metal pollutants in water – in and around Vijayawada	Indian council of chemists	36 th annual conference held at Andhra University, Visakhapatnam, Indian council of chemists	National	2015	----	----
168	Dr.P.T.S.R.K.Prasada rao	----	Nano medicine	Environmental pollution – public responsibilities	Environmental pollution – public responsibilities	National	2015	----	----

169	Sri T.N.V.S.S.Satyadev		Role and Use of Nano Technology in Medicine	Shaping the Future with Nano Sciences	Shaping the Future with Nano Sciences	National	2015		
170	Dr.Y. Purnachandra Rao		Samaacharalu chaaravetha-nirvachanalu,rakalu-visleshana		Sahitya samaaj thada samskruthi ke samakaleen prasnan publications		2015	978-93-81980-28-6	
171	Sri K. Manmadha Rao		Savitri gari "Bandipotlu" kavitha-Saamajika Chaitanyam		Maris Stella College, Vijayawada		2015	978-81-930837-1-0	
172	Dr.P.T.S.R.K.Prasada rao	----	Removal of AsIII and AsV from drinking water by combustion	Shaping the Future with Nano Science	UGC Sponsored National Seminar on "Shaping the Future	National	2015	----	----
173	Dr.P.T.S.R.K.Prasada rao	----	Green Chemistry – Role and importance in sustainable environment	Applications of Green chemistry in sustainable development	Applications of Green chemistry in sustainable development	National	2015	----	----
174	Dr.P.T.S.R.K.Prasada rao	----	New trends in organic synthesis	Advances in chemical sciences	Advances in chemical sciences	National	2015	----	----
175	Dr. Rajesh C Jampala	International Management & International Business Strategy (Two Chapters)	Management of Multinational Corporations	---	---	International	2015	---	Pondicherry University
176	Dr. Rajesh C Jampala	Advanced Cost Accounting	Accounting, Auditing and Taxation		---	National	2015	---	AcharyaNagarjuna University
177	Dr. Rajesh C Jampala	Advanced Banking	Banking Insurance and Financial Services		---	National	2015	---	AcharyaNagarjuna University
178	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		A Demand of Valued based Management Education System in India	Enhancing Competitivenessfor Business Excellence	Enhancing Competitivenessfor Business Excellence	National	2015	ISBN: 978-93-81208-44-1	GK Publishers, Chennai

179	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		The Best Practices of Industrial Relations in Changing Global Scenario	IR and HR in the Era of Globalisation	IR and HR in the Era of Globalisation	International	2015	ISBN: 978-93-85100-05-5	Paramount Publishing House, New Delhi
180	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		The Digital Marketing and Changing Configuration of Consumer Behaviour	International Journal of Exclusive Market Research	International Journal of Exclusive Market Research	International	2015	ISSN: 2249-8672	Archers and Elevators Publishing Home, Bangalore
181	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Impact of Online Social Networking Sites on the Youth of India	International Journal of Commerce	International Journal of Commerce	National	2015	ISSN: 2394-9597	Global Association of Commerce & Management, Salem
182	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Significance of Social Media Marketing in Business Scenario	Emerging Trends in Marketing	Emerging Trends in Marketing	National	2015	ISBN: 978-93-856-40-37-7	Department of Business Management, VR Siddhartha College of Engineering, Vijayawada
183	Dr.R.Srinivasa Rao		A Study on Emerging Trends in Digital Marketing	Emerging Trends in Marketing	---	National	2015	ISBN: 978-93-856-40-37-7	Department of Business Management, VR Siddhartha College of Engineering, Vijayawada
184	Dr Babu Rajendra Prasad Suryadevara		Production and Operations Management(Four Chapters)	---	---	---	2015	---	Acharya Nagarjuna University
185	Dr.S.B.Rajendra Prasad		M-Commerce – Is it a Threat to Retail Malls	Emerging Trends in Marketing	Emerging Trends in Marketing	National	2015	ISBN: 978-93-856-40-37-7	Department of Business Management, VR Siddhartha College of Engineering, Vijayawada
186	Dr.S.B.Rajendra Prasad		Empowering Indian Youth – Case Studies	Internal Journal of Commerce”	Internal Journal of Commerce”	International	2015	ISSN: 2394-9597	Global Association of Commerce & Management, Salem
187	Ms.B.Kalpna, Ms. G.Lalitha Madhavi		Evolution of Corporate Governance in India	Enhancing Competitiveness for Business Excellence	Enhancing Competitiveness for Business Excellence	National	2015	ISBN: 978-93-81208-44-1	G.K.Publisher, Chennai

188	Ms.B.Kalpana, Ms. G.Lalitha Madhavi		Role of Entrepreneur in Development of Indian Economy	Internal Journal of Commerce	Internal Journal of Commerce	International	2015	ISSN: 2394-9597	Global Association of Commerce & Management, Salem
189	V.Jhansi Lakshmi		Secured Data Retrieval System in unfriendly Regions using CP-ABE based in Adhoc Disruption – Tolerant networks				2015	2321-6905	
190	Sr. Candy D' Cunha	-	-	Interrogating Fourth World Literature	Acharya Nagarjuna University	International	2015	-	-
191	SMT. R. DEEPA	-	Critical Analysis Of Arundathi Roy's The God Of Small Things	-	Women Writings in India (P.B. Siddhartha College- VJA)	Two Day National Seminar	2015	-	-
192	Dr. K. Santha Kumari		Treatment of Dalit women in patriarchal society: An analytical study of Baburao Baguls short story Mother	Celebrating the Ancient/Contemporary Wisdom of fourth world	Acharya Nagarjuna University	International	2015		
193	DR. S. SRINIVASA RAO	Teaching of English	Enhancing Quality Education through student feedback mechanism.	-	-	National	2014	978- 93-313-2367-5	APH Publication Corporation
194	DR. S. SRINIVASA RAO		Applying Post Modern Buddhist Thought in Indian Literature		Buddhist Applied Philosophy (Centre for Mahayana Buddhist Studies- ANU Campus)	National Seminar	2014		
195	Dr. K. Santha Kumari	NIL	Problems of translation in Gurajada Apparao's Kanyasulkam	New Trends in Indian English Literature.	Emerging Trends in Indian Writing in English in 21 st Century	National	2014	978-93-82186-51-9	Prestige Books International, New Delhi
196	Dr. K. Santha Kumari	-	Feministic Perspective in Doris Lessing's <i>The Golden Notebook</i> .	Modern Theories in Language and Literature	P.B.Siddhartha College of Arts and Science	National	2014	-	-
197	Dr. K. Santha Kumari	Communication Skills for Academic Excellence and career development	Effective Communication and its Importance	Effective Communication and its Importance	Prasad V Potluri Siddhartha Institute of Technology	National	2014	-	-

198	Dr. G. Srilatha	-	Nationalism and Women in Indian English Fiction	Globalism and the New Literatures	Osmania University Centre for International Programmes, Hyderabad	International Conference	2014	-	-
199	Dr. G. Srilatha	-	Collaborative learning as a new paradigm shift in modern era.	Communication Skills for Academic Excellence and Career Development	P.V.P Siddhartha Institute of Technology, Vijayawada	National	2014	-	-
200	Dr. G. Srilatha	-	The Practice of Ecocriticism	Modern Theories in Literature & Language	P.B. Siddhartha College of Arts & Science	National	2014	-	-
201	Dr. G. Srilatha	-	Innovations In Higher Education	Innovations In Higher Education	P.B. Siddhartha College of Arts & Science	National	2014	-	-
202	Dr.N.Srinivasa Rao	NAPESS Journal of Physical Education & Sports Sciences	Awareness in Physical Fitness for Good Health	Emerging Trends in Physical Education & Sports Sciences	Emerging Trends in Physical Education & Sports Sciences	National	2014	2229-7049	Dr.P.P.S.Paul Kumar
203	Sri T.N.V.S.S.Satyadev	----	Need for Green Organic Synthesis	Significance of Green Strategies for Environmental Protection	Significance of Green Strategies for Environmental Protection	National	2014	----	----
204	Dr.P.T.S.R.K.Prasada rao	----	Silver nano particles supported on Wo3 nanostructure catalyst for selective oxidation of propylene to propylene oxide with molecular oxygen"	Indian Chemical Society's 50 th Annual Convention of Chemists	Indian Chemical Society's 50 th Annual Convention of Chemists	National	2014	----	----
205	Dr.P.T.S.R.K.Prasada rao	----	Metal pollutants and their impacts on human health.	Environmental protection and sustainable Development Issues and Challenges	Environmental protection and sustainable Development Issues and Challenges	National	2014	----	----
206	Dr.P.T.S.R.K.Prasada rao	-----	Nano in our daily life	Advances in the synthesis of nano materials and their multi dimensional applications in chemical and bio sciences	Advances in the synthesis of nano materials and their multi dimensional applications in chemical and bio sciences	National	2014	-----	-----

207	Dr.M.Manoranjani	----	chemical constituents From <i>Centratherum anthelminticum</i> (seeds)and Their Biological Activity	Role of Natural Products in Drug Discovery	Role of Natural Products in Drug Discovery, organized by Dept of chemistry Krishna University under the aegis of DST, New Delhi,CSIR- New Delhi&APSCHE, Hyderabad,	National	2014	----	----
208	Dr. Rajesh C Jampala	Marketing Management (Five Chapters)- ANU	Marketing Management	---	---	National	2014	---	AcharyaNagarjuna University
209	Dr. Rajesh C Jampala	Concepts of Health and Disease- ANU	Management of Health Systems	---	---	National	2014	---	AcharyaNagarjuna University
210	Dr.B.Jaya Prakash, Dr.Md.S.Rahaman		Innovative and Creative Human Resource Management Practices in Global Corporate World	International Conference on Changing Trends and Paradigmsfor Business Excellence	International Conference on Changing Trends and Paradigmsfor Business Excellence	International	2014	ISBN: 978-93-5156-617-5	Tirpude Institute of Management Education, Nagpur
211	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Significance of Customer Relationship Management in Indian Retail Banking”	International Journal of Research in Management Studies	International Journal of Research in Management Studies	International	2014	ISSN: 2321-4864	Westwind Publishing House, Mumbai
212	Dr.B.Jaya Prakash, Dr.Md.S.Rahaman		Branding Strategies in Service Sector”	Corporate Brand Management	Corporate Brand Management	National	2014	ISBN: 978-93-83241-32- 3	Department of Management Studies, VR Siddhartha College of Engineering, Vijayawada
213	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Corporate Brand Management – Challenges and opportunities	Corporate Brand Management	Corporate Brand Management	National	2014	ISBN: 978-93-83241-32-3	Department of Management Studies, VR Siddhartha College of Engineering, Vijayawada
214	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Md.S.Rahaman		Globalized Innovation to Sustain Eco- Friendly Business Practices	Steering Excellence of Research Knowledge	Steering Excellence of Research Knowledge	International	2014	ISSN No.: 2321-5615	IJRBI

215	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Significance of Sensory Marketing in Global Scenario	International Research Journal of Management and Humanities	International Research Journal of Management and Humanities	International	2014	ISSN No.: 2347-3274	International Research Journal of Management and Humanities
216	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Emerging Innovative Marketing Practices in the Green Tourism	Special Issue on Business Innovation	Special Issue on Business Innovation	International	2014	ISSN No.: 2321-5615	International Journal of Research & Business Innovation
217	Dr.B.Jaya Prakash, Dr.Md.S.Rahaman		Innovative HR & Business Practices in Global Competition	Steering Excellence of Research Knowledge	Steering Excellence of Research Knowledge	International	2014	ISSN No.: 2321-5615	International Journal of Research & Business Innovation
218	Dr.B.Jaya Prakash, Dr.Md.S.Rahaman		Recent Trends in Marketing Practice	Contemporary Trends and Practices of Marketing	Contemporary Trends and Practices of Marketing	National	2014	ISBN: 978-81-928453-2-6	Creative Publishing House, Bangalore
219	Dr.R.Srinivasa Rao		Business Excellence Models	International Journal of Research and Business Innovation	---	National	2014	ISSN No.: 2321-5615	IJRBI
220	Dr.R.Srinivasa Rao		Talent Management in Indian Banking Sector	Transforming Organisations Through Talent Management	---	National	2014	ISBN: 978-93-83241-63-7	Archers & Elevators Publishing House, Bangalore
221	Dr.R.Srinivasa Rao, Ms.B.Kalpana		CRM in Retail Banking	International Journal of Research in Management Studies		International	2014	ISSN :2321-4864	Westwind Publishing House, Mumbai
222	Dr.R.Srinivasa Rao, Ms.B.Kalpana		Significance of Corporate Branding in India. A case Study of Corus	Brand Management in Indian Industry		International	2014	ISBN 978-93-83241-32-3	Archers & Elevators Publishing House, Bangalore
223	Dr.S.B.Rajendra Prasad	---	Critical Functions in Talent Management	Transforming Organizations through Talent Management	Transforming Organizations through Talent Management	National	2014	ISBN: 978-93-83241-63-7	Archers & Elevators Publishing House, Bangalore
224	Dr.S.B.Rajendra Prasad		The Significance of Knowledge Management System	International Journal of Research & Business Innovation	International Journal of Research & Business Innovation	International	2014	ISSN No.: 2321-5615 in Vol.2 No.3	Dr Ashok kumar Executive editor IJRBI
225	Dr.S.B.Rajendra Prasad	---	Strategies For Enhancing Retail Banking Business	Retail Banking Trends & Challenges	Retail Banking Trends & Challenges	National	2014	ISSN: 2321-4864	West wind publishing House, Mumbai

226	Dr.S.B.Rajendra Prasad	---	Factors Influencing New Brand – A Critical Approach	Brand Management in Indian Industry	Brand Management in Indian Industry	National	2014	ISBN No. 978-93-83241-32-3	Archers & Elevators Publishing House
227	M.Bhadraja & D.Vijay Kumar		E-Security in Banking System				2014	2320-7884	
228	R.Gopi & Y.J.N.Lakshmi		Cyber Security in E-Governance				2014	2320-7884	
229	S.Rajesh & E.V.V.S.Siva Kumar		Cyber Security in E-Commerce Applications				2014	2320-7884	
230	K.Sridhar		A Technique to enhance information security in ethical hacking				2014	0976-1353	
231	K.Sridhar		Security Applications in Data Mining				2014	2320-7884	
232	V.Jhansi Lakshmi		Problem Resolution Investigation by Analyzing challenges in current Quality Assurance Processes				2014	2349-4409	
233	V.Jhansi Lakshmi		A Novel Acknowledgement based Intrusion Detection System for MANETS				2014	2249-6645	
234	K.sudhir & A.N.V.K. Gopi chand		Cyber Security Threats And Attacks: A Review				2014	2320-7884	
235	M.Suneela		Cloud Computing Security in Small Enterprises				2014	ISSN-2320-7884	
236	Sr. Candy D' Cunha	New Trends in Indian English Literature	Portrayal of the Inner Struggle of Women in The Select Short Stories of Anita Desai's Diamond Dust		Emerging trends in Indian English literature	National	2014	9789382186519	Prestige Books International

237	Sr. Candy D' Cunha	Cultural Spaces: Canada& India	Ecosophical Principles in Margaret Atwood's <i>Oryx And Crake</i> viewed from an Indian Perspective	-	Sri Venkateswara University	International	2014	-	-
238	Sr. Candy D' Cunha	Modern Theories in Language and Literature	Ecosophical principles in Margaret Atwood's <i>MadAdam</i>	-	P. B. Siddhartha College of Arts and Science	national	2014	-	-
239	Sr. Candy D' Cunha	7th International poetry fest	Through The Ecosophical Eyes and Eco Spirituality	-	J.K.C College	International	2014	-	-
240	Dr. G. Srilatha	-	Indian English in Newspapers	Language, Society and other Issues with special reference to English	Singareni Collieries Women's College, Kothagudem	National	2013	-	-
241	Dr. G. Srilatha	-	Eco concern in The End of Imagination by Arundhati Roy	Trends in English Language & Literature in the 21 st Century	Dharma Appa Rao College, Nuzvid	National	2013	-	-
242	K.Vijay	Challenges in Reinventing the Business Process	A Study on Performance of the SHG Bank Linkage Programme in India	National Conference on Managerial Challenges in reinventing the business process - MCRBP 2013	MCRBP - 2013	National	2013	978-93-83241-07-1	Archers& Elevators Publishing House
243	Dr.N.Srinivasa Rao	Pallavi Sri Publications and Mass Communications Sathy Road, Erode	Effectiveness of resisted and Unresisted sprint training on Maximum Oxygen consumption and anaerobic power	Role of Latest Gadgets in improving Sports and Games performance	Role of Latest Gadgets in improving Sports and Games performance	National	2013	978-93-81830-48-2	G.Sarah Sarojini & Dr.P.Johnson
244	Dr.M.Manoranjani	----	RP-HPLC Method Development and Validation of Quetiapine	Modern Trends in Chemical Sciences	Modern Trends in Chemical Sciences" held organized by Dept of chemistry, University college of Sciences, Acharya Nagarjuna University, Nambur.	National	2013	----	----

245	Dr.M.David Raju	----	The effect of effluents on the environmental pollution	Significance of Green Strategies for Environmental Protection	Significance of Green Strategies for Environmental Protection	National	2013	----	----
246	Dr.M.David Raju	----	Synthesis of Organotin(IV) derivative of new Schiff base.	Indian Chemical Society 50 th Annual Convention of Chemists	Indian Chemical Society 50 th Annual Convention of Chemists	National	2013	----	----
247	Dr.M.David Raju	----	Synthesis of Organo metallic complexes	Advance in the chemical sciences, Royal society of chemistry	National Poaster Symposium	National	2013	----	----
248	Dr.M.David Raju	----	Synthesis and characterisation of organotin(IV) complexes.	Modern Trends	Modern Trends in Chemical Sciences	National	2013	----	----
249	Sri T.N.V.S.S.Satyadev	----	Importance of Natural Drugs in Human Life.	National Poster Symposium"	National Poster Symposium"	National	2013	----	----
250	Sri T.N.V.S.S.Satyadev		Modern methods of quantitative analysis	Modern trends in Chemical Sciences	Modern trends in chemical sciences	national	2013		
251	Dr.Y. Vijayananda Raju		PIDAPARTY EZRA JEEVITHAM SAAHITYAM		Sucharitha		2013	2319-4235	
252	Dr.Y. Vijayananda Raju		BEERINEDI PRASANNA KAVI		IJMER	International	2013	2349-9656	
253	Dr. Rajesh C Jampala	Strategic Marketing Management in Asia: Case Studies and Lessons across Industries	Pricing	---	---	International	2013	9781786357465	Emerald Group Publishing
254	Dr.B.Jaya Prakash, Dr.Md.S. Rahaman		Stress Management in Indian Culture	Stress Management at Workplace	Stress Management at Workplace	National	2013	ISBN: 978-81-923134-0-1	Archers & Elevators Publishing House, Bangalore
255	Dr.B.Jaya Prakash, Dr.Md.S. Rahaman		Globalized Innovative Advertising and Promotional Practices in Attracting Customer Attention	Consumer Dynamics and Marketing Strategies in Globalized Economic Era – Perspectives and challenges	Consumer Dynamics and Marketing Strategies in Globalized Economic Era – Perspectives and challenges	International	2013	ISBN: 978-81-928677-0-0	Department of Management Studies, GokarajuGangaraju Institute of Engineering and Technology, Hyderabad

256	Dr.B.Jaya Prakash, Dr.J.Durga Prasad, Dr.Md.S.Rahaman		Social Media as a Marketing Tool of New Era	International Journal of "Logistics and Supply Chain Management Perspectives	International Journal of "Logistics and Supply Chain Management Perspectives	International	2013	ISSN: 2319-9032,	Pezzottaite Journals
257	Dr.R.Srinivasa Rao		Social Service Obligations – A Huge Burden on Indian Railways	International Journal of Logistics & Supply Chain Management Perspectives	International Journal of Logistics & Supply Chain Management Perspectives	International	2013	ISSN: 23199040	Pezzottaite Journals
258	Dr.R.Srinivasa Rao		FDI in Retail – A Boon to Indian Economy	International Journal of Retailing & Rural Business Perspectives	International Journal of Retailing & Rural Business Perspectives	International	2013	ISSN: 22790942	Pezzottaite Journals
259	Dr.R.Srinivasa Rao, Ms.B.Kalpana		Managing Stress at Workplace	Stress Management at Workplace	National Conference on Stress Management	National	2013	ISBN: 978-81-92313401	Dept. of Business Administration, VR Siddhartha Engineering College, Vijayawada
260	Dr.S.B.Rajendra Prasad	---	Stress Management in Work Environment	Stress Management at Workplace"	Stress Management at Workplace"	National	2013	ISBN No.978-81-923134-0-1	Department of Business Management, VR Siddhartha Engineering College, Vijayawada
261	R.Gopi		Proposed Etiquette Ensuring Data Integrity and Verification in Cloud				2013	2231-2803	
262	Sr. Candy D' Cunha	-	Inner freedom and Happiness	The Enchanted World : A collection of Poems		National	2013	9788190882286	Donbosco Technical School Press,
263	Sr. Candy D' Cunha	Language Variables In Communication	Trends in Language and Literature in 21 st century	-	D.A.R College, Nuzvid	National	2013	-	-
264	SMT. R. DEEPA		Learner Centered teaching for knowledge excellence	Indian Writings in English after 1975		National	2013		

265	Dr. K. Santha Kumari		Developing Communicative skills by Intgrating Literature into Language teaching	Trends in English Language and Literature in the 21st Century	DAR College, Nuzvid	National	2013		
266	Dr. K. Santha Kumari		Treatment of women in the short stories of Shashi Dishpande	Indian Writings in English after 1975	P. B. Siddhartha College of Arts and Science	National	2013		
267	Dr. K. Santha Kumari		Use of Internet in ELT	Continuing Professional Development in English Language Teaching: Opportunities and Challenges	ALIET	National	2013		
268	Dr. K. Santha Kumari		Dalit Consciousness in Urmila Pawar's "Aaydan"	Globalization in English Studies	Krishna University	National	2013		
269	Dr. K. Santha Kumari		Language and Script	Language, Society and other issues with specal reference to English	Singareni Collieries Women's Degree & PG College, Kothagudem	National	2013		