

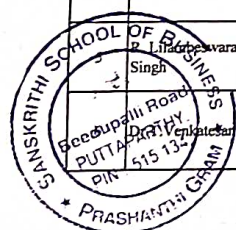


**SANSKRITHI SCHOOL OF BUSINESS**  
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**3.3.2\_File no 1- List of Books Published**

**3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five year**

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 number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	G.Rajashekar	Emerging Global Trends in Management	AN EMPIRICAL STUDY ON AWARENESS AND THE FACTORS INFLUENCING TOWARDS (BRAND LOYALTY) SMART PHONES	Emerging Global Trends in Management	International Conference on Business Management	National	2017	ISBN 978-93-5268-496-0	Sanskriti School of Business	Emerging Global Trends in Management
2	R. Lilambeswara Singh	FINNOV	Role of Logistics and supplychain Management in Organised Retail	Finnov-2019	National Conference on Management	National	2018	ISBN:9789383038442	Sanskriti School of Business	National Conference on Management
3	R. Lilambeswara Singh	FINNOV	Role of Green Bank Marketing	Finnov-2019	National Conference on Management	National	2018	ISBN: 978-81-931100-4-1	Sanskriti School of Business	National Conference on Management
4	E.Prashanthi	FINNOV	Current trends & Practices in succession Planning	Finnov-2019	Finnov Conference	National	2019	ISBN 978-81-922147-9-6	Sanskriti School of Business	NTMR Publisher, HYD
	R. Lilambeswara Singh	FINNOV	Digital Banking in India	Finnov-2019	Finnov Conference	National	2019	ISBN: 978-81-931100-3-1	Sanskriti School of Business	NTMR Publisher, HYD
	G.Rajashekar	FINNOV	Financial Accounting for Managers	Finnov-2019	Book proceeding	National	2019	ISBN : 978-450- 9-23534-7	Sanskriti School of Business	AGAR Saliha publication, Tamilnadu.



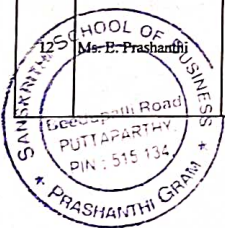
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7	S.Md. Karimulla Basha	FINANCIAL PERFORMANCE ANALYSIS OF SELECTED PUBLIC SECTOR BANKS IN INDIA	Human Capital Development in the Insurance Industry	FINANCIAL PERFORMANCE ANALYSIS OF SELECTED PUBLIC SECTOR BANKS IN INDIA	FINANCIAL PERFORMANCE ANALYSIS OF SELECTED PUBLIC SECTOR BANKS IN INDIA	International	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
8	Dr. P Narayana Reddy	FINANCIAL PERFORMANCE ANALYSIS OF SELECTED PUBLIC SECTOR BANKS IN INDIA	A LEARNING ORGANIZATION: REFORM IN THE FIELD OF HRD, FOR ORGANIZATIONS UNDERGOING PHASE OF TRANSITION IN THE FIELD OF MANAGEMENT	FINANCIAL PERFORMANCE ANALYSIS OF SELECTED PUBLIC SECTOR BANKS IN INDIA	FINANCIAL PERFORMANCE ANALYSIS OF SELECTED PUBLIC SECTOR BANKS IN INDIA	National	2020	Non Olympic Times, Tamil Nadu,	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
9	Dr.Venkatesan.T	Management (through Transformation of Policy framework) for Better Society (MTPBS)	A Study of Pricing Effect and Earnings Quality Analysis of Select Telecommunication Companies in India	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Management (through Transformation of Policy framework) for Better Society (MTPBS)	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
10	G. Raja Sekar.	Management (through Transformation of Policy framework) for Better Society (MTPBS)	A STUDY OF UNIT LINKED INSURANCE PLANS OF ICICI PRUDENTIAL LIFE INSURANCE.	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Management (through Transformation of Policy framework) for Better Society (MTPBS)	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
11	S.Md. Karimulla Basha	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Human Capital Development in the Insurance Industry	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Management (through Transformation of Policy framework) for Better Society (MTPBS)	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
	Ms. B. Prashanthi	Management (through Transformation of Policy framework) for Better Society (MTPBS)	The Assessment of Profits and Sales of Retailers Pre and Post GST	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Management (through Transformation of Policy framework) for Better Society (MTPBS)	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,



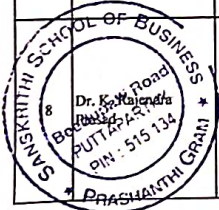
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13	Dr. A. Srinivasan	Management (through Transformation of Policy framework) for Better Society (MTPBS)	FINANCIAL PERFORMANCE ANALYSIS OF SELECTED PUBLIC SECTOR BANKS IN INDIA	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Management (through Transformation of Policy framework) for Better Society (MTPBS)	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskriti School of Business	Non Olympic Times, Tamil Nadu.
14	Dr. P. Narayan Reddy	Management (through Transformation of Policy framework) for Better Society (MTPBS)	A LEARNING ORGANIZATION: REFORM IN THE FIELD OF HRD, FOR ORGANIZATIONS UNDERGOING PHASE OF TRANSITION IN THE FIELD OF MANAGEMENT	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Management (through Transformation of Policy framework) for Better Society (MTPBS)	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskriti School of Business	Non Olympic Times, Tamil Nadu.
15	Ramakrishnaiah	Management (through Transformation of Policy framework) for Better Society (MTPBS)	A Study of Fundamental Analysis for Shares of Five Major Banks in India with Reference to Cochin Stock Exchange Limited	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Management (through Transformation of Policy framework) for Better Society (MTPBS)	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskriti School of Business	Non Olympic Times, Tamil Nadu.
16	G.Rajashanker	Management (through Transformation of Policy framework) for Better Society (MTPBS)	AN EMPIRICAL STUDY ON "THE IMPACT OF EMPLOYEE MOTIVATION ON JOB PERFORMANCE"	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Management (through Transformation of Policy framework) for Better Society (MTPBS)	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskriti School of Business	Non Olympic Times, Tamil Nadu.
17	Dr. P. Narayan Reddy	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Service Quality Perception of Patients in Public & Private Hospitals in Dakshina Kannada District	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Management (through Transformation of Policy framework) for Better Society (MTPBS)	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskriti School of Business	Non Olympic Times, Tamil Nadu.
	Dr. K. Rajendra Prasad	Management (through Transformation of Policy framework) for Better Society (MTPBS)	A STUDY ON CUSTOMER'S PERCEPTION ON INSTITUTIONAL AND NON-INSTITUTIONAL HOUSING FINANCE	Management (through Transformation of Policy framework) for Better Society (MTPBS)	Management (through Transformation of Policy framework) for Better Society (MTPBS)	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskriti School of Business	Non Olympic Times, Tamil Nadu.



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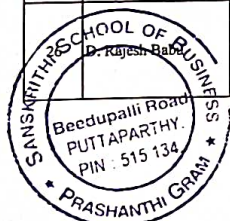




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19	Prof.Kameswara Rao Poranki	ENTREPRENEURSHIP OR JOBS IN INDIA: A	THE CONCEPT OF START UP AND STANDUP AND ITS IMPACT ON MBA STUDENTS EITHER TO CHOOSE ENTREPRENEURSHIP OR JOBS IN INDIA: A LITERATURE REVIEW –	ENTREPRENEURSHIP OR JOBS IN INDIA: A	ENTREPRENEURSHIP OR JOBS IN INDIA: A	National	2020	ISBN NUMBER: 978-81-949524-6-6	Sanskithi School of Business	Non Olympic Times, Tamil Nadu.
20	Dr.BalaKoteswari	Markcon – 2020 - Innovation in Marketing @ Digital Era	IMPACT OF SOCIAL MEDIA ON CONSUMERS' PURCHASE DECISION: A BIRD'S EYEVUE	Markcon – 2020 - Innovation in Marketing @ Digital Era	Markcon – 2020 - Innovation in Marketing @ Digital Era	National	2020	NUMBER: 978-81-949	Sanskithi School of Business	Non Olympic Times, Tamil Nadu.
21	Mrs.R.Vijayarsi & Mrs. E. Prashanthi	Markcon – 2020 - Innovation in Marketing @ Digital Era	Sharing on Social Media- Are we sharing 'Too much' or 'Too less'?	Markcon – 2020 - Innovation in Marketing @ Digital Era	Markcon – 2020 - Innovation in Marketing @ Digital Era	National	2020	NUMBER: 978-81-949	Sanskithi School of Business	Non Olympic Times, Tamil Nadu.
22	Dr. Bala Koteswari	Skill development - A Key to nation building	Government schemes on skill development in India in Handicrafts	Skill development - A Key to nation building	Skill development - A Key to nation building	National	2020	ISBN:978-81-947738=0-1	Sanskithi School of Business	Archers and Elevators Publishing house
23	Mr.D.Rajesh Babu, Dr.M.Bala Koteswari & Dr.T.Venkatesan	Proceedings of International Conference	International Conference on Business Transformation During Covid-19 Pandemic Situation in India, ICBTCPI-2021	Proceedings of International Conference	Proceedings of International Conference	International	2021	ISBN Number: 978-81-953721-3-3	Sanskithi School of Business	Non Olympic Times, Tamil Nadu.
24	Dr.T.Venkatesan	Financial Accounting for Managers			Book proceeding	National	2021	ISBN : 978-450-9-23534-7	Sanskithi School of Business	AGAR Saliha publication, Tamilnadu.
25	D.PRANAVASREE	Business Transformation During Covid-19 Pandemic Situation in India	Employee Retention: A Study of Employee Retention In Indian IT Industry During Time of Covid	ISBN NUMBER: 978-81-953721-3-3	International Conference on Business Management	International	2021	ISBN NUMBER: 978-81-953721-3-3	Sanskithi School of Business	Non-Olympic Times
	Dr. Rajesh Babu	Business Transformation During Covid-19 Pandemic Situation in India	Covid-19 Impact on India-An Overview	Business Transformation During Covid-19 Pandemic Situation in India	International Conference on Business Management	International	2021	ISBN NUMBER: 978-81-953721-3-3	Sanskithi School of Business	Non-Olympic Times



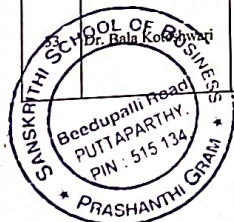
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30	Dr. Hemanth	Business Transformation During Covid-19 Pandemic Situation in India	Growth Of E-Payments and The Emergence of Financial Technology In Indi	Business Transformation During Covid-19 Pandemic Situation in India	International Conference on Business Management	International	2021	ISBN NUMBER: 978-81-953721-3-3	Sanskriti School of Business	Non-Olympic Times
31	E.Prashanthi	Business Transformation During Covid-19 Pandemic Situation in India	A Study on The Effect Of Covid-19 On Foreign Exchange For Pre And Post-Lockdown Phases With Respect To Indian Rupee And Us Dollar	Business Transformation During Covid-19 Pandemic Situation in India	International Conference on Business Management	International	2021	978-81-953721-3-3	Sanskriti School of Business	Non-Olympic Times
32	Dr. Bala Koteswari	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	QUILLING ART – GUNAVATHY	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	Book	National	2021	ISBN NUMBER: 978-81-953721-4-0	Sanskriti School of Business	International Conference on Business Management
		BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	LIJJAT PAPAD	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	Book	National	2021	ISBN NUMBER: 978-81-953721-4-0	Sanskriti School of Business	Publisher: Lap Lambert academic publishing, Republic of Modovna Europe.



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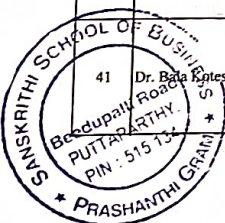
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41	Dr. Bala Koteswari	ANVAYA-The logical connection	Paradigm shift in HR policies of Banking sector due to COVID-19	ANVAYA-The logical connection	International Conference on Neoteric Advances in Commerce, Management and social sciences	International	2021	ISBN: 978-81-950459-4	Sanskriti School of Business	First Impression



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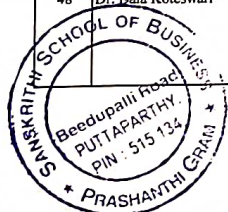




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43	E. Prashanthi	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	BEEKEEPING-THE SWEET TASTE OF SUCCESS	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	Book	National	2021	ISBN NUMBER: 978-81-953721-4-0	Sanskithi School of Business	Non Olympic Times, Tamil Nadu.
44	E. Prashanthi	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	AMLA FARMING	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	Book	National	2021	ISBN NUMBER: 978-81-953721-4-0	Sanskithi School of Business	Non Olympic Times, Tamil Nadu.
45	E. Prashanthi	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	CATTLE-BASED ORGANIC FARMING	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	Book	National	2021	ISBN NUMBER: 978-81-953721-4-0	Sanskithi School of Business	Non Olympic Times, Tamil Nadu.
46	D.PRANAVASREE	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	MK SABANA - SOAP MANUFACTURING	BUSINESS SAGAS UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES	Book	National	2021	ISBN NUMBER: 978-81-953721-4-0	Sanskithi School of Business	Non Olympic Times, Tamil Nadu.
47	Dr. Venkatesan	FINANCIAL ACCOUNTING FOR MANAGERS (FAFM)	FINANCIAL ACCOUNTING FOR MANAGERS (FAFM)	FINANCIAL ACCOUNTING FOR MANAGERS (FAFM)	Book	National	2021	ISBN: 978-81-950236-8	Sanskithi School of Business	AGAR Saliha Publications
48	Dr. Bala Koteswari	Embracing Change & Transformation- Breakthrough Innovation and Creativity	CLUSTER DEVELOPMENT: AN ALTERNATE STRATEGY FOR GROWTH IN FASHION SECTOR AFTER PANDEMIC	Embracing Change & Transformation- Breakthrough Innovation and Creativity	Embracing Change & Transformation- Breakthrough Innovation and Creativity	National	2021	SBN:978-93-950596-0	Sanskithi School of Business	Success Publications



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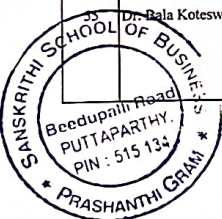
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49	E.Prashanthi	Rediscovering Management Education for the Pandemic World: The Road Map Ahead	Plight of Management Education in India: Perception between Regulators and Institutions: A Pilot Study	Rediscovering Management Education for the Pandemic World: The Road Map Ahead	Rediscovering Management Education for the Pandemic World: The Road Map Ahead	National	2021	Non Olympic Times, Tamil Nadu,	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
50	Dr.Dussa Hemanath, Mrs. E. Prashanthi	International Conference on Business Management	Growth Of E-Payments and The Emergence of Financial Technology In India	International Conference on Business Management	International Conference on Business Management	International	2021	ISBN Number: 978-81-953721-3-3	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
51	Dr.T.Venkatesan	Fundamentals of Business Research methods( A beginners guide to business research aspirants),	Fundamentals of Business Research methods( A beginners guide to business research aspirants),	Fundamentals of Business Research methods( A beginners guide to business research aspirants),	Book proceeding	National	2022	ISBN 978-620-4-73372-2	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
52	E. Prashanthi & Vijayasri. R	A study on sensitive services adopted by Retail banks with the onset of COVID 19 with focus on Digital banking	A study on sensitive services adopted by Retail banks with the onset of COVID 19 with focus on Digital banking	A study on sensitive services adopted by Retail banks with the onset of COVID 19 with focus on Digital banking	Book	National	2022	978-81-953721-5-8	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
53	Dr. Balakoteswari	SUSTAINABLE DEVELOPMNET In search of new development model -	SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE BUSINESS	SUSTAINABLE DEVELOPMNET In search of new development model -	SUSTAINABLE DEVELOPMNET In search of new development model -	National	2022	ISBN NUMBER: 978-81-953721-5-7	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
54	Dr. Balakoteswari,	SUSTAINABLE DEVELOPMNET In search of new development model -	CRYPTOCURRENCY AND BLOCKCHAIN - REVOLUTION IN BUSINESSES	SUSTAINABLE DEVELOPMNET In search of new development model -	SUSTAINABLE DEVELOPMNET In search of new development model -	National	2022	ISBN NUMBER: 978-81-953721-5-7	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,
	Dr. Bala Koteswari	SUSTAINABLE DEVELOPMNET In search of new development model -	A STUDY ON OPPORTUNITIES AND CHALLENGES OF CRYPTOCURRENCY IN INDIA WITH SPECIAL REFERENCE TO BITCOIN	SUSTAINABLE DEVELOPMNET In search of new development model -	SUSTAINABLE DEVELOPMNET In search of new development model -	National	2022	ISBN NUMBER: 978-81-953721-5-7	Sanskithi School of Business	Non Olympic Times, Tamil Nadu,

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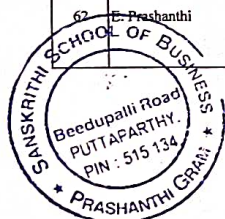




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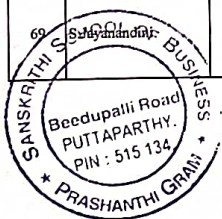
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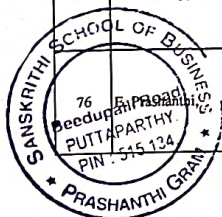
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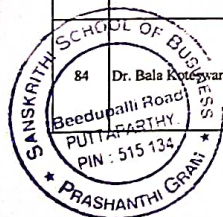




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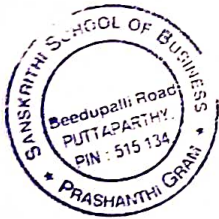


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