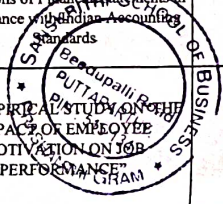




SANSKRITHI SCHOOL OF BUSINESS
Approved by AICTE, New Delhi. Affiliated to JNTUA, Anantapur.
Beedupalli Road, Prasanthigram, Puttaparthi, Sri Sathya Sai District – 515 134.

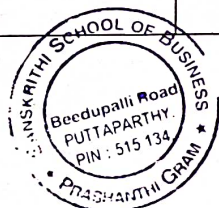
3.3.1 Number of research papers published per teacher in the Journals notified on UGC website during the last five years

S. No.	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal		
							Link to website of the Journal	Link to article / paper / abstract of the article	Is it listed in UGC Care list
1	Innovative Practices in Housing Finance	Dr. K.RAJENDRA PRASAD	M.B.A	ISSN print 2249-8672	2017	ISSN print 2249-8672	https://ijemr.in/	https://ijemr.in/	Yes
2	The Financial Healthiness Of Working Capital Management And Profitability Analysis Of Select Steel Companies In India"	Dr T Venkatesan	M.B.A	Vol-11, Issue-1, Jan-Jun 2017. ISSN: 0974-7621.	2017	Vol-11, Issue-1, Jan-Jun 2017. ISSN: 0974-7621.	An International Bi-Annual Refereed Journal Of Management & Technology.	https://www.gjimt.ac.in/management-journal/	Yes
3	Impact of demonetization on rural areas A Case study	Mrs. Prashanthi	MBA	Paramount publishers	2017	Vol:11 Issue:-2	Paramount publishers	https://paramountpublish.wordpress.com/	yes
4	Trolley Solutions - Is the Timing Right? A Case Study	Dr. P. Narayana Reddy	M.B.A	Vol. 3, No. 1, July 2017 ISSN 2395-6852	2017	Vol. 3, No. 1, July 2017 ISSN 2395-6852	AIMS JOURNAL OF MANAGEMENT	https://aimsjournal.com/	Yes
5	An empirical study on awareness and the factors influencing towards (brand loyalty) smart phones	G.Rajasekhar	M.B.A	ISBN number 978-93-5268-496-0	2017	Vol.2, No:-2, Aug 2017	International Journal of Creative thoughts	https://ijct.org/?gclid=EAJaQobChMliib3a693EgAMVmShmAh3uPcGVEAAYASAAEgIYPvD_BwE	Yes
5	A study on consistency in profitability towards selected listed housing finance companies	Mr.Kaimulla Basha	M.B.A	Vol. 3, No. 1, July 2017 ISSN 2395-6852	2017	Vol. 3, No. 1, July 2017 ISSN 2395-8563	International Journal of Creative thoughts	ijct.org	Yes
5	Framework for the Preparation and perceptions of Financial Statements in Accordance with Indian Accounting Standards	Dr.T.Venkatesan	M.B.A	ISBN97-95-5321-965-9	2018	Innovation Entrepreneurship And economy fr sustainable development (ICIEESD'18)	Innovation Entrepreneurship And economy fr sustainable development (ICIEESD'18)	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3266042	Yes
6	AN EMPIRICAL STUDY ON THE IMPACT OF EMPLOYEE MOTIVATION ON JOB PERFORMANCE	G. Raja Sekar	M.B.A	ISBN: 978-81-949524-6-6	2018	Management (through Transformation of Policy framework) for Better Society (MTPBS)	https://notpress.sbn/v3	https://notpress.sbn/v3	Yes



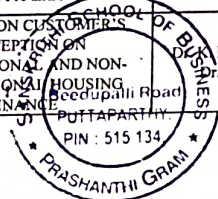
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
Sri Sathya Sai District, Anantapur,
Andhra Pradesh (Dt.) A.P.
Government

7	Service Quality Perception of Patients in Public & Private Hospitals in Dakshina Kannada District	Dr.P.Narayana Reddy	M.B.A	ISBN: 978-81-949524-6-6	2018	Management (through Transformation of Policy framework) for Better Society (MTPBS)	https://notpress.org/isbn/t/3	https://www.researchgate.net/publication/247152523_Transformation_of_management_in_the_Public_Sector_Exploring_the_Strategic_Frameworks_of_e-Government	Yes
8	A Study of Fundamental Analysis for Shares of Five Major Banks in India with Reference to Cochin Stock Exchange Limited	RAMAKRISHNAIAH. A	M.B.A	ISBN: 978-81-949524-6-6	2018	Management (through Transformation of Policy framework) for Better Society (MTPBS)	https://notpress.org/isbn/t/3	https://www.researchgate.net/publication/247152523_Transformation_of_management_in_the_Public_Sector_Exploring_the_Strategic_Frameworks_of_e-Government	Yes
9	ROLE OF ICT IN MARKETING AGRICULTURAL OUTPUT.	Dr.P.Narayana Reddy	M.B.A	ISBN: 978-81-949524-6-6	2018	Management (through Transformation of Policy framework) for Better Society (MTPBS)	https://notpress.org/isbn/t/3	https://www.researchgate.net/publication/247152523_Transformation_of_management_in_the_Public_Sector_Exploring_the_Strategic_Frameworks_of_e-Government	Yes
10	The Assessment of Profits and Sales of Retailers Pre and Post GST	Mr. T.N. Anil Kumar	M.B.A	ISBN: 978-81-949524-6-6	2018	Management (through Transformation of Policy framework) for Better Society (MTPBS)	https://notpress.org/isbn/t/3	An International Annual Refereed Journal of Global Management Horizon, Journal of Global Management Horizon,	Yes
11	A Study on Role of Financial Regulatory Bodies in Financial Inclusion	Dr. K.RAJENDRA PRASAD	M.B.A	ISSN online 2249-2585	2018	ISSN online 2249-2585	IJEMR - International Journal of Exclusive Management Research	IJEMR - International Journal of Exclusive Management Research	Yes
12	"An Empirical study of Fundamental Analysis of Various Sectors in Equity Reference with ICICI Securities Ltd, Chennai, Tamilnadu "	Dr T Venkatesan	M.B.A	Vol-VII, Issue-11, Jan-Dec 2018. ISSN: 2249-6211.	2018	Vol-VII, Issue-11, Jan-Dec 2018. ISSN: 2249-6211.	An International Annual Refereed Journal of Global Management Horizon, Journal of Global Management Horizon,	An International Annual Refereed Journal of Global Management Horizon, Journal of Global Management Horizon,	Yes



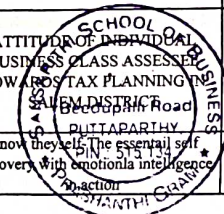
Dr. Balakrishna
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prashanthigram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

13	Effect of Interpersonal Relationship, Supportive Work Environment on Employee Retention: Mediating Role of Job Satisfaction in Startups, Bangalore. International Journal of Management (IJM)	Dr. M.Balakoteswari	M.B.A	Journal of Information and Computational Sciences, Volume 11, Issue 1 – 2021. ISSN: 1548-7741.	2020	Journal of Information and Computational Sciences, Volume 11, Issue 1 – 2021. ISSN: 1548-7741.	https://www.academia.edu/45224562/THE_ROLE_OF_TRAINING_AND_WORK_ENVIRONMENT_ON_RETENTION_AND_JOB_SATISFACTION_AS_A_MEDIATOR_AT_STARTUPS_BANGALORE	https://www.academia.edu/45224562/THE_ROLE_OF_TRAINING_AND_WORK_ENVIRONMENT_ON_RETENTION_AND_JOB_SATISFACTION_AS_A_MEDIATOR_AT_STARTUPS_BANGALORE	Yes
14	FINANCIAL PERFORMANCE ANALYSIS OF SELECTED PUBLIC SECTOR BANKS IN INDIA	Dr. A. Srinivasan	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/3	https://notpress.org/isbn/t/3	Yes
15	Human Capital Development in the Insurance Industry	S.Md. Karimulla Basha	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/3	https://notpress.org/isbn/t/3	Yes
16	A LEARNING ORGANIZATION: REFORM IN THE FIELD OF HRD, FOR ORGANIZATIONS UNDERGOING PHASE OF TRANSITION IN THE FIELD OF MANAGEMENT	Dr. Nalina.R Dr. P Narayana Reddy & Dr.Mahesha Kempegowda	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/3	https://notpress.org/isbn/t/3	Yes
17	A Study of Pricing Effect and Earnings Quality Analysis of Select Telecommunication Companies in India	Dr.Venkatesan.T	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/3	https://notpress.org/isbn/t/3	Yes
18	A STUDY OF UNIT LINKED INSURANCE PLANS OF ICICI PRUDENTIAL LIFE INSURANCE CO.	G. Raja Sekar. R Eswaramma	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/3	https://notpress.org/isbn/t/3	Yes
19	Human Capital Development in the Insurance Industry	S.Md. Karimulla Basha	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/3	https://notpress.org/isbn/t/3	Yes
20	The Assessment of Profits and Sales of Retailers Pre and Post GST	Ms. E. Prashanthi Assistant Professor	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/3	https://notpress.org/isbn/t/3	Yes
21	A STUDY ON CUSTOMER'S PERCEPTION ON INSTITUTIONAL AND NON-INSTITUTIONAL HOUSING FINANCE	Dr. Rajendra Prasad & Dr. B. Nagarjuna	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/3	https://notpress.org/isbn/t/3	Yes



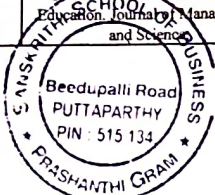
Dr. Balakoteswari
Sanskriti School of Business,
Beedupalli Road, Prashanthi Gram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

22	THE CONCEPT OF START UP AND STANDUP AND ITS IMPACT ON MBA STUDENTS EITHER TO CHOOSE ENTREPRENEURSHIP OR JOBS IN INDIA: A LITERATURE REVIEW – Prof.Kameswara Rao Poranki	– Prof.Kameswara Rao Poranki	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/3	https://notpress.org/isbn/t/3	Yes
23	IMPACT OF SOCIAL MEDIA ON CONSUMERS' PURCHASE DECISION: A BIRD'S EYEVUE	DonstonSharvin & Dr.BalaKoteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/4	https://notpress.org/isbn/t/4	Yes
24	Sharing on Social Media- Are we sharing 'Too much' or 'Too less'?	Mrs.R.Vijayasri & Mrs. E. Prashanthi	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/t/4	https://notpress.org/isbn/t/4	Yes
25	THE ROLE OF TRAINING AND WORK	Padmaja P	M.B.A	IAEME Publication	2020	IAEME Publication	International Journal of Management (IJM)	International Journal of Management (IJM)	Yes
26	ENVIRONMENT ON RETENTION AND JOB	Dr. Bala Koteswari	M.B.A	IAEME Publication	2020	IAEME Publication	http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=11&ITType=9	http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=11&ITType=9	Yes
27	TRENDS OF CORPORATE SOCIAL RESPONSIBILITY IN INDIA	Vrinda Coutinho 1 and Dr. Bala Koteswari 2	M.B.A	International Journal of Advance and Innovative Research	2020	International Journal of Advance and Innovative Research	https://ijari.org/volume8/issue1	https://ijari.org/volume8/issue1	Yes
28	A Study on Marketing Opportunities and Challenges of Wooden Handicraft Products: With Special Reference to Channapatna Artisans	Dr.M.Bala Koteswari	M.B.A	Studies in Indian place names, Bangalore.	2020	Studies in Indian place names, Bangalore.	https://www.academia.edu/45537102/_A_Study_on_Marketing_Opportunities_and_Challenges_of_Wooden_Handicraft_Products_With_Special_Reference_to_Channapatna_Artisans	https://www.academia.edu/45537102/_A_Study_on_Marketing_Opportunities_and_Challenges_of_Wooden_Handicraft_Products_With_Special_Reference_to_Channapatna_Artisans	Yes
29	ATTITUDE OF INDIVIDUAL BUSINESS CLASS ASSESSEES TOWARDS TAX PLANNING IN SAVEM DISTRICT	Dr.Venkatesan.T	M.B.A	Journal of Management Value & Ethics	2020	Journal of Management Value & Ethics	https://www.jmveindia.com/journal/IJAN-MARCH%2020%20FINAL%20FILES.pdf	https://www.jmveindia.com/journal/IJAN-MARCH%2020%20FINAL%20FILES.pdf	Yes
30	Know theyself: The essential self discovery with emotionla intelligence	Dr.K.rajendra Prasad	M.B.A	ISBN 978-93-88805-57-5	2020	Management Practices		https://files.eric.ed.gov/fulltext/ED613996.pdf	Yes



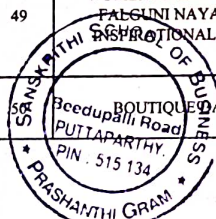
Dr. Bala Koteswari
Principal
Sanskriti School of Business,
Sankarapuram Road, Prasanthigam,
Ananthapuram - 515134.
L202002010001

31	Impact of Electronic Data Interchange on supply Chain Management in FMCG Industry	Dr.K.rajendra Prasad	M.B.A	ISSN: 2278-4632	2020	UGC care Journal Group I	http://junikhyatjournal.in/no_18_June_20.html	http://junikhyatjournal.in/no_18_June_20.html	Yes
32	Information technology integration with supply chain management in FMCG industry-Functional Perspective	Dr.K.rajendra Prasad	M.B.A	ISSN 2229-3620	2020	UGC Care	https://portal.issn.org/resource/ISSN-L/2229-3620	https://portal.issn.org/resource/ISSN-L/2229-3620	Yes
33	WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS	Dr.R.Lilambeswara Singh	M.B.A	Journal of Management Value & Ethics	2020	Journal of Management Value & Ethics	https://www.jmveindia.com/journal/JAN-MARCH%2020%20FINAL%20FILES.pdf	https://www.jmveindia.com/journal/JAN-MARCH%2020%20FINAL%20FILES.pdf	Yes
34	Modern approaches to Agile transformation of Indian financial and technological companies	E.Prashanthi	M.B.A	"INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY (JRCS) "	2021	"INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY (JRCS) "	https://scopendata.bas.com/documents/0000277/00001-01027.pdf	https://scopendata.bas.com/documents/0000277/00001-01027.pdf	Yes
35	International Conference on Business Transformation During Covid-19 Pandemic Situation in India, ICBTCPI 2021	Mr.D.Rajesh Babu, Dr.M.Bala Koteswari & Dr.T.Venkatesan	M.B.A	Non Olympic Times, Tamil Nadu, ISBN Number: 978-81-953721-3-3	2021	Non Olympic Times, Tamil Nadu, ISBN Number: 978-81-953721-3-3	https://notpress.org/isbn/16	https://notpress.org/isbn/16	Yes
36	Corporate Annual Reports of Indian Companies - Managerial Employees View	S Jayanandini	M.B.A	Journal of Management and Science ISBN : 978-81-953721-3-3	2021	Journal of Management and Science ISBN : 978-81-953721-3-3	Retrieved from http://jms.eleyon.org	Retrieved from http://jms.eleyon.org	Yes
37	A Contemporary Study On Wooden Handicraft Products Marketing Strategies- Its Opportunities And Challenges In Rural Areas, Shodh Sanchar Bulletin, UGC care listed Journal, Jan-March 2021	Dr. M.Balakoteswari	M.B.A	Vol. II, Issue 41, Pgs. 106-111.	2021	Vol. II, Issue 41, Pgs. 106-111.	https://www.academia.edu/45537102/_A_Study_on_Marketing_Opportunities_and_Challenges_of_Wooden_Handicraft_Products_With_Special_Reference_to_Channapatna_Artisans	https://www.academia.edu/45537102/_A_Study_on_Marketing_Opportunities_and_Challenges_of_Wooden_Handicraft_Products_With_Special_Reference_to_Channapatna_Artisans	Yes
38	Issues And Challenges Of Women In Career Advancement In Higher Education, Journal of Management and Science	Dr. M.Balakoteswari	M.B.A	(Print-ISSN: 2249-1260 Online-ISSN: 2250-1819)	2021	(Print-ISSN: 2249-1260 Online-ISSN: 2250-1819)	http://jms.eleyon.org/index.php/jms/article/view/564	http://jms.eleyon.org/index.php/jms/article/view/564	Yes



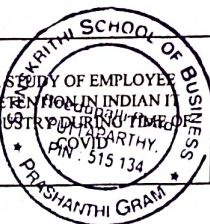
Dr. Balakoteswari
PRINCIPAL
Puttaparthi School of Business,
Beedupalli Road, Prashanthi Gram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

39	Design Thinking: Reinvent HR. International Journal of Creative Research Thoughts. Published In IJCRT (www.ijcrt.org) & 7.97 Impact Factor by Google Scholar. Volume 10 Issue 1	Dr. M. Balakoteswari	M.B.A	UGC Approved Journal No: 49023 (18)	2021	UGC Approved Journal No: 49023 (18)	https://www.ijcrt.org/Authorhome/ahome.php	https://www.ijcrt.org/Authorhome/ahome.php	Yes
40	Employee Retention: A Study of Employee Retention In Indian IT Industry During Time of Covid	D.PRANAVASREE	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	https://notpress.org/isbn/v/16	https://notpress.org/isbn/v/16	Yes
41	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	E.Prashanthi, K.Gowthami	M.B.A	978-81-953721-3-3	2021	978-81-953721-3-3	https://notpress.org/isbn/v/16	https://notpress.org/isbn/v/16	Yes
42	Growth Of E-Payments and The Emergence of Financial Technology In India	Dr.Dussa Hemanath, Mrs. E. Prashanthi	M.B.A	978-81-953721-3-3	2021	978-81-953721-3-3	https://notpress.org/isbn/v/16	https://notpress.org/isbn/v/16	Yes
43	QUILLING ART – GUNAVATHY	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	QUILLING ART – GUNAVATHY	QUILLING ART – GUNAVATHY	Yes
44	LIJJAT PAPAD	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	LIJJAT PAPAD	LIJJAT PAPAD	Yes
45	'PICKLE CHEF' – TEJA	Dr.T. Venkatesan	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	'PICKLE CHEF' – TEJA	'PICKLE CHEF' – TEJA	Yes
46	A MINDFUL, VIBRANT, AND RICH EATING	Vijayasri R,	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	A MINDFUL, VIBRANT, AND RICH EATING	A MINDFUL, VIBRANT, AND RICH EATING	Yes
47	POKEN BOMJEN-INSPIRATIONAL MOTHER STORY	D Rajesh Babu	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	POKEN BOMJEN-INSPIRATIONAL MOTHER STORY	POKEN BOMJEN-INSPIRATIONAL MOTHER STORY	Yes
48	AAZOL – TRADITIONAL FOOD	Dr. D. Hemanath	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	AAZOL – TRADITIONAL FOOD	AAZOL – TRADITIONAL FOOD	Yes
49	WOMEN ENTREPRENEUR FALGUNI NAYAR –AN INSPIRATIONAL STORY	D Rajesh Babu	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	WOMEN ENTREPRENEUR FALGUNI NAYAR –AN INSPIRATIONAL STORY	WOMEN ENTREPRENEUR FALGUNI NAYAR –AN INSPIRATIONAL STORY	Yes
	BOUQUET OF BUSINESS	Dr.D. Hemanath	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	BOUQUET OF BUSINESS	BOUQUET OF BUSINESS	Yes



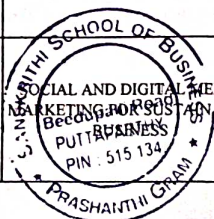
Dr. Sankar Reddy
Principal
Sankar Reddy School of Business,
Beedupalli Road, Puttaparthi,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

51	KAILASH FISHERIES AND AQUATICS	D.PRANAVASREE	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	KAILASH FISHERIES AND AQUATICS	KAILASH FISHERIES AND AQUATICS	Yes
52	LEATHER- PUPPETRY CRAFT	D.PRANAVASREE	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	LEATHER- PUPPETRY CRAFT	LEATHER- PUPPETRY CRAFT	Yes
53	BEEKEEPING-THE SWEET TASTE OF SUCCESS	E. Prashanthi	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	BEEKEEPING-THE SWEET TASTE OF SUCCESS	BEEKEEPING-THE SWEET TASTE OF SUCCESS	Yes
54	AMLA FARMING	E. Prashanthi	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	AMLA FARMING	AMLA FARMING	Yes
55	CATTLE-BASED ORGANIC FARMING	E. Prashanthi	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	CATTLE-BASED ORGANIC FARMING	CATTLE-BASED ORGANIC FARMING	Yes
56	MK SABANA - SOAP MANUFACTURING	D.PRANAVASREE	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,	MK SABANA - SOAP MANUFACTURING	MK SABANA - SOAP MANUFACTURING	Yes
57	Plight of Management Education in India: Perception between Regulators and Institutions: A Pilot Study	E.Prashanthi	M.B.A	INSC International Publishers	2021	INSC International Publishers	https://drive.google.com/file/d/1yz3NOMwsmDAIQJ_mdCbcIKjtIbZKhOSm/view?usp=sharing	https://drive.google.com/file/d/1yz3NOMwsmDAIQJ_mdCbcIKjtIbZKhOSm/view?usp=sharing	Yes
58	A pilot study on the perspectives of regulators and institutions of management education in India	E.Prashanthi	M.B.A	Journal of Management and Science (Print-ISSN: 2249-1260 Online-ISSN: 2250-1819).	2021	Journal of Management and Science (Print-ISSN: 2249-1260 Online-ISSN: 2250-1819).	https://drive.google.com/file/d/1pNdflyJP0IWqQQ5pvXEhja0O6T7w_hm/view?usp=sharing	https://drive.google.com/file/d/1pNdflyJP0IWqQQ5pvXEhja0O6T7w_hm/view?usp=sharing	Yes
59	Covid-19 Scenario In India - A Review	Mr.D.Rajesh Babu	M.B.A	Journal of Management and Science (Print-ISSN: 2249-1260 Online-ISSN: 2250-1819).	2021	Journal of Management and Science (Print-ISSN: 2249-1260 Online-ISSN: 2250-1819).	Retrieved from http://jms.eleyon.org	Retrieved from http://jms.eleyon.org	Yes
60	A STUDY OF EMPLOYEE RETENTION IN INDIAN IT INDUSTRY DURING TIME OF COVID-19	D.PRANAVASREE	M.B.A	Journal of Management and Science (Print-ISSN: 2249-1260 Online-ISSN: 2250-1819).	2021	Journal of Management and Science (Print-ISSN: 2249-1260 Online-ISSN: 2250-1819).	Retrieved from http://jms.eleyon.org	Retrieved from http://jms.eleyon.org	Yes

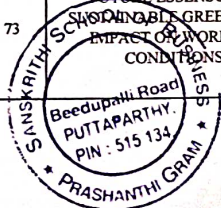


Dr. Bala Kalyan
PRINCIPAL
Sanskriti School of Business,
Gedupalli Road, Prashanthi Gram,
Prashanthi - 515134,
Ananthapuramu (Dt.) A.P.

61	Fundamentals of Business Research methods(A beginners guide to business research aspirants),	Dr.T.Venkatesan	M.B.A	Publisher: Lap lambert academic publishing. , Republic of Modova Europe.	2021	Publisher: Lap lambert academic publishing. , Republic of Modova Europe.	https://www.lap-publishing.com/	https://www.lap-publishing.com/	Yes
62	A study of impact on capital structure and liquidity analysis of profitability towards hdfc bank	Dr.T.Venkatesan	M.B.A	Journal of Management and Science (Print-ISSN: 2249-1260 Online-ISSN: 2250-1819).	2021	Journal of Management and Science (Print-ISSN: 2249-1260 Online-ISSN: 2250-1819).	https://drive.google.com/file/d/1lqAGkN2iTT63x_iPYn-SOzaEGoWYgUz/view?usp=sharing	https://drive.google.com/file/d/1lqAGkN2iTT63x_iPYn-SOzaEGoWYgUz/view?usp=sharing	Yes
63	Recent Trends & Contemporary Issues in Business and Management	Gundupagi Manjunath, P. Paramashivaiah, N. Chandan Prasad, B. Koteswari	M.B.A	INSC International Publisher (IIP),	2021	INSC International Publisher (IIP),	https://books.google.co.in/books/about/Recent_Trends_Contemporary_Issues_in_Bus.html?id=UAm3zgEACAAJ&redir_esc=y	https://books.google.co.in/books/about/Recent_Trends_Contemporary_Issues_in_Bus.html?id=UAm3zgEACAAJ&redir_esc=y	Yes
64	Fundamentals of Business Research methods(A beginners guide to business research aspirants),	Dr.T.Venkatesan	M.B.A	Publisher: Lap lambert academic publishing. , Republic of Modova Europe.	2022	Publisher: Lap lambert academic publishing. , Republic of Modova Europe.	https://www.amazon.se/Fundamentals-Business-Research-Methods-Beginners/dp/6204733729	https://www.amazon.se/Fundamentals-Business-Research-Methods-Beginners/dp/6204733729	Yes
65	A study of impact on capital structure and liquidity analysis of profitability towards hdfc bank	Dr.T.Venkatesan	M.B.A	Journal of Management and Science (Print- ISSN: 2249-1260	2022	Journal of Management and Science (Print- ISSN: 2249-1260	https://jmsleyon.com/index.php/jms/issue/view/45	https://jmsleyon.com/index.php/jms/issue/view/45	Yes
66	A study on sensitive services adopted by Retail banks with the onset of COVID 19 with focus on Digital banking	E. Prashanthi & Vijayasri. R	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	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	Yes
67	SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE BUSINESS	Dr. Balakoteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE BUSINESS	Sanskriti School of Business, Edupalli Road, Prasanthigram, Puttaparthi - 515134, Ananthapuramu (Dt.) A.P.	

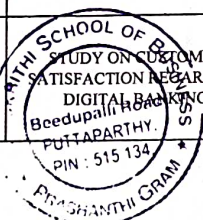


68	CRYPTOCURRENCY AND BLOCKCHAIN - REVOLUTION IN BUSINESSES	Dr. Balakoteswari,	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	CRYPTOCURRENCY AND BLOCKCHAIN - REVOLUTION IN BUSINESSES	The Cryptocurrency and Blockchain Revolution - Insights FIS (fisglobal.com)	Yes
69	A STUDY ON OPPORTUNITIES AND CHALLENGES OF CRYPTO CURRENCY IN INDIA WITH SPECIAL REFERENCE TO BITCOIN	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	A STUDY ON OPPORTUNITIES AND CHALLENGES OF CRYPTO CURRENCY IN INDIA WITH SPECIAL REFERENCE TO BITCOIN	http://ijrar.com/upload_issue/ijrar_issue_20543250.pdf	Yes
70	CSR ACTIVITIES IN SELECTED CORPORATES: JOURNEY TOWARDS SUSTAINABILITY	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	CSR ACTIVITIES IN SELECTED CORPORATES: JOURNEY TOWARDS SUSTAINABILITY	https://www.in.kpmg.com/pdf/csr_whitepaper.pdf	Yes
71	A STUDY ON VALUE EDUCATION IN SCHOOLS	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	A STUDY ON VALUE EDUCATION IN SCHOOLS	https://www.collegesearch.in/articles/importance-of-value-education#:~:text=Value%20education%20can%20also%20be,of%20storytelling%20in%20value%20education	Yes
72	GREEN HRM PRACTICES IN SELECTED AUTOMOTIVE INDUSTRIES	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	GREEN HRM PRACTICES IN SELECTED AUTOMOTIVE INDUSTRIES	https://www.researchgate.net/publication/333123651_Green_human_resource_management_in_Indian_automobile_industry	Yes
73	FUTURE ESSENCE OF SUSTAINABLE GREEN HRM, IMPACT ON WORKING CONDITIONS	D.PRANAVASREE	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	FUTURE ESSENCE OF SUSTAINABLE GREEN HRM, IMPACT ON WORKING CONDITIONS	https://www.researchgate.net/publication/333123651_Green_human_resource_management_in_Indian_automobile_industry	Yes



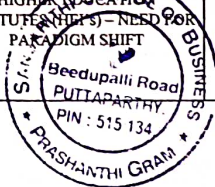
Dr. Bala Koteswari
Principal
Sanskriti School of Business,
Beedupalli Road, Prashanthi Gram,
Puttaparthi - 515134,
Ananthapuramu (T.C.A.P.)

74	A STUDY ON VIRTUAL RECRUITMENT AND TRADITIONAL RECRUITMENT PROCESS FROM EMPLOYEE PERSPECTIVE	E. Prashanthi,	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	A STUDY ON VIRTUAL RECRUITMENT AND TRADITIONAL RECRUITMENT PROCESS FROM EMPLOYEE PERSPECTIVE	https://www.researchgate.net/publication/346718457 THE STUDY OF VIRTUAL RECRUITMENT THE NEW NORMAL	Yes
75	SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE: A BUSINESS PERSPECTIVE	E. Prashanthi,	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE: A BUSINESS PERSPECTIVE	https://www.un.org/en/our-work/support-sustainable-development-and-climate-action	Yes
76	IMPORTANCE OF HUMAN VALUES IN CURRENT SCENARIO - A STEP TOWARDS SUSTAINABILITY	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	IMPORTANCE OF HUMAN VALUES IN CURRENT SCENARIO - A STEP TOWARDS SUSTAINABILITY	https://www.researchgate.net/publication/335741909 Human Values as the Basis for Sustainable Information System Design	Yes
77	SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT	https://www.researchgate.net/publication/297516646 Social media in the development of sustainable business	Yes
78	SUSTAINABLE PRODUCTS AND SERVICES-NEED FOR CREATING CONSUMER AWARENESS	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	SUSTAINABLE PRODUCTS AND SERVICES-NEED FOR CREATING CONSUMER AWARENESS	https://iopscience.iop.org/article/10.1088/1755-1315/824/1/012043	Yes
79	STUDY ON CUSTOMER SATISFACTION REGARDING DIGITAL BANKING	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	STUDY ON CUSTOMER SATISFACTION REGARDING DIGITAL BANKING	https://www.researchgate.net/publication/346718457 THE STUDY OF VIRTUAL RECRUITMENT THE NEW NORMAL	Yes



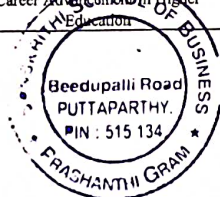
Dr. Bala Koteswari
PRINCIPAL
Sanskriti School of Business,
Puttaparthi, Prashanthi Gram,
Puttaparthi - 515134,
Ananthapuram (Dt.) A.P.

80	BLOCK CHAIN AND CRYPTO CURRENCY	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	BLOCK CHAIN AND CRYPTO CURRENCY	https://www.pwc.com/us/en/industries/financial-services/fintech/bitcoin-blockchain-cryptocurrency.html	Yes
81	EMPHASIS ON HUMAN VALUES IN CURRENT SCENARIO FOR SUSTAINABLE DEVELOPMENT	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	EMPHASIS ON HUMAN VALUES IN CURRENT SCENARIO FOR SUSTAINABLE DEVELOPMENT	https://www.researchgate.net/publication/258151908_Human_Values_Compatible_with_Sustainable_Development	Yes
82	ALLEVIATION OF POVERTY IN INDIA- ADDRESSING SUSTAINABLE DEVELOPMENT GOAL	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	ALLEVIATION OF POVERTY IN INDIA- ADDRESSING SUSTAINABLE DEVELOPMENT GOAL	https://sustainabledevelopment.un.org/content/documents/16693India.pdf	Yes
83	SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE DEVELOPMENT	https://www.frontiersin.org/articles/10.3389/fpsyg.2021.743361/full	Yes
84	ENHANCING QUALITY OF SCHOOL EDUCATION FOR SUSTAINABLE DEVELOPMENT	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	ENHANCING QUALITY OF SCHOOL EDUCATION FOR SUSTAINABLE DEVELOPMENT	https://www.education.gov.in/shikshakparv/docs/background_note_Promoting_Quality_Sustainable_Schools.pdf	Yes
85	SUSTAINABLE PRACTICES IN HIGHER EDUCATION INSTITUTES (HEI's) - NEED FOR PARADIGM SHIFT	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	SUSTAINABLE PRACTICES IN HIGHER EDUCATION INSTITUTES (HEI's) - NEED FOR PARADIGM SHIFT	https://www.scribd.com/document/569306626/Dr-Bala-Koteswari-Principal-Sanskriti-School-Business-Prashanthi-Gram-Beedupalli-Road-Puttaparthi-PIN-515134-Ananthapuramu-Dt.-A.P	Yes



Dr. Bala Koteswari
PRINCIPAL
Sanskriti School, Business,
Beedupalli Road, Prashanthi Gram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.

86	EVALUATING PERFORMANCE MANAGEMENT SYSTEMS - ROADMAP FOR EFFECTIVE PRACTICES	E. Prashanthi, D. Pranasree, & T. B. Chinnappa,	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	EVALUATING PERFORMANCE MANAGEMENT SYSTEMS - ROADMAP FOR EFFECTIVE PRACTICES	EVALUATING PERFORMANCE MANAGEMENT SYSTEMS - ROADMAP FOR EFFECTIVE PRACTICES	Yes
87	CUSTOMER RELATIONSHIP MANAGEMENT IN TOURISM SECTOR	Jayanandini Sake	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	CUSTOMER RELATIONSHIP MANAGEMENT IN TOURISM SECTOR	https://www.jmra.in/journal-article-file/16351	Yes
88	CUSTOMER RETENTION STRATEGIES: KEY SUCCESS FACTORS	Prof. V Ranganatham, Prof. T. B. Chinnappa	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	CUSTOMER RETENTION STRATEGIES: KEY SUCCESS FACTORS	https://www.techtarget.com/searchcustomerexperience/feature/13-customer-retention-strategies-that-work	Yes
89	WORK-LIFE BALANCE OF ORGANIZATIONAL EMPLOYEES STRESS IMPACT, STRESS MANAGEMENT, AND REMEDIAL MEASURES	Dr.D. Rajesh Babu	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,	WORK-LIFE BALANCE OF ORGANIZATIONAL EMPLOYEES STRESS IMPACT, STRESS MANAGEMENT, AND REMEDIAL MEASURES	https://www.amity.edu/gwalior/ajm/pdf/v9n2-paper4.pdf	Yes
90	The Industry 4.0 - A Review	Dr.D. Rajesh Babu	M.B.A	Shodh Prabha	2022	ISSN:0974-8946, Vol.47, Issue01, No.12	Shodh Prabha	https://wmo college.ac.in/uploads/9_(2)_Paper_MSW.pdf	Yes
91	Design Thinking: Reinvent HR	Dr. Bala Koteswari	M.B.A	International Journal of Creative Research Thoughts	2022	ISSN: 2320-2882	International Journal of Creative Research Thoughts	https://ijert.org/?gclid=EAlaIqobChMIoqa2w_zCgAMVqcwWBR0eOQx7EAYASAAEgILZKPD_BwE	Yes
92	Issues And Challenges Of Women In Career Advancement In Higher Education	Dr. Bala Koteswari	M.B.A	Journal of Management and Science	2022	IJCRT2201603	Journal of Management and Science	https://ojs.ums.edu.pk/index.php/jmr	Yes



Dr. Balakrishnan
PRINCIPAL

Sanskriti School of Business,
Beedupalli Road, Prashanthi Gram,
PUTTAPARTHI - 515134,
Ananthapuramu (Dt.) A.P.