



SANSKRITHI SCHOOL OF BUSINESS

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

RESEARCH PROJECTS							
Name of the research project/ endowment	Name of the Principal Investigator/Co-Investigator	Department of Principal Investigator	Year of Award	Amount Sanctioned	Duration of the project	Name of the Funding Agency	Type (Government/non-Government)
AICTE - Scheme for Promoting Interests, Creativity and Ethics among Students (SPICES)	Mrs. E Prashanthi & Dr. R Lilambeswara Singh	MBA	2021-22	1,00,000	1 year	AICTE	Government
Rural entrepreneurship development	Dr. Hari Prasad, Sanskriti School Of Business	MBA	2019-20	7,81,764	4 years	RISE	NON GOVERNMENT.
Two-day National Conference	Prof. P. Narayana Reddy, Group Director	MBA	2018-19	1,00,000	1 Year	AIMS	NON GOVERNMENT.
Rural entrepreneurship development	Dr. S. Srinivasan	MBA	2018-2019	8,02,364	4 years	RISE	NON GOVERNMENT
Rural entrepreneurship development	Dr. S. Srinivasan	MBA	2017-18	7,67,564	4 years	RISE	NON GOVERNMENT

Dr. Balakrishna

PRINCIPAL

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

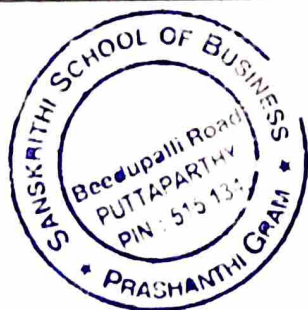




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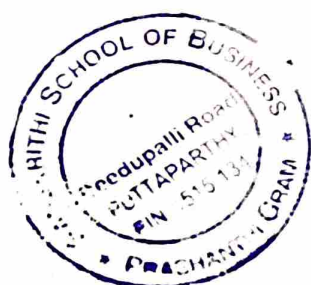
Workshops, Seminars & Conferences			
Year	Name of the workshop/ seminar/ conference	Number of Participants	Date From – To
2021-22	Webinar - Workshop Rural Entrepreneurship - Business Plan Preparation	141	22.01.21
2020-21	One-day workshop, Personality Development.	135	02-01-2020
2019-20	Guest Lecture on "Profitable growth strategies for the Global Emerging Markets" by Dr.Bhavani M.R.,	125	25th to 28th February, 2019
2018-19	Date: Club: speakers club workshop Event: situations arising to say wait for a while Coordinator: Mr Smd.Karimulla Basha, Date: 10.08.2018 Club: marketing club Event: business quiz Coordinator: dr. K. Rajendra prasad	132	08-08-2018 , 10.08.2018
	ONE DAY WORKSHOP, "DIGITAL TRENDS IN M	140	10-05-2018
	A ONE DAY WORKSHOP ON MARKETING AND BUSINESS OPERATIONS THROUGH THE SPECIFIED APPS	135	21,March 2018
	ONE DAY PROGRAMME, "MEET YOUR ENTREPRENUER", By: Mr. SUDHEER, CEO OF MUDAR GROUP	240	16, MARCH 2018
	A TWO DAY INTERNATIONAL PROGRAMME "MANAGEMENT (THROUGH TRANSFORMATION OF POLICY FRAMEWORK) FOR BETTER SOCIETY "	147	05 – 06 January 2018



Dr. Balakrishnan
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2017-18	A TWO DAY FACULTY DEVELOPMENT PROGRAMME on "Paradims in Education, Reflective Teaching and Ethics of Teaching" By: Prof. Joshi, Ex- Azim Premji Foundation and Prof.Rama Krishna Reddy, Ex-VC, SKU,Ananthapur	145	24 and 25 NOVEMBER 2017
	FDP ON DATA ANALYTICS USING R and SPSS TWO DAY 24 and 25 NOVEMBER 2017 By: 1. Dr.D.Maheswar Reddy (Professor National Institute of Tourism & Hospitality Management, Hyderabad) 2) MR.MOHAN,CORPORATE TRAINER FOR R SOFTWARE	146	
	TWO DAY WORK SHOP ON FINANCIAL MARKETS 8TH & 9TH November 10, 2017	142	8TH & 9TH November 10, 2017
	ONE DAY WORKSHOP HUMAN VALUES AND PROFESSIONAL ETHICS ON 8TH, AUGUST, 2017	150	8TH, AUGUST, 2017
	A TWO DAYS NATIONAL LEVEL FDP on Case Method of Teaching, Writing and Business Game Exercise: FDP on "Case Method of Teaching, Writing and Business Game Exercise, conducted in my B-School with IIMB retired professor Prof. Ramesh Tagat sir on 28th and 29th January – 2017.	135	28th and 29th January – 2017
	A NATIONAL LEVEL MANAGEMENT MEET **VIJAYOUTHSAV 2K17**...	142	11 -12, March 2017

Dr. Balu Kotesam



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ONE DAY NATIONAL LEVEL FACULTY DEVELOPMENT PROGRAM on GOAL SETTING AND MOTIVATION	132	14th April 2017
The Guest Lecture by Dr. Geetha M. Rajaram from Reva University Bangalore On "Cost Management and Securitization of Assets"	135	18-09-2017
One Week Management August 1st to 7th August, 2017 Sanskritians Conducts Management Week for New Batch...Dr.P.Narayan Reddy Group Director of sanskriti Group of Institutions gave a motivational speech to students for conducting such an event for new comers...	124	August 1st to 7th August, 2017



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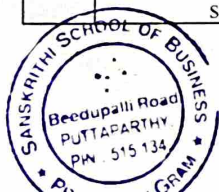


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LIST OF RESEARCH PAPERS & PUBLICATIONS

S. No.	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number
1	Innovative Practices in Housing Finance	Dr. K.RAJENDRA PRASAD	M.B.A	ISSN print 2249-8672	2017	ISSN print 2249-8672
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.
3	Impact of demonetization on rural areas A Case study	Mrs. Prashanthi	MBA	Paramount publishers	2017	Vol:11 Issue:-2
4	I 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
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
6	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
7	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)



Dr. Balakrishnan
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Anantapur.

8	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)
9	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)
10	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)
11	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)
12	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)
13	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
14	"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.
15	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.
16	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,



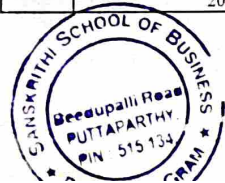
DR. PRINCIPAL
 Sanskriti School of Business,
 Eedupalli Road, Prasanthigram,
 PUTTAPARTHI - 515134,
 Ananthapuramu (Dt.) A.P.

17	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,
18	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,
19	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,
20	A STUDY OF UNIT LINKED INSURANCE PLANS OF ICICI PRUDENTIAL LIFE INSURANCEG.	G. Raja Sekar. R Eswaramma	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,
21	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,
22	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,
23	A STUDY ON CUSTOMER'S PERCEPTION ON INSTITUTIONAL AND NON-INSTITUTIONAL HOUSING FINANCE	Dr. K. Rajendra Prasad & Dr. B. Nagarjuna	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,
24	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,
25	IMPACT OF SOCIAL MEDIA ON CONSUMERS' PURCHASE DECISION: A BIRD'S EYEVUE	DonstonSharwin & Dr.BalaKoteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2020	Non Olympic Times, Tamil Nadu,
26	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,



Dr. ~~P. K. K. K. K.~~
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515 134.
A Ananthapuram District

27	THE ROLE OF TRAINING AND WORK	Padmaja P	M.B.A	IAEME Publication	2020	IAEME Publication
28	ENVIRONMENT ON RETENTION AND JOB	Dr. Bala Koteswari	M.B.A	IAEME Publication	2020	IAEME Publication
29	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
30	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.
31	ATTITUDE OF INDIVIDUAL BUSINESS CLASS ASSESSEE TOWARDS TAX PLANNING IN SALEM DISTRICT	Dr.Venkatesan.T	M.B.A	Journal of Management Value & Ethics	2020	Journal of Management Value & Ethics
32	Know thyself-The essential self discovery with emotional intelligence in action	Dr.K.rajendra Prasad	M.B.A	ISBN 978-93-88805-57-5	2020	Management Practices
33	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
34	Information technology intergration with supply chain management in FMCG industry-Functional Perspective	Dr.K.rajendra Prasad	M.B.A	ISSN 2229-3620	2020	UGC Care
35	WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS	Dr.R.Lilambeswara Singh	M.B.A	Journal of Management Value & Ethics	2020	Journal of Management Value & Ethics
36	Modern approaches to Agile transformation of Indian financial and technological companies	E.Prashanthi	M.B.A	"INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY (IJRCS) "	2021	"INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY (IJRCS) "
37	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



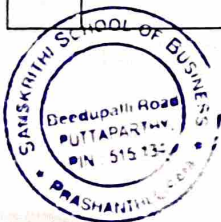
Dr. Bala Koteswari
PRINCIPAL
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
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38	Corporate Annual Reports of Indian Companies - Managerial Employees View	S Jayanandini	M.B.A	Journal of Management and Science ISBN : 978-81-953721-3-3	2021	Journal of Management and Science ISBN : 978-81-953721-3-3
39	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.
40	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)
41	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)
42	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,
43	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
44	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
45	OUTLING ART – GUNAVATHY	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
46	LIBAT PAPAD	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
47	CHICKEN CHEF – TEJA	Dr.T. Venkatesan	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
48	A MINDFUL VIBRANT, AND RICH EATING	Vijayasri R,	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,

Dr. Bala Koteswari
PRINCIPAL
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49	POKEN BOMJEN- INSPIRATIONAL MOTHER STORY	D Rajesh Babu	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
50	AAZOL – TRADITIONAL FOOD	Dr. D. Hemanath	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
51	WOMEN ENTREPRENEUR FALGUNI NAYAR –AN INSPIRATIONAL STORY	D Rajesh Babu	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
52	BOUTIQUE DAIRY	Dr.D. Hemanath	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
53	KAILASH FISHERIES AND AQUATICS	D.PRANAVASREE	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
54	LEATHER- PUPPETRY CRAFT	D.PRANAVASREE	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
55	BEEKEEPING-THE SWEET TASTE OF SUCCESS	E. Prashanthi	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
56	AMLA FARMING	E. Prashanthi	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
57	CATTLE-BASED ORGANIC FARMING	E. Prashanthi	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
58	MK SABANA - SOAP MANUFACTURING	D.PRANAVASREE	M.B.A	Non Olympic Times, Tamil Nadu,	2021	Non Olympic Times, Tamil Nadu,
59	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
60	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).
61	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).

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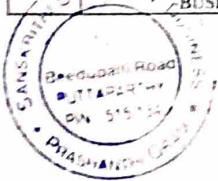
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62	A STUDY OF EMPLOYEE RETENTION IN INDIAN IT INDUSTRY DURING TIME OF COVID	D.PRANAVASREE	M.B.A	Journal of Management and Science (Print-ISSN: 2249-1260 Online-ISSN: 2250-1819).	2021	Journal of Management and Science (Print-ISSN: 2249-1260 Online-ISSN: 2250-1819).
63	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.
64	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).
65	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),
66	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.
67	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
68	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,
69	SOCIAL AND DIGITAL MEDIA MARKETING FOR SUSTAINABLE BUSINESS	Dr. Balakoteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,
70	CRYPTOCURRENCY AND BLOCKCHAIN - REVOLUTION IN BUSINESSES	Dr. Balakoteswari,	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,

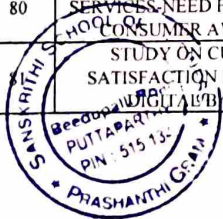
Dr. Balakoteswari

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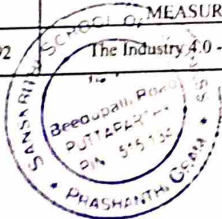


71	A STUDY ON OPPORTUNITIES AND CHALLENGES OF CRYPTO CURRENCY IN INDIA WITH SPECIAL REFERENCE TO BITCOIN	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,
72	CSR ACTIVITIES IN SELECTED CORPORATES: JOURNEY TOWARDS SUSTAINABILITY	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,
73	A STUDY ON VALUE EDUCATION IN SCHOOLS	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,
74	GREEN HRM PRACTICES IN SELECTED AUTOMOTIVE INDUSTRIES	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,
75	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,
76	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,
77	SUSTAINABLE DEVELOPMENT AND CLIMATE CHANGE: A BUSINESS PERSPECTIVE	E. Prashanthi,	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,
78	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,
79	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,
80	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,
	STUDY ON CUSTOMER SATISFACTION REGARDING DIGITAL BANKING	Dr. Bala Koteswari	M.B.A	Non Olympic Times, Tamil Nadu,	2022	Non Olympic Times, Tamil Nadu,



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 Sanskriti School of Business,
 Beedupalli Road, Prashanthigram,
 PUTTAPARTHI - 515134,
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PRINCIPAL
 Sanskriti School of Business,
 Beedupalli Road, Puttaparthi,
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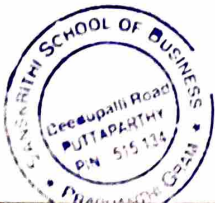
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PRINCIPAL
 Sanskriti School of Business,
 Beedupalli Road, Prasanthigram,
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BOOKS & BOOK CHAPTERS										
Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title 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	Sanskithi 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:9789383 038442	Sanskithi 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	Sanskithi 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	Sanskithi School of Business	NTMR Publisher, HYD
5	R. Lilambeswara Singh	FINNOV	Digital Banking in India	Finnov-2019	Finnov Conference	National	2019	ISBN: 978-81-931100-3-1	Sanskithi School of Business	NTMR Publisher, HYD
6	Dr.T.Venkatesan	FINNOV	Financial Accounting for Managers	Finnov-2019	Book proceeding	National	2019	ISBN : 978-450- 9-23534-7	Sanskithi School of Business	AGAR Salaha publication, Tamilnadu.



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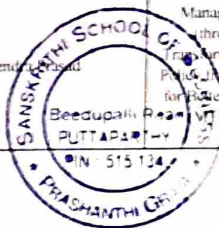
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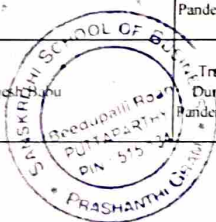
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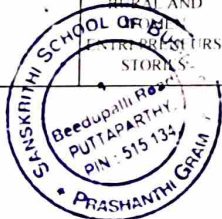
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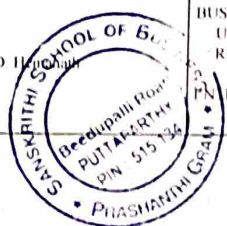
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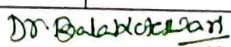


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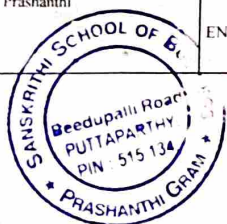
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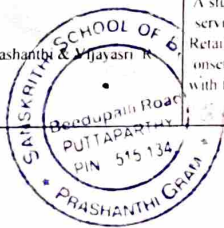
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Dr. Bala Koteswari

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PRINCIPAL
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 PUTTAPARTHI - 515134,
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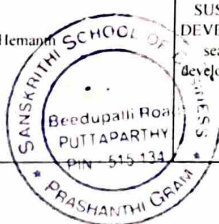
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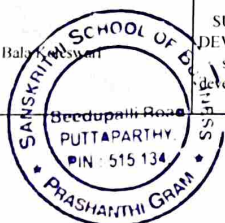
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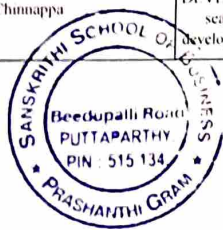
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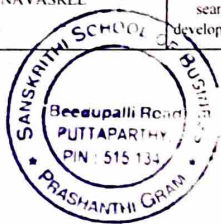


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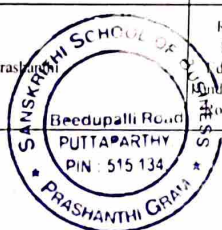
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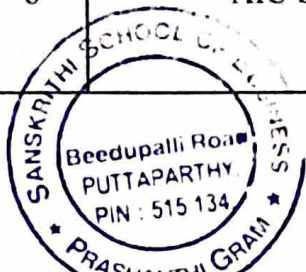
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2	All India Management Association	AIMA	24-Jan-13	5 years
3	Online courses for faculty & Students	NPTEL	05-Jan-17	1 Year
2018-2019				
4	IAESTA	International student exchange program	26-Jun-18	6 months
5	AIC-SKU	Guest lecturers/summit/Business models/exhibitions/workshops	09-Oct-18	1 year
6	VAJRASOFT INC, A CALIFORNIA CORPORATION	Guest lecturers/and training sessions	22th Jan 2019	5 years
2019-2020				
7	IAESTE	International student exchange program	Jan-19	1 year
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DR. PRINCE KIRAN
Sanskriti School of Business,
Beedupalli Road, Prasanthigram,
PUTTAPARTHI - 515134,
Ananthanuramu (Dt.) A.P.

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2020-21				
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11	Skilling India	Webinars and Guest lecturers	07-Dec-20	5 years
12	VAJRASOFT INC, A CALIFORNIA CORPORATION	Guest lecturers/and training sessions	22th Jan 2019	5 years
2021-2022				
13	SKILLING INDIA	INDIASPARK	07-Dec-20	5 years
14	AIC-SKU	Guest lecturers/summit/Business models/exhibitions/workshops		
15	RUBICON	training	26th February 2022	3 years
16	Peakmind-in	FACULTY EMOTIONAL EMPOWERMENT PROGRAM	01.07.2021	06 months
17	INDIASPARK	Guest lectures, competitions, connected with Microsoft and linked in	06-08-2021	06 months
18	TSILICON	Guest lectures, community engagement programs	20-06-2021	2 years
19	Sai Sanskrithi Knowledge Park Private Ltd	Guest lectures and industrial visits	09-09-2021	5 years
20	Arwin Global Solutions	Training by APSSDC trainers	2021-2022	1 year
21	Gryphon Academy	Training (soft skills, technical, communication skills)	01-Jun-21	01-05-2022
22	VAJRASOFT INC, A CALIFORNIA CORPORATION	Guest lecturers/and training sessions	22th Jan 2019	5 years



Dr. Balakrishnan

PRINCIPAL
 Sanskrithi School of Business,
 Beedupalli Road, Prasanthigram,
 PUTTAPARTHI - 515134,
 Ananthapuramu (Dt.) A.P.