

## RESEARCH, PUBLICATIONS AND ACADEMIC CONTRIBUTIONS

### Published Papers in Journals - International and National

S N O	Title with Page Nos.	Journal	ISSN / ISBN No.	Peer reviewed
	<b>Forensic Accounting - A Tool for Encountering Bank Frauds (An Opinion Survey)'</b>	International Journal of Research and Innovation in Social Science (IJRISS).	2454-6186.	Yes
1	CUSTOMER RELATIONSHIP MANAGEMENT IN BANKING SECTOR, Volume 06, Issue 11, Pages: 392–396	International Journal for Innovative Engineering and Management Research	2456 – 5083	Yes
2	SALES PROMOTION EFFECTS ON CONSUMER: A STUDY IN FMCG SECTOR , Vol. 7 Issue 10, October 2017	SAJMMR-South Asian Journal of Marketing & Management Research	2249-877X	Yes
3	FDI in Health Care Sector in India – A Study, January-March 2019	Journal of Management Research and Anlysis (JMRA)	2394-2762	Yes
4	A Study on Problems Faced by Customers in Online Shopping with Special Reference to Karimnagar District,March-2020, Volume I, Issue I, 2016	International Journal of Current Research and Modern Education (IJCRCME)	2455 - 5428	Yes

### A) Faculty Development Programmes and Workshop

Sl.	Programme	Duration	Organized
1.	“ ICT & Online Teaching tools in Higher Education Institutions”(26-31, July 2020)	1 Week	Pingle Govt. College for Women, Warangal
2.	Data Science Using R Programme (12-17, June 2020)	1 Week	Mahaveer Institute of Science and Technology, Hyderabad
3.	Capacity Building and Continuous Professional Development, (15-19, June 2020)	5 Days	Vaageswari College of Engineering
4.	NAAC Assessment and Accreditation : A step by step Process	3 Days	GATES Institute of Technology, Ananthapur
5	“Mode of Internship in Management Course during present COVID-19 Scenario”	1 day	Lakireddy Bali Reddy College of Engineering, Mylavaram, Krishna-521230, Andhra Pradesh, India
6	Data analysis with R	5Days	St. Joseph's College of Commerce, Bengaluru
7	"Capacity Building for Teachers during & post Covid-19" through"	2 Days	Godavari Institute of Engineering & Technology (A),Rajahmundry

<b>8</b>	Skill Development and Competency enhancement for College Teachers (17-30 June 2020)	15 Days	Government Degree College, Parkal
<b>9</b>	Effective Teaching Skills for Outcome based Engineering Education	1 Week	SR University, Warangal
<b>10</b>	Business Analytics in Decision Making	1 Day	Bhavan's Vivekananda College, Hyderabad
<b>11</b>	Creation of Google Sites and OER	1 Day	RBVRR Women's College, Hyderabad
<b>12</b>	Innovative Teaching & Research Practice	2 Days	Puducherry Academic Research Association

**C) Papers presented in Conferences, Seminars, and Workshops**

<b>Sl. No</b>	<b>Title of the Paper presented</b>	<b>Title of Conference / Seminar</b>	<b>Organized by</b>	<b>National/International</b>
1.	Innovations in Higher Education with Special Reference to Public Funded HEI - A Study	A Three Day Virtual International Conference on Innovations For New Normal	Government Degree College, Parkal	International
2.	Impact of Economics Reforms on Indian Economy	International Seminar on Ethics & Values in Resource Management	Faculty of Management, Pacific University	International