

List of Research Publications

Academic Year 2021-2022

S.No	Name of the Faculty	Title of the Research Publication	Name of the Journal	Date of Publication/ Presentation
1	Dr. A. Sita Madhavi	Digital marketing and Crowd funding	Gradiva Review Journal, Volume 8 Issue 1 2022, Page No: 19. ISSN No: 0363-8057 Available: https://gradivareview.com/volume-8-issue-1-2022/	Jan-22
2	Mr. K. Naupal Reddy	A Study on Role of Finance Managers in Modern Management.	International Journal of Emerging Technologies and Innovative Research, (www.jetir.org), ISSN:2349-5162, Vol.9, Issue 4, page no. g208-g215 Available: http://www.jetir.org/papers/JETIR2204632.pdf	Apr-22
3	Mrs. K. Lavanya	A Comparative Study of Pre & Post Covid Stock Returns of the Indian Healthcare and Pharmaceutical Sector	International Journal of Emerging Technologies and Innovative Research (www.jetir.org UGC and ISSN Approved), ISSN:2349-5162, Vol.9, Issue 4, page no. ppg407-g412 Available:	Apr-22

			https://www.jetir.org/view?paper=JETIR2204663	
4	Mrs. Shainaz Begum	A Study on Systematic Risk, Unsystematic Risk and Return Under Selected Public Banks	International Journal of Emerging Technologies and Innovative Research (www.jetir.org) , ISSN:2349-5162, Vol.9, Issue 4, page no.g400-g406 Available: http://www.jetir.org/papers/JETIR2204662.pdf	Apr-22