

List of Research Publications

Academic Year 2024-2025

S.No	Name of the Faculty	Title of the Research Publication	Name of the Journal	Date of Publication / Presentation
1.	Dr. J.Pardhasaradhi	FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH IN INDIA-WITH REFERENCE TO TRADINGSECTOR-SPECIFIC ANALYSIS	Community Practitioner; May-24; ISSN 1462 2815	https://commprac.com/may-2024/
2.	Dr. A. Sita Madhavi	Cause Related Marketing In The Context Of Higher Education In India	Ibs Conference Of Marketing And Strategy- Technology And Sustainability: Redefining Future Of Marketing, Icfai, Marketing (Paper Id: 2286)	https://drive.google.com/file/d/1rCJEbtZS6wHIMvLa-YLBFqtMWszbUWCg/view?usp=sharing
3.	Dr.A.Sita Madhavi	Global E-Commerce Success: Personalization, Seo, And Sustainability In Digital Marketing	Digital Transformation And Sustainability Of Business, Scopus Book Chapter	https://www.taylorfrancis.com/chapters/edit/10.1201/97810360618569/global-commerce-success-personalization-seo-sustainability-digital-marketing-sita-madhavi
4.	G.Vijaya Lakshmi	Closing The Gap: Promoting Women's Leadership In Andhra Pradesh's Higher-Educational Institutions	International Management Perspective Conference (Impec-25), Isbn: 978-93-94086-62-3	https://iimsambalpur.ac.in/IMPeC-2025/pdf/IMPeC_IIM_Sambalpur_Vol_3_with_Covers.pdf
5.	G.Vijaya Lakshmi	Ethical Ai In Hr Governance Models And Regulatory Strategies For Promoting Gender Diversity, Telangana	International Conference On Commerce And Artificial Intelligence: Isbn:978-93-92045-60-8, Transforming Business Operations (Iccai-25)	file:///C:/Users/USER/Downloads/veltech.pdf

6.	G.Vijaya Lakshmi	Empowering Women In The Workplace: A Study On Gender Diversity For Socio-Economic Progress With Reference To It Industries In Telangana	International Management Perspective Conference (Impec-25), Isbn: 978-93-94086-62-3	https://iimsambalpur.ac.in/IMPeC-2025/pdf/IMPeC_IIM_Sambalpur_Vol_3_with_Covers.pdf
7.	Mrs.G.Vijaya Lakshmi	Impact Of Gender Diversity Practices Through Organizational Performance; A Study With Reference IT Sector, Telangana	Digital Transformation And Sustainability Of Business (Ebook ISBN 9781003606185). CRC Press.	https://www.taylorfrancis.com/chapters/edit/10.1201/9781003606185-83/impact-gender-diversity-practices-organizational-performance-study-reference-sector-telangana-marripudi-vijaya-lakshmi-vamsi-krishna-shyam-sunder
8.	Kolluri Bhavana	A Study on Performance Appraisal System in DXC Technologies ,Banglore.	International Journal of Creative Research Thoughts	https://ijcrt.org/viewfulltext.php?&p_id=IJCRT2506847

