Paper Publications In The Year 2020-2021:

	Name Of The			Year Of
Sno	Faculty	Name Of Refereed Journal	Title Of Paper	Publication
			Personality	
			Factors and	
			Internal	
			Branding-The	
			Role of	
			Organizational	
	Dr. G. Radha	Conference Proceedings –	Citizenship	
1.	Kiranmayi	CHRM Book of Abstracts	Behaviour	August 2020

Paper Publications In The Year 2019-2020:

	Name Of The		Title Of	Year Of
Sno	Faculty	Name Of Refereed Journal	Paper	Publication
			The	
			Mediating	
			Role of	
			Customer	
			Satisfaction	
			Between	
			Service	
		International Journal of	Quality and	
	Dr. G. Radha	Advanced Science and	Customer	
1.	Kiranmayi	Technology	Loyalty	May, 2020

Paper Publications In The Year 2018-2019:

	Name Of The			Year Of
Sno	Faculty	Name Of Refereed Journal	Title Of Paper	Publication
			Analytical	
			Approaches	
		International Journal Of	То	
	Dr. G. Radha	Advance And Innovative	Performance	July-September,
1.	Kiranmayi	Research	Evaluation	2018
			The Role Of	
			Customer's	
			Status	
			Consumption	
			And	
		International Journal of	Satisfaction	
		Business	On	
	Dr. G. Radha	Management & Research	Repurchase	
2.	Kiranmayi	(IJBMR)	Intention	Feb 2019

			Role of	
			Organizational	
			Citizenship	
		Purushartha, A Journal of	Behaviour on	
	Dr. G. Radha	Management, Ethics and	Internal Brand	September 2018 -
3.	Kiranmayi	Spirituality	Identification	February 2019

Conferences Attended By Faculty:

Paper Presentations For The Year 2020-2021:

	Name Of The				
Sno	Faculty	Theme Of The Conference	Organized By	Title Of The Paper	Year
			Government		
			Degree	Effectiveness of	23-25 th
	Dr. G. Radha	Innovations for New	College,	LinkedIn as a	August,
1.	Kiranmayi	Normal	Parkal	recruitment Tool	2020
			ICFAI	Personality	
			Business	factors and	28-29 th
	Dr. G. Radha		School,	Internal Branding-	August,
2.	Kiranmayi	5 th Conference on HRM	Hyderabad	The role of OCB	2020

Paper Presentations For The Year 2019-2020:

	Name Of The		Organized		
Sno	Faculty	Theme Of The Conference	Ву	Title Of The Paper	Year
		International Conference			
		on Transformative			
		Consumerism and	GITAM	Analytical	
		Sustainability: The	Hyderabad	Approaches to	15- 16
	Dr. G. Radha	Emerging Global Business	Business	performance	November,
1.	Kiranmayi	Scenarios	School	Evaluation	2019

Paper Presentations For The Year 2018-19:

	Name Of The		Organized		
Sno	Faculty	Theme Of The Conference	Ву	Title Of The Paper	Year
				The Role of	
				Organizational	
		The Role of	Vidhya	Citizenship	
		Organizational Citizenship	Jyothi	Behaviour on	23
	Dr. G. Radha	Behaviour On Internal	Institute Of	Internal Brand	February,
1.	Kiranmayi	Brand Identification	Technology	Identification	2019