



DEPARTMENT OF MANAGEMENT STUDIES (MBA)

FACULTY PUBLICATIONS

S.No	Name of the Faculty	Title of Paper	Title of the Book /Journal	ISBN/ ISSN No	Publisher
1	Dr.I.Sai Prasad	Untoubility in Modern India	An Impact of developmental programmes for social transformation of Scheduled Castes and Scheduled Tribes	978-93-5391-991-7	KBN College Vijayawada 2019
2	Dr. B. Ratna Raju	Implementation of the POA Act in Uttar Pradesh – as Socio Political Development Method	An Impact of developmental programmes for social transformation of Scheduled Castes and Scheduled Tribes	978-93-5391-991-7	KBN College Vijayawada 2019
3	Dr. K. Chiranjeevi	Digitalization in India – A new flat form for job opportunities	Digitalisation – Issues and Challenges	978-93-83927-34-3	Sucharitha Publications, 2019
4	Dr. I. Sai Prasad	Digitalization of business an overview	Digitalisation – Issues and Challenges	978-93-83927-34-3	Sucharitha Publications, 2019
5	Dr. B. Ratna Raju	Digitalization of Indian banking sector – past and present	Digitalisation – Issues and Challenges	978-93-83927-34-3	Sucharitha Publications, 2019
6	Sri. S. Satya Kiran	Digitalization of Education challenges	Digitalisation – Issues and Challenges	978-93-83927-34-3	Sucharitha Publications, 2019
7	Dr. I. Sai Prasad	Modern Trends in Banking and Financial Services in India	International Journal of Academic Research - Recent Trends in Indian Banking System	2348-766, V7 Issue 2(2)	Likitha Publications, Kakinada, February 2020

8	Dr. B. Ratan raju	Amalgamation Strategy is a Recent Trend in Banking Sector in India	International Journal of Academic Research - Recent Trends in Indian Banking System	2348-766, V7 Issue 2(2)	Likitha Publications, Kakinada, February 2020
9	Dr. K. Chiranjeevi	Changing Dimensions of Banking in India - in Digital Era	Marketing Strategies to Go Vibrant in Digital Era	978-93-92257-52-0	Roshan Publications, Viskhapatnam. 2022
10	Dr. I. Sai Prasad	Integration of waste Pickers in Solid Waste Management	Marketing Strategies to Go Vibrant in Digital Era	978-93-92257-52-0	Roshan Publications, Viskhapatnam, 2022
11	Dr. B. Ratna Raju	Changing Dimensions of Banking in India - in Digital Era	Marketing Strategies to Go Vibrant in Digital Era	978-93-92257-52-0	Roshan Publications, Viskhapatnam, 2022
12	Dr. I. Sai Prasad	The Role of MSME in India's Economic Development	MSME's –Growth Engine of India	978-93-90028-70-02	Roshan Publications, Viskhapatnam, 2025
13	Dr. B. Ratna Raju	Indian Economic Development – The Role of Social Entrepreneurship	International Journal of Academic Research	P-ISSN2348-7666, Impact factor 6.023, V12, Issu - 1(2)	Likitha Publications, Kakinada, 2025
14	Dr. I. Sai Prasad	Swarna Andhra @ 2047 – A Sustainable Development by Skilling and Employment	Proceedings of Two Day National Seminar on Envisioning Swarnandhra to Twine with Viksit Bhatath 2047 The Realistic and Challenges	ISBN (Print): 978-93-92760-61-7	KY Publications, Guntur, 2025
15	Dr. I. Sai Prasad	Aqua Entrepreneurship – Financial Inclusion and Institutional Support in Andhra Pradesh	International Journal of Advanced in management, Technology and Engineering science	ISSN: 2249-7455, Impact Factor: 6.3, UGC Approved, ISO: 7021-2008, Volume XV, Issue XI	November, 2025

16	Dr. B. Ratna Raju	Aqua Exports Development in India – Is a Key Factor of Viksit Bharat	International Journal of Advanced in management, Technology and Engineering science	ISSN: 2249-7455, Impact Factor: 6.3, UGC Approved, ISO: 7021-2008, Volume XV, Issue XI	November, 2025
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