

S.No	Paper title	Name of the author/ Coauthor	Name of publication	Volume No	Email Id
1	A study on commodity derivatives market and development in India's – Towards Sustainability	Dr.Mrs.N.V.K avitha & Mrs.Suma Reddy	International Multidisciplinary Research Journal (RHIMRJ) PIF Impact Factor is 2.125	Volume-2, Issue-8, and August-2015.	Commerce.stan@stan@gmail.com
2	Study on Women Entrepreneurs in Micro business units in Telangana Region	Dr.Mrs.N.V.K avitha and Ms.Zeba Dannish	International Research Journal Business Management – SJIM for 2014 is 4.192	Volume No – VIII, September – 2015, Issue – 11	Commerce.stan@stan@gmail.com
3	A study on corporate ethics in IT sector – Perceptions of select employees	Dr.Mrs.N.V.K avitha & Mrs.Suma Reddy	SJCC Management Research Review (A Biannual Peer Reviewed National journal)	September 2015	Commerce.stan@stan@gmail.com
4	Financial Inclusion towards sustainability – A study on role of Indian Banking Sector	Dr.Mrs.N.V.K avitha	International Multidisciplinary Research Journal (RHIMRJ) PIF Impact Factor is 2.125	Volume-2, Issue-10, October-2015	Commerce.stan@stan@gmail.com
5	Total Quality Management to Process Re-engineering the Management Education – A Paradigm Shift	Dr.Mrs.N.V.K avitha	International Multidisciplinary Research Journal (RHIMRJ) PIF Impact Factor is 2.125	Volume-3, Issue-1, January-2016	Commerce.stan@stan@gmail.com
6	Fostering Integrated Reporting in Indian Corporate Sector	Dr.Mrs.N.V.K avitha & Mrs.Suma Reddy	International Multidisciplinary Research Journal (RHIMRJ) PIF Impact Factor is 2.125	Volume-3, Issue-1, January-2016	Commerce.stan@stan@gmail.com
7	A study on customer	Dr.Mrs.N.V.K avitha	Journal of Advanced	Volume-3, Issue-1,	Commerce.stan@stan@gmail.com

	satisfaction on BPR at SBH		Research in Commerce and Management, impact factor of 2.8	January-2016.	
8	Buzz Marketing - SWOT Analysis	Dr.Mrs.N.V.Kavitha & Mrs.Suma Reddy	International journal of innovative research & development	Vol 5 Issue 2, January 2016	Commerce.stans@gmail.com
9	A Green Banking Towards Sustainable Development	Dr.Mrs.N.V Kavitha & Mrs.Usha Rani	International journal of innovative research & development	Vol 5 Issue 2, January 2016	Commerce.stans@gmail.com
10	Corporate Social Responsibility in Insurance Sector in India	Dr.Mrs.N.V Kavitha & Mrs. T.Anuradha	International journal of innovative research & development	Vol 5 Issue 2, January 2016	Commerce.stans@gmail.com
11	Stress Management-A study on female teaching fraternity	Mrs.Mahitha Davala ,Mrs J.P Bharathi &Mrs.Saujanya	International journal of innovative research & development	Vol 5 Issue 2, January 2016	Commerce.stans@gmail.com
12	A Study On HR Accounting Practices In Selected Companies	Ms.Ifath Shaheen,Ms Asra Sultana & Mrs.Amathunoor	International journal of innovative research & development	Vol 5 Issue 2, January 2016	Commerce.stans@gmail.com
13	A Study On Green Computing-The Future Computing & Eco- Friendly Technology	Mrs.Naga Suvarchala,Ms Asma Sultana & Ms A.Ramya	International journal of innovative research & development	Vol 5 Issue 2, January 2016	Commerce.stans@gmail.com
14	Impact Of Merger & Acquisition In	Mrs.Pranathi , Mrs.Amathun	International journal of	Vol 5 Issue 2, January 2016	Commerce.stans@gmail.com

	Mobile Industry- A Case Study On Vodafone & Hutch	Dr. Mrs. Indira Priya Darshini	innovative research & development		
15	Issues And Challenges Of Electronic Payment Systems	Ms. Joshna , Mrs. V. Vasudha Singh & Mrs. N. Supriya	International journal of innovative research & development	Vol 5 Issue 2, January 2016	Commerce.stan@stan@gmail.com
16	A Study On Ethics & Social Responsibility In Marketing	Mrs. Naga Suvarchala , Ms Asma Sultana & Mrs. Pranathi	International journal of innovative research & development	Vol 5 Issue 2, January 2016	Commerce.stan@stan@gmail.com
Publication of research papers in books with ISBN					
17	A study on Ethical Issues in Corporate Sector	Dr. Mrs. N. V. Ka vitha & Mrs. Suma Reddy	Business Dynamics – A Paradigm shift in Policies for Sustainability	ISBN: 978- 93-85506- 03-1 Volume I, 2015	Commerce.stan@stan@gmail.com
18	A study on Opportunities and challenges in e-tailing in India	Dr. Mrs. N. V. Ka vitha & Mrs. Suma Reddy	Contemporary Issues in Marketing, Finance ,HRM and IT	ISBN: 978- 93-85506- 01-7, 2015	Commerce.stan@stan@gmail.com
19	Human Resource Accounting in select Indian Companies	Dr. Mrs. N. V. Ka vitha	Contemporary Issues in Marketing, Finance ,HRM and IT	ISBN: 978- 93-85506- 01-7, 2015	Commerce.stan@stan@gmail.com
20	A Study On Green Computing & ITZ Environmenta l Impact – Go Green & Save Green	Ms. Asma Sultana , Mrs. CH. Naga Suvarchala	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978- 93-85506- 04-8, volume- I, 2015.	Commerce.stan@stan@gmail.com
21	A study on customer awareness and satisfaction of green banking services in the state of	Dr. Mrs. N. V. Ka vitha and Mrs. Usha rani	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978- 93-85506- 04-8, volume- I, 2015.	Commerce.stan@stan@gmail.com

	Telangana				
22	A Study On Green Finance In India: Its Challenges And Opportunities	Ms.Ifath Shaheen	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978-93-85506-04-8,volume-I, 2015.	Commerce.stans@gmail.com
23	A Study on Impact of Social Networking Sites on Youth	Ms. Asma Sultana	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978-93-85506-04-8,volume-I, 2015.	Commerce.stans@gmail.com
24	A Study on quality of work life among LIC agents”	Ms. Asma Sultana	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978-93-85506-04-8,volume-I, 2015.	Commerce.stans@gmail.com
25	Work Life Balance-A Case Study on Women Employees	by Mrs. K.Pranathi	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978-93-85506-04-8,volume-I, 2015.	Commerce.stans@gmail.com
26	Role of MNCs in Emerging Stock Market	Mrs.Amthathun Noor	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978-93-85506-04-8,volume-I, 2015.	Commerce.stans@gmail.com
27	A Study on job satisfaction on Virtusa Counsultancy Pvt.Ltd	Ms. Asma Sultana	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978-93-85506-04-8,volume-I, 2015.	Commerce.stans@gmail.com
28	Emerging Trends In Telecom Industry- A Case Study On M-Wallet	Mrs.N.Supriya	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978-93-85506-04-8,volume-I, 2015.	Commerce.stans@gmail.com

29	A Study On E-Marketing Of Financial Services	Mrs.J.Saujanya & Ms.P.Joshna	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978-93-85506-04-8,volume-I, 2015.	Commerce.stans@gmail.com
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- **List of Paper 2014-15**

1. Presented papers

S.No.	Name	Date	Seminar/ conference Details	Topic
1	Dr.Mrs.N.V.Kavitha, Mrs. N. Suma Reddy and Mrs. Amathun Noor	28 th & 29 th June,2014	Pravish Rajnam, Centre for Management & Education, New Delhi, India	"A Study On The "Effects Of Mergers And Acquisitions In Indian Banking Sector"- "A Fad Or A Fade"
2	Dr.N.V.Kavitha & Dr.Smita Asthana	25 th & 26 th July, 2014	UGC Sponsored Two Day National Seminar on Accreditation of Higher Educational Institutions Issues, Challenges,Experiences and Prospects Organised by Department of Commerce, Kakatiya Government College KakatiyaUniversity,Warangal.	"Educators of Higher Education Institutions – From Existence to Excellence"
3	Dr.N.V.Kavitha & Dr.Elizebet Margaret	25 th & 26 th July, 2014.	UGC Sponsored Two Day National Seminar on Accreditation of Higher Educational Institutions	"Educators of Higher Education Institutions – From Existence to Excellence"

			Issues, Challenges, Experiences and Prospects Organised by Department of Commerce, Kakatiya Government College Kakatiya University, Warangal.	
4	Dr.N.V.Kavitha & N.Suma Reddy	7 th & 8 th Aug, 2014	Department of Commerce, Osmania University, Telangana State On 7 th & 8 th Aug 2014	"A Study On The Commodity Derivatives Market And Development In India- Towards Sustainability"
5	Dr.N.V.Kavitha & N.Suma Reddy		Department of Commerce, Loyala Degree College, Secun derabad	" A Study on the Implications of Basel-III on Indian Banking Sector"
6	Dr.Kavitha NV, Suma Reddy N and Pravalika Sanjeeva	21 st to 23 rd Nov, 2014	International Conference on ITBI at St. Ann's College for Women, Hyd	"A study on Emotional Intelligence among Teaching Fraternity in Higher Educational Institutions"
7	K.Usha Rani and Dr N V Kavitha	21 st to 23 rd Nov	International Conference on ITBI at St. Ann's College for Women, Hyd	"A Study on e-banking Services –Perceptions of select customers"
8	Asma Sultana, Naga Suvarchala, Ramya Appari and Afreen Mohiuddin	21 st to 23 rd Nov	International Conference on ITBI at St. Ann's College for Women, Hyd	"A Study on Developing competency of Workforce Planning"
9	Ifath Shaheen, Kyasam Pranathi, Asra Sultana and Amathun Noor	21 st to 23 rd Nov	International Conference on ITBI at St. Ann's College for Women, Hyd	"Forensic Accounting and Fraud Examination in India"

10	Anuradha Seku and Rama Somani	21 st to 23 rd Nov	International Conference on ITBI at St. Ann's College for Women, Hyd	"Environmental Accounting - a case study of the cement sector in India"
12	Bharathi JP, Mahitha Davala, J. Sowjanya	21 st to 23 rd Nov	International Conference on ITBI at St. Ann's College for Women, Hyd	"Women in Advertisements, It's Ethics and impact on society"
13	Supriya Nari, Joshna Yadav and Vasudha Thakur	21 st to 23 rd Nov	International Conference on ITBI at St. Ann's College for Women, Hyd	"Social Networking - An Influencer of Brand Promotion"
14	Asma Sultana and N.V Kavitha	21 st to 23 rd Nov	International Conference on ITBI at St. Ann's College for Women, Hyd	"Islamic Banking in India"
15	Dr. Mrs. N.V. Kavitha & Mrs. N. Suma Reddy	27 th Feb, 2015	National Seminar on E-Commerce at RBVRR College, Hyd	New Paradigm in Retailing- E-Tailing .

Research Publications

S.NO.	Name	Article Details	Publication Details regarding ISSN/ISBN and Impact factor etc...
1	Dr. Mrs. N.V. Kavitha and Dr. Elizabeth Margaret	<i>Higher Education and Economic Development- Perspectives and prospects</i>	<i>Literacy Information and Computer Education Journal, (LICEJ) Volume 5, Issue 1, March 2014, published by Infonomics Society.</i>
2	Dr. Mrs. N.V. Kavitha and Mrs. N. Suma Reddy	<i>Green marketing – implications and strategies</i>	<i>ZENITH International Journal of Multidisciplinary Research with ISSN 2231-5780, Vol: 4, Issue: 10, October 2014, page no's 167 to 176 with an impact factor of SJIP 3.567.</i>
3	Dr. Mrs. N.V. Kavitha, Mrs. N. Suma Reddy and Mrs. Amathun Noor	<i>A Study on the Effects of Mergers and Acquisitions</i>	<i>Indian Banking Sector- A Fad or a Fade" in Journal of Studies: Pravish Rajnam with ISSN 2348-3652 in July, 2014 issue page no's 70-78.</i>

4	<i>J. P. Bharathi, Davala Mahitha & J. Sounjanya</i>	<i>Women in Advertisements: It's Ethics and Impact on Society</i>	<i>International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with ISSN 2278-0211, Nov. 2014</i>
5	<i>Asma Sultana, A. Ramya, Naga Suvarchala & Afreen</i>	<i>A Study on Developing Competency of Workforce Planning</i>	<i>International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with SSN 2278-0211, Nov. 2014</i>
6	<i>Ifath Shaheen, Pranathi, Asra Sultana & Amathun Noor</i>	<i>Forensic Accounting and Fraud Examination in India</i>	<i>International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with ISSN 2278-0211, Nov. 2014</i>
7	<i>Asma Sultana & Dr. N. V. Kavitha</i>	<i>Islamic Banking in India</i>	<i>International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with ISSN 2278-0211, Nov. 2014</i>
8	<i>Anusha Sharma, R. Meenakshi & Dr. N. V. Kavitha</i>	<i>A Study on Foreign Direct Investment in Indian Retailing</i>	<i>International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with ISSN 2278-0211, Nov. 2014</i>
9	<i>Dr. N. V. Kavitha, N. Suma Reddy & Pravalika</i>	<i>A study on Emotional Intelligence among Teaching Fraternity in Higher Educational Institution</i>	<i>International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with ISSN 2278-0211, Nov. 2014</i>
10	<i>Meenu Sambaru & Dr. N. V. Kavitha</i>	<i>A Study on IFRS in India</i>	<i>International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with ISSN 2278-0211, Nov. 2014</i>
11	<i>K. Usha Rani & Dr. N. V. Kavitha</i>	<i>A Study on E-Banking Services: Perceptions of Select Customers”</i>	<i>International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with ISSN 2278-0211, Nov. 2014</i>
12	<i>Dr. N. V. Kavitha and N. Suma Reddy</i>	<i>A Study on the Implications of Basel-III on Indian Banking Sector</i>	<i>Asian Journal of Research in Business Economics and Management vol-4, issue 12, Dec, 2014, page no 145 to 152 with an ISSN: 2249-7307, SJIF: 2.302</i>

13	<i>Dr.Mrs.N.V.Kavitha and Dr.Elizabet Margaret</i>	<i>Education Beyond Classroom in Higher Education- A Learner Centric Approach</i>	<i>Accreditation of Higher Educational Institutions - Issues, challenges, experiences and perspectives Seminar Volume with ISBN 978-93-82829-89-84</i>
14	<i>Dr.Mrs.N.V.Kavitha, Mrs. N. Suma Reddy</i>	<i>Talent Management in Higher Educational Institutions in India-The only answer to match the global standards</i>	<i>Global Business-Opportunities and Challenges Volume III, Published by Global Research Society Publications, with an ISBN 978-81-910003-0-14, page 367 to 373, March 2014...-</i>
15	<i>Prof. S.V. Satyanarayana and Dr.N.V.Kavitha</i>	<i>Business Process Re-Engineering in Commercial Banks- A Case Study of State Bank of Hyderabad</i>	<i>Changing Contours and Contemporary Issues in Accounting, Banking, Insurance and Finance, with ISBN 978-81-7276-492-0</i>
16	<i>T. Anuradha, K.Usha Rani and Mahitha Davala</i>	<i>Environmental Accounting for Sustainable Development in India”</i>	<i>Changing Contours and Contemporary Issues in Accounting, Banking, Insurance and Finance, with ISBN 978-81-7276-492-0</i>
17	<i>Dr.N.V.Kavitha and N. Suma Reddy</i>	<i>Risk Management in Indian Banking Industry</i>	<i>Changing Contours and Contemporary Issues in Accounting, Banking, Insurance and Finance, with ISBN 978-81-7276-492-0</i>
18	<i>Dr.Mrs.N.V.Kavitha, Mrs.Soujanya, Mrs.J.P.Bharathi and Mr. Bharadwaj</i>	<i>Financial Inclusion -A study on Role of Banking Industry in India</i>	<i>Changing Contours and Contemporary Issues in Accounting, Banking, Insurance and Finance, with ISBN 978-81-7276-492-0</i>
19	<i>Ifath Shaheen, Supriya and Joshna Yadav</i>	<i>Banc assurance in India- A SWOT Analysis</i>	<i>Changing Contours and Contemporary Issues in Accounting, Banking, Insurance and Finance, with ISBN 978-81-7276-492-0</i>

