**RESEARCH PUBLICATIONS (Peer Reviewed Journals):28**

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| **S.No** | **Name of the Journal(Peer Reviewed)** | **Title of the Paper** | **ISBN/ISSN No, Issue & Volume No** | **Year of Publication** | **Impact Factor** |
| 1 | EPRA International Journal of Economics, Business and Management Studies (EBMS)  Link:https://eprajournals.com/IJHS/article/12222 | The Impact of Brand Equity on Select FMCG Products at Hyderabad-An Empirical Study | ISSN: 2347-4378,Volume-11, Issue No:1  Page No:168-173 | January- 2024 | 8.078 |
| 2 | International Journal of Advance Research and Innovative Ideas in Education  Link: https://ijariie.com/AdminUploadPdf/Training\_and\_Development\_Strategies\_\_Assessing\_Their\_Influence\_on\_Employee\_Engagement\_and\_Performance\_ijariie22396.pdf | Training and Development Strategies:  Assessing Their Influence on Employee  Engagement and Performance | ISSN: 2395-4396,Volume-10, Issue No:1  Page No:140-147 | January-2024 | 4.06 |
| 3 | International Research Journal Of Modernization  in Engineering Technology and Science  Link:https://www.irjmets.com/uploadedfiles/paper//issue\_1\_january\_2024/48296/final/fin\_irjmets1705050900.pdf | The Role  of Corporate Governance in Emerging Markets | ISSN: 2582-5208,Volume-6, Issue No:1  Page No:1005-1009 | January-2024 | 7.868 |
| 4 | International Journal of Progressive Research in Engineering Management and Science  Link:https://www.ijprems.com/paperdetail.php?paperId=74a7a67f907d4e1bf1cc2b631b56f246&title=Assessing+The+Public+Awareness+on+Financial+Derivatives+in+Hyderabad+Region&authpr=P.+Kavya+Sree | Assessing the  Public Awareness on Financial Derivatives in Hyderabad  Region | ISSN: 2583-1062,Volume-4, Issue No:1  Page No:119-122 | January-2024 | 5.725 |
| 5 | International Journal of Progressive Research in Engineering Management and Science  Link:https://www.ijprems.com/paperdetail.php?paperId=3ba320ab3b06d87c87230de441de6801&title=HRM+2.0%3A+Navigating+the+Dynamic+Intersection+of+Information+Technology%2C+Strategic+Evolution%2C+and+Organizational+Sustainability+in+the+Digital+Age&authpr=Tarun+Shiddeshi | HRM 2.0: Navigating the Dynamic Intersection of Information Technology, Strategic Evolution, and Organizational Sustainability in the Digital Age | ISSN: 2583-1062,Volume-3, Issue No:12  Page No:374-379 | December-  2023 | 5.725 |
| 6 | International Journal of Innovative Science and Research Technology  Link:<https://ijisrt.com/unraveling-the-interconnected-dynamics-of-reward-systems-a-comprehensive-study-on-organizational-efficiency-across-diverse-industries-and-geographies> | Unraveling the Interconnected Dynamics of Reward Systems: A Comprehensive Study on Organizational Efficiency across Diverse Industries and Geographies | ISSN: 2456-2165,Volume-8, Issue No:12  Page No:1924-1928 | December-  2023 | 7.176 |
| 7 | EPRA International Journal of Economics, Business and Management Studies  Link:https://eprajournals.com/IJHS/article/12047 | “Exploring HRIS Adoption and Performance Outcomes in Hyderabad-based IT Enterprises: A Case Study Approach” | ISSN: 2347-4378,Volume-10, Issue No:12  Page No:112-117 | December-  2023 | 8.574 |
| 8 | EPRA International Journal of Multidisciplinary Research (IJMR)  Link:https://eprajournals.com/IJMR/article/12044 | "Exploring Compensation Management Strategies: A Comprehensive Analysis across Diverse Industries" | ISSN: 2455-3662,Volume-9, Issue No:12  Page No:356-360 | December-  2023 | 8.55 |
| 9 | EPRA International Journal of Economic and Business Review(JEBR)  Link:https://eprajournals.com/IJES/article/12045 | Advancing Performance Management and Impact on Employee Performance – A Comprehensive Review and Future Directions | ISSN: 2347-9671,Volume-11, Issue No:12  Page No:54-58 | December-  2023 | 8.153 |
| 10 | International Journal of Research in Engineering, Science and Management  Link:https://journal.ijresm.com/index.php/ijresm/article/view/2907 | Strategic perspective on human resources practices; A comprehensive analysis of employee promotion, competencies, and compensation dynamics. | ISSN: 2581-5792,Volume-6, Issue No:12  Page No:246-250 | December-  2023 | 5.719 |
| 11 | Kalyan Bharathi-Journal of Indian History & Culture | A consumers’ happiness and perception study’ wrt sevamkr private limited(It’z My Choice), Rajahmundry, East Godavari District. | ISSN No. 0976-0822, Volume-36, No.9(II), Page No:94-100 | October-2021 | ----- |
| 12 | Journal of Education: Rabindra Bharathi University | Influence of Gender Budgeting on Women Entrepreneurship in India | ISSN:0972-7175,Volume-XXIII, Issue No-, Page No: | July-2021 | ---- |
| 13 | Journal of Modern Thamizh Research (A Quarterly International Multilateral Thamizh Research) | A Comprehensive Study on Employee Work Life Balance W.R.T Reliance Retail (Andhra Pradesh) | ISSN : 2321-984X,Special Issue, Pageno:773-778 | June-2021 | ---- |
| 14 | International Journal of Engineering Research & Technology (IJERT)  Link: https://www.ijert.org/an-overview-on-paperless-trading-in-india | An Overview on Paperless Trading in India | ISSN:2278-0181,Volume 9, Issue 5,Page No:411-414 | April-2021 | ---- |
| 15 | International Journal for Innovative Research in Multidisciplinary  Link: https://ijirmf.com/wp-content/uploads/IJIRMF202103011.pdf | A Behavioural Analysis of Customers in respect to Brand Preference w.r.t Swiggy & Zomato | ISSN: 2455-0620,Vol-7, Issue-3,PageNo:56-63 | March-2021 | 6.719 |
| 16 | Journal of Modern Thamizh Research (A Quarterly International Multilateral Thamizh Research) | Waste Management Initiatives and Challenges in India | ISSN:2321-984X,Special Issue,  PageNo:630-635 | February-2021 | ----- |
| 17 | International Journal of Science & Research  Link:https://www.ijsr.net/archive/v10i1/SR21107145113.pdf | A Study on Influence of Employee Morale on Productivity in Steel Industry w.r.t Vizag Steel Ltd, Visakhaptnam | ISSN:2319- 7064,Vol.10,Issue-1,Page No: 469 - 473 | January-2021 | 7.583 |
| 18 | Gorteria Journal (UGC-Group-II) | A Study on Student’s Attitude and Intention towards the purchase of luxury brands | ISSN: 0017-2294, Vol-33, Issue-12,Page No:579-588 | December-2020 | 5.3 |
| 19 | International Journal of Marketing and Technology  Link:https://www.ijmra.us/2016ijmt\_june.php | Marketing in the Digital Age | ISSN:2249-1058, Vol.6,Issue-6, Page No:63-76 | June-2016 | --- |
| 20 | International Journal of Marketing and technology  Link:https://www.indianjournals.com/ijor.aspx?target=ijor:ijmt&volume=6&issue=4&article=011 | An Empirical Impact Of Green Marketing- Consumer’s Purchase Sensitivity In East Godavari District | ISSN:2249-1058, Vol.6,Issue-4, Page No:168-179 | March-2016 | 5.81 |
| 21 | International Journal of Technology & Innovation Management | The Role of Customer Relationship in Banking Sector | ISSN: 2394- 594X,Vol-2, Issue-1, Page No:30-34 | March-2016 | --- |
| 22 | International Research Journal of Marketing and Economics  Link:https://aarf.asia/current/ywLPoIqyZsYBjsY.pdf | The use of technology in Customer Relationship Management | ISSN: 2349-0314 Vol. 3,Issue 2,Page No:16-26 | February-2016 | 2.988 |
| 23 | International Journal of Marketing and technology  Link:https://www.ijmra.us/2016ijmt\_january.php | A Study on Customer Attitudes towards Service Quality Attributes of Public and Private Sectors Banks in East Godavari District | ISSN:2249-1058,Vol.26, Issue 1,Page No:24-38 | January-2016 | 3.4 |
| 24 | International Journey of Management, IT and Engineering  Link:https://www.ijmra.us/2015ijmie\_december.php | Challenges and Opportunities for Organizational Behaviour - New Millennium Perspective | ISSN:2249- 0558,Vol.5,Issue-12,page No:277-287 | December-2015 | 5.8 |
| 25 | International Research Journal of Marketing and Economics  Link:https://aarf.asia/eco2.php?p=Volume2,Issue11,November2015 | A Study On Customer Attitudes Towards Interaction Management Practices of Public and Private Sectors Banks in East Godavari District | ISSN:2349- 0314,Vol. 2, Issue 11,Page No:29-42 | November-2015 | 2.988 |
| 26 | International Journal of Science & Research  Link:https://www.ijsr.net/getabstract.php?paperid=SUB159090 | A Study on Perception of Quality of Work Life among Textile Manufacturing Workers in East Godavari District | ISSN:2319- 7064,Vol.4,Issue-10,Page No:1487-1491 | October-2015 | 5.611 |
| 27 | International Journal of Engineering Technology, Management and Applied Sciences | Employee Engagement Related to Employees’ Performance | ISSN:2349-4476,Vol.3, Issue-8.PageNo:153-157 | September-2015 | 2.24 |
| 28 | International Journal of Advance Research in Science & Engineering  Link:http://ijarse.com/images/fullpdf/1441085948\_30\_Research\_Paper.pdf | A Study on Customer Relationship Practices in Commercial Banks | ISSN:2319- 8354, Vol.4, Issue-8,Page No:217-226 | August-2015 | 1.142 |