**RESEARCH PUBLICATIONS (UGC Care Group-1):10**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No** | **Name of the Journal(UGC Care Group-1/Others)** | **Title of the Paper** | **ISBN/ISSN No, Issue & Volume No** | **Year of Publication** | **Impact Factor** |
| 1 | Journal of Management & Entrepreneurship (((UGC Care Listed | The Impact of Mobile Marketing on Customer Retention and Engagement: A Literature Review | 2229-5348, Vol. 17, No.2 (III),Page no:33-40 | April-June 2023 | ----- |
| 2 | Indian Institute of Industrial Engineering  Link: http://www.journal-iiie-india.com/1\_jan\_23/11.pdf | An empirical effect analysis of workplace burnout management in information technology sector | 0970-2555, Vol.No:52, Issue No:1,Page.No:77-83 | January  2023 | 6.82 |
| 3 | Journal of Management & Entrepreneurship | Network Marketing Attributes' Influence on Emerging Entrepreneurs- an Empirical Investigation of Safe Shopping | 2229-5348, Vol. 16, No.4 (I),Page no:13-22 | October - December 2022 | ----- |
| 4 | Journal of the Asiatic Society of Mumbai | A Study on “3M” Approach Towards Micro-Perineurial Thought Success | ISSN: 0972-0766  Vol. XCV, No. 3  Page no:102-110 | January-2022 | ----- |
| 5 | Journal of Oriental Research Madras-The Kuppuswami Sastri Research Institute | A SIP & Lumpsum Analysis of Investment on Mutual Funds through Angel Broking Pvt Ltd | ISSN: 0022-3301  Vol. XCII, No.1  Page no:85-91 | 30th December-2021 | ----- |
| 6 | NIU International Journal of Human Rights | An Empirical Impact of Employee Work Life Balance  With Reference To Royal Park Hotel, Kakinada | ISSN:2394 -0298, Volume 8(XXIII),Page No:144-150 | November-2021 | ----- |
| 7 | Shodha Prabha | Pandemic Impact of Virtual Recruitment on Job Seekers – the New Paradigm | ISSN: Volume No:46, Issue:4, Page No:1-7 | October-2021 | ----- |
| 8 | Wesleyan Journal | A comparative camel analysis of selected public and private sector banks in India | ISSN:0975- 1386 , Volume. 14, No.2(III), Page No:140-147 | September-2021 | ---- |
| 9 | Sardar Patel Institute of Economic and Social Science Research- Journal of Anvesak | Millennials’ Perception & Gratification Impact Study On Digital Payment Systems In Krishna District | ISSN : 0378 – 4568, Volume. 51, No.2(II), Page No:29-39 | December-2021 | ---- |
| 10 | Shodh Samhita: Journal of Fundamental & Comparative Research | An Experiential Study On Stress Levels Of Employees Via Teleworking W.R.T Tata Consultancy Services, Bengaluru | ISSN: 2277-7067,Volume-VII, Issue No:8  Page No:22-30 | August-2021 | ---- |