

Conferences

Sl.No	Name of the Faculty	Conference Type	Title of the Paper	Title of the Conference	Details of Organising Institution	Year
1	J. Hemamalini	International		OMICS Groups - International conference and Exhibition on Obesity	OMICS Group - USA	Dec-12
2	J. Hemamalini	National	Childhood Obesity- The Strategies for Prevention of Obesity	Obesity - A Global Epidemic- Strategies for Prevention and Management	Department of Home Sciece, J.M.J. College Tenali, Ap	Feb 10 2012
5	M Bhaskara rao	National		Branding - A strategic tool for corporate success	Hyderabad Central University	23-24 Feb 2012
6	M Kishore Babu	National	Branding through Retailing to women	Branding - A strategic tool for corporate success	Hyderabad Central University	23-24 Feb 2012
9	M V A L Narasimha Rao	National	Branding through Corporate Social Responsibility- A new tool in Indian Marketing Scenario	Branding - A strategic tool for corporate success	Hyderabad Central University	23-24 Feb 2012
10	M Kishore Babu	National	Brand Metrics: A gauge for Brand performance	Branding - A strategic tool for corporate success	Hyderabad Central University	23-24 Feb 2012
11	S Ramesh babu	National	Branding in Heart land of India: An introspection for sustainability	Branding - A strategic tool for corporate success	Hyderabad Central University	23-24 Feb 2012
12	K S V Kumar	National	The Paradigm Shift in Microfinance- Role of ICT	Microfinance -Issues, Challenges & Policy Options in Emerging Economics (NSMF-2012)	Krishna University	17-18 Feb 2012

13	K J Sumita	National	Endorsement of Prospects & Crisis of Microfinance in India	Microfinance -Issues, Challenges & Policy Options in Emerging Economics (NSMF-2012)	Krishna University	17-18 Feb 2012
14	M Kishore Babu	National	The Paradigm Shift in Microfinance- Role of ICT	Financial Inclusion: Offering Banking Services through Technology	Krishna University	17-18 Feb 2012
15	P Vijayakumar Reddy	International	Convergence- Doing Business in India	Impact of Customer satisfaction on Emotional Loyalty	IFIM Business School, Bangalore-560 100	Jan 12-13-2012
16	K.S. Venkatesra Kumar	International	Value based Management in Organization-The Role of Ethics, Spirituality and Humann values	Interantional HR Conclave Four Es of HRM	Mahathma Gandhi College, Guntur, AP	2011
17	M Kishore Babu	International	Internationalisation of K L University	Globalisation of Engineering Education Institutions	NITTTR, Chennai	10th Jan 2011
18	K.S. Venkatesra Kumar	International	Innovations in Modern Banking and Innovative Financial Inclusion-Issues and Challenges	International conference on Innovation and Inclusion in Banking: Issues, Strategies and Options	School of Development Studies, Department of Applied Economics, Thalassery Campus, Palayad	2011
19	K.L.Lakshmi Sunitha	International	Co-operative Sector and Banking Finance in India	Innovation and Inclusion in Banking: Isues Strategies and Optionas	School of Development Studies, Department of Applied Economics, Thalassery Campus, Palayad	2011
20	M. Kishore Babu	International	Strategies for Marketing of Indian Health Care Services Internationally	International Conference on Internationao Trade and Commerce	Department of Commerce, Osmania University, Hyderabad, Ap	2010

21	S. Ramesh Babu	National	The Role Of Technoogy For Building Competitive advantage in Indian Retailing	Contemporary Issues In Marketing Of Services	Warangal Institute of Managrment, Hunter Road,Warangal.	2010
22	S. Ramesh Babu	International	Mapping Human Resource:A Strategic Edge In the Growth Of Indian Retailing.	Interantional HR Conclave Four Es of HRM	Mahathma Gandhi College, Guntur, AP	2010
23	P Vijayakumar Reddy	Internatonal	MARCON-2010	Anticidents & Consequences of Customer Satisfaction	IIM Kolcutta	2010
24	S. Ramesh Babu	National	CSR For Rural Health	Corporate governance in India-poicy and practice	Dept. Of Business Administration,KBN College,Vijayawada	2010
25	M. Kishore Babu	International	Managing Human Resources : A Strategic Edge	International HR Conclave Fous Es of HRM	Mahathma Gandhi College, Guntur, AP	2010
26	S. Ramesh Babu	International	Rural Marketin A Mantra In Global Turbulances.	Global Economic Turbulances- Shifts In Business Structures And Systems	Amrita Sai Institute,Vijayawada.	2009
27	S. Ramesh Babu	National	Rural Marketing:Reaching The Remote Through Retailing.	Prospects Of Retailing In Indian Market:Issues & Challenges.	Warangal Institute of Managrment, Hunter Road,Warangal.	2009
28	S. Ramesh Babu	International	marketing To The Rural:A Strategy For Changing Business Scenario.	Survival And Growth Strategies in Changing Business Scenario.	Annamalai University,TamilNadu	2009
29	S. Ramesh Babu	National	Branding Building-A Strategy for Tapping the Evolving Rural Markets	2nd Conference on Marketing to Tural Consumers	IIM Kozhikode, Kerala	2009

30	M.V.L. Narasimha Rao	National	Role of HRM on University Era	Managing in an Uncertain Economic Era-Embracing Change in a Service Economy	School of Management Studies, University of Hyderabad	2009
31	K.S. Venkatesra Kumar	International	Role of FII in Indian Capital Market	2nd International Conference on Doing Business in India	IFIM Business School, Bangalore-560 100	2009
32	M. Kishore Babu	International	Branding in Indian Retail sector-The Road Map	International Conference on Indigenous Management Practices (ICIMP)	Department of Business Management, Annamalai University, Tamil Nadu	2009
33	K.S. Venkatesra Kumar	National	Handloom Industry Development and Welfare Schemes	Challenges and strategies of Handloom Industry	VRS and YRN College, Chirala, AP	2009
34	K.S. Venkatesra Kumar	National	Credit rating	Development in Indian Financial services Sector in the Context of Globalization	P.G. Department of Business Administration, Montessori Hahila Kaasala	2009
35	K.S. Venkatesra Kumar	International	Rural Marketing-Real Test of Marketing	International Conference on Indigenous Management Practices (ICIMP)	Department of Business Management, Annamalai University, Tamil Nadu	2009
36	K.S. Venkatesra Kumar	National	Securities and Exchange Board of India-Role as a Regulator of Capital Market	5th National Conference Indian Capital market: Retrospect and Prospects	Gyan jyoti, Institute of Management and Technology	2009
37	M.V.L. Narasimha Rao	International	Cultural diversities and Cross Cultural communication	2nd International Conference on Doing Business in India	IFIM Business School, Bangalore-560 100	2009

38	Dr.C.Anbalagan	National	Recent Trends Of Capital market In India.	Recent Trends In Indian capital Market.	Pavendar Bharathidasan College Of Arts and Science,Pudhukottai,TamilNadu.	2008
39	Dr.C.Anbalagan	National	Recent Position Of Mutual Funds In India.	Recent Trends In Indian capital Market.	Pavendar Bharathidasan College Of Arts and Science,Pudhukottai,TamilNadu.	2008
40	S.Ramesh Babu	National	Building Brands- A Competitive Advantage For Rural Marketing.	Branding And Brand Metrics	Warangal Institute Of Managment,Warangal.	2008
41	S.Ramesh Babu	National	Undestanding Rurals A Competitive Edge In Tapping Potential Rural India	Marketing To Rural Consumers Understanding And Tapping The Rural Market Potential.	Indian Institute Of Management Kozhikode.	2008
42	S.Ramesh Babu	International	The Role Of Corporate Hands In Building Healthy Rural India.	Creativity And Entrepreneurship	MICA, Ahmedabad.	2008
43	Dr.C.Anbalagan	National	A Study Of Parental Encouragement,Adjustment and Achievement Related To Commerce Student.	Ocean Atmospheric Science & Technology Cell.	The Tamil University,Tanajavur, TamilNadu	2008
44	S.Ramesh Babu	National	Is India Ready For FDI In Retailing?	Emerging Trends In Indian Retailing-Problems And Prospects.	School Of Management,Kakatiya University.	2007
45	M.Kishore Babu	National	Retailing to Women Requires- A Holistics Approach	Human Dynamics in Rural sector	Koneru Lakshmaiah college of Engineering, Vadeswaram,	2007