

S.No	Title of paper	Name of the author/s	Name of journal	Year of publication	ISSN number
1	A Study of Socio-Cultural factors and their influence on Rural Women's Empowerment in Solar Power Sector in	Dr.A. Udaya Shankar	Journal of Contemporary Issues in Business and	15-06-2021	1323-6903
2	PRODUCTION AND CONSUMPTION PATTERN OF MANGO MARKETING ALONG	Dr.A. Udaya Shankar	International Journal of Applied Business and	08-12-2016	0972-7302
3	AN EMPIRICAL STUDY ON THE PROBLEMS OF MANGO CULTIVATION AND MARKETING	Dr.A. Udaya Shankar	IJFANS International Journal of Food and Nutritional	12-12-2022	2320-7876
4	THE ROLE OF 3RD PARTY LOGISTICS IN BRINGING EFFICIENCY & EFFECTIVENESS AMONG THEIR	Dr.A. Udaya Shankar	IJFANS International Journal of Food and Nutritional	05-02-2019	2320-7876
5	Consequences of customer satisfaction in organized food and grocery retailing: An empirical analysis in Andhra	Dr.A. Udaya Shankar	A Academy of Marketing Studies Journal	28-08-2022	1095-6298
6	DIGITAL MARKETING PRACTICES FOR AGRICULTURE PRODUCTS IN INDIA	Dr.A. Udaya Shankar	International Journal of Applied Business and	08-12-2016	0972-7302
7	THE EFFECTIVENESS OF ADVERTISING OF VOLKSWAGEN BRAND -AN EMPIRICAL STUDY OF	Dr.A. Udaya Shankar	IJFANS International Journal of Food and Nutritional	12-06-2022	2320-7876
8	Is Patient Experience the New Normal in Healthcare Sector?	Dr.A. Udaya Shankar	IJFANS International Journal of Food and Nutritional	05-02-2019	2320-7876
9	Risk on the selection of financing methods in power projects	Dr.A. Udaya Shankar	A Academy of Marketing Studies Journal	05-01-2023	1095-6298
10	INDIA'S ECONOMY IS STILL LARGELY DEPENDENT ON AGRICULTURE, FRUIT, VEGETABLE, AND	Dr.A. Udaya Shankar	International Journal of Applied Business and	05-02-2015	0972-7302
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12	Interface of experiential marketing shoppers behaviour and loyalty in organized retailing study on select retail malls in	Dr.A. Udaya Shankar	IJFANS International Journal of Food and Nutritional	27-02-2019	2320-7876
13	Work-life balance of women working in the education sector (With reference to Warangal dist., Telangana)	Dr.A. Udaya Shankar	Journal of Advanced Research in Dynamical and Control	10-10-2018	1943-023X
14	The purpose of this study is to look at the factors that affect consumers'	Dr.A. Udaya Shankar	Journal of Advanced Research in Dynamical and Control	08-10-2018	1943-023X
15	A STUDY ON IMPACT OF SOCIAL MEDIA IN THE TRANSFORMATION OF CONVENTIONAL SHOPPING	Dr.A. Udaya Shankar	IJFANS International Journal of Food and Nutritional	20-12-2022	2320-7876
16	Role of CRM in emerging Business strategies -A study on Big Bazaar	Dr.A. Udaya Shankar	IJFANS International Journal of Food and Nutritional	05-05-2019	2320-7876
17	Online buying behavior of women: A comparative study on kalamkari with other handlooms in A.P (Andhra Pradesh)	Dr.A. Udaya Shankar	International Journal of Research and Business	01-01-2014	2321-5615
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77	ASSESSMENT OF MARKETING MIX VARIABLES ON CUSTOMER SATISFACTION: A STRUCTURAL	Dr.Burra Vamsi Krishna	JOURNAL OF EARLY CHILDHOOD AND SPECIAL	25-05-2022	1308-5581
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142	Bioenergy Generating Firms of Andhra Pradesh & Telangana State â€” Are They In Revival Stage? (A	Dr.Hema Divya Kantamaneni	International Journal of Engineering and Advanced	30-04-2019	2249- 8958
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148	An empirical study on customer satisfaction towards reverse	Dr.Jagu Venkata Ramana	AIP Conference Proceedinngs	21-11-2023	
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