

2012-2013

Dr.Mrs.N.V.Kavitha

International Publications

1. Quality Sustenance and Enhancement in Higher Education: A Study on Innovative Teaching Learning Process published in Conference Proceeding: IICE – 2012 with ISBN 978-1-908320-06-3, page 103 to 108.

National Publications

2. A Study on Higher Education Institutions in Environment Education published in “Asian Journal of Research in Social Sciences & Humanities” with number ISSN 2250-1665 Vol II Issue IX – Sep 2012, Pg – 51-55 in 2012.
3. Role of Information Technology in Banking – A case study of SBH was published in an International Journal of research in Management, Economics and Commerce, Vol-2, Issue II (Nov-2012), page 29 to 41 in 2012.
4. Survey on certain aspects of purchase and consumption of Fish in Hyderabad and Secunderabad (AP) with ISBN 0971-4529 Vol 32 No. 10 in 2013.

Seminar Volumes and books with ISBN

Dr.Mrs.N.V.Kavitha & Mrs.N.Suma Reddy

5. A Case Study on “Affordable Housing in India – A Dream or a Reality” was published by Himalaya Publishing House in a book titled “Banking Industry in Housing Finance” with ISBN 978-93-5097-129-1, page no.s 149 to 151 in 2012.
6. “A Comparison of CSR Initiatives in Commercial and Private Banks” was published in a book titled “Strategic Corporate Social Responsibility – towards a sustainable Business” an academic reference Series with an ISBN no 978-93-82563-42-6,page no 329 to 350 in 2012.

2013-2014

1. *Dr. Mrs. N. V. Kavitha, Ms. T. Anuradha, Ms. Mahitha Davala & Ms. Usha Rani* published a joint paper on “**FDI in Indian Retailing - An Empirical Study**” in an Indian Journal of Commerce and Management an Internationally *Indexed Blind Peer Reviewed Journal*, Volume IV Issue 2(1), May 2013 with an Impact Factor (GIF): 0.405 and ISSN 2249-0310, page 6-11.

2. Dr.Mrs.N.V.Kavitha published a joint paper on “**Financial Inclusion– A Study On The Role Of Banking Sector In Andhra Pradesh**” in an Radix International Journal Of Research in Social Science ,Volume 2, Issue 5 (May 2013) ISSN: 2250 – 3994.

3. Dr.Mrs.N.V.Kavitha published a joint paper on “**Role of Higher Educational Institutions in Entrepreneurship Education**” in a Zenith International Journal of Multidisciplinary Research Index Copernicus Value (2011) Of Journal Is 5.09 and Global Impact factor is 0.675 and ISSN: 2231-5780 in September, 2013.

4. Dr.Mrs.N.V.Kavitha and Dr.Smita Asthana published a Joint paper on “**A Study on Environmental Ethics and Role of an Individual –Towards Sustainable Development**” in an Asian Journal Of Research In Social Sciences And Humanities with an Impact Factor Global =0.315,and ISSN:2250-1665.

5. Dr.Mrs.N.V. Kavitha published a joint paper on “**Financial Inclusion towards Sustainable Development - A Study on the Role of Indian Banking Sector**” Aadyam, A Journal of management, is a biannual publication volume 2 ,issue 1 (Jan-June 2103) with an ISSN: 2278-4152,Page no 14 to 24.

6. Dr.Mrs.N.V. Kavitha and Mrs N.Suma Reddy published a joint paper on “ **A Study On Affordable Housing In India**” in an International Journal of Marketing, Financial Services & Management Research with an ISSN 2277- 3622 Vol.2, No. 12, DECEMBER (2013), page 43 to 58.

7. Dr.Mrs.N.V. Kavitha and Mrs N.Suma Reddy published a joint paper on “**Convergence With IFRS-Implications and Risks in Banking Sector**” in ZENITH International Journal of Multidisciplinary Research Index Copernicus Value (2011) Of Journal Is 5.09 and Global Impact factor is 0.675 and an ISSN 2231-5780 Vol.3 (12), DECEMBER (2013),page no 243 to 265.

8. Published a joint paper on “**Integrating Value Education in the curriculum**”-A move towards quality enhancement in education in a book titled "Recognizing holistic learning for quality enhancement. Integrating Curriculum with Co-Curriculum" with an ISBN: 978-93-82880-49-3, published by Excel India Publishers.

9. Published a joint paper on Talent management in HEIs- The only answer to match with global standards in a book titled 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.

10. **Published a joint paper on “Is Green Marketing – A New Ecological Paradigm?”- A Study On Select Customers** in ZENITH International Journal of Multidisciplinary Research Index Copernicus Value (2011) Of Journal Is 5.09 and Global Impact factor is 0.675 and an ISSN 2231-5780 Vol.4 (4), April (2014),page no 204 to 214.

11. Published a joint paper on "A Study on Impact of Viral Marketing on Consumers" in an International Journal Of Marketing, Financial Services & Management Research with an ISSN 2277-3622 Vol.3 (4), APRIL (2014) having an impact Factor of 0.468, page no150 to 162 .

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S.NO.	Name	Article Details	Publication Details regarding ISSN/ISBN and Impact factor etc...
1	Dr.Mrs.N.V.Kavitha and Dr.Elizabet Margaret	Higher Education and Economic Development- Perspectives and prospects	Literacy Information and Computer Education Journal, (LICEJ) Volume 5, Issue 1, March 2014, published by Infonomics Society.
2	Dr.Mrs.N.V.Kavitha and	Green marketing –	ZENITH International Journal of

	Mrs. N. Suma Reddy	implications and strategies	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.
3	Dr.Mrs.N.V.Kavitha, Mrs. N. Suma Reddy and Mrs. Amathun Noor	A Study on the Effects of Mergers and Acquisitions	Indian Banking Sector- A Fad or a Fade" in Journal of Studies: PravishRajnam with ISSN 2348-3652 in July, 2014 issue page no's 70-78.
4	J. P. Bharathi,DavalaMahitha&J . Sounjanya	Women in Advertisements: It's Ethics and Impact on Society	International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with ISSN 2278-0211, Nov. 2014
5	Asma Sultana, A. Ramya, Naga Suvarchala&Afreem	A Study on Developing Competency of Workforce Planning	International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with SSN 2278-0211, Nov. 2014
6	IfathShaheen,Pranathi , Asra Sultana &Amathun Noor	Forensic Accounting and Fraud Examination in India	International journal of innovative research & development. Vol.3, Issue 12 (Special Issue)with ISSN 2278-0211, Nov. 2014
7	Asma Sultana &Dr. N .V. Kavitha	Islamic Banking in India	International journal of innovative research & development. Vol.3, Issue 12 (Special Issue)with ISSN 2278-0211, Nov. 2014
8	AnushaSharma,R. Meenakshi&Dr. N. V. Kavitha	A Study on Foreign Direct Investment in Indian Retailing	International journal of innovative research & development. Vol.3, Issue 12 (Special Issue)with ISSN 2278-0211, Nov. 2014
9	Dr. N. V. Kavitha,N. Suma Reddy &Pravalika	A study on Emotional Intelligence among Teaching Fraternity in Higher Educational Institution	International journal of innovative research & development. Vol.3, Issue 12 (Special Issue)with ISSN 2278-0211, Nov. 2014
10	MeenuSambaru&Dr. N. V. Kavitha	A Study on IFRS in India	International journal of innovative research & development. Vol.3, Issue 12 (Special Issue)with ISSN 2278-0211, Nov. 2014
11	K. Usha Rani &Dr. N. V. Kavitha	A Study on E-Banking Services: Perceptions of Select Customers"	International journal of innovative research & development. Vol.3, Issue 12 (Special Issue) with ISSN 2278-0211, Nov. 2014
12	Dr.N.V.Kavitha and N. Suma Reddy	A Study on the Implications of Basel-III on Indian Banking Sector	Asian Journal of Research in Business Economics and Management vol-4, issue12,Dec,2014,page no 145 to 152 with an ISSN:2249-7307, SJIF:2.302

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

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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. Kavitha & Mrs.Suma Reddy	International Multidisciplinary Research Journal (RHIMRJ) PIF Impact Factor is 2.125	Volume-2, Issue-8, and August-2015.	Commerce.stann@gmail.com
2	Study on Women Entrepreneurs in Micro business units in Telangana Region	Dr.Mrs.N.V. Kavitha and Ms.Zeba Dannish	International Research Journal Business Management – SJIM for 2014 is 4.192	Volume No – VIII, September – 2015, Issue – 11	Commerce.stann@gmail.com
3	A study on corporate ethics in IT sector – Perceptions of select employees	Dr.Mrs.N.V. Kavitha & Mrs.Suma Reddy	SJCC Management Research Review (A Biannual Peer Reviewed National journal)	September 2015	Commerce.stann@gmail.com
4	Financial Inclusion towards sustainability – A study on role of Indian Banking Sector	Dr.Mrs.N.V. Kavitha	International Multidisciplinary Research Journal (RHIMRJ) PIF Impact Factor is 2.125	Volume-2, Issue-10, October-2015	Commerce.stann@gmail.com
5	Total Quality Management to Process Re-engineering the Management Education – A Paradigm Shift	Dr.Mrs.N.V. Kavitha	International Multidisciplinary Research Journal (RHIMRJ) PIF Impact Factor is 2.125	Volume-3, Issue-1, January-2016	Commerce.stann@gmail.com
6	Fostering Integrated Reporting in Indian Corporate Sector	Dr.Mrs.N.V. Kavitha & Mrs.Suma Reddy	International Multidisciplinary Research Journal (RHIMRJ) PIF Impact Factor is 2.125	Volume-3, Issue-1, January-2016	Commerce.stann@gmail.com

7	A study on customer satisfaction on BPR at SBH	Dr.Mrs.N.V. Kavitha	Journal of Advanced Research in Commerce and Management, impact factor of 2.8	Volume-3, Issue-1, January-2016.	Commerce.stann@gmail.com
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.stann@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.stann@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.stann@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.stann@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.stann@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.stann@gmail.com

14	Impact Of Merger & Acquisition In Mobile Industry- A Case Study On Vodafone & Hutch	Mrs.Pranathi ,Mrs.Amathunoor & Mrs.Indira PriyaDarshini	International journal of innovative research & development	Vol 5 Issue 2, January 2016	Commerce.stann@gmail.com
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.stann@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.stann@gmail.com
Publication of research papers in books with ISBN					
17	A study on Ethical Issues in Corporate Sector	Dr.Mrs.N.V.Kavitha & Mrs.Suma Reddy	Business Dynamics – A Paradigm shift in Policies for Sustainability	ISBN: 978-93-85506-03-1 Volume I, 2015	Commerce.stann@gmail.com
18	A study on Opportunities and challenges in e-tailing in India	Dr.Mrs.N.V.Kavitha & Mrs.Suma Reddy	Contemporary Issues in Marketing, Finance ,HRM and IT	ISBN: 978-93-85506-01-7, 2015	Commerce.stann@gmail.com
19	Human Resource Accounting in select Indian Companies	Dr.Mrs.N.V.Kavitha	Contemporary Issues in Marketing, Finance ,HRM and IT	ISBN: 978-93-85506-01-7, 2015	Commerce.stann@gmail.com
20	A Study On Green Computing & ITZ Environmental 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.stann@gmail.com
21	A study on customer awareness and satisfaction of	Dr.Mrs.N.V.Kavitha and Mrs. Usharani	Business Dynamics – A Paradigm shift in policies for	ISBN: 978-93-85506-04-8, volume-	Commerce.stann@gmail.com

	green banking services in the state of Telangana		sustainability	I, 2015.	
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.stanns@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.stanns@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.stanns@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.stanns@gmail.com
26	Role of MNCs in Emerging Stock Market	Mrs.AmthaAmathun Noor	Business Dynamics – A Paradigm shift in policies for sustainability	ISBN: 978-93-85506-04-8,volume-I, 2015.	Commerce.stanns@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.stanns@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.stanns@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.stanns@gmail.com

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S.NO.	Name	Article Details	Journal	Impact factor	Reference
1.	Dr. N.V. Kavitha & Mrs.N.Suma Reddy and Mrs.Amani Das	“Green Audit in India -An Empirical Study”	International Society for Green, Sustainable Engineering and Management Journal GSD – Green & Sustainable Development Ref: 194102112016 (1/3) Volume 3, Issue 20, October, 2016 with an ISSN: 2350-1464	General Impact Factor 1.4376(2015) Scientific Citation Indexing IF 0.65(2016)	
2.	Dr. N.V. Kavitha & Dr. Elizabeth Margaret	“Innovative Pedagogy in the Landscape of Higher Education – Vision 2030”	International Journal of Social Science & Interdisciplinary Research with an ISSN2277-3630, IJSSIR, Vol.5 (5), May (2016), pp.1-9	Scientific Journal Impact factor 3.503	
3.	Dr. N.V. Kavitha &	“Challenges in Higher Education in	International Journal of Social	Scientific Journal Impact	

	Dr. Elizabeth Margaret	India: A move towards Global Competitiveness”	Sciences & Interdisciplinary Research Vol.5 No.3, July-Sept 2016, ISSN 2277-677X	factor 3.503	
4.	Dr. N.V. Kavitha & Mrs.N.Suma Reddy	“A study on retail investors grievances in Indian capital markets”	International research Journal of Management and commerce , Vol. 4, Issue 3, March 2017 issue with ISSN 2348-9766, page 71 to 84	Impact factor:5.564,	
5.	Dr. N.V. Kavitha & Mrs.N.Suma Reddy and Mrs.Amani Das	“Environmental Management System –A Study of Green Audit in Select Companies”	International Society for Green, Sustainable Engineering and Management Journal GSD – Green & Sustainable Development Ref: 194102112016 (1/3) Volume 3, Issue 20, March, 2017 with an ISSN: 2350-1464	General Impact Factor 1.4376(2015) Scientific Citation Indexing IF 0.65(2016).	
6.	Dr. N.V. Kavitha & Mrs. T .Anuradha	GST in India – An Empirical study	RESEARCH HUB- International Multidisciplinary Research Journal with ISSN: 2349-7637 (Online), April issue	Impact factor:3.49	
7.	Mrs.T .Anuradha	“Migration to GST”	Goods and Services tax (GST) Recent Developments, Opportunities and Challenges	?	?

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S.No.	Name	Article Details	Journal	Impact factor	Reference
1.	Dr.N.V.Kavitha and Mrs.N.Suma Reddy	A Study on Implications of Proposed GST on SME	International Journal of Research in commerce, Economics and Management		volume no.7(2017) Issue no.11(November)with ISSN 2231-4245
2.	Mrs.K.Usha Rani and Mrs.V.Vasudha	Customer Perception Towards E-Banking Services-Post Demonetization	IOSR Journal of business and management		ISSN:2278-487X,P-ISSN:2319-7668 PP67-73.
3.	Mrs.Supriya Nari and Ms.Asra Sultana	Demonetization-Its impact on common man	International Journal of Engineering Technology Science and Research		volume no.5(2018) Issue no.1(January)with ISSN 2394-3386 PP 516-520
4.	Ms.Rahmathunnisa and Ms.Dhivya Kumari	Impact of Demonetization-Cash to Cashless, A study of selected consumer	IOSR Journal of business and management		e-ISSN: 2278-487X, P-ISSN: 2319-7668 PP34-40
5.	Ms.Dhivya Kumari and Ms. Aala Shaheneyer	Study on Brand Communication among consumers using social networking sites	International Journal of Engineering Technology Science and Research		volume no.5(2018) Issue no.1(January)with ISSN 2394-3386 PP 404-414
6.	Dr.N.V.Kavitha and Mrs. Suma Reddy	A Study on Hawk Eye – A technology initiative of Hyderabad Police	International Journal of Research Culture Society,	Impact Factor:3.449	ISSN:2456-6683, special issue – 2
7.	Dr.N.V.Kavitha, Dr. Mrs. Elizabeth	Innovation in Higher Education System in India – A Move	International Journal of Research		ISSN: 2456-6683

	Margaret	towards Sustainable Development	Culture Society		Special Issue - 4
8.	Dr.N.V.Kavitha, Dr.G.Angela and Mrs. Jyothi Cherukuri	Flexible Pedagogies: Technology Enhanced Learning in HEIs	International Journal of Research Culture Society	Impact Factor:3.449	ISSN:2456-6683, special issue – 4
9.	Dr.N.V.Kavitha, Dr. Mrs. Elizabeth Margaret	Road to Excellence: A Study on Autonomous Status in HEIs	IOSR Journal of Research & Method in Education (IOSR-JRME)		e-ISSN: 2320–7388,p-ISSN: 2320–737X Volume 8, Issue 1
10.	Dr.N.V.Kavitha	IFRS in India: An Empirical Study	Book titled “IFRS & Its Implications In India”		ISBN978-96-25684-3,page no.32
11.	Mahitha Davala ,J.P.Bharathi And J.Saujanya	Role of educational Institutions in implementation of IFRS in India	Book titled “IFRS & Its Implications In India”		ISBN, Page no.54
12.	Ms.Ch.Naga Suvarchala, Ms.Rahmath Unnisa and Ms.Manjari Harnoor	Impact of Cultural Tourism in Telangana	Book titled “Tourism in India: Prospects and Challenges”		ISBN no. 978-93-85100-85-7.
13.	Dr.N.V.Kavitha and Mrs. Suma Reddy	A Study on Hawk Eye – A technology initiative of Hyderabad Police	conference proceeding book		ISBN 978-81-931132-4-0