

## **PUBLICATIONS (INTERNATIONAL & NATIONAL JOURNALS/CONFERENCES)**

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- [3] Ms.Akarsha Vustikayala Dr.G.Naveen Kumar The Role Of Hr Analytics In Higher Education Institutions International Journal of Disaster Recovery and Business Continuity Vol.11, No. 3, (2020), pp. 2557–2566 ISSN: 2005-4289 IJDRBC Copyright ©2020 SERSC
- [4] Naveen Kumar Gurram Dr. S Upendra Sastry Dr.Venkata Sai Srinivasa Rao Muramalla, "Internal Marketing in the Banking Sector: A study on Perceptions of Employees in State Bank of Hyderabad" International Conference on Strategies for Business Excellence at Malla Reddy College of Engineering & Technology in Zenith, International Journal of Multi-Disciplinary Research June 2019,Volume 9 Special issue 1 ISSN 2231-5780,SJIF Impact factor 2018:6.479 ,pp.1-6.
- [5] Dr.Venkata Sai Srinivasa Rao Muramalla, Naveen Kumar Gurram "Factors Influence Job Satisfaction of Bank Employees: An Internal Marketing Outlook" International Conference on Strategies for Business Excellence at Malla Reddy College of Engineering & Technology in Journal of Social Welfare and Management May-August 2018,Volume 10 Number 2 , ISSN: 0975 – 0231 pp.70-72.
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