



MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
DEPT.OF ELECTRONICS AND COMMUNICATION ENGINEERING

RESEARCH PUBLICATIONS

2019-20

Dr. V.S.K. Reddy

International Conferences:

- [1]. Mallikarjuna LK, VSK Reddy, "Retrieval of Video Contents based on Deep Parameter Analysis using Machine Learning", Springer AISC ICSCSP 2019, Vol. 900, June 2019.
- [2]. GS Naveen Kumar, VSK Reddy, , P. Sanjeeva Reddy , "Extraction of Key frames using Rough Set Theory for Video Retrieval ", Springer AISC ICSCSP 2019, Vol. 898, Jun-19.

Dr. S. Srinivasa Rao

International Journals:

- [1]. R. Chinna Rao, Dr.D. Elizabeth Rani, Dr S.Srinivasa Rao, "Performance Enhancement of Vcoders using IPDP Protocol with DTX Algorithm for Speech Processing in Mobile Networks", Journal of Advanced Research in Dynamical & Control Systems, Vol. 11, 02-Special Issue, May 2019, PP 1504-1516.

Dr. V. M. Senthil Kumar

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- [1]. V.M. SenthilKumar, S.Ravindrakumar, D.Nithya, N.V.Kousik, "A Vedic Mathematics based Processor Core for Discrete Wavelet Transform Using FinFET and CNTFET Technology for Biomedical Signal Processing", Microprocessors and Microsystems, 22 August 2019.
- [2]. V.M. SenthilKumar, "FINFET Operational Amplifier with Low Offset Noise and High Immunity to Electromagnetic Interference", Microprocessors and Microsystems, 22 May 2019.

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- [1]. Ciddula Rathnakar, Senthilkumar Vm, Ravindrakumar S and Anantha Guptha M., "A Hybrid Full adder design Using Multigate Devices Based On XOR/XNOR Logic", Springer AISC ICSCSP 2019, Vol. 898, Jun-19.
- [2]. Maram Anantha Guptha, Senthilkumar V.M., Hari Prasad T and Ravindrakumar S., "Low Power Less Leakage Operational Transconductance Amplifier (OTA) Circuit Using FinFET ", Springer AISC ICSCSP 2019, Vol. 898, Jun-19.

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- [1]. Ganesan P , B.S. Sathish , R. Murugesan, " A Simple Approach to Automated Brain Tumor Segmentation and Classification", Research Journal Pharm. and Tech., ISSN 0974-3618, Vol. 12, Issue 7, July 2019, PP 3564-3568.

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G. S. Naveen Kumar

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- [1]. R. Chinna Rao, Dr.D. Elizabeth Rani, Dr S.Srinivasa Rao, “Performance Enhancement of Vocoders using IPDP Protocol with DTX Algorithm for Speech Processing in Mobile Networks”, Journal of Advanced Research in Dynamical & Control Systems, Vol. 11, 02-Special Issue, May 2019, PP 1504-1516.

Maram Anantha Gupta

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- [1]. Ciddula Rathnakar, Senthilkumar VM, Ravindrakumar S and Anantha Guptha M., “A Hybrid Full adder design Using Multigate Devices Based on XOR/XNOR Logic”, Springer AISC ICSCSP 2019, Vol. 898, June 2019.
- [2]. Maram Anantha Guptha, Senthilkumar V.M., Hari Prasad T and Ravindrakumar S., “Low Power Less Leakage Operational Transconductance Amplifier (OTA) Circuit Using FinFET ”, Springer AISC ICSCSP 2019,Vol. 898, June 2019.

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Dr. V.S.K. Reddy

International Journals:

- [1]. Srikanth.B, Naveen Kumar GS, VSK Reddy, “Analysis of BER and Out-Of-Band Interference Enhanced Using ICTF Approach for PAPR Reduction”, International Journal of Engineering Research in Computer Science and Engineering (IJERCSE), Nov-18, Vol. 4, Issue 11, pp: 321-324.

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- [1]. GS Naveen Kumar, VSK Reddy , “Key frame Extraction using Rough Set Theory for Video Retrieval”, Springer AISC ICSCSP 2018,Vol. 898, June 2018.
- [2]. Mallikarjuna LK, VSK Reddy, “Key Frame Extraction Using Content Relative Thresholding Technique for video Retrieval”, Springer AISC ICSCSP 2018, Vol. 900, June 2018.
- [3]. Dr. Ravi Shankar Reddy C, Dr. Siva Kumar Reddy V, Vinay Simha Reddy T, “Advanced Protection For Automobiles Using MSP430”, Springer AISC ICSCSP 2018, Vol. 900, June 2018.

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- [1]. Ch. Suneetha, S. Srinivasa Rao, K.S.Ramesh, “Design of fuzzy logic for cognitive radio networks for efficient spectrum decision and channel assignment”, International Journal of Engineering & Technology, 7 (2.33), 2018, PP 266-272.
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Dr. C. Ravi Shankar Reddy**International Conferences:**

- [1]. Dr. Ravi Shankar Reddy C, Dr. Siva Kumar Reddy V, Vinay Simha Reddy T, "Advanced Protection For Automobiles Using MSP430", Springer AISC ICSCSP 2018, Vol. 900, Jun-18.

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- [1]. Dr. D. Sasikala, Dr.V. M. Senthilkumar, Ms. G. Anish Girija, "Design of an Area Efficient FinFET Based Approximate Multiplier in 32nm Technology for Low Power Application", International Journal of Pure and Applied Mathematics (SCOPUS), Jul-18, Vol. 120, No. 6 2018, 2101-2114.
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- [1]. V M Senthilkumar , S Ravindrakumar, "Design of an Area Efficient FinFET Based Approximate Multiplier in 32nm Technology for Low Power Application", Springer AISC Series, 2018.

Dr. B.Jyothi**International Conferences:**

- [1]. B.Jyothi, "MRI Brain Tumor Segmentation using Automatic 3D Blob Method", Springer AISC ICSCSP 2018, Vol. 900, Jun-18.

Dr.M. Sucharitha**International Journals:**

- [1]. V. Prabhu, P.G. Kuppusamy, A. Karthikeyan , M. Sucharitha, "A Novel approach for non-invasive measurement of mean arterial pressure using pulse transit time", Multimedia Tools and Applications, Springer Nature 2018.
- [2]. Reena Thomas, Sucharitha M, "A Robust Image Watermarking System based on E DWT and SVD", ARPN Journal of Engineering and Applied Sciences, ISSN 1819-6608, Vol.. 13, No. 33, Dec 2018, PP 9170-9174.

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- [2]. Murugesan R, Vijayaraj M, Vetrivel, "Multi Attribute Minimum Throttle Approximation Based Sinkhole Detection in Mobile Adhoc Networks", IJESRT, vol 6, issue6, pp455-463, June 2018.

K.Murali Krishna**International Journals:**

- [1].Malve Manoj, K. Murali Krishna, "Smart Car Security System using Raspberry Pi", International Journal of Innovative Research in Science, Engineering and Technology, ISSN 2319-8753, Vol.. 7, Issue 6, June 2018.

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- [2].Srikanth.B, Naveen Kumar GS, "Comparative Study Of LTV Channel for Mitigation of ICI with respect to LTI Channel under Different Condition in OFDM", International Journal of Research, Nov-18, Vol. 04 Issue14, pp: 3756-3763.

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- [2].GS Naveen Kumar, VSK Reddy , "Key frame Extraction using Rough Set Theory for Video Retrieval", Springer AISC ICSCSP 2018,Vol. 898, Jun-18.
- [3].Anitha Patibandla, G.S.Naveen Kumar, Anusha Meneni , "An Analysis of IPV6 Protocol Implementation for Secure Data Transfer In Cloud Computing", Springer AISC ICSCSP 2018,Vol. 900, Jun-18.

P. Anitha

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- [1].Asmita prabhakar Wakchaure, P. Anitha, "Implementation of Jacobi Iterative Solver using Verilog HDL", International Journal of Engineering Science and Generic Research (IJESAR), ISSN 2456-043X.Vol.-4, Issue-4, July-August 2018,PP 26-29.

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D. Asha

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M. Anusha

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- [1].Joshi Prerana, M.Anusha, N.Saritha “A High Performance (72, 64) SEC-DAEC codes for ECC”, International Journal of Engineering Science and Generic Research”, July-August, 2018, Vol.4;Issue4 page no:50-56.
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Ch. Kiran Kumar

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Dr. B.Jyothi

International Journals:

1. B.Jyothi, Y.MadhaveeLatha, P.G.Krishna Mohan, VSK Reddy, “An Optimized multidimensional feature vector for Automatic tumor detection and retrieving similar images for diagnosing clinically ”,International Journal of Biomedical Engineering and Technology, By Inderscience Publisher, July 2017.

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- [1]. M.Sucharitha and, K.ParimalaGeetha, “GA-BW based HMM in Brain Image Segmentation”, Journal of Signal Processing, Volume 1, Issue 3, 2015.
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- [1]. S Sasikanth, S Suresh Kumar, "Optimized clustering segmentation using heuristic algorithm (HA) with fcm for brain image analysis", Biomedical Research, ISSN 0970-938X, 2017 Vol. Special Issue.
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- [2]. O.Saidul Reddy, "Incremental Conductance Algorithm for Tracking the MPP of a Solar PV Panel", IJSER, May, 2017, Volume-4, Issue-3, 2177-2184.
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- [1]. D. Asha, M. Lavanya, Y. Madhavee Latha, "Content Based Video Retrieval System using Multiple Features", International Conference on Communications, Signal Processing, Computing and Information Technologies (ICCSPCIT-2014), ISBN: 978-93-83038-27-5, December 2014.



MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
(Autonomous Institution – UGC, Govt. of India)
DEPT.OF ELECTRONICS AND COMMUNICATION ENGINEERING

RESEARCH PUBLICATIONS

2018-19

RESEARCH PUBLICATIONS

Dr.D.Sujatha

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1]. Dr.D.Sujatha “An Efficient Feature Selection Technique for Keystroke Authentication Based on Low Impact Biometric Verification”. International Journal of Research and Analytical Reviews, UGC Approved Journal, Vol 6, issue 2, April-June 2019

[2]. Dr.D.Sujatha “Conviction-Created Concerted Secrecy Controlling In Online Social Networks”. Journal of Applied Science and Computations(JASC),ISSN NO: 1076-5131,Volume VI, Issue VI, JUNE/2019

[3].Dr.D.Sujatha “Systematic Verifiable Authorization Search System For Secure Cloud Storage” International Journal of Research,ISSN NO:2236-6124,Volume VIII, Issue VI, JUNE/2019

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[5]. Dr.D.Sujatha “Description Occupation Responsibility Along Side Fraudulent Big Data Sellers And Buyer” International Journal of Research,ISSN NO:2236-6124,Volume VIII, Issue VI,JUNE/2019

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International Conferences:

[1].Dr.D.Sujatha “Examining streaming data on twitter hash tags with relevance to social problems “ International Conference on Soft Computing and Signal Processing(ICSCSP-2018) springer,Hyderabad.

Dr.S.Shanthi

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1]. Dr.S.Shanthi “A Systematic and Analytical Approach to Techniques and Tools in Topic Modeling”International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-1, May 2019

[2]. Dr.S.Shanthi “FLAT Vs Hierarchical Routing Protocols in Wireless Sensor Networks: An In-depth Analysis” International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8 Issue-7S2, May 2019.

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[2].Dr.S.shanthi “Examining streaming data on twitter hash tags with relevance to social problems” International Conference on Soft Computing and Signal Processing, at Malla Reddy College of Engineering and Technology in Association with Springer Publication, Hyderabad, June 2019.(Scopus)

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[5].Dr.S.Shanthi “Design of Chaotic behavior for Programmable cellular automata based symmetric key encryption algorithm” International Conference on Emerging Technologies in Computer Science, ISBN: 978-81- 939386-1-4, at Malla Reddy College of Engineering, hyderabad, December 2018.

Dr. V.Chandrasekar

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[1]. Dr.V.Chandrasekar “User Authentication Based on Hausdroff Distance in Keystroke Dynamics using Memetic Algorithms” International Journal of Pure and Applied Mathematics, Vol. 118, no. 14, pp. 117-125, ISSN 1314 – 3395.(Scopus)

[2]. Dr.V.Chandrasekar “Routing Information Protocol for Wireless Sensor Networks” International Journal of Advance Engineering and Research Development’, Vol. 5, no. 2, pp. 1-5, ISSN 2348 –4470, (UGC Approved)

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[6]. Dr.V.Chandrasekar “A New Text Mining Approach for Web Content Search” International Journal of Research and Analytical Reviews, Vol. 06, no. 2, pp. 01– 04., ISSN 2349-5138

[7]. Dr.V.Chandrasekar “Identity Based-Dual Server Valid Key Exchange Protocols” Journal of Applied Science and Computations, Vol. 06, no. 6, pp. 364 –370., ISSN 1076 – 5131

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Dr.S.Nagendra prabhu

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Dr.Ajeeth kumar Pandey

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1] Dr.Ajeeth kumar Pandey “Feature Based Opinion Mining and Sentiment Analysis Using Fuzzy Logic” Cognitive Science and Artificial Intelligence, 2018

Dr.Thayyaba khaton

INTERNATIONAL / NATIONAL JOURNALS:

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[1].Dr.Thayyaba khaton, "A New Text Mining Approach for Web Content Search" International Journal of Research and Analytical Reviews, Vol. 06, no. 2, pp. 01– 04., ISSN 2349-5138

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[1]. Dr.Thayyaba khaton "Comparative Study of Data Preprocessing Techniques to Retrieve Hidden Intrinsic Scholarly Patterns from Biomedical Literature Database" International Conference on New Trends in Engineering and Technology-IEEE Xplore Digital Library on 7th and 8th September 2018

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G.Ravi

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1]. G.Ravi "An Advanced Mechanism for Secure Data Sharing In Cloud" International Journals on Electronics Engineering(ISSN:0973-7383),Volume 10,Issue 2,PP.77-81,June 2018-Dec-2018.

INTERNATIONAL / NATIONAL CONFERENCES:

International Conferences:

[1].G.Ravi "Emotion based extraction, classification and prediction of the audio data ICCII-2018 Springer,Dec 28-29,2018 at JNTUH,Kukatpally.

[2].G.Ravi "Comparative Analysis of Clustering Algorithms With Heart Disease Datasets Using Data Mining Weka Tool" International conference on soft computing and signal processing(SPRINGER),ICSCSP 2018.

[3].G.Ravi "Sentimental Analysis on Twitter Data Using Hadoop with Spring Web MVC"

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P.Honey Diana

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[1].P.Honey Diana “ Recent Trends in Security and Privacy of Sensitive Data in Cloud Computing” International Journal of Engineering &Technology, 7 (4.6) (2018) 241-245,2018

[2].P.Honey Diana “Advancements of Security and Privacy of Sensitive Data Cloud Computing” Journal of Adv Research in Dynamical & Control Systems,ISSN 1943-023X, Vol. 10, 11-Special Issue, 2018

[2].P.Honey Diana “Secure Data Access and Sharing On Outsourcing Information” International Journal of Research,ISSN NO:2236-6124,Volume VIII, Issue VI,JUNE/2019

R.Sujatha

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].R.Sujatha “Efficient visual cryptography technique for gray scale images using DWT and watermarking technique” International Journal for Innovative engineering and management Research.Vol 07 Issue13, Dec 2018 ISSN 2456 – 5083

[2].R.Sujatah “Detecting fake apps and restricting access to app store using Malware code detection and rating review analysis” International Journal of Research e-ISSN: 2348-6848 p-ISSN: 2348-795X Volume 06 Issue 07 June 2019

INTERNATIONAL / NATIONAL CONFERENCES:

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[1].R.Sujatah “A Comprehensive review on Density-Based Clustering algorithm in data mining 4th International Conference on Emerging Technologies in Computer Science(ICETCS-2018) ISBN 978-81-939386-1-4

D.Kalpana

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].D.Kalpna "Data Protection using RBAC and CPABE in Cloud Computing Infrastructure " International Journal & Magazine of Engineering, Technology, Management and Research Vol. 5, Issue No: 6 June 2018, ISSN No: 2348-4845

Arthi Jaya Kumari

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].Arthi Jaya Kumari "User Privacy Protection Methods In Cloud Based Services" International Journal of Research Volume VIII, Issue VI, JUNE/2019 ISSN NO:2236-6124 Page No:1093

K.M.Rayudu

INTERNATIONAL / NATIONAL JOURNALS:

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[1].K.M.Rayudu "Product Recommendation based on Category Familiarity using Explicit and Implicit Methods" International Journal of Research e- ISSN: 2348-6848 p-ISSN: 2348-795X Volume 06 Issue

P.Dileep

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[1].P.Dileep "Systematic Verifiable Authorization Search System For Secure Cloud Storage" International Journal of Research,ISSN NO:2236-6124,Volume VIII, Issue VI,JUNE/2019

INTERNATIONAL / NATIONAL CONFERENCES:

International Conferences:

[1].P.Dileep "Spark Streaming for Predictive Business Intelligence" International conference in soft computing and signal processing (SPRINGER), ICSCSP 2018.

M.Sirisha

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].M.Sirisha “Verifying And Matching Data Equality In Multi Cloud For Improving Security”
International Journal of Research,ISSN NO:2236-6124,Volume VIII, Issue VI,JUNE/2019

M.Venu

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].M.Venu “Conviction-Created Concerted Secrecy Controlling In Online Social Networks”
Journal of Applied Science and Computations(JASC),ISSN NO: 1076-5131,Volume VI, Issue VI, JUNE/2019

M.Gayatri

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].M.Gayatri “Review of Current Trends in Web Usage Mining” International Journal of Engineering & Technology,ISSN NO:690-694,Volume 7,2018

[2].M.Gayatri “Secure Scheme in Clouds for Solving Problems in Cloud Data Changing.”
International Journal of Research e-ISSN: 2348-6848 p-ISSN: 2348-795X Volume 06 Issue 07
June 2019

Ch.Naveen Kumar Reddy

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].Ch.Naveen Kumar Reddy “Description Occupation Responsibility Along Side Fraudulent Big data Sellers And Buyer International Journal of Research,ISSN NO:2236-6124,Volume VIII, Issue VI, JUNE/2019

D.Chandrashekar Reddy

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].D.Chandrashekar reddy “Access Control based Scheme for effective cloud data access

with secured policy with Equality Test” International Journal of Research e-ISSN: 2348-6848 p-ISSN: 2348-795X Volume 06 Issue 07 June 2019

M.Jayapal

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].M.Jayapal “Energy and memory efficient clone detection in Wireless sensor networks”

International Journal of Research,ISSN NO:2236-6124,Volume VIII, Issue VI,JUNE/2019

M.Sandeep

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].M.Sandeep “Transactional Attitude Checking In Commercial Procedure As A Service Paradigm” International Journal of Research,ISSNNO:2236-6124,Volume VIII, Issue VI, JUNE/2019

A.Shyam Prasad

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1]. A.Shyam Prasad “Aspect And Time-Based Access Management For Complex Data In Public Cloud” International Journal of Research,ISSN NO:2236-6124,Volume VIII, Issue VI,JUNE/2019

S.Viswanath Reddy

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].S.Viswanath Reddy, “Online Profile Community Behaviours For Dispensation Report Detection” IJRECE VOL. 7 ISSUE 2 (APRIL- JUNE 2019) ISSN: 2393-9028 (PRINT) | ISSN: 2348-2281 (ONLINE)

G.Manoj Kumar

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].G.Manoj Kumar "Implementation Of Biometric Empathy Scheme In Cloud Computing or Safety And Security System" International Journal of Research Volume VIII, issue VI june-019,PP no.1113-1120

K.Ravikiran

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].K.Ravi kiran "Location Based Keyword aware representative travel route recommendation" International Journal of Research Volume VIII, issue VI june-2019,PP no.1106-1112

M.Vijaya Kaml

INTERNATIONAL / NATIONAL JOURNALS:

International Journals:

[1].M.Vijaya Kamal "ABPMDF: Towards a Framework for Automated Model Discovery from Process Event Logs for Business Intelligence" IJATCSE (Scopus Indexed Journal) Volume 8, No.3, May - June 2019.

[2].M.Vijaya Kamal "Stock Price Forecasting Framework based on the Support Vector Regression" IJRTE (Scopus Indexed Journal)

[3].M.Vijaya Kamal "Monte Carlo Method Privacy Preserving Using Open API Service Based On Cloud Computing" International Journal of Research (IJR) -ISSN No:2236-6124 July 2019, Page No:1585-1589.

INTERNATIONAL / NATIONAL CONFERENCES:

International Conferences:

[1].M.Vijaya Kamal "Spark Streaming for Predictive Business Intelligence International conference on soft computing and signal processing" (SPRINGER),ICSCSP 2018.

[2].M.Vijaya Kamal "Stock Price Forecasting Framework based on the Support Vector Regression and Monte Carlo Method" International Conference on Computational Intelligence and Data Engineering (ICCIDE) 2019.

P.Bikshapathy

INTERNATIONAL / NATIONAL CONFERENCES:

National Conferences:

[1]. P.Bikshapathy "Equipment Test Life Cycle Management System" National Conference on Recent Challenges in Engineering and Technology (NCRCEST2019), HITAM, Hyderabad, 26th April, 2019

RESEARCH PUBLICATIONS

(2017-18)

Dr.D.Sujatha

NATIONAL/INTERNATIONAL CONFERENCES

International Conference

1. Dr.D.Sujatha Analysis of MRI Based Brain Tumor detection using RFCM Clustering and SVM Classifier International Conference on Soft Computing and Signal Processing(ICSCSP-2018) springer Series, June 22, 2018
2. Dr.D.Sujatha Minimization of Energy Consumption in Wireless Sensor Networks by Using a Special Mobile Agent International Conference on Soft Computing and Signal Processing(ICSCSP-2018) springer Series, June 22, 2018

Muga Supraja

NATIONAL/INTERNATIONAL CONFERENCES

International Conference

1.Muga Supraja A Security And Privacy Aware Location Based Profitable System Special Issue-3 (Trends In Engineering And Technology), IJAERS (NCTET-2K17)

Dr.S.Shanthi

NATIONAL/INTERNATIONAL JOURNALS

International Journals

[1]. Dr.S.Shanthi “Hyperspectral image denoising based on self-similarity and bm3d”
Journal of Advanced Research in Dynamical and Control Systems Vol. 9.Sp- 17 /
2018[SCOPUS INDEXED]

Dr.S.Shanthi

NATIONAL/INTERNATIONAL CONFERENCES

International Conference

1. Dr.S.Shanthi Minimization of Energy Consumption in Wireless Sensor Networks by Using a Special Mobile Agent International Conference on Soft Computing and Signal Processing(ICSCSP-2018) springer Series, June 22, 2018

Dr. V.Chandrasekar

NATIONAL/INTERNATIONAL CONFERENCES

International Conference

1. Dr. V Chandrasekar Data Web for Query Formulation Language International Conference on Emerging Technologies in Computer Science, ISBN: 978-93- 85100-13-0, at Malla Reddy College of Engineering, Hyderabad, November 2017.
2. Energy-Efficient Secure Data Aggregation Framework (ESDAF) Protocol in eterogeneous

Wireless Sensor Networks International Conference on Emerging Technologies in Computer Science, ISBN: 978-93- 85100-13-0, at Malla Reddy College of Engineering, Hyderabad, November 2017.

3. Improving the Security Issues in Wireless Sensor using Heterogeneous Algorithm International Conference on Emerging Technologies in Computer Science, ISBN: 978-93-85100-13-0, at Malla Reddy College of Engineering, Hyderabad, November 2017

4. Reach Centroid Algorithm Identify the Wireless Localization in Wireless Sensor Networks

International Conference on Emerging Technologies in Computer Science, ISBN: 978-93-85100-13-0, at Malla Reddy College of Engineering, Hyderabad, November 2017.

5. Routing Information Protocol for Wireless Sensor Networks International Conference on

Emerging Technologies in Computer Science, ISBN: 978-93-85100-13-0, at Malla Reddy College of Engineering, Hyderabad, November 2017

6. A Distributed Three-Hop Routing Protocol to Increase the Capacity of Hybrid Wireless Networks International Conference on Emerging Technologies in Computer Science, ISBN: 978-93- 85100-13-0, at Malla Reddy College of Engineering,Hyderabad, November 2017.

7. BLUE DOG International Conference on Emerging Technologies in Computer Science, ISBN: 978-93- 85100-13-0, at Malla Reddy College of Engineering,Hyderabad, November 2017

8. User Authentication Based on Hausdroff Distance in Keystroke Dynamics using Memetic

Algorithms' International Conference on Technical Advancements in Computer Science and Engineering (ICTACSE – 2018), at Malla Reddy Engineering College for Women, Hyderabad, January 2018

Dr. V.Chandrasekar

NATIONAL/INTERNATIONAL JOURNALS

International Journals

1. Dr. V.Chandrasekar Energy-Efficient Secure Data Aggregation Framework (ESDAF) Protocol in Heterogeneous Wireless Sensor Networks International Journal of Innovative Research Explorer', Vol. 4, no. 6, pp. 83-92, ISSN 2347-6060.(UGC Approved)

2. Dr. V.Chandrasekar Improving the Security Issues in Wireless Sensor using Heterogeneous Algorithm International Journal of Innovative Research & Studies, Vol. 7, no. 11, pp. 30-35, ISSN 2319 – 9725.(UGC Approved)

3. Dr. V.Chandrasekar 'Rank-Based Weighted Rule Mining Using Post Mining Methods with Ontology Support International Journal of Applied Engineering Research, Vol. 12, no. 17, pp. 7029-7032, ISSN 0973-4562. (Scopus Indexed)

4. Dr. V.Chandrasekar Routing Information Protocol for Wireless Sensor Networks International Journal of Advance Engineering and Research Development', Vol. 5, no. 2, pp. 1-5, ISSN 2348 – 4470 (UGC Approved)

Dr.S.Nagendra Prabhu

NATIONAL/INTERNATIONAL JOURNALS

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1. Dr.S.Nagendra Prabhu Introducing Proxy Cloud Storage Using Internet Information Services in University And Utilization Of Its Resources In The Academic Institution Journal of Network communications and Emerging Technologies, Volume 8, issue 2, February 2018.

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Scientific Publisher, 3291–3295 (July 2017)

Dr.E.Venkateswar Reddy

NATIONAL/INTERNATIONAL JOURNALS

International Journals

1. Dr.E.Venkateswar Reddy Segmentation of Reuters dataset using map reduce based distributed K-Means and Canopy Clustering Technique Journal of Adv Research in dynamical and control systems, JARDCS (Scopus Indexed), Volume 10, 09-Special Issue, 2018, pp. 2673-2677
2. Dr.E.Venkateswar Reddy Comparison of various color spaces for Image Segmentation Using Rough Fuzzy Clustering Technique International Journal of Computer Engineering & Technology (IJCET), Volume 9 Issue 1, Feb 2018, pp. 20-25(UGC Approved).

Dr.Ajeeth Kumar

NATIONAL/INTERNATIONAL JOURNALS

International Journals

1. Dr.Ajeeth Kumar Pandey Applying social network analysis to software fault-proneness prediction
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Dr.Thyabaa khatoon

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1. Dr.Thyabaa khatoon Bio-Medical Literature Retrieval From Mixed Literature Bank With The Aid Of Multi Kernel Fuzzy C- Means Technique (MK-FCM) Journal of Theoretical & Applied Information Technology volume 95 issue 12
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M V Kamal

NATIONAL/INTERNATIONAL JOURNALS

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1. M V Kamal A Survey On Various Data Dissemination Techniques Used In Data Analytics – Business Intelligence International Journal of Scientific & Engineering Research, Volume 8, Issue 11, November-2017 ISSN 2229-5518.
2. M V Kamal Arithmetic Collection Explore On Cipher Spatial Data International Journal Of Reviews On Recent Electronics And Computer Science (IJRRECS), IJRRECS/June 2017/Volume-5/Issue-6/7196-7201 ISSN 2321-5461.
3. M V Kamal A Security Determination- Reaction Architecture for Heterogeneous Distributed

Network International Journal of Scientific Research in Computer Science and Engineering, Vol.5, Issue.5, pp.22-34, October (2017) E-ISSN: 2320-7639.

Dr.Dabbu Murali

NATIONAL/INTERNATIONAL JOURNALS

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1. Dr.Dabbu Murali Cloud Multi-Site Aware Big- dataflow and storage for Scientific Authentication Int. Journal of Scientific Engineering and Technology Research Vol-06,Issue-26, 2017

P. Dileep

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1 P. Dileep A Survey On Various Data Dissemination Techniques Used In Data Analytics – Business Intelligence International Journal of Scientific & Engineering Research, Volume 8, Issue

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Manoj Kumar G

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1 Manoj Kumar G A Novel Secured Ancient Based Among Tough Artificial Intelligence International Journal of Reviews on Recent Electronics and Computer Science (IJRRECS), Volume 5, Issue 6, 2017

V. Suneetha

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1 V. Suneetha Privacy Preserving and Truthful Detection of Packet Dropping Attacks Wireless Sensor Networks International Journal of Emerging Technology in Computer Science & Electronics (IJETCSE) - vol.21, Issue.2 – July 2017, ISSN Online: 0976-1353

2 V. Suneetha Protected Info getting in Dispersed Disturbance Soldierly Area Networks International Journal of Reviews on Recent Electronics & Computer Science (IJRRECS) - vol.5, Issue.7 – July 2017, ISSN Online: 2321 – 5461

3 V. Suneetha Efficient Method for Privacy Preserving Malicious Packet Dropping in Wireless Ad-hoc Networks International Journal for Research on Electronics & Computer Science

(IJRECS) - vol.10, Issue.7 – August 2017, ISSN Online: 2321 – 5485

P. Honey Diana

NATIONAL/INTERNATIONAL JOURNALS

International Journals

1 P. Honey Diana A Survey on Challenges and Directions of Cyber Security AIJREAS VOLUME 3, ISSUE 3, MARCH 2018, ISSN-2455-6300 (ONLINE)

2 P. Honey Diana Smart Traffic Control System Using Zigbee/Rfid Networks International Journal of Civil Engineering and Technology (IJCIET),(Scopus Indexed Journal),ISSN Print: 0976-6308 and ISSN Online: 0976-6316, Volume 8, Issue 6, June 2017.

Ch. Naveen Kumar Reddy

NATIONAL/INTERNATIONAL JOURNALS

International Journals

1 Ch. Naveen Kumar Reddy Improve P2P File Sharing for Routing Efficiency On To Minimize

Response Delay in MANETs International Journal of Innovative Research in Science, Engineering and Technology Volume 6 Issue 8 Pages 2319-8753

2 Ch. Naveen Kumar Reddy Providing Efficient and Secure Data Aggregation for Our Scheme

in Mobile Sensing System International Journal of Innovative Research in Science, Engineering and Technology Volume 6 Issue 8 Pages 2319-8753

K. M. Rayudu

NATIONAL/INTERNATIONAL JOURNALS

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1 K. M. Rayudu Multi-Hop Routing Protocol To Improve the Energy For Wireless Networks

International Journal Of Innovative Technology And Research Volume No.5, Issue No.4, June – July 2017, 6561- 6563

2 K. M. Rayudu An Assortment of Informative Big Data Analytics with Hadoop and

Open Nets International Journal of Advanced Research in Computer Science, Volume

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M. Sirisha

NATIONAL/INTERNATIONAL JOURNALS

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1 M. Sirisha An efficient approach to forensic investigation in cloud using VM International journal of advance engineering and research development, snapshots nearest keyword set

Search Volume No. 5, 2018,1517-1521

Dr.K.Palani

NATIONAL/INTERNATIONAL JOURNALS

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1 Dr.K.Palani Improved Adaptive Gateway Discovery Scheme using CAB - Protocols in MANET to INTERNET Connection ARPN Journal of Engineering and Applied Science ,Vol. 11, No. 1,pp 758-764 , Global Impact Factor 0.765.

Ravi Kiran K

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Dr.D.Sujatha

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1. Dr.D.Sujatha Data Management with De-Duplication System in Cloud Computing International Journal & Magazine of Engineering, Technology, Management and Research Vol NO 4(2017), Issue No 7(July),ISSN No 2348-4845.2017

Dr.S.Shanthi

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1. Dr.S.Shanthi A Fuzzy Logic based Dynamic Channel allocation Scheme for wireless Cellular networks to optimize the frequency reuse IEEE Region 10 Conference (TENCON) 2016, Malaysia
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- 1.Dr.E.Venkatesh war Reddy A Comparative study of clustering techniques for big data sets using Apache Mahout 3rd IEEE International Conference on Smart City and Big Data 2016, Sultanate of Oman, April 2016

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[1]. Y DILEEP BABU "Packet Classification Model for Intrusion detection and analysis" International Conference on Communications, Signal Processing computing And Information Technologies (ICCSPCIT-2k14) organized by Malla Reddy College of Engineering and Technology

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DEPARTMENT OF INFORMATION TECHNOLOGY

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DEPARTMENT OF ELECTRICAL & ELECTRONICS ENGINEERING

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MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY
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Master of Business Administration

RESEARCH PUBLICATIONS

Dr. G. NAVEEN KUMAR

Journals

1. Dr. Venkata Sai Srinivasa Rao Muramalla Prof. G. Naveen Kumar “CRM IN SAUDI TELECOMMUNICATION SECTOR: Customer views about service providers” International Journal in Management and Social Science (Impact Factor- 5.276) IJMSS Vol.04 Issue-07, (July, 2016) ISSN: 2321-1784.
2. G Naveen Kumar Dr. MVS Srinivas Rao Mr. K Sudheer “Policy Initiatives in FDI and Growth Trends in India” ” International Journal on strategies for Business Excellence at Malla Reddy College of Engineering & Technology, Vol.5/Number01 April 2016. IJSBE, pp.7-13, ISSN:2277-761X
3. Dr. P Suvarchala Devi G Naveen Kumar “HR Role in Conflict Resolution” International Journal on Strategies for Business Excellences: Challenges and Opportunities vol.2/Number01 October 2013 IJSBE, pp.26-34, ISSN: 2277-761X, MRCET
4. Chinta Shyam Sunder G Naveen Kumar G Archana “ A Strategic Approach for Modern Business” International Journal on strategies for Business Excellence : Challenges & Opportunities at Malla Reddy College of Engineering & Technology, Vol.1/Number01 March 2012. IJSBE, pp.26-34, ISSN:2277-761X

Intl. Conferences and Seminars

1. 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 , pp.70-72.
2. B Rajeshwar Reddy G Naveen Kumar G Archana “Work life Balance- Changing Equation for Better Life” International Conference On Emerging Strategies for Business Advancements at Malla Reddy Engineering College for Women on 19-20 August 2016 ISBN:978-93-83038-44-2.
3. Prof. G Naveen Kumar Dr. Venkata Sai Srinivasa Rao Muramalla Mr. K Sudheer “Do Foreign investors comprehend the Opportunities of Indian Retailing?” International Conference on

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4. G Archana G Naveen Kumar K Sudheer "Women as a Change Agent-From Salt Doll to Rubber Ball" International Conference On Emerging Strategies for Business Advancements at Malla Reddy Engineering College for Women on 3-4 July 2015 ISBN: 978-93-83038-36-7.
5. G Naveen Kumar Dr. MVS Srinivas Rao Mr. K Sudheer "Policy Initiatives in FDI and Growth Trends in India" " International Conference on Strategies for Business Excellence: Challenges and Opportunities at MallaReddy College of Engineering & Technology on 18-19 December2015. ISBN: 978-93-83038-29-9 FINE EXPRESSIONS, Secunderabad.
6. Dr.Venkata Sai Srinivasa Rao M G Naveen Kumar "Malcolm Baldrige Model of Business Excellent-A Holistic Approach and Case study of TATA Group " International Conference on Strategies for Business Excellence: Challenges and Opportunities at MallaReddy College of Engineering & Technology on 26-27 December2014 ISBN: 978-93-83038-29-9 SIRI PUBLICATIONS & DISTRIBUTIORS LTD Hyderabad.
7. Chinta Shyam Sunder G Naveen Kumar G Archana "The Best Approach Till Date-A Strategic Approach for Modern Business" International conference on strategies for Business Excellence : Challenges & Opportunities at Malla Reddy College of Engineering & Technology on 30-31 March 2012. ISBN: 978-93-83038-29-9 Paramount Publishing House, New Delhi.
8. K R K Murty G Naveen Kumar G Archana "Talent Acquisition in GVK- PIL in 9th SAMAROH in International Seminar on "Emerging Economies: BRICS and ASEAN Markets as new growth engines" at Siva Sivani Institute of business Management on 11-12 February 2012. ISBN: 978-81-905242-0-6
9. G Naveen Kumar G Archana "Knowledge Management- A Frame Work for Shaping The Organisation Structure" in International Conference at Sivani Institute of business Management on 11-12 February 2011. ISBN: 978-81-905242-0-7

National Conferences and Seminars

1. Dr. S Upendra Sastry G Naveen Kumar "Internal Marketing-A Tool For Achieving Internal Customer Orientation In Banking Industry" National Seminar on Service Sector In India: Emerging Challenges at Hindi Mahavidyalaya on 27th &28th February, 2017 ISBN: 978-93-87418-06-6.
2. Prof. B Rajeshwar Reddy Prof. G Naveen Kumar Ms. G Archana "A Study on Employee Retention Strategies of IT Software Service Company" National Seminar on Service Sector in India: Emerging Challenges at Hindi Mahavidyalaya on 27th &28th February, 2017 ISBN: 978-93-87418-06-6.
3. G Archana G Naveen Kumar K Sudheer "Women as a Change Agent-From Salt Doll to Rubber Ball" National Seminar at Vijaya Institute of Management Sciences for Women on 2017, ISBN: 978-81-932824-9-6.
4. G Naveen Kumar Dr. R Durga Prasad "Emerging Trends in Consumer Behaviour of The Male Skin Care Market and their Implications and Challenges for Marketers" A National

Conference on Emerging Trends in Marketing by KLU Business School, KL University on 18-19 March 2014, ISBN: 978-81-930638-2-8 pp.159-164.

5. G Naveen Kumar G Archana Mrs. T Roja Rani "A Successful Leader- Shopper's Stop-A Case Study" National Seminar on Retailing at CMR Technical Campus on 6-7 January 2012. ISBN: 978-81-921579-5-5 Paramount Publishing House, New Delhi.
6. A Paper was presented and published on "Internal Marketing in Banking Sector- a Theoretical Frame work" in National Conference Organized by Malla Reddy College of Engineering & Technology on 23-24, 2011.

Prof. T. SATISH KUMAR

Journals

1. T.Satish kumar, "Managerial competence in changing Business Scenario", International - ISSN: 1939-7011 AIMS, Noida Dec 2009

Intl. Conferences and Seminars

1. Paper published and presented in INTERNATIONAL CONFERENCE on "Strategic and Business Excellence: Challenges and Opportunities" which was held on 18th-19th December 2015 organized by Department of Business Management, Malla Reddy College of Engineering & Technology (Autonomous Institution-UGC India), Secunderabad.
2. Paper entitled is "Perspective Role of Various Schemes Launched by Government of India with respect to Financial Inclusion, Insurance, Pension and Gold". ISBN: 978-93-83038-42-8. T.Satish kumar, Murali Krishna, Reshma " Mergers & Acquisitions in Rane Engine Ltd - A Case study at ICSBE2012 on Dec 2012

National Conferences and Seminars

1. Dr. Subbarao, T.Satishkumar "Customer Service in Insurance Sector in India" National Seminar at Hindi Mahavidyalaya on 27,28-Feb-2017
2. T. Satish kumar "Paradigm shift and business excellence in banking" National Seminar at MRCET on 23-24 Dec 2010
3. T.Satish Kumar "Business strategy in Economic Turbulence" National Seminar at MRCET on 4-5 Dec 2009.

Dr. R. DURGA PRASAD

Journals

1. Dr.R.Durga Prasad & Mr.Gebremeskel, A paper published on - "Corporate social responsibility in sustainable environment management of selected companies at Adwa Tigray region") (Adigrat University- Ethiopia)" in Research Journal of Social science and management (RJSSM), Volume 7, Issue 9, January 2018 with impact factor 6.86
2. Dr.R.Durga Prasad, A paper published on - "The impact of workforce diversity on organizational effectiveness: (A study of selected banks in Tigray region of Ethiopia)" (Adigrat University- Ethiopia)" in International Journal of Science and Research (IJSR), Volume 6, Issue 1, January 2017 with impact factor 6.391

3. Dr.Subba rao & Dr.R. Durga Prasad, A paper published on **“Recruitment Policies using Additive uniform exponential distribution”** in International journal of multidisciplinary educational research (IJEMR), Volume 5, Issue 5, May, 2016 with impact factor 3.318.
4. Ms.Mahlet Mulatu & Dr.R. Durga Prasad, A paper published on **“A study on factors affecting success of women entrepreneurs in Tigray region-Ethiopia (A case study of Adigrat town entrepreneurs)”** in International Research Journal of Business Management-IRJBM, Volume 9, Issue 1, January 2016, SJIF of IRJBM (ISSN 2322-083X) for Year 2015=4.192, Global Wisdom Research Publications-India
5. Mr.Tewelde & Dr.R. Durga Prasad, A paper published on **“Analysis of foreign affairs and national security with special reference to strategy of FDR of Ethiopia”** in International Research Journal of Business Management-IRJBM, Volume 8, Issue 13, November 2015, SJIF of IRJBM (ISSN 2322-083X) for Year 2015=4.192, Global Wisdom Research Publications-India
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7. Dr.R.Durga Prasad , A paper published on **“Promotional marketing experiences on Leather Factories in Ethiopia A Case study of Sheba leather Factory”** in Research Journal of Social Science & Management-RJSSM, Volume 5, No 6 (2015): 01 October 2015, Impact Factor of RJSSM (ISSN 2251-1571) for Year 2014 = 5.38, leading Publishing house in Singapore.
8. A paper presented on **“HR trends in IT industry- A case study of selected IT companies at Hyderabad”** is published in 1stInternational conference on Advances in Business, Management, Engineering, Technology and Social Sciences at Pune-India on 16th January 2013. In International journal of Advances in Business, Management, Engineering, Technology and Social Sciences. ISSN-2249-7455.
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10. A paper presented on **“Emotional Intelligence impact of Employee job performance”** is published in International journal on Strategies for business excellence 1st issue by Malla reddy college of Engineering & Technology, Department of Business management at Hyderabad on 30th march 2012.
11. A paper presented on **“The Role of HR in Mergers & Acquisition”** is published in International Research Symposium on Management, Technology and Engineering Sciences at Pune-India on 24th November 2011. International journal of Business management & Social sciences. ISSN-2249-7463

12. A paper presented on **“Impact of Talent Management on Employee effectiveness”** - is published in International Conference on Recent trends in commerce, Economics & Management at Pune-India on 24th January 2012. International journal of advances in management, technology & engineering sciences. ISSN-2249-7455
13. A paper presented on **“Employee Engagement - A Contemporary HR Initiative”** is published in International Research Symposium on Issues and Advances in Business, Management, Engineering & Social Sciences at Pune-India on 20th December 2011. International journal of advances in management, technology & engineering sciences. ISSN-2249-7455

Intl. Conferences and Seminars

1. A paper presented on “Emotional Intelligence impact of Employee job performance” is published in Strategies for business excellence 1st International conference conducted by Malla reddy college of engineering & technology at Hyderabad-India on 30th march 2012. ISBN: 978-81-922783-4-6 Pg: 13-17.
2. A paper presented on “Leadership: An innovative tool to lead the organizational success” is published in Innovate-Lead-Succeed 5th International seminar conducted by Desh Bhagat Institute of technology & Sciences, Desh Bhagat Group of Institutes at Punjab-India on 30th September 2011. ISBN: 978-81-910125-5-2 Pg: 109-123.
3. A paper presented on “Compensation Management: Essential tool to improve organizational growth” published in souvenir of Sri sai ram institute of management studies Chennai-India on 22-23rd Sep 2011. Vol 3, ISBN: 978-81-921764-3-7, Pg: 109-114.
4. A paper presented on “Management Education & Practices for making leaders” published in the souvenir of Annamalai University of management education, Annamali Nagar, Chidambaram, at Chennai- India on 28-30th July 2011. Scitech Publications, ISBN: 978-81-8371-386-3 Pg: 56-59
5. A paper presented on “Knowledge Mgt-key to enhancing organization performance” published in souvenir of Siva Sivani Institute of Management, Hyderabad-India at 11.02.2011, ISBN: 978-81-905242-0-7.
A paper presented on “Employee Positive or Negative attachment towards organization”, published in Indian Education society’s Mgt College Research centre Mumbai-India at 11.01.2011,(ISBN: 978-93-80697-46-8) Published by Excel India Publishers.

National Conferences and Seminars

1. A paper presented and published on “Emerging Trends in Consumer Behavior of the Male Skin Care Market & their Implications and challenges for Marketers presented at KL University”, Guntur-India, on 18-19th, March 2014

2. A paper presented and published on “Talent Management- An imperative tool to HR”, in national seminar conducted by CMR college of Engineering & Technology, RR (D), Hyderabad-Inida at 11-12th Nov 2011.
3. A paper presented and published on “Innovative perspective in Mgt education”, in National conference conducted by Malla Reddy College of Engineering and Technology, Hyderabad-Inida at 23.12.2010.
4. A paper presented and published on “Management education in India”, in National seminar conducted by Sri Ram Murthy Institute of Management, Bairelly, U.P, India at 13.11.2010
5. A paper presented and published on “Total Quality Management”, in National conference conducted by Vignan Jyothi Institute of Technology & Mgt, Hyderabad-Inida, at 02.10.2010
6. A paper presented and published on “CRM& e-CRM”, in National seminar conducted by M. S. Ramaiah Institute of Management, Bangalore-Inida 12.08.2010. ISBN: 978-93-80697-06-2.
7. A paper presented and published on “Emerging Issues in Mgt Education”, in national conference conducted by Bijjupatnaik institute of Management, Bhubaneswar, Odisha-Inida sponsored by AICTE on 25.06.2010.

Dr. I. J. RAGHAVENDRA

Journals

1. Article titled “Run Test Analysis on Indices and Capitalisation with reference to BSE SENSEX for the Period of ten years from 2007 to 2016”, published in International Journal of Management Studies (IJMS), VOLUME-IV, ISSUE-1 [June 2017], pp.32-36, ISSN (Print) 2249-0302 ISSN (Online)2231-2528, IMPACT FACTOR (GIF) = 0.684, UGC Approved Journals List No. 44925.
2. Article titled “A study on growth of Internet Trading in National Stock Exchange (NSE) of India for five years from 2009 to 2014”, published in Asian Journal of Research in banking and Finance (AJRBF), VOLUME 4, ISSUE 10 [OCT 2014], pp.284-291, ISSN:2249-7323, IMPACT FACTOR = 2.666.
Article titled “Comparison of Frequencies and Growth of Contracts and Turnovers of Stock Futures on NSE NIFTY for Five Years from the Year 2009 to 2014”, published in SS International Journal of Business and Management Research (SSIJBMR) (Internationally Indexed & Listed E-journal), VOLUME 4, ISSUE 5 [SEP 2014], ISSN 2231-4970.

Intl. Conferences and Seminars

1. Paper published and presented in INTERNATIONAL CONFERENCE on “Strategic and Business Excellence: Challenges and Opportunities” which was held on 18th-19th December 2015 organized by Department of Business Management, Malla Reddy College of Engineering & Technology (Autonomous Institution-UGC India), Secunderabad. Paper entitled is “Perspective Role of Various Schemes Launched by Government of India with respect to Financial Inclusion, Insurance, Pension and Gold”. ISBN: 978-93-83038-42-8.

2. Paper published and presented in INTERNATIONAL CONFERENCE on “Globalization, Higher Education and Disability” which was held on 3rd-5th February 2011 organized by Department of Economics, Bangalore University, Bangalore (Karnataka). Paper entitled is “Globalization and Its Impact on Higher Education”.
3. Paper published and presented in INTERNATIONAL CONFERENCE on “Globalization, Higher Education and Disability” which was held on 3rd-5th February 2011 organized by Department of Economics, Bangalore University, Bangalore (Karnataka). Paper entitled is “Globalization Efficacy in Higher Education – An Indian Context”.
4. Paper entitled is “Migration: Its Impact on Economy” published and presented in 52nd LABOUR ECONOMICS CONFERENCE was held on 17-19 December, 2010 organized by THE INDIAN SOCIETY OF LABOUR ECONOMICS (ISLE) at KARNATAKA UNIVERSITY, Department of Economics, Dharward, Karnataka.
Paper entitled is “Health Sector Reforms and Rural Management (A Study of Guntur District in Andhra Pradesh)” presented and published in INTERNATIONAL SEMINAR on “Health Economics & Management” held on 16-17 December, 2010 organized by PG & Research Department of Economics at RAJAH SERFOJI GOVERNMENT COLLEGE (Autonomous), Thanjavur (Tamilnadu).

National Conferences and Seminars

1. Paper published and presented in NATIONAL SEMINAR on “The Role of Micro-finance in Capacity Building of Rural Folk” which was held on 28th February 2011 and 1st March 2011 at Dept. of Commerce & Business Administration, ACHARYA NAGARJUNA UNIVERSITY, Guntur (Andhra Pradesh). Paper entitled is “Consequential Framework of Micro Finance Institutions in Developing India”.
2. Paper presented and published in NATIONAL SEMINAR on “Trends in Human Capital Management- The Emerging Talent Management Imperative” which was held on 8th January 2011 organized by Dept. of Business Administration, P. B. Siddhartha College of Arts & Science, Vijayawada (Andhra Pradesh). Paper entitled is “Role of Talent Management in Competitive Business World”.
3. Paper entitled is “Practices of Health Organizations for Marketing Health Services in Rural Marketing” presented in NATIONAL CONFERENCE on “Strategic Measures for Inclusive Growth” held on 03-04 December, 2010 at AADIKAVI NANNAYA UNIVERSITY, Rajamundry (Andhra Pradesh).
4. Paper entitled is “Retail Branding: A New Paradigm in Indian Retail Sector” published and presented in NATIONAL SEMINAR on “Branding: Most Powerful Weapon for Corporate Success” which was held on 27th November 2010 at MONTESSORI MAHILA KALASALA, PG Department of Business Administration, Vijayawada (Andhra Pradesh).
5. Paper “The Role of Customer Relationship Management in the Financial Services with respect to Retail Banking” published and presented in NATIONAL SEMINAR on “Customer Relationship Management” which was held on 8th-9th October 2010 at Department of Commerce & Business Administration, ACHARYA NAGARJUNA UNIVERSITY, Guntur (Andhra Pradesh).
Paper published and presented in NATIONAL SEMINAR on “Role of Education in Rebuilding the Social Sector in India” which was held on 17th-18th September 2010 at SRI VENKATESWARA P. G.

CENTRE, Kavali, Nellore District (Andhra Pradesh). Paper entitled is “Importance of Professional Education in India”.

Dr. VAISHALI PAGARIA

Journals

1. “Use of Digital Banking for Improving Quality of Service Delivery: An Empirical Study of Selected Indian Banks”, Journal of Social Welfare and Management, Red Flowers Publication House. Vol. 10, Number 2, May – August 2018 Issue, p-ISSN 0975-0231, e-ISSN 2456-0871, pg.178-182
2. “A Comparative Study of Service Quality in Selected Public, Private and Foreign Banks in Hyderabad City”, Zenith International Journal of Multidisciplinary Research. Vol.7 Issue 6, June, 2017, ISSN ONLINE: 2231-5780, pg. 1-18
3. “Fraudulent Practices to Finance Family Businesses in India: A Case Study of Nirav Modi” , Emerging Trends in Commerce, Management and Technology. Conference Special Issue, May 2018
4. “Case Study: Vijay Mallya – Another Big name in the Indian Financial Fraud List”, Journal of Commerce and Management, Osmania University. Conference Special Issue, August 2016
5. “Venture Capital: A next Generation Financing in India”, Indian Journal of Research – PARIPEX. Volume 5, Issue 8, August 2016, ISSN – 2250-1991, IF – 5.215, pg. 17-20
6. “TQM Practices and its Relationship with Customer Satisfaction in an Indian Banking Sector – A Study of Secondary Data”, Strategies for Business Excellences. December, 2014. ISSN: 978-93-83038-29-9 pg46-53
7. “Code of Conduct in Public-Private Partnership in Agriculture: SEWA’s Experience and Recommendations”, SEWA Academy. January, 2005
8. “Local Governance as a Strategy in Livelihood Security Intervention: SEWA’s Experience in the Earthquake Affected Districts”, SEWA Academy. April, 2005
“Salt Workers of Gujarat – Their Status, Issues and Actions: SEWA’s Experience and Recommendations”, SEWA Academy. June, 2005

Intl. Conferences and Seminars

1. Paper presented on “TQM Practices and its Relationship with Customer Satisfaction in an Indian Banking Sector – A Study of Secondary Data” at the International Seminar on “Strategies for Business Excellences” organised by Malla Reddy College of Engineering and Technology (MRCET), Hyderabad, 2014.
2. Paper presentation on “Revolution in the Banking Business with the Introduction of Technological Innovations” at the National Seminar on “Strategies for Business Excellencies” organised by Malla Reddy College of Engineering and Technology (MRCET), Hyderabad, 2011.

National Conferences and Seminars

1. Presented research paper titled “Use of Digital Banking for Improving Quality of Service Delivery: An Empirical Study of Selected Indian Banks”, at the International Seminar on “Strategies for Business Excellences” organised by Malla Reddy College of Engineering and Technology (MRCET), Hyderabad, 2018.
2. Presented paper titled “Fraudulent Practices to Finance Family Businesses: A Case Study of Nirav Modi” at the National Conference on "Emerging Trends in Commerce, Management &

Technology" held on 24th March 2018 in Soundarya Institute of Management & Science, Bangalore.

3. Paper presentation on, "Case Study: Vijay Mallya – Another Big name in the Indian Financial Fraud List" in two days national seminar on "Fraudulent Financial Practices in Indian Capital Market – Issues and Concern", organised by Department of Commerce, Osmania University during August 30 & 31, 2016.
4. Paper presentation on "Women Empowerment and its Indian Dimensions" in one day HR Seminar organised by Alluri Institute of Management, Warrangal, 2010.
5. Paper presentation on "Role of Banking Sector in India" in one-day Finance Seminar organised by Alluri Institute of Management, Warrangal, 2010.
6. Paper presentation on "Securing Livelihoods – Scaling up and Building Partnerships" for National Conference held at Delhi, 2006.

Dr. REENA MODI

Journals

1. Research paper published in the "International Journal of Research in Computer Application and Management", in volume no. 6 (2016), issue no. 08 (August).
2. Research paper published in the "International Journal of Research in Computer Application and Management", in volume no. 7(2017), issue no. 08 (August).

Intl. Conferences and Seminars

1. Participated in TIME international management conference on "Enterprise value creation through creative management practices", organized by Tirpude Institute of Management Education, Nagpur in 2015.
2. Participated in NOVUS international management conference on "Change for sustainable businesses", organized by NIT Graduate School of Management, Nagpur in 2015.

National Conferences and Seminars

1 Attended IGNITE, a national level seminar on "Challenges and opportunities for the growth of Indian financial sector" organized by NIT Graduate School of Management, Nagpur in 2015.

Dr. K V SUBBA RAO

Intl. Conferences and Seminars

1. International conference on strategies for Business excellence 2018 organised Mallareddy college of Engineering and technology paper presentation on Excellence on whether the quality stands with the marketing segments.
2. International conference on marketing segmentation 2017 at Hindi mahavidyalaya Hyderabad paper presentation on Customer satisfaction in Development of Insurance Since Independence.
3. International Conference on Quality assurance 2016 at Rajeev Gandhi Institute of Management Nandyal Kurnool District AP Paper presentation on Whether the modern Business stand on ethics to maintain quality assurance.
4. International conference on strategies on recruitment on Human resources 2015 conducted myself at Krishna Chaitanya Institute of Management Markapur Prakasam District AP and presented a paper on Whether Recruitment stands on strategies or ethics of the management.

5. Attended International conference 2015 on strategies on share value in share market at SSN College of Engineering and Technology Ongole Prakasam District AP
Attended International conference 2015 on strategies for Business Excellence 2015 at MRCET Secunderabad.

G ARCHANA

Intl. Conferences and Seminars

1. A Paper Presented at 2nd International Conference on Emerging strategies for business Advancements on the topic Work Life balance- Changing equation for better life- Perspective to various private sectors organized by MRECW JNTU Hyderabad, T.S on 19th and 20th August, 2016 and the same was published with ISBN NO. 978-93-83038-44-2.
2. A Paper Presented at 4th International Conference on Strategies for business excellence; Challenges & opportunities on the topic The impact of IT on Human resources, opportunities & Challenges organized by MRCET JNTU Hyderabad, T.S on 18th and 19th December, 2015 and the same was published with ISBN NO. 978-93-83038-29-9.
3. A Paper Presented at 3rd International Conference on Strategies for business excellence; Challenges & opportunities on the topic HR Challenges in service industries organized by MRCET JNTU Hyderabad, T.S on 26th and 27th December, 2014 and the same was published with ISBN NO. 978-93-83038-29-9.
4. A Paper Presented at 2nd International Conference on Strategies for business excellence; Challenges & opportunities on the topic The best approach till date- A strategic approach for modern business organized by MRCET JNTU Hyderabad, T.S on 30th and 31st March, 2012 and the same was published with ISBN NO. 978-81-922783-4-6
5. A Paper Presented at International Conference on Emerging trends in Indian retailing Industry on the topic A successful leader- Shoppers stop- A case study organized by CMR JNTU Hyderabad, T.S on 6th and 7th Jan, 2012 and the same was published with ISBN NO. 978-81-921579-5-5.
6. A Paper Presented at Knowledge Management- A Frame Work for Shaping The Organisation Structure” in International Conference at Sivani Institute of business Management on 11-12 February 2011. ISBN: 978-81-905242-0-7 by G Archana and G Naveen Kumar

K SHASHIKANTH

Journals

1. A Study on Unlocking New Horizon in Entrepreneurship With Reference To Kids Gaming Zone Segment (ISSN No.2320 3706 (Print), Study Report On Importance of “Campus Placement” – A Boon to Student’s Career (ISSN No.2348 4845 (Online)

National Conferences and Seminars

1. Paper Presented titled A BIRDS EYE VIEW ON MODERN BANKING MARKETING SYSTEM at TWO- DAY NATIONAL SEMINAR ON SERVICE SECTOR IN INDIA: EMERGING CHALLENGES, Hindi Maha Vidyalaya, 27th & 28th February, 2017.

NNK SANDILYA

Journals

1. The Uncontrollable Brilliant Performer, A Case Study in Social Science Research Network

2. Defying the Boss, A Case Study in Social Science Research Network
3. Great Selection, A Case Study in Social Science Research Network
4. Don't Undermine Yourself, in Social Science Research Network
Why Should Companies Learn and Use Social Communications, in Social Science Research Network

M VIJAYA LAKSHMI

Journals

1. Paper on "Perceived Organizational Support (POS) Antecedents and Implications leading to Organisational Citizenship Behaviour (OCB)" IEEE published in International Journal on Strategies for Business Excellence, Vol.02, pp. 59-64, October 2013. **ISSN: 2277-761X.**

Intl. Conferences and Seminars

1. Paper on "Understanding and Managing Conflict in the Contemporary era" 3rd International Conference on Strategies for Business Excellence: Challenges and Opportunities, IEEE Vol.02, pp. 164-166, ICSBE-2014, December 2014. **ISBN: 978 93 83038 29 9.**
2. Paper on "Understanding and Managing Conflict in the Contemporary era" IEEE 5th International Conference on Strategies for Business Excellence: Challenges and Opportunities, pp. 279-283, ICSBE-2016, December 2016. **ISBN: 978 93 83038 29 9.**
3. Paper on "Emotional intelligence –A key to mentoring and career success" 1st International Conference on "Paradigm Shifts in Business delivery-Innovative Management Practices", May 2017.
4. Paper on "Leadership Styles in Digital Age" International Seminar on "Human Resource Management in Digital Age" (ISHRMDA-2018)", February 2018.
5. Paper on "Enhancing Employee Experience-A strategic Priority for Building Employer Brand" 6th International Conference on Strategies for Business Excellence: Challenges and Opportunities ICSBE-2018, Journal of Social Welfare and Management, IEEE, Vol.10,No.02, pp. 223-226,May-August 2018. **ISSN: 0975-0231**

National Conferences and Seminars

1. Paper on "Enhancing the Skills of Women Entrepreneurs for the Economic Development" National Seminar on Resurgent India Through Fostering Innovation & Entrepreneurship, IEEE, pp 48-53, July 2016. **ISBN: 978-93-85640-53-7**
2. Paper on "Issues faced by Human resource managers in the contemporary world" National conference on Multidisciplinary Academic Studies, Vol.02, Issue 01,pp 56-62, January 2017. **ISSN: 24556602.**
3. Paper on "Role of Emotional intelligence in managing stress at the workplace with specific reference to ITES sector" National Conference on Competitive Strategies in Digital Economy- Opportunities and Challenges" February 2017.
4. Paper on "Innovative HR practices of Indian Industries for Managing Human resources at Workplace." National Conference on "Emerging Trends in Commerce, Management & Technology"" , March 2018.
5. Paper on "Green HRM: An Eco-friendly approach towards Sustainability" 3rd National Conference on "Economic and Technological Reforms in India, International Journal of Scientific Progress and Research, IEEE, pp 1-7, April 2018. **ISSN: 23494689**

N DURGA BHAVANI

Intl. Conferences and Seminars

1. A Paper Presented at 2nd International Conference on Emerging strategies for business Advancements on the topic Impact of disinvestment on Indian economy organized by MRECW JNTU Hyderabad, T.S on 19th and 20th August, 2016 and the same was published with ISBN NO. 978-93-83038-44-2.
2. A Paper Presented at 4th International Conference on Strategies for business excellence; Challenges & Opportunities on the topic Impact of IT on Human resources, opportunities & Challenges organized by MRCET JNTU Hyderabad, T.S on 18th and 19th December, 2015 and the same was published with ISBN NO. 978-93-83038-29-9.

National Conferences and Seminars

1. A Paper presented at National Seminar on “on Behavioral Finance by JNTUH on the topic Day of the week anomaly- in emerging Indian stock market organized by JNTU, Hyderabad on 21st, 22nd November, 2013 was published with 978-93-83241-86-6.

N RAJESH BABU

Journals

1. Published a paper on performance of mutual funds in indian economy – a case study” at “International Journal of Advances in Soft Computing Technology” (issn: 2229-3515), volume 2, issue 2, july – december, 2012.

Intl. Conferences and Seminars

1. International seminar on stress management at workplace organized by velagapudi ramakrishna siddhartha college Vijayawada on 29th may 2013.
2. Published a paper on “A study of challenges and opportunities faced by online banking and various services in oman” at ICSBE 2015 organized by mrcet.

V HARI KRISHNA

Intl. Conferences and Seminars

1. Paper presented on “Impact of fusions on the Indian markets through financial lineups” in 4th international conference on strategies for business excellence: Challenges & opportunities (ICSBE-15), held at **Malla Reddy College of Engineering and Technology, Maisammaguda, Hyderabad.** On December18-19, 2015. ISBN:978-93-83038-29-9, fourth edition-2015

R RAJU

Intl. Conferences and Seminars

1. Presented research paper titled “Need of Cyber Security In Digital India”, at the International conference on “Strategies for Business Excellences” in Red flower publications Pvt. Ltd organized by Malla Reddy College of Engineering and Technology (MRCET), Hyderabad, 2018.
2. Paper presented on “Digitalization Impact on Payment mechanism with reference toPaytm” ISBN 978-93-83038 at the International conference on “Strategies for Business

Excellences” organized by Malla Reddy College of Engineering and Technology (MRCET), Hyderabad, 2016.

3. Paper presented on “Digitalization Impact on Payment mechanism with reference to Paytm” ISBN 978-93-83038 at the International conference on “Strategies for Business Excellences” organized by Malla Reddy College of Engineering and Technology (MRCET), Hyderabad, 2016.
4. Paper presentation on “Impact of fusion on the Indian Markets through financial lineups” ISBN 978-93-83038 at the International conference on “Strategies for Business Excellencies” organised by Malla Reddy College of Engineering and Technology (MRCET), Hyderabad, 2011.

National Conferences and Seminars

1. Presented paper titled “GST Impact on Telecom Industry with reference to Infrastructure facilities of Telco” at the National Conference on "Emerging Trends in Commerce, Management & Technology" held on 24th March 2018 in Soundarya Institute of Management & Science, Bangalore.
2. Presented paper titled “Analysis on health insurance performance in India” at Two days National seminar on service sector in India :Emerging challenges held on 27th and 28th Feb 2017 in Hindi Mahavidyalaya.

B SALINI

Intl. Conferences and Seminars

1. A Paper Presented at 6th International Conference on Strategies for business excellence; Challenges & Opportunities on the topic Impact & Implications of GST on FMCG Sector in India organized by MRCET JNTU Hyderabad, T.S on 22nd and 23rd June 2018 and the same was published in Journal of Social Welfare and Management Volume 10 Number 2, May - August 2018
2. A Paper Presented at 5th International Conference on Strategies for business excellence; Challenges & Opportunities on the topic contemporary Issues of GST in INDIA organized by MRCET JNTU Hyderabad, T.S on 16th and 17th December 2016 and the same was published with ISBN NO. 978-93-83038-47-3.