

Book Publications:

Books and book chapters published by the Faculty in the Journals during August 2024 to August 2025								
Sl. No.	Dept.,	Faculty Name	Academic Year	Book/Book chapter	Title	Publisher	Year of Publication	ISBN No.
1	MBA	Dr.Ashok Botta	2024-25	Book Chapter	Empowering Tomorrow's Workforce: Unleashing Human Potential with Digital-Driven Talent Management	Taylor & Francis Scopus Indexed	2024	<u>E-ISBN: 9781032638188</u> <u>DOI: 10.1201/9781032638188-5</u>
2	MBA	Mrs.K.Gouthami	2024-25	Book Chapter	“Linkedin And The Evolution Of Talent Acquisition In The Digital Age		2025	978-93-342-0065-2
3	MBAN PTEL & MBA -BA	Prof.M.S.R.Seshagiri &Dr.G.Surya Prakasa Rao	2024-26	Text Book	Business Statistics and Mathematics	SHREE Publishing House (P) Ltd	2024	978-93-88196-67-3
4	MBA	Dr.A.Nookaraju	2024-25	Text Book	Banking and Financial Services	REST	2024	978-81-977598-4-0
5	MBA	Dr. M.Satyavathi	2024-25	Book chapter	Integrating 21st Century skills into the Education system	Bhabad international publication	2024	978-93-48593-26-9
6	MBA	Dr MVS. Ramalakshmi.		Edited Book	“ Digital Transformation and Consumer Behaviour: An Empirical and Theoretical Investigation ”			979-89-00071-47-3
7	MBA	Dr.S Varalakshmi		Text Book	Principles of Management-I	AG Publishing House	2004	978-81-983155-5-7
8	MBA	Dr. S. Varalakshmi		Text Book	Understanding Consumer Behaviour: Insights and Strategies	AG Publishing House	2005	978-81-983517-1-5