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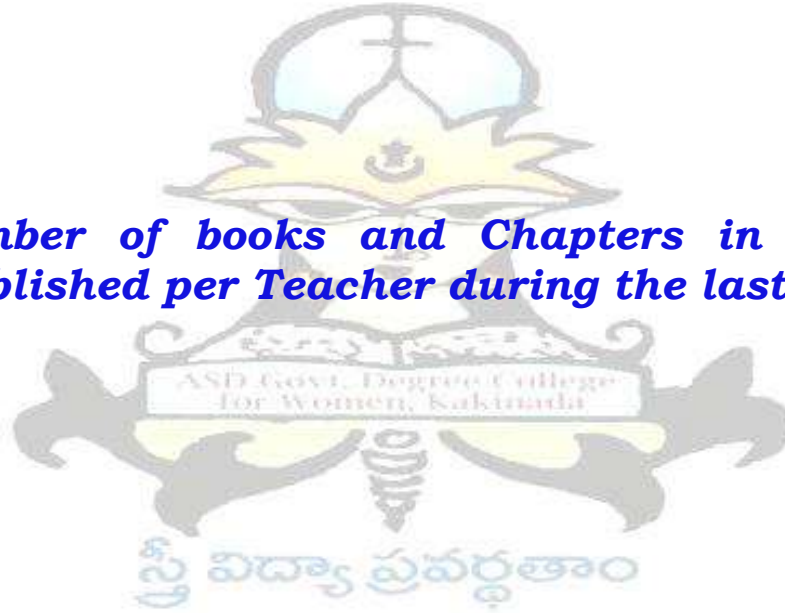
**Jagannaickpur, Kakinada, Andhra Pradesh-533002**

**Affiliated to Adikavi Nannaya University, Rajamahendravaram**



## **INTERNAL QUALITY ASSURANCE CELL**

**3.4.4. Number of books and Chapters in edited Volumes published per Teacher during the last five years**



**NUMBER OF BOOKS AND CHAPTERS PER  
TEACHER**

**3.4.4 Details of books and chapters in edited volumes / books per teacher during the year**

Sl. No.	Name of the Teacher	Title of the Book published	Title of the Chapter published	Year of publication	ISBN of the Book/Conference Proceeding	Whether at the time of publication Affiliating Institution was same Yes/No	Name of the Publisher
<b>2022-2023</b>							
1	G.Pavani devi	Survey and reporting	Survey meaning and definition	2022	ISBN - 978-81-978011-3-6 Raja Rammohun Roy National Agency for ISBN assigned ISSN number on 26/07/2024	Yes	Society of JKC
2	M.Vasantha Lakshmi	Environmental Education	Environmental laws-environment protection act	2022	ISBN - 978-81-972999-0-2 Raja Rammohun Roy National Agency for ISBN assigned ISSN number on 26/07/2024	Yes	Society of JKC
3	G.Pramila Rani	Stress Management in Modern Era	Effect of yoga on selected physical and psychological variables of Engineering Students	2022	ISBN - 978-93-5777-528-1	Yes	Immortal Publications
4	K.Yamuna	Survey and reporting	Financial markets	2022	ISBN - 978-81-972999-3-3 Raja Rammohun Roy National Agency for ISBN assigned ISSN number on 26/07/2024	Yes	Society of JKC
5	R.R.D.Sirisha	Business Communication	Business Communication	2022	ISBN - 978-81-978011-6-7 Raja Rammohun Roy National Agency for ISBN assigned ISSN number on 26/07/2024	Yes	Society of JKC
6	K. N. B.Kumari	New Trends in commerce and management education and employment	Impact of GST on Micro small and Medium Enterprises in India	2023	ISBN - 978-93-95944-38-0	Yes	Himalya Publishers
7	K.N.B.Kumari	Global Economic Situation with Specific reference to market trends in India	A Study on MSMEs in Economic Development of India	2023	ISBN-978-81-957366-1-4	Yes	Malla reddy university MRUH
8	K.N.B.Kumari	Perspectives on National Educational policy 2020	Impact of NEP -2020 on Higher Education in India	2023	ISBN-978-93-5813-478-0	Yes	ICSSR



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9	K.N.B.Kumari	Digital and Disruptive Technologies in India	Role of MSMEs in the Era of Digital Economy in India	2023	ISBN-978-93-5693-976-9	Yes	Himalya Publishers
10	Dr.R.Arana Devi	Bharateeyum-bhinnatvam lo ekatvam	Bharateeyatvam-Ramayana prasastyam	2023	ISBN - 978-93-94633-00-1	Yes	Vijayaganga Academy
11	N.P.V.Lakshmi Devi	Emerging trends in education, management and society	Post COVID Teaching Approaches and methodologies	2023	ISBN-978-81-961346-7-9	Yes	Asian press books
12	N.P.V.Lakshmi Devi	Digital and Disruptive Technologies in India	The role of Disruptive Technology Banking sector	2023	ISBN- 978-93 -5693-977-6	Yes	Himalya Publishers
13	N.P.V.Lakshmi Devi	National Educational policy 2020	The NEP 2020 use of ICT in Teaching and learning	2023	ISBN-978-93-5813-478-0	Yes	ICSSR
14	B.N.Prathyusha	Perception and Presentation of new women in Contemporary Indian Women Writers	Liberal Feminism and Ruskin Bond: A critical study of women characters from Ruskin Bond writings	2023	ISBN- 978-93-5506-547-6	No	HSRA Publication
15	Dr.K.Lavanya	Smartphone usage and wellbeing of youth	Smartphone usage and wellbeing of youth	2023	ISBN- 978-81-967468-7-2	Yes	Paramount Publishing House
16	Dr.K.Lavanya	Life Skills and Youth	Life Skills and Youth	2023	ISBN - 978-81-967468-4-1	Yes	Paramount Publishing House
17	K.Yamuna & R.R.D.Sirisha	Marketing Strategies to go vibrant in digital Era	Artificial Intelligence as a new marketing strategy	2022	ISBN-978-93-92257-52-0	Yes	Roshan Publications, Visakhapatnam
18	G.Pavani Devi	Marketing Strategies to go vibrant in digital Era	Understanding the transaction costs in the digital Era: A way Forward	2022	ISBN-978-93-92257-52-0	Yes	Roshan Publications, Visakhapatnam
19	K.N.B.Kumari	Marketing Strategies to go vibrant in digital Era	Role of E-Commerce in MSMEs Growth in India	2022	ISBN-978-93-92257-52-0	Yes	Roshan Publications, Visakhapatnam
20	Y.Sithamahalakshmi	Marketing Strategies to go vibrant in digital Era	Ethics in Marketing	2022	ISBN-978-93-92257-52-0	Yes	Roshan Publications, Visakhapatnam



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21	K.Yamuna & Dr.G.Steeven raju	Marketing Strategies to go vibrant in digital Era	Ancient Markets in India	2022	ISBN-978-93-92257-52-0	Yes	Roshan Publications, Visakhapatnam
22	R.R.D.Sirisha & Dr.S.B.Anilkumar	Marketing Strategies to go vibrant in digital Era	A Study Influence of Social media Advertising on consumer buying Behavior	2022	ISBN-978-93-92257-52-0	Yes	Roshan Publications, Visakhapatnam
23	K.Yamuna & R.R.D.Sirisha	Women Empowerment through Entrepreneurship	Women Empowerment can bring Women Empowerment	2023	ISBN -978-93-340-0079-5	Yes	GCRJY Publications
24	K.N.B.Kumari	Women Empowerment Through Entrepreneurship	Problems of Rural Women Entrepreneurship in India	2023	ISBN 978-93 340-0079-5	Yes	GCRJY Publications
<b>2021-2022</b>							
1	A.Swathi	Dalith chethana ke swar	Susheela Takhbhaire ke sahitya me dalith chethana evam naari samvad ke swar	2022	ISBN- 978-93-5627-066-4	Yes	JTS Publications
2	R.R.D.Sirisha	Agricultural Marketing	Agricultural Marketing	2022	ISBN- 978-93-5693-976-9	Yes	Himalya Publishers
3	B.N.Prathyusha	Indian English Literature with Freedom Struggle as Background	Kanthapura: A novel of Indian Freedom Movement	2022	ISBN - 978-9381247-01-3	No	Shriyanshi Prakashan Agra
<b>2020-2021</b>							
1	R.R.D.Sirisha & K.Yamuna	Impact of Covid-19 on the Migrant Labour in India	Impact of Covid-19 on Hospitality Industry in India	2021	ISBN- 978-81-947061-4-4	Yes	Likhitha Publications
2	R.R.D.Sirisha & Lakshmi Bandi	Impact of Covid-19 on the Migrant Labour in India	Mutual Funds in India :Challenges and opportunities	2021	ISBN- 978-81-947061-4-4	Yes	Likhitha Publications
3	P.Sanjotha & M.Soma Raju	Impact of Covid-19 on the Migrant Labour in India	Plight of Indian Migrant Labour during COVID-19 Pandemic	2021	ISBN- 978-81-947061-4-4	Yes	Likhitha Publications
4	K.Yamuna & Ch.Padmavathi	Impact of Covid-19 on the Migrant Labour in India	Historical pandemics with special Reference to Covid-19	2021	ISBN- 978-81-947061-4-4	Yes	Likhitha Publications



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2019-20

1	K.Lavanya	Prevention and management of noncommunicable diseases	Smartphone Usage and Perceived Physical Wellbeing of College Students	2019	ISBN- 978-93-87882-30-10	Yes	Dr. Ambedkar Government Arts College, Chennai
2	M.Suvarchala	Prevention and management of noncommunicable diseases	Review of academic stress mental health and suicidal ideation among Adolescents	2019	ISBN- 978-93-87882-30-10	Yes	Dr. Ambedkar Government Arts College, Chennai
3	Dr.D. Chenna Rao	One Day National Workshop	Academia-Industry Interface: Strategies and Perspectives for Resource Management and Organizational Development	2019	ISBN- 978-93-83792-62-1	Yes	Sucharitha Publications
4	Dr. P. Sanjyotha	Academia-Industry Interface: Strategies and Perspectives for Resource Management and Organizational Development	Bridging Academia-Industry Hiatus in HEIs: Focus on Training in English for Specific Purposes (ESP)	2019	ISBN- 978-93-83792-62-1	Yes	Sucharitha Publications
5	K. Yamuna	Impact of Economic Recession on Human Resource Development	Indian Manufacturing Sector During Economic Recession	2020	ISBN- 978-93-83829-16-9	Yes	Sucharitha Publications
6	Dr.K.Lavanya	Health & Wellbeing of Women and Children	Smartphone usage and physical Health Risks of Young people-A Review	2019	ISBN- 978-93-84845-69-8	Yes	Pragma Publications
7	K.Yamuna	India's Economic Slowdown: Dynamics and Perspectives	Impact of Economic Slowdown on Indian Industrial Sector	2020	ISBN- 978-81944-315-4-1	Yes	Roshan Publications, Visakhapatnam
8	K. N. B.Kumari	India's Economic Slowdown: Dynamics and Perspectives	Impact and Challenges of GST in India	2020	ISBN- 978-81944-315-4-1	Yes	Roshan Publications, Visakhapatnam
9	MD.Hazara parveen & V.Srinivas	India's Economic Slowdown: Dynamics and Perspectives	Stock market crash -recent trends	2020	ISBN- 978-81944-315-4-1	Yes	Roshan Publications, Visakhapatnam
10	P.Rajya Lakshmi	India's Economic Slowdown: Dynamics and Perspectives	Impact of demonetization on Indian Economy	2020	ISBN- 978-81944-315-4-1	Yes	Roshan Publications, Visakhapatnam



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11	A.Sandhya	India's Economic Slowdown: Dynamics and Perspectives	Demonetization and its effects on economy	2020	ISBN- 978-81944-315-4-1	Yes	Roshan Publications, Visakhapatnam
12	R.R.D.Sirisha	India's Economic Slowdown: Dynamics and Perspectives	Microfinance and financial inclusion	2020	ISBN- 978-81944-315-4-1	Yes	Roshan Publications, Visakhapatnam
<b>2018-19</b>							
1	Dr.V.Anantha Lakshmi	Intellectual prosperity Rights challenges & Issues in India	Intellectual property Rights in India	2019	ISBN- 978-81-933256-7-4	No	PND Publishers Vijayawada
2	K.N.B.Kumari	Intellectual prosperity Rights challenges & Issues in India	Intellectual property Rights: Indian Scenario	2019	ISBN- 978-81-933256-7-4	No	PND Publishers Vijayawada
3	R.R.D.Sirisha	Intellectual prosperity Rights challenges & Issues in India	Intellectual property Rights Lacsensing in India	2019	ISBN- 978-81-933256-7-4	Yes	PND Publishers Vijayawada



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**Number of books and Chapters in edited Volumes published per Teacher during the last five years**

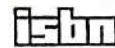
S. No	Year	Number of books and Chapters
1	2022-2023	<a href="https://asdgdwc.ac.in/resource/file_attach/17188793693_4_4_BookeditedChapters2022_2023.pdf">https://asdgdwc.ac.in/resource/file_attach/17188793693_4_4_BookeditedChapters2022_2023.pdf</a>
2	2021-2022	<a href="https://asdgdwc.ac.in/resource/file_attach/17188793363_4_4_BookseditordChapters2021_2022.pdf">https://asdgdwc.ac.in/resource/file_attach/17188793363_4_4_BookseditordChapters2021_2022.pdf</a>
3	2020-2021	<a href="https://asdgdwc.ac.in/resource/file_attach/17188792833_4_4_BookseditordChapters2020_2021.pdf">https://asdgdwc.ac.in/resource/file_attach/17188792833_4_4_BookseditordChapters2020_2021.pdf</a>
4	2019-2020	<a href="https://asdgdwc.ac.in/resource/file_attach/17188792073_4_4_BooksandeditedChapters2019_2020.pdf">https://asdgdwc.ac.in/resource/file_attach/17188792073_4_4_BooksandeditedChapters2019_2020.pdf</a>
5	2018-2019	<a href="https://asdgdwc.ac.in/resource/file_attach/17188783973_4_4_BookseditordChapters2018_2019.pdf">https://asdgdwc.ac.in/resource/file_attach/17188783973_4_4_BookseditordChapters2018_2019.pdf</a>

ప్రతి విద్యా ప్రవర్ధనాం

*V. Ananta Lakshmi*



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2	<a href="#">Edit</a>   <a href="#">Surrender ISBN</a> <a href="#">Upload Final Verso Page</a>	Retailing	Dr. K. Rama Prasad, Dr. G. Arun Kumar	978-81-978011-5-0	2024	26/07/2024	Book	INDIA	<a href="#">Details</a>	<input type="checkbox"/>	Allotted
3	<a href="#">Edit</a>   <a href="#">Surrender ISBN</a> <a href="#">Upload Final Verso Page</a>	Social Work Methods	Dr. M. Vishnu Prakash, Dr. A. L. Rupa Vani, Dr. V. Raj Mohammad	978-81-978011-8-1	2024	26/07/2024	Book	INDIA	<a href="#">Details</a>	<input type="checkbox"/>	Allotted
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5	<a href="#">Edit</a>   <a href="#">Surrender ISBN</a> <a href="#">Upload Final Verso Page</a>	Logistics & Supply Chain Management	G. Appala Narasimham, Dr. G. Srinivasa Rao	978-81-978011-4-3	2024	26/07/2024	Book	INDIA	<a href="#">Details</a>	<input type="checkbox"/>	Allotted
6	<a href="#">Edit</a>   <a href="#">Surrender ISBN</a> <a href="#">Upload Final Verso Page</a>	Business Communication	A. Rasafinid, Dr. R. Madhavi	978-81-978011-6-7	2024	26/07/2024	Book	INDIA	<a href="#">Details</a>	<input type="checkbox"/>	Allotted
7	<a href="#">Edit</a>   <a href="#">Surrender ISBN</a> <a href="#">Upload Final Verso Page</a>	Solar Energy	M. Rajeswara Rao, D. Sanjeev Kumar	978-81-978011-0-5	2024	26/07/2024	Book	INDIA	<a href="#">Details</a>	<input type="checkbox"/>	Allotted
8	<a href="#">Edit</a>   <a href="#">Surrender ISBN</a> <a href="#">Upload Final Verso Page</a>	Plant Nursery	Dr. M. Santhosh Kumar, D. Raja Sekhar	978-81-978011-7-4	2024	26/07/2024	Book	INDIA	<a href="#">Details</a>	<input type="checkbox"/>	Allotted
9	<a href="#">Edit</a>   <a href="#">Surrender ISBN</a> <a href="#">Upload Final Verso Page</a>	Tourism Guidance	Dr. Govindu Surendra, Dr. Balagangadhar	978-81-978011-9-8	2024	26/07/2024	Book	INDIA	<a href="#">Details</a>	<input type="checkbox"/>	Allotted
10	<a href="#">Edit</a>   <a href="#">Surrender ISBN</a> <a href="#">Upload Final Verso Page</a>	Electrical Appliances	M. Sudhador, Dr. D. Chandra Sekhar	978-81-978011-1-2	2024	30/07/2024	Book	INDIA	<a href="#">Details</a>	<input type="checkbox"/>	Allotted

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