

Collaborative Activity

2019-20

Title of the collaborative activity	Name of the collaborating agency with contact details	Name of the participant	Nature of the activity
A Critical Evolution for Customer Perception Towards E Banking	D.Prasanna Kumar, Koneru Lakshmaiah Educational Foundation.	D.Vijaya Krishna	Research Publication
An Empirical Study on Evaluation of Factors Influences the Level of Customer Preference towards Dairy Milk Industry: A Model Study	Koneru Lakshmaiah Educational Foundation	D.Vijaya Krishna	Research Publication
Determining Eco-Friendly Purchase Intention: An Empirical Analysis in Indian Automobile Industry	Amity University, Uttar Pradesh, Lucknow Campus, Lucknow.	Dr. M. Sivakoti Reddy	Research Publication
Investors' Perceptions Towards the Perceived Risk in Mutual Fund Selections: An Empirical Analysis	Sri Venkateswara College of Engineering and Technology, Chittor, Andhra Pradesh, India.	Dr.Ch.Hymavarhi	Research Publication

<p>Do the HRD Practices Lead to Organizational Performance? Evidence From the Indian General Insurance Sector</p>	<p>Institute of Management, Kurnool, Andhra Pradesh, India.</p>	<p>Dr.Kalpana Koneru</p>	<p>Research Publication</p>
<p>Effectiveness of CRM Practices in Housing Finance Schemes: An Empirical Analysis in The Selected Private Banks</p>	<p>Vignan Institute of Information Technology, Duvvada, Visakhapatnam, Andhra Pradesh.</p>	<p>Dr. M. Sivakoti Reddy</p>	<p>Research Publication</p>
<p>A Study on the Perceived Usefulness of Debit and Credit Cards – An Empirical Analysis</p>	<p>Dr.O. Ravi Sankar, Professor, Dr. Subba Reddy Institute of Management, Kurnool, Andhra Pradesh, India.</p>	<p>Dr.Ch.Hymavarhi</p>	<p>Research Publication</p>