

FACULTY PROFILE

Name	Dr. T.L.Narasimha Reddy
Designation	LECTURER
Date of Birth	02-04-1974
Date of Appointment	17-07-2004
Date of Join in Current Station	12-08-2011
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❖ Qualification: (highest to PG)

Qualification	Institution /University	Year
Ph. D	S.V. University	2009
M.B.A	S.V. University	1996
M.Com	M.K. University	2008

❖ Career Profile

Designation	Institution	Period
Lecturer	S.V. Arts College, Tirupati	2004 – 2011
Assistant Professor	S.G.S. Arts College, Tirupati	2011 – till date

❖ Research Publications: Total No. 11 (View)

Peer reviewed Publications:

S. No	Title.	Journal Name	ISSN/ISBN No.	Impact factor/ Peer reviewed if any
1.	Tourists perception and satisfaction with cultural / Heritage sites : Chittoor district in Andhra Pradesh (2009)	JMGT (I managers publication)	ISSN Print: 0973-5054 ISSN Online: 2230-715X	0.786 (Global)
2.	Women entrepreneurs in Andhra Pradesh: A case study Non-profit Organisation (NGOs) and profit organization (2010)	JMGT (I managers publication)	ISSN Print: 0973-5054 ISSN Online: 2230-715X	0.786 (Global)
3.	Stress Management : A study of Occupational stress and burnout Bank employees in Hyderabad City of Andhra Pradesh (2011)	JMGT (I managers publication)	ISSN Print: 0973-5054 ISSN Online: 2230-715X	0.786 (Global)
4.	Stress Management : A case study of Professional students on Impact of Meditation & Yoga on stress levels (2012)	JPSY (I manager's publication)	ISSN Print: 0973-8827 ISSN Online: 2230-7141	0.786 (Global)
5.	A Study of Hyderabad Industrial Group: Obstacles of TQM Success factors (2013)	JMGT (I manager's publication)	ISSN Print: 0973-5054 ISSN Online: 2230-715X	0.786 (Global)
6.	Factors affecting employee retention: a case study of software companies in Bangalore city (2016)	IJRCM	ISSN Print: 2231-1009	1.302
7.	HR practices and its impact on employee job satisfaction in it companies: a case study of Bangalore it companies (2016)	IJRCM	ISSN 0976-2183	1.510
8.	HR Practices with reference to Service Quality and Pilgrim Satisfaction Relationship : A Case study on Tirumala Tirupati Devasthanam Annaprasadam Refectory (2017)	Global Journal of Finance and Management	ISSN 0975-6477	2.331
9.	A Study on the Evolution of Pharmaceutical marketing Communication Channels (2018)	IJSR	ISSN 2319-7064	7.296
10.	A study on the Purchase decision behavior of Doctors in INDIA with respect to perception on Quality of Generic Drugs (2018)	IJCAR	ISSN : P:2319-6505	6.614
11.	A Conceptual Study of the relevance of corporate social Responsibility in the pharma industry (2019)	IJSTR	ISSN 2277-8616	6.078

Books Chapters Published:

S.No	Title of the Book	Nature of the book (subject area or others)
1.	Business Statistics PragatiPrakashan Publication (2017)	III Sem B.Com
2.	E-commerce & Its Tally Applications (2017)	IV Sem M.Com (FM)