

**PSCMR COLLEGE OF ENGINEERING AND TECHNOLOGY
KOTHAPETA, VIJAYAWADA.**

DEPARTMENT OF MANAGEMENT STUDIES

FACULTY PUBLICATIONS - 2022-23

1. G S Srinivas Murthy Received a certificate of review from REST Journal on Banking, Accounting, and Business for the article titled “Characteristics of the Digital Marketing using IBM SPSS Statistics”
2. Dr. V Vijay Durga Prasad, Professor, published a paper titled “Impact of Non-Financial Rewards on Employee Motivation and Performance” in Mukta Shabd Journal, ISSN NO : 2347-3150, Volume XII, Issue I, JANUARY/2023, Page No : 839 - 846.
3. Dr. S Manikanta, Professor, published a paper titled “Impact of Non-Financial Rewards on Employee Motivation and Performance” in Mukta Shabd Journal, ISSN NO : 2347-3150, Volume XII, Issue I, JANUARY/2023, Page No : 839 - 846.
4. Dr. S Manikanta, Professor, published a paper titled “Impact of Risk Preference and Entrepreneurial Self-Efficacy on the relationship between Entrepreneurship Education and Career Option: A Conceptual Perspective” in Mukta Shabd Journal, ISSN NO : 2347-3150, Volume XI, Issue VIII, AUGUST/2022, Page No : 682-690.
5. G S Srinivas Murthy, Associate Professor, published a paper titled “Impact of Risk Preference and Entrepreneurial Self-Efficacy on the relationship between Entrepreneurship Education and Career Option: A Conceptual Perspective” in Mukta Shabd Journal, ISSN NO : 2347-3150, Volume XI, Issue VIII, AUGUST/2022, Page No : 682-690.
6. S. Varalakshmi, Assistant Professor, published a paper titled “Non-Conventional Career Paths for Men and Women” on Shanlax International Journal of Management MGT-2022-09044857.
7. Sk. Zareena Begum, Assistant Professor, published a paper titled “Non-Conventional Career Paths for Men and Women” on Shanlax International Journal of Management MGT-2022-09044857
8. Y. Sudha Chandra, Assistant Professor, published a paper titled “Non-Conventional Career Paths for Men and Women” on Shanlax International Journal of Management MGT-2022-09044857