

OMEGA P.G. COLLEGE - MBA

(Approved by A.I.C.T.E. & Affiliated to Osmania University)
 Sy. No.7, Edulabad (V), Ghatkesar (M), Medchal Dist-501 301.

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3.3.2 Number of books and chapters in edited volumes/books published and papers published in national/ international conference proceedings per teacher during last five year

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceedings of the conference	Name of the conference	National/ International	Calendar Year of publication	ISBN number of the proceeding	Affiliating institute at the time of publication	Name of the publisher
1	Dr Chandra Sekhar Pattnaik		An investigation of the impact of product involvement, information value, and brand preference on brand memory	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu, India
2	Dr G Satyanarayana		An investigation into consumer preferences for brand personalities	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu, India
3	Dr G Sudhakar		An investigation of how perspective and construal level affect customer choice	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu, India
4	Dr D Harrison Sunil		An investigation into the themes influencing "Wonderla" tourists' pleasure	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu, India
5	Dr J Sundar		An investigation of the relationship between brand authenticity and customers' expectations of quality and implied commitment	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu, India
6	Dr B. Sammaiah		A Job Performance And Employee Satisfaction Study	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu, India
7	Dr C Sudeep		A study on the proactive approach and detached concern in self-leadership training	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu, India
8	Dr K Madhu Babu		A Review of the literature on a Study on Work Performance and Employee Engagement	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu, India



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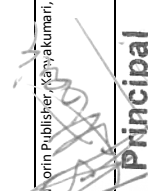
9	Dr Mohd Abdul Hafeez				An Analysis of the Factors That Determine the Retention of Employees	THE VIRTUAL INTERNATIONAL CONFERENCE ON MANAGEMENT AND TECHNOLOGY-2ND ICSET-2022	International	2022-23	978-93-945104-7-0	Omega P.G. College - MBA	Cape Comorin Publisher, Kanyakumari, Tamilnadu , India
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