

## **RESEARCH & PUBLICATIONS:**

### **BOOKS PUBLISHED**

Strategic Quality Management – Issues and Perspectives, Himalaya Publishing House, 2013, ISBN: 978-93-5097-601-2.

### **CHAPTERS /PAPERS CONTRIBUTED TO BOOKS**

1. Dr.CH.Venkataiah, “Relationship Between Total Quality Management(TQM) Practices And Organizational Performance- An Empirical Investigation” Evidence Based Management, Excellent Publishing House, 2015 Page no. 353-360, ISBN: 978-93-84935-18-4.
2. Dr.CH.Venkataiah, Shaik Karim and Shaik saleem, “Service Quality and Student Satisfaction: A case study at Private Management Educational Institutions in Andhra Pradesh”, Strategic Quality Management – Issues and Perspectives, Himalaya Publishing House, 2013 Page no. 156-163, ISBN: 978-93-5097-601-2.
3. Dr.CH.Venkataiah, Sricharan Y. Kaza, “Quality Management of Fruits in Reefer Containers to Boost India’s Exports” , Strategic Quality Management – Issues and Perspectives, Himalaya Publishing House, 2013 Page no. 216-222, ISBN: 978-93-5097-601-2.
4. Dr.CH.Venkataiah, “Designing Human resources Strategies in Scheduling Operations” CHANGING SCENARIO OF HUMAN RESOURCES IN INDIA, Himalaya Publishing House, 2012 Page no. 353-360, ISBN: 978-93-5097-139-0.
5. Dr.CH.Venkataiah, “Agricultural rural supply chain strategies some perspectives” Business Perspectives in Rural Marketing and Management, Excel books, 2012 Page no. 1-7, ISBN: 978-93-5062-007-6.
6. □ Dr.CH.Venkataiah, “An Overview of TQM Principle to an Educational Process” Strategic Quality Management through Innovation & Value, Creation Excel Books 2010 Page no.171-177, ISBN: 978-81-7446-825-3.

### **PAPERS PUBLISHED IN INTERNATIONAL JOURNALS**

1. Dr. Venkataiah Research Journal of Social Science & Management-RJSSM Impact of Strategic Human Resource Management Practices on Employee Performance – A Study of Select B-Schools in Andhra Pradesh” Vol 4, No 8 (2014): 01 December 2014, Page no. 62-68.
2. Dr. Venkataiah Indore Management Journal) special issue An Empirical Investigation on Measuring the Service Quality Dimensions in MBA Students’ Perspective: A Study" Page no. 200-214
3. Dr. Venkataiah Asia Pacific Journal of Marketing & Management Review (APJMMR-Online: ISSN 2319-2836) Changing Role of Green Marketing Mix in Consumer Buying Behaviour-An Empirical Investigation Dr. Shahazadi B Shaik Vol.2 (11), November (2013), Page no. 130-141
4. Dr. Venkataiah Zenith: International Journal of Multidisciplinary Research(ZIJMR- ONLINE ISSN: 2231-5780) Business Process Re-Engineering in Manufacturing and Service Industries-Some Perspectives Srilaita Sagi Vol.3 (1), Jan 2013 Page no. 45-56.
5. Dr. Venkataiah AMET International Journal of Management ISSN: 2231-6779 Exports of Indian Marine Products with Special reference to Reefer Container Operations: A Case Study of VCTPL Sricharan Y. Kaza Vol.4, No.2, June-Dec 2012 Page 38-43.
6. Dr. Venkataiah International Global Research ISBN: 978-93-5087-184-3 Changing role of Marketing Mix in E-Marketing Vol.1 Issue.1 October, 2012 Page n.19-30.

7. Dr. Venkataiah International Global Research ISBN: 978-93-5087-184-3 Measuring Performance of Transport Logistics in India through SCOR Model Santhosh B.S Vol.1 Issue.1 October, 2012 Page no. 61-68
8. Dr. Venkataiah International Journal of Management and Business Studies (IJMBS) ISSN: 2330- 9519 (Online) ISSN: 2231-2463(Print). Relationship between Kaizen Events and Perceived Quality Performance in Indian Automobile Industry Srilaita Sagi Vol.2 Issue.1 January-March, 2012
9. Dr. Venkataiah International Journal of Management and Business Studies (IJMBS) ISSN: 2330-9519(Online) | ISSN: 2231-2463(Print)." Leadership Branding: A Conceptual Framework" Vol.1 Issue.3 September, 2011
10. Dr. Venkataiah International Journal of Research in Commerce, Economics and Management (IJRCM) ISSN 2231-4245 "India's Future Consumption of Coal Resources & Indonesia as A Potential Procurement Destination" Santosh B.S Volume No: 1 (2011), Issue No. 5 (September) pp 90-96
11. Dr. Venkataiah Chittipaka, " Impact of Strategic Human Resource Management Practices on Employee Performance – A Study of Select B-Schools in Andhra Pradesh" Research Journal of Social Science & Management-RJSSM, Vol 4, No 8 (2014): 01 December 2014, Page no. 62-68.( Impact Factor of RJSSM (ISSN 2251-1571) for Year 2012 = 3.951)
12. Dr. CH. Venkataiah, "An Empirical Investigation on Measuring the Service Quality Dimensions in MBA Students' Perspective: A Study" IMJ (Indore Management Journal) special issue, Page no. 200-214.
13. Dr. CH. Venkataiah & Dr. Shahazadi B Shaik, "Changing Role of GreenMarketing Mix in Consumer Buying Behaviour-An Empirical Investigation" Asia Pacific Journal of Marketing & Management Review, Vol.2 (11),November (2013), (APJMMR-Online: ISSN 2319-2836), Page no. 130-141. (Global Impact Factor of APJMMR is 0.645)
14. Dr. CH. Venkataiah & Srilaita Sagi, "Business Process Re-Engineering in Manufacturing and Service Industries-Some Perspectives" Zenith: International Journal of Multidisciplinary Research Vol.3 (1), Jan 2013, (ZIJMR- ONLINE ISSN: 2231-5780), Page no. 45-56. (Impact Factor of journal ZIJMR is 3.567)
15. Sricharan Y. Kaza & Dr.CH.Venkataiah, "Exports of Indian Marine Products with Special reference to Reefer Container Operations: A Case Study of VCTPL" AMET International Journal of Management, Vol.4, No.2, June-Dec 2012 ISSN: 2231-6779, Page38-43.
16. Dr. CH. Venkataiah, "Changing role of Marketing Mix in E-Marketing" International Global Research, Vol.1 Issue.1 October, 2012 ISBN: 978-93- 5087-184-3, Page n.19-30.
17. Dr. CH. Venkataiah & Santhosh B.S, "Measuring Performance of Transport Logistics in India through SCOR Model" International Global Research, Vol.1 Issue.1 October, 2012 ISBN: 978-93-5087-184-3, Page no. 61-68.
18. Dr. CH. Venkataiah & Srilaita Sagi, "Relationship between Kaizen Events and Perceived Quality Performance in Indian Automobile Industry" International Journal of Management and Business Studies (IJMBS), Vol.2 Issue.1 January-March, 2012 ISSN: 2330-9519(Online) | ISSN: 2231- 2463(Print).
19. Dr. CH. Venkataiah, " Leadership Branding: A Conceptual Framework" International Journal of Management and Business Studies (IJMBS), Vol.1 Issue.3 September, 2011 ISSN: 2330-9519(Online) | ISSN: 2231-2463(Print).
20. Dr. CH. Venkataiah & Santhos B.S, "India's Future Consumption of Coal Resources & Indonesia as A Potential Procurement Destination" International Journal of Research in Commerce, Economics and Management (IJRCM), Volume No: 1 (2011), Issue No. 5 (September) ISSN 2231-4245, page no.90-96.

21. Dr.CH.Venkataiah, “Word of Mouth Marketing (WOMM): A Conceptual framework” International Journal of Research in commerce and Management (IJRCM), Volume No: 1 (2010), Issue No. 8 (December) ISSN0976-2183.

#### PAPERS PUBLISHED IN NATIONAL JOURNALS

1. Dr. CH. Venkataiah, WIM (Warangal Institute of Management): Journal of Management ISSN 0975-5063 “Gaining Competitive Advantage Through SHRM and Organizational Performance” Volume-3, Number-2, January 2012 , Page no. 63-72
2. Dr. CH. Venkataiah Prabandhan: Indian Journal of Management ISSN 0975-2854, “Perceived HRD Practices and Employee Performance (An empirical study of select private engineering colleges in Hyderabad)” Volume-4, Number-10, October 2011 page no.82-89
3. Dr. CH. Venkataiah, “Gaining Competitive Advantage Through SHRM and Organizational Performance” WIM (Warangal Institute of Management): Journal of Management Volume-3, Number-2, January 2012 ISSN 0975-5063, Page no. 63-72.
4. Dr. CH. Venkataiah, “Perceived HRD Practices and Employee Performance (An empirical study of select private engineering colleges in Hyderabad)” Prabandhan: Indian Journal of Management Volume-4, Number-10, October 2011 ISSN 0975-2854, page no.82-89

#### PH.D. GUIDANCE

Presently Guiding for Ph. D:

- 1 Kaza Sricharan Yajvi PT Logistics Management Thesis Submitted inOctober 2015
- 2 Subrat Kumar Sahoo PT Supply Chain management In the process
- 3 Shaik karim PT Entrepreneurship Course work completed
- 4 Anna Mallikarjuna Gupta PT HRM In process
- 5 Mr. Murali Krishna PT Project Management Course work completed