

**2016-17**

**Department of Commerce**

| <b>Title of paper</b>   | <b>Name of the author/s</b>  | <b>Name of journal</b>   | <b>Year of publication</b> | <b>ISSN number</b>            | <b>Link to the recognition in UGC enlistment of the Journal</b> |
|---|------------------------------|--------------------------|----------------------------|-------------------------------|---|
| <b>The community Development through SHGs</b>                 | <b>Dr. L. Narayana Swamy</b> | <b>JARCMS</b>            | <b>2016</b>                | <b>2394-837X</b>              |   |
| <b>The Human Resource Development in India</b>                | <b>Dr. L. Narayana Swamy</b> | <b>JARCMS</b>            | <b>2016</b>                | <b>2394-837X</b>              |   |
| <b>Customer relationship management : Systems in Practice</b> | <b>Dr. L. Narayana Swamy</b> | <b>SELP Publications</b> | <b>2016</b>                | <b>ISBN:978-93-80509-84-6</b> |   |
| <b>Challenges and Opportunities of MSMEs in India</b>         | <b>Dr. L. Narayana Swamy</b> | <b>SELP Publications</b> | <b>2016</b>                | <b>ISBN:978-93-80509-85-3</b> |   |

**2017-18**

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| <b>Title of paper</b>                                    | <b>Name of the author/s</b>  | <b>Name of journal</b>              | <b>Year of publication</b> | <b>ISSN number</b> | <b>Link to the recognition in UGC enlistment of the Journal</b> |
|--|------------------------------|-------------------------------------|----------------------------|--------------------|---|
| <b>E-Commerce: Challenges and Opportunities in India</b> | <b>Dr. L. Narayana Swamy</b> | <b>ITIHAS</b>                       | <b>2017</b>                | <b>2249-7803</b>   |   |
| <b>E-Commerce: Challenges and Opportunities in India</b> | <b>Dr. L. Naryana Swamy</b>  | <b>Journal of Indian Management</b> | <b>2017</b>                | <b>2249-7803</b>   |   |

**2019-20**

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| <b>Title of paper</b>   | <b>Name of the author/s</b>  | <b>Name of journal</b>  | <b>Year of publication</b> | <b>ISSN number</b> | <b>Link to the recognition in UGC enlistment of the Journal</b>                                       |
|---|------------------------------|---|----------------------------|--------------------|---|
| <b>Working of District consumer forum , Chittoor : An empirical Study</b> | <b>Dr. L. Narayana Swamy</b> | <b>International Journal of Interdisciplinary current advanced research</b> | <b>2019</b>                | <b>2663-2594</b>   | <a href="http://www.ijicar.in/previous-issues/march2019">www.ijicar.in/previous issues/ march2019</a> |

**2020-21**

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| <b>Title of paper</b>   | <b>Name of the author/s</b>  | <b>Name of journal</b>                 | <b>Year of publication</b> | <b>ISSN number</b>            | <b>Link to the recognition in UGC enlistment of the Journal</b> |
|---|------------------------------|--|----------------------------|-------------------------------|---|
| <b>The digital financial systems : A modern practice</b>          | <b>Dr. L. Narayana Swamy</b> | <b>SG. Govt. Degree and PG College</b> | <b>2020</b>                | <b>ISBN:978-93-5406-152-3</b> |   |
| <b>The digital Economy : New Business Models and Key Features</b> | <b>Dr. L. Narayana Swamy</b> | <b>IJRESM</b>                          | <b>2020</b>                | <b>2581-5792</b>              |   |