

PUBLICATION OF BOOKS:

Dr. D. Ravinath, "Floriculture as a Viable Business" book published under GIFT-Excel Series, New Delhi, 2007. It is also there in The Library of Congress, USA with the collection number, LCCN: 2012323562. 09.02.2012.

ARTICLES PUBLISHED:

International Journals

1. Middle East Journal of Business, ISSN number is 1834-8777 "A Study on Green IT Enablers for Saudi Arabian Consumer Purchasing Behaviour Using Structural Equation Modelling" Sania Khan Vol 9 Issue 3, July 2014. pp.10-20 International
2. Dr .D.Ravinath, "Green IT Purchasing Enablers-An Application of Delphi Technique an Interpretive Structural Modelling" Advanced Management Research – An International Journal, Volume no 1, Page no:9:21,2013.

National Journals

1. Dr .D.Ravinath,Atharya Publications ISBN 978 -93 – 84093 – 84 – 6 "Rural Tourism: Prospects in North- Coastal Districts of Andhra Pradesh", in Prof. Preeti Agrawal, Bridging the Urban-Rural Divide: Through Rural Transformation 30th January, 2015. pp 167 -172. National
2. Advance Management Reserach: An International Journal (AMRIJ), ISSN 2321 – 2616 Green IT Purchasing Enablers – An Application of Delphi Technique and Interpretive Structural Modeling Sania Khan Vol 1., No. 1, July 2013. Pg. 58 – 80. National
3. Excel Book Publishing, New Delhi Portfolio Approach to Manrketing Investment Allocation: A Theoretical Note" in Prof Thomas Varghese (eds) Marketing in the Post Recession Era Prof. Ganti Subrahmanyam 2011 National
4. Dr. D. Ravinath & Sania Khan, "A Study on Green IT Enablers for Saudi Arabian Consumer Purchasing Behaviour Using Structural Equation Modelling" Middle East Journal of Business, ISSN number is 1834- 8777, Vol 9 Issue 3, July 2014. pp.10-20. National Journals
5. Dr. D. Ravinath, paper titled "Floriculture as a Viable Business" GITAM Journal of Management, July-Dec, 2004, Vol. 2 pp 199-202.
6. Dr. D. Ravinath, "Research Study Floriculture as a Viable Business a Pune Study" along with Dr (Ms.)Devdhar was published in the magazine "Floriculture Today" Nov 2004, Issue 6, Vol 9,pp 13-16.
7. Dr. D. Ravinath, "Agri Export Zones & India's Exports – A Report" Global Vistas, Oct-Dec. 2004, Vol-3(3) pp14-19.
8. Dr. D. Ravinath, "Floriculture as a Viable Business" Global Vistas, Jan-Mar 2005, Vol-3 (4), pp 11-15.

9. Dr. D. Ravinath and R R Thakur, 2007, "Agri Export Zones and India's Agri Exports Challenges and Prospects – A Report" in S Bhaskaran and K S Kumaravel (eds.) India's Agricultural Trade Challenges and Opportunities, The ICFAI University Press, Hyderabad, 2007. pp. 86-98.
10. Dr. D. Ravinath, 2007, "Floriculture As a Viable Business" in S Bhaskaran and K S Kumaravel (eds.) India's Agricultural Trade Challenges and Opportunities, The ICFAI University Press, Hyderabad, 2007. pp. 148-158.
11. Dr D Ravinath & Ganti Subrahmanyam, "Portfolio Approach to Marketing Investment Allocation: A Theoretical Note" in Prof Thomas Varghese (eds) Marketing in the Post Recession Era, Excel Book Publishing, New Delhi, 2011.
12. Dr. D. Ravinath & Sania Khan, "Green IT Purchasing Enablers – An Application of Delphi Technique and Interpretive Structural Modeling", Advance Management Research: An International Journal (AMRIJ), ISSN 2321 – 2616, Vol 1., No. 1, July 2013. pp. 58 – 80.
13. Dr. D. Ravinath, "Rural Tourism: Prospects in North-Coastal Districts of Andhra Pradesh", "Bridging the Urban-Rural Divide: Through Rural Transformation", Atharva Publications, Dhule, Jalgaon, ISBN 978 - 93 – 84093 – 84 – 6, 30th January, 2015. pp 167-172

Book Review

Dr. D. Ravinath: "Rural Marketing – Indian Perspectives" written by Awadesh Kumar Singh and Satyaprakash Pandey, New Age International (P) Ltd., New Delhi, 2005, 217pp, Rs.145 (PB), [ISBN: 81-224-1683-7] in Global Business Review, Vol. 7, No. 2, July-Dec 2006 pp 377-379.

BOOK CHAPTERS

1. Dr. D. Ravinath and R R Thakur, 2007, "Agri Export Zones and India's Agri Exports Challenges and Prospects – A Report" in S Bhaskaran and K S Kumaravel (eds.) India's Agricultural Trade Challenges and Opportunities, The ICFAI University Press, Hyderabad, 2007. pp. 86-98.
2. Dr. D. Ravinath, 2007, "Floriculture As a Viable Business" in S Bhaskaran and K S Kumaravel (eds.) India's Agricultural Trade Challenges and Opportunities, The ICFAI University Press, Hyderabad, 2007. pp. 148-158.
3. Dr D Ravinath & Ganti Subrahmanyam, "Portfolio Approach to Marketing Investment Allocation: A Theoretical Note" in Prof Thomas Varghese (eds) Marketing in the Post Recession Era, Excel Book Publishing, New Delhi, 2011.
4. Dr. D. Ravinath, "Rural Tourism: Prospects in North-Coastal Districts of Andhra Pradesh", "Bridging the Urban-Rural Divide: Through Rural Transformation", Atharva Publications, Dhule, Jalgaon, ISBN 978 - 93 – 84093 – 84 – 6, 30th January, 2015. pp 167 -172

RESEARCH PROJECTS AND CONSULTANCY

1. "Establishment of Cloned Propagation Centre for production of Casuarinas, Eucalyptus Clones" at Central Prison, Visakhapatnam at a cost Rs. 65 lakhs along with Dr. K. Venkateswar Rao who is the Principal Investigator, in which I will have to train them.

2. Participated in a Research study and published a paper on “Floriculture as a viable business” a Pune study along with Dr (Ms.) Devdhar in “Floriculture Today” (November 2004).
3. Consultancy for MSTC, Visakhapatnam jointly with CMS, GITAM (Dealing with Marketing Dimensions for this public sector undertaking).

Research Guide

1. Ph. D: Two awarded The Impact of Kaizen Events on Perceived Employee: A Study in Indian Automotive Component Manufacturing Companies, Dr. S. Sri Lalitha, 2013.
2. Green IT Enabling Factors Modeling and Empirical Analysis of Consumer Purchasing Behavior for Saudi Arabia by Dr. Sania Khan, 2015.

M. Phil: One Awarded

Branding without Mass Media with special reference to the