

RESEARCH & PUBLICATIONS

Books

1. Authored a book titled, “A Study on Marketing Mix of Marine Fish in Nellore District”, published by Lambert Academic Publishing, Germany, ISBN: 978-3-659-25972-2 ; available at: <http://www.amazon.com/studyMarketing-Marine-Nellore-District/dp/3659259721>.
2. Co-authored and acted as content editor for a book titled “Virtual Marketing”, copy righted to SOES for Symbiosis Centre for Distance Learning.

Working papers

1. “Working with Spatial Datasets and Geostatistic through R (language)”. Available at https://www.researchgate.net/publication/278038923_Working_with_Spatial_Datasets_and_Geostatistic_through_R_%28language. DOI: 10.13140/RG.2.1.3726.3529
2. “Understanding Systems of Linear Equations and Programming through IpSolve and R Language.”
Available at http://www.researchgate.net/publication/269401434_Understanding_Systems_of_Linear_Equations_and_Programming_through_IpSolve_and_R_Language. DOI: 10.13140/2.1.2592.9280.
3. “Simulation in R (A programmer approach)”. Available at https://www.researchgate.net/publication/278038838_Simulation_in_R_%28A_programmer_approach%29 DOI: 10.13140/RG.2.1.3464.2080
4. “R for International Financial Research”. Available at https://www.researchgate.net/profile/Kamakshaiah_Musunuru/publications?sorting=recentlyAdded. DOI:10.13140/RG.2.1.4546.6967.
5. “Smart Service Decisions through R: Statistical Diagnosis for Service Process Variability with Special Emphasis to Healthcare Services”. Available at https://www.researchgate.net/publication/291973370_Smart_Service_Decisions_through_R_Statistical_Diagnosis_for_Service_Process_Variability_with_Special_Emphasis_to_Healthcare_Services DOI: 10.13140/RG.2.1.1327.9762.

PUBLICATIONS

Health Care Management

1. “Patients choice or switching attitude towards health care services in private hospitals”, in International Journal for Engineering and Management Sciences, India. ISSN:2229 – 600X;

Can be retrieved at: [http://www.scienceandnature.org/IJEMS-Vol2\(4\)-ct2011/IJEMS_V2\(4\)1.pdf](http://www.scienceandnature.org/IJEMS-Vol2(4)-ct2011/IJEMS_V2(4)1.pdf).

2. "Multivariate Analysis on Stress and its Influence on Individuals Heavy Drinking, perceived health, and perceived life satisfaction." by Management Insights (International Journal from School of Management Sciences, Varanasi). ISSN:0973–936X.
<http://www.inflibnet.ac.in/ojs/index.php/MI/article/viewFile/1485/1342>
3. "Gender Age Wise Differences to Stress and its Influence on Health:Residual Analysis", in Journal of Development Research, ISSN:2229 – 7561, Vol. 4, No. 5, by VESIMSR, Mumbai.
4. "The Influence of Socioeconomic Characteristics on Patient Satisfaction: A Study on Diabetic Patients in Warangal" in VIDWAT:Indian Journal of Management. 9-1. ISSN:0975-055X. p. 32.
5. "A study on patient education and its impact on their satisfaction in private hospitals", in 14 th national seminar held in Symbiosis International University, Lavle, Pune. The same paper got Published in The Health Times (SCHC official journal), ISBN: 81 – 7418 – 296 – 9, p.70,
http://www.schcpune.org/schcnewsite/health_times/SYmbiosis_Health_Times_II.pdf
6. "A Study on Global Water Consumption and Improved Sanitation Facilities: Indias Plight in Contrast to Other Countries" Social Work Chronicle. Volume 5 Issue 1.ISSN Number: 2277-1395. Available from <http://www.publishingindia.com/swc/42/a-study-on-global-water-consumption-and-improved-sanitation-facilities-indias-plight-in-contrast-to-other-countries/475/3431/>

Software Management

7. "User perception towards OSOS with special reference to GNU/Linux", in International Journal of Electronics Communication and Computer Technology, India, ISSN:2249 – 7838; 2(1); Manuscript ID: 0201M 05. Can be retrieved from: <http://www.ijecct.org/v2n1/5.pdf>.
8. "the influence of computer awareness or knowledge on user perception towards OSOS software marketing" in Journal of Marketing Vistas; ISSN: 2249–9067 by IPE, Hyderabad.

Education Management

9. "A study on region-wise admission potential in ODL markets: with special reference to SCDL, Pune", in International Journal of Advances in Management, Technology Engineering Sciences, CCAC, Vol. I, Issue 6(II), p.61. ISSN: 2249 – 7455.
10. "A Study On Role Of Study Centers As Intermediaries In ODL Markets" in Management Insights; ISSN: 0973936X, V ol.9, N o.1; SMS, Varanasi. The paper can be retrieved from http://www.smsvaranasi.com/insight_vol9_no1.htm

Spirituality & Management

11. "Job-level Perceptual Differences Of Marketing Personnel To Spirituality And Its Influence On Work Productivity" By IJSBE, ISSN: 2277761X, Vol.1, Issue 2, MRCET, Secunderabad.

12. “Marketing personnel spirituality and it’s effect on work relationships, productivity and conflict resolution”. International Journal of Research Excellence in Management. 3-2. pp. 202-206.

Business Analytics

13. “Data Mining and Analysis By R Language For Business Research: A Case Study On Stress And Its Influence On Health”, in International Journal of Business Analytics, ISSN: 2321 – 1857, Publishing India.

Others

14. Co-authored & Published a paper titled, “Electrical Equipment Markets in India”, in International Journal of Research Excellence in Management, Vol. 1 & Issue 1, ISSN:2278 – 7089.
15. Published a paper titled, “A Study on Retail Consumer Perception towards Super Markets and Kirana Stores in Hyderabad”, in Journal of Development Research, ISSN: 2229 – 7561, Vol. 5, No. 1, by VESIMSR, Mumbai.