

## STATEMENT SHOWING THE PARTICULARS OF PH.D. DEGREES AWARDED FOR THE YEAR 2004 (ARTS & COMMERCE)

| S.No. | FILE No. | NAME OF THE CANDIDATE    | NAME OF THE RESEARCH DIRECTOR                    | DATE OF AWARD | DEPARTMENT                       | TITLE OF THE THESIS                                                                                                                                                                  |
|-------|----------|--------------------------|--------------------------------------------------|---------------|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01.   | 2393     | MS. A. ESWARAMMA         | PROF.G.YOHAN BABU                                | 07-01-2004    | TELUGU                           | MALLADI SUBBAMMAGARI NAVALALU - PARISEELANA                                                                                                                                          |
| 02.   | 2356     | SRI K. RAVI BABU         | PROF.P.KRISHNA PRASAD                            | 13-01-2004    | POLITICS & PUBLIC ADMINISTRATION | IMPLEMENTATION OF TRIBAL WELFARE AND DEVELOPMENT PROGRAMMES - A STUDY OF PERCEPTIONS ON ITDA, VISAKHAPATNAM DISTRICT                                                                 |
| 03.   | 2400     | SRI S.M. MURALI KRISHNA  | PROF.P.DEVAKI DEVI                               | 19-02-2004    | HUMAN RESOURCE MANAGEMENT        | A STUDY OF LINKAGES BETWEEN MOTIVATION, JOB SATISFACTION AND COMMITMENT                                                                                                              |
| 04.   | 2357     | SRI C. VARA PRASAD       | PROF.J.V.PRABHAKARA RAO                          | 19-02-2004    | COMMERCE & MGT. STUDIES          | ENTREPRENEURSHIP IN SMALL SCALE INDUSTRY (A CASE STUDY OF SELECT DISTRICTS IN COASTAL ANDHRA PRADESH)                                                                                |
| 05.   | 2353     | SRI J. ADISESHU          | PROF.J.V.PRABHAKARA RAO                          | 19-02-2004    | COMMERCE & MGT. STUDIES          | FINANCIAL PERFORMANCE OF OIL AND NATURAL GAS CORPORATION LIMITED                                                                                                                     |
| 06.   | 2335     | MS. PRAGNA MITRA         | PROF.U.VINDHYA                                   | 21-03-2004    | PSYCHOLOGY                       | DOMESTIC VIOLENCE AND THE PERSONALITY PROFILE OF THE MALE PERPETRATOR                                                                                                                |
| 07.   | 2336     | SRI P. SUKUMAR           | PROF.N.SUBBA RAO                                 | 24-03-2004    | COMMERCE & MGT. STUDIES          | A STUDY OF SEAFOOD EXPORTS FROM INDIA                                                                                                                                                |
| 08.   | 2370     | SRI K. VENKATESWARA RAO  | PROF.P.SUBBA RAO                                 | 26-03-2004    | TELUGU                           | PURIPANDA JEEVITAM RACHANALU - OKA PARISEELANA                                                                                                                                       |
| 09.   | 2227     | SRI A. JOJAPPA           | PROF.FATHIMA KUTTY KAPIL                         | 26-03-2004    | HISTORY                          | THE EDUCATIONAL INSTITUTIONS ESTABLISHED BY THE ROMAN CATHOLICS IN VIZAGAPATAM DISTRICT 1845-1947                                                                                    |
| 10.   | 2381     | SRI K. GOWTAM KUMAR      | PROF.B.VIJAYALAKSHMI                             | 27-03-2004    | SOCIAL WORK                      | THE SICIO-DEMOGRAPHIC PROFILE AND PROBLEMS OF SCAVENGERS IN ANDHRA PRADESH WITH PARTICULAR REFERENCE TO BHIMAVARAM                                                                   |
| 11.   | 2392     | SRI B. RAJA KUMAR        | PROF.P.HRUSHIKESAVA RAO<br>PROF.J.CHANDRA PRASAD | 30-03-2004    | COMMERCE & MGT. STUDIES          | BANKING SECTOR REFORMS (A PERCEPTIONAL STUDY OF CUSTOMERS AND EMPLOYEES OF ANDHRA BANK - A PUBLIC SECTOR BANK)                                                                       |
| 12.   | 2354     | SRI K. SREE RAMESH       | PROF.K.NIRUPA RANI                               | 30-03-2004    | ENGLISH                          | EXILE, IDENTITY AND IDEOLOGICAL EVOLUTION : A RE-READING OF CLAUDE MCKAY AS A COLONIAL WRITER                                                                                        |
| 13.   | 2342     | SRI P. BOAZ              | PROF.P.GEORGE VICTOR                             | 08-04-2004    | PHILOSOPHY                       | THE PHILOSOPHY OF K. SATCHIDANANDA MURTY                                                                                                                                             |
| 14.   | 2405     | MS. KADALI ANNAPURNA     | PROF.K.MALAYAVASINI                              | 08-04-2004    | TELUGU                           | VIZIANAGARAM ZILLA GRAMADEVATHALU OKA PARISEELANA                                                                                                                                    |
| 15.   | 2420     | SRI V. NARASIMHA MURTY   | PROF.B.KESAVANARAYANA                            | 17-04-2004    | HISTORY                          | NATIONAL MOVEMENT AND PEOPLE'S PARTICIPATION : A CASE STUDY OF EAST GODAVARI DISTRICT 1920-1947                                                                                      |
| 16.   | 2395     | SRI D. JAYASANKAR KIRAN  | PROF.S.SESHARATNAM                               | 19-04-2004    | HINDI                            | VISHNU PRABHAKAR KE KATHA SAHITYA MEIN YUG-CHETANA                                                                                                                                   |
| 17.   | 2182     | MS. B.V.L.A. MANGA       | PROF.B.MEENA RAO                                 | 01-05-2004    | POLITICS                         | WOMEN AND EMPOWERMENT : DWCRA - A CASE STUDY OF VIZIANAGARAM DISTRICT                                                                                                                |
| 18.   | 2402     | SRI K. PRASAD            | PROF.U.N.MOORTHY                                 | 01-05-2004    | ECONOMICS                        | HUMAN DEVELOPMENT, INCOME POVERTY AND INEQUALITY AMONG SCHEDULED CASTE AND FISHERMEN OF PONDICHERRY (A CASE STUDY OF YANAM)                                                          |
| 19.   | 2167     | MS. C. SATYA DEVI        | PROF.V.BALAMOCHAN DAS                            | 14-05-2004    | COMMERCE & MGT. STUDIES          | PERFORMANCE AND CHALLENGES OF THE CO-OPERATIVE CENTRAL BANK IN THE LIGHT OF ON GOING FINANCIAL SECTOR REFORMS - A CASE STUDY OF WEST GODAVARI DIST. CO-OPERATIVE CENTRAL BANK, ELURU |
| 20.   | 2423     | SRI B.M. HARSHA VARDHAN  | PROF.V.BALAMOCHAN DAS                            | 14-05-2004    | COMMERCE & MGT. STUDIES          | CORPORATE SOCIAL RESPONSIBILITY - THE ATTITUDE OF THE INDIAN CORPORATE SECTOR AND ITS SOCIAL PERFORMANCE PATTERNS                                                                    |
| 21.   | 2306     | MS. MANDAPAKA SARADA     | PROF.V.GOWRI RAMMOHAN                            | 15-05-2004    | MUSIC                            | AN ANALYTICAL STUDY OF THE COMPOSITIONS OF PATNAM SUBRAHMANYA IYER AND A COMPARATIVE STUDY OF HIS KRIT'S WITH THOSE OF TYAGAYYA                                                      |
| 22.   | 2384     | SRI CH. JAGANNADHAM      | PROF.D.SURANNAIDU                                | 20-05-2004    | PUBLIC ADMINISTRATION            | PEOPLE'S PARTICIPATION AND THE JANMABHOOMI PROGRAMME - A STUDY IN DEVARAPALLI MANDAL (VISAKHAPATNAM DISTRICT.,A.P.)                                                                  |
| 23.   | 2408     | SRI B.VENKATAREDDY NAIDU | PROF.D.PRABHAKARA RAO                            | 22-05-2004    | COMMERCE & MGT.                  | MEASUREMENT OF HUMAN RESOURCE VALUE - A STUDY                                                                                                                                        |

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|-----|------|-------------------------|-----------------------------------------------|------------|-------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
|     |      |                         |                                               |            | STUDIES                 | OF BHARAT HEAVY PLATES & VESSELS LIMITED, VISAKHAPATNAM                                                                                            |
| 24. | 2410 | MS. N. KOMALI SALOMI    | PROF.B.DEVI PRASAD                            | 06-06-2004 | SOCIAL WORK             | PROBLEMS OF WORKING WIVES – A COMPARATIVE STUDY OF DUAL EARNER WIVES AND SINGLE EARNER WIVES                                                       |
| 25. | 2273 | MS. P. SWARNA KUMARI    | PROF.R.S.R.VARALAKSHMI<br>PROF.P.SOMARAJU     | 01-05-2004 | LIBRARY & INF. SCIENCE  | INFORMATION SOURCES, SERVICES AND USER SURVEY OF B.Ed COLLEGE LIBRARIES IN ANDHRA PRADESH                                                          |
| 26. | 2419 | SRI K. BHAGAVAT SINGH   | PROF.P.KRISHNA PRASAD<br>PROF.K.VENKATESWARLU | 01-07-2004 | PUBLIC ADMINISTRATION   | ROLE OF STUDY CENTRES IN OPEN UNIVERSITIES: A CASE STUDY OF DR.B.R.AMBEDKAR OPEN UNIVERSITY                                                        |
| 27. | 2143 | MS. C. PADMAJA KUMAR    | PROF.D.SLURAN NAIDU                           | 01-07-2004 | PUBLIC ADMINISTRATION   | PEOPLES PARTICIPATION IN DEVELOPMENT – A CASE STUDY OF JANMA BHOOMI IN PENDURTHI MANDAL VISAKHAPATNAM DISTRICT                                     |
| 28. | 2281 | MS. B.E. VIJAYA LAKSHMI | PROF.V.S.PRAMILA                              | 01-07-2004 | PSYCHOLOGY              | PARENTING STYLES AND NURTURANCE : THE INFLUENCE OF ADOLESCENT PERCEPTIONS ON PSYCHOSOCIAL DEVELOPMENT                                              |
| 29. | 2416 | SRI B. BRAHMAIAH        | PROF.D.NAGESWARA RAO                          | 01-07-2004 | HISTORY                 | EARLY HISTORIC CULTURE OF NORTHERN ANDHRA                                                                                                          |
| 30. | 2389 | SRI S. MADHAVA RAO      | PROF.U.VINDHYA                                | 01-07-2004 | PSYCHOLOGY              | PATTERN OF OCCUPATIONAL STRESS IN INDUSTRIAL WORKERS OF KUWAIT – AN EXPLORATIVE STUDY                                                              |
| 31. | 2433 | SRI V.KESAVA RAO        | PROF.Y.SATYANARAYANA                          | 01-07-2004 | LAW                     | LEGALITY OF CLAIMS IN COMMERCIAL ADVERTISEMENTS                                                                                                    |
| 32. | 2331 | SRI N.SUNDARA RAO       | PROF.K.RAVI                                   | 20-07-2004 | PUBLIC ADMINISTRATION   | EMERGING CIVIC LEADERSHIP IN A.P. – A CASE STUDY OF MUNICIPALITIES IN WEST GODAVARI DISTRICT                                                       |
| 33. | 2413 | MS B.SANDHYA            | PROF.L.MANJULA DAVIDSON                       | 26-07-2004 | ENGLISH                 | THE EFFECTS OF REPLACEMENT OF ENGLISH AS MEDIUM OF INSTRUCTION AT THE DEGREE LEVEL – A STUDY IN ANDHRA UNIVERSITY AREA                             |
| 34. | 2344 | SRI T.SAISANKAR         | PROF.S.A.SURYANARAYANA VARMA                  | 30-07-2004 | HINDI                   | JAINENDRA KUMAR KE UPANYASON MEIN MADHYA VARGEEYA JEEVAN                                                                                           |
| 35. | 2411 | MS C.VANAJA             | PROF.K.V.VENKATESWARA RAO                     | 01-08-2004 | SANSKRIT                | A STUDY OF THE SANSKRIT FIVE MAHAKAVYAS WITH REFERENCE TO THE DEFINITION OF MAHAKAVYA                                                              |
| 36. | 2282 | SRI D.KURMACHARYULU     | PROF.G.RAMACHANDRUDU                          | 01-08-2004 | ECONOMICS               | RURAL POVERTY ALLEVIATION THROUGH PEOPLES PARTICIPATION – (A STUDY IN VIZIANAGARAM DISTRICT OF ANDHRA PRADESH)                                     |
| 37. | 2387 | MS A.INDIRA DEVI        | PROF.S.SESHARATNAM                            | 01-08-2004 | HINDI                   | NARESH MEHTHA KI KAVITHA MEIN ABHIVYANJITH JEEVAN MULYA                                                                                            |
| 38. | 2432 | SRI Y.VENUGOPALA RAO    | PROF.U.BABAJI                                 | 02-08-2004 | COMMERCE & MGT. STUDIES | FINANCIAL PERFORMANCE OF DISTRICT CENTRAL CO-OPERATIVE BANKS IN TAMILNADU                                                                          |
| 39. | 2407 | SRI M.APPALA RAJU       | PROF.K.RAAMA MOHANA RAO                       | 08-08-2004 | COMMERCE & MGT. STUDIES | MARKETING OF BANKING SERVICES – A STUDY OF MARKETING OPERATIONS OF STATE BANK OF INDIA                                                             |
| 40. | 2398 | SRI K.ATCHYUTA RAO      | PROF.B.PARVATHISWARA RAO                      | 10-08-2004 | COMMERCE & MGT. STUDIES | REGULATED MARKETS AND THEIR WORKING IN ANDHRA PRADESH                                                                                              |
| 41. | 2429 | SRI B.PRABHAKARA RAO    | PROF.M.SUNDARA RAO<br>PROF.P.CHIRANJEEVULU    | 10-08-2004 | ECONOMICS               | INTER-TRIBE VARIATIONS IN EMPLOYMENT, INCOME AND INDEBTEDNESS (A STUDY OF TRIBES IN VIZIANAGARAM DISTRICT OF ANDHRA PRADESH)                       |
| 42. | 2327 | SRI S.S.S.DURGA GANESH  | PROF.B.MOHAN VENKATA RAM                      | 29-08-2004 | COMMERCE & MGT. STUDIES | VOLUNTARY RETIREMENT SCHEME IN INDIAN INDUSTRY – A STUDY WITH SPECIAL REFERENCE TO SELECT PUBLIC AND PRIVATE SECTOR ENTERPRISES                    |
| 43. | 2379 | MS NADELLA NIRMALA      | PROF.A.LAKSHMINATH                            | 31-08-2004 | LAW                     | RIGHT TO LIVELIHOOD LEGAL AND ECONOMIC PERSPECTIVES                                                                                                |
| 44. | 2435 | MS I.ARLAMMA            | PROF.C.RATNAM                                 | 29-08-2004 | ECONOMICS               | GROWTH AND SUPPLY RESPONSE OF PRINCIPAL AGRICULTURAL CROPS IN ANDHRA PRADESH                                                                       |
| 45. | 2390 | SRI U.V.ADINARAYANA RAO | PROF.V.KRISHNA MOHAN                          | 29-08-2004 | COMMERCE & MGT. STUDIES | INTERNET MARKETING STRATEGIES OF E-BUSINESS ORGANISATIONS – A STUDY OF SELECTED COMPANIES IN ANDHRA PRADESH                                        |
| 46. | 2404 | SRI G.SANJEEVAYYA       | PROF.S.V.SUDHAKAR                             | 29-08-2004 | SOCIAL WORK             | HOUSE TO HOME: A STUDY ON WOMEN POLICE IN NORTH COASTAL DISTRICTS OF ANDHRA PRADESH                                                                |
| 47. | 2385 | MS D.PERCY              | PROF.Y.F.W.PRASADA RAO                        | 09-09-2004 | EDUCATION               | A COMPREHENSIVE STUDY TO EVALUATE THE OPINIONS OF SECONDARY SCHOOL TEACHERS TOWARDS EDUCATIONAL ADMINISTRATION IN VIJAYAWADA MUNICIPAL CORPORATION |
| 48. | 2320 | SRI V.NIREEKSHANA BABU  | PROF.K.SOMASEKHARA RAO                        | 24-09-2004 | LIBRARY & INF. SCIENCE  | ATTITUDES TOWARDS INFORMATION TECHNOLOGY: A STUDY OF PROFESSIONALS IN RESEARCH AND ACADEMIC LIBRARIES IN HYDERABAD AND SECUNDERABAD (A.P.)         |

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| 49. | 2434 | SRI CH.PARAMAIAH        | PROF.S.K.V.S.RAJU                          | 24-09-2004 | ECONOMICS               | SAVING BEHAVIOUR OF RURAL FARM HOUSEHOLDS (A CASE STUDY IN COASTAL ANDHRA PRADESH)                                                                     |
| 50. | 2447 | SRI U.SREERAMA RAJU     | PROF.P.APADA RAO                           | 24-09-2004 | TELUTU                  | PASCHIMA GODAVARI ZILLA – JANAPADA PRADARSAKA KALALU – JANAPADA VIJNANA VISLESHANA                                                                     |
| 51. | 2364 | SRI KHAJA RAHMATULLA .T | PROF.M.V.R.RAJU                            | 09-10-2004 | PSYCHOLOGY              | ADJUSTMENT, LEARNING AND BEHAVIOURAL PROBLEMS AMONG SCHOOL STUDENTS                                                                                    |
| 52. | 2422 | SRI C.NAGESWARA RAO     | PROF.K.SOMASEKHARA RAO                     | 16-10-2004 | LIBRARY & INF. SCIENCE  | PROFESSIONAL ATTITUDES OF LIBRARIANS TOWARDS INFORMATION TECHNOLOGY: A SURVEY OF POLYTECHNIC LIBRARIES IN ANDHRA PRADESH (INDIA)                       |
| 53. | 2456 | SRI M.SRIRAMULU         | PROF.K.SUDARSANA RAJU                      | 16-10-2004 | TELUGU                  | KATTI PADMARAO SAHITI SAKSHATKARAM                                                                                                                     |
| 54. | 2360 | MS G.RAJESWARI          | PROF.S.A.SURYANARAYANA VARMA               | 16-10-2004 | HINDI                   | DR.LAKSHMINARAYANA LOL KE NATKON MEIN SAMAJIK YATHRTH                                                                                                  |
| 55. | 2345 | SRI K.MADHUSUDAN        | PROF.K.V.NAGARAJ<br>PROF.B.DEVI PRASAD     | 09-11-2004 | JOURNALISM & MASS COMM. | USE AND POTENTIAL OF FOLK MEDIA OM DEVELOPMENT COMMUNICATION: A STUDY OF SELECT FOLK FORMATS IN ANDHRA PRADESH                                         |
| 56. | 2421 | SRI K.V.JAGANNADHA RAO  | PROF.K.SREERAMA MURTHY                     | 19-11-2004 | ECONOMICS               | ENROLMENT AND DROPOUT IN PRIMARY EDUCATION OF TRIBALS (A COMPARATIVE STUDY OF SUB-PLAN AND NON-SUB PLAN AREAS IN VIZIANAGARAM DISTRICT ANDHRA PRADESH) |
| 57. | 2339 | SRI K.YONA              | PROF.K.S.CHALAM<br>PROF.G.RAMACHANDRUDU    | 20-11-2004 | ECONOMICS               | POVERTY AMONG SCHEDULED CASTES IN SRIKAKULAM DISTRICT OF ANDHRA PRADESH                                                                                |
| 58. | 2355 | SRI B.PRASAD BABU       | PROF.K.MADHU                               | 20-11-2004 | PSYCHOLOGY              | PSYCHOLOGICAL ADJUSTMENT AND WELL-BEING AMONG TUBERCULOSIS PATIENTS                                                                                    |
| 59. | 2464 | MS P.SRIDEVI            | PROF.A.LAKSHMINATH                         | 06-12-2004 | LAW                     | MEDICAL NEGLIGENCE IN INDIA – A JURISTIC STUDY                                                                                                         |
| 60. | 2414 | MS S.ASHA RANI          | PROF.K.MADHU                               | 10-12-2004 | PSYCHOLOGY              | PSYCHOLOGICAL ADJUSTMENT TO CHROMIC DISEASES AND BARRIERS TO SELF CARE – A STUDY ON DIABETES MELLITUS                                                  |
| 61. | 2500 | SRI G.GAVARRAJU         | PROF.M.V.KRISHNAYYA<br>PROF.S.D.A.JOGA RAO | 22-12-2004 | PHILOSOPHY              | THE PHILOSOPHY OF DR.S.RADHAKRISHNAN : A STUDY                                                                                                         |
| 62. | 2383 | SRI B.NAGARAJU          | PROF.B.S.MURTHY                            | 19-12-2004 | I.R.&P.M.               | HUMAN RESOURCE MANAGEMENT IN DAIRY INDUSTRY OF ANDHRA PRADESH – AN EMPIRICAL STUDY                                                                     |
| 63. | 2383 | SRI S.RABBE SUBHANI     | PROF.E.A.NARAYANA                          | 22-12-2004 | PUBLIC ADMINISTRATION   | FUNCTIONING OF PANCHAYATI RAJ – A STUDY IN ANDHRA PRADESH                                                                                              |
| 64. | 2288 | SRI S.SRINIVAS          | PROF.B.VIJAYA LAKSHMI                      | 22-12-2004 | SOCIAL WORK             | ELDER ABUSE – A STUDY OF ABUSE AND NEGLECT OF ELDERLY IN URBAN FAMILIES                                                                                |
| 65. | 2437 | MS K.SACHIDEVI          | PROF.U.VINDHYA<br>PROF.P.V.KRISHNA RAO     | 28-12-2004 | PSYCHOLOGY              | COMMON MENTAL DISORDERS IN PRIMARY HEALTH CARE SETTING A STUDY OF SOCIO DEMOGRAPHIC CORRELATES                                                         |
| 66. | 2451 | SRI G.A.PRASAD RAO      | PROF.K.SOMASEKHARA RAO                     | 30-12-2004 | LIBRARY & INF. SCIENCE  | AUTONOMOUS COLLEGE LIBRARIES IN ANDHRA PRADESH (INDIA) – A STUDY ON EMERGENCE, SERVICES, STANDARDS AND PROFESSIONAL ATTITUDES TOWARDS AUTOMATION       |
| 67. | 2496 | SRI N.CHANDRASEKHAR     | PROF.V.SIMMANNA                            | 30-12-2004 | TELUGU                  | GADDAR RACHANALU – ANUSEELANA                                                                                                                          |
| 68. | 2465 | MS K.GEETHA MADHAVI     | PROF.P.SUBBA RAO                           | 30-12-2004 | TELUGU                  | TELUGU KRIALA POUNAH PUNYAM – OKA PARISEELANA                                                                                                          |
| 69. | 2391 | SRI K.JANARDHANA RAO    | PROF.C.JAYARAM                             | 31-12-2004 | LAW                     | EMPLOYER'S LIABILITY UNDER SECTION-3 OF THE WORKMEN'S COMPENSATION ACT, 1923 FOR ACCIDENTS ARISING OUT OF AND IN THE COURSE OF EMPLOYMENT A CRITIQUE   |
| 70. | 2473 | MS S.V.N.L.JHANSI RANI  | PROF.E.VISWANATHA REDDY                    | 31-12-2004 | TELUGU                  | BHARAGOGARI " ITLU MEE VIDHEYUDU " – KATHA SANKALANAM SAMAGRA PARISEELANA                                                                              |
| 71. | 2436 | MS A.B.SANTHA RAJYAM    | PROF.B.RATNA KUMARI                        | 31-12-2004 | ECONOMICS               | AN ANALYSIS OF RURAL WOMEN EMPOWERMENT IN ANDHRA PRADESH ( A CASE STUDY OF EAST GODAVARI DISTRICT )                                                    |