

Faculty Profile

Name:	Dr. Renu Bala	 Photo
Designation:	Assistant Professor	
Teaching Areas:	Financial Accounting Business Statistics Principles of Management CMA	
Research Interests:	Finance and Marketing	
Education:	Ph.D., From Center for Economic and Social Studies(CESS), Hyderabad, BR Ambedkar University M.Com, MBA from Osmania University APSET in Management and APSET in Commerce	
Professional Experience (21 Years Teaching Experience)		
<div>1. September 01, 2021 - till date -Assistant Professor, ICFAI School of Law, Hyderabad</div> <div>2. May 2011 – August 31, 2021-Associate Professor, Aurora PG College and Aurora Scientific and Technological Institute</div> <div>3. July 2007 - April, 2011-Senior Lecturer, St. Joseph’s Degree and P G College, Abids, Hyderabad.</div> <div>4. November 2003 – July 2007-Senior Lecturer, Department of Commerce, Sardar Patel College,</div>		
Selected Publications:		
<div>1. “Impact of Trust and Service Quality on Retail Banking Customers’ Satisfaction and Loyalty” ---- ABDC–Journal of Informatics Education and Research---ISSN: 1526-4726, Vol 4, Issue 3—2024</div> <div>2. “Impact of Influencer Marketing on Consumer Behaviour: An Analytical Study” --Scopus – Journal of Propulsion Technology---ISSN: 1001-4055, Vol. 44, Issue 4 --2023</div> <div>3. “Impact of Green Marketing on Market performance in Rural India” --ABDC ---- Academy of Marketing Studies Journal---Volume 27 Issue 2, ----2023</div> <div>4. “Commercial Paper as a Source of Working Capital”, Treasury Management, IUP Publications, October, p. 48 – 55. (ISSN 2349 – 638X) -2016</div> <div>5. “A Study of Indian and Japanese Commercial Paper Markets”, Treasury Management, IUP Publications, October, p. 28 – 34. (ISSN 2455 – 4030)-2015</div> <div>6. “Performance of Exports in India: Role of Institutional Arrangements and Foreign Investment”, IPE Journal of International Economics, Vol. 1. P 95. – 2010</div> <div>7. “Factors That Determine Issuance of Commercial Paper in the Manufacturing Sector in India”, Volume 19, Issue 3, 2009, International Journal of Finance, New Jersey, USA. (ISSN 2348 – 4969) -2009</div>		