

CURRICULUM VITAE

Y.Suryanarayana Murthy

Email ID

bobby.yamijala@gmail.com
ysnmurthy1612@vardhaman.org

Mobile no:

9494133322,9392790922

PERSONAL DATA:

Date of Birth : 27-01-1989

Sex : Male

Nationality : Indian

Marital Status: Married

PERMANENT ADDRESS:

Y. Suryanarayana Murthy
D.No:13-1-30
Nachuvari Street Gunupudi,
B.N.Road Bhimavaram-1
West Godavari District-534201

REFERENCES:

1. Prof. K. Srinivasa Krishna
Aditya Global Business School
69-3A-13,SBH Colony
Nagavanam
Kakinada – 533003
rajrithviksrinivasa@yahoo.co.in
(0)9948798086

2. G.Gopi
Lecturer, Aditya Junior College
404,Varanasi Heights
Near cosmopolitan club
Suryanarayana puram Near
Addavantena Bhimavaram
West Godavari District-534202
gopi9848518151@gmail.com
(0)9440317034

ORCID ID:

<https://orcid.org/0000-0002-9561-5395>

Vidwaan-ID:

<https://vidwan.inflibnet.ac.in/profile/253270>

EDUCATIONAL QUALIFICATIONS

- **Ph. D.-(Thesis Submitted)**
GITAM Institute of Management
GITAM UNIVERSITY
VISAKHAPATNAM
- **M.B.A.(HR & Marketing)(2012)**
GITAM Institute of Management
GITAM UNIVERSITY
VISAKHAPATNAM
CGPA:7.32
- **B.Tech (CSE) (2010)**
AKULA SREE RAMULU COLLEGE OF ENGINEERING
Tanuku
JNTUK, Kakinada Percentage:70%
- **Intermediate(MPC) (2006)**
ADITYA JUNIOR COLLEGE
Bhimavaram
Percentage:94.9
- **SSC (2004)**
ADITYA PUBLIC SCHOOL
Bhimavaram
Percentage:85%



TEACHING EXPERIENCE: 10year(s) 0 month(s) 8 day(s)

- Currently working as **Assistant Professor in Department of Management Studies in Vardhaman College of Engineering** from **27-03-2023 to till date.**
- Worked as **Assistant Professor in Department of Business Administration in Prasad V Potluri Siddhartha Institute of Technology, Kanuru, Vijayawada** from **07-09-2020 to 04-03-2023.** (2year 3months 12days)
- Worked as **Faculty in Management& Soft skills trainer in the Department of Business Administration (BBA) in Aditya Degree College, Bhimavaram** from **25-05-2019 to 31-08-2020.** (1year 3 months 7days)
- Worked as **Assistant Professor in Aditya Global Business School, Surampalem** from **02-07-2014 to 24-05-2019.**(4 years 10 months 23days)
- Worked as **Assistant Professor in the K.G.R.L. College of P.G. Courses, Bhimavaram** during **01-12-2012 to 26-06-2014.** (1year 6months 26days)

INDUSTRY EXPERIENCE: 1year 9months 11 days

- Worked as **Operations Manager in ABC India Limited, Kolkata** during **30-1-2011 to 09-11-2012.**

RESEARCH PUBLICATIONS (ABDC-B):1

S.No	Name of the Journal (ABDC)	Title of the Paper	ISBN/ISSN No, Issue & Volume No	Year of Publication	Impact Factor
1	Academy of Marketing Studies Journal (ABDC Journal Category-B Indexed) Link: https://www.abacademies.org/journals/academy-of-marketing-studies-journal-inpress.html	Evaluating the Effect of COVID-19 on Major World Indices: In relation to Gold, Silver, Crude Oil, and Bitcoin	ISSN: 1528-2678, Vol no:28, Issue no-2,	January-2024	-----

RESEARCH PUBLICATIONS (ABDC-C):3

S.No	Name of the Journal (ABDC)	Title of the Paper	ISBN/ISSN No, Issue & Volume No	Year of Publication	Impact Factor
1	World Journal of Management and Economics (ABDC Journal Category-C Indexed) Link: https://wesro.org/volume-16-issue-08/	Artificial Intelligence based Framework For Human Resource Development by Employing Chatbots	ISSN: 1819-8643, Vol no:16, Issue no-8	August-2023	----
2	European Economics Letters (ABDC Journal Category-C Indexed) Link: https://www.eelet.org.uk/index.php/journal/issue/view/19	Work-Life Balance and Emotional Intelligence with Special Reference to Private Bank Employees	ISSN: 2323-5233, Vol no:13, Issue no-4, Page.No:95-110	August-2023	0.278
3	Empirical Economics Letters (ABDC Journal Category-C Indexed) Practices of Business Management and Economics in Research Link: http://www.eel.my100megs.com/volume-20-number-october-2-special-issue.htm	Certification Of Products In Ecommerce Websites Using Rule Based Decision Tree	ISSN:1681-8997,Special Issue02	September-2021	0.91

RESEARCH PUBLICATIONS (Scopus +Web of Science):1

S.No	Name of the Journal (ABDC)	Title of the Paper	ISBN/ISSN No, Issue & Volume No	Year of Publication	Impact Factor
1	Journal of Advanced Zoology Link: http://jazindia.com/index.php/jaz/article/view/824	Impulse Buying in the Digital Age: A Dimensional Study on Influencer Marketing Impact on Millennials	ISSN:0253-7214 Vol no:44, Issue no-S3, Page.No:920-928	13 th October,2023	----

RESEARCH PUBLICATIONS (Scopus):5

S.No	Name of the Journal (Scopus)	Title of the Paper	ISBN/ISSN No, Issue & Volume No	Year of Publication	Impact Factor
1	Tec Empresarial (Scopus-Q4) Link: https://revistas.tecac.cr/index.php/tec_empresarial/articulo/view/1783	An Investigation of Indian Consumers' Purchase Intentions Using Electronic Word-Of-Mouth	ISSN: 1659-2395, Vol no:18, Issue no-2, Page.No:1783-1799	2023	-----

2	Journal of Harbin Engineering University (Scopus) Link: https://harbinengineeringjournal.com/index.php/journal/article/view/698	Impact of Talent Management on Organization Performance and Practice: A Study of Talent Management in IT sector in context of NCR	ISSN: 1006-7043, Vol no:44, Issue no-7, Page.No:1935-1942	July-2023	----
3	International Journal of Professional Business Review (Scopus-Q2) Link: https://doi.org/10.26668/businessreview/2023.v8i7.997	Effective role of human resource management policies within marketing organization: the impact on business and marketing strategy implementation	E-ISSN: 2525-3654, Vol no:8, Issue no-7, Page.No:1-12	28 th June,2023	----
4	Seybold Report (Scopus-Q3) Link: https://seyboldreport.net/abstract-2023/36.html	A study on impact of employee job embeddedness on employee Retention	ISSN: 1533-9211, Vol no:18, Issue no-3, Page.No:36-44	January 2023	----
5	Pal Arch's Journal of Archaeology of Egypt/ Egyptology (Scopus-Q3) Link: https://archives.palarch.nl/index.php/jae/article/view/4514	A Covid-19 impact analysis on the Migration of Rustic consumers to branded digital goods WRT Andhra Pradesh	ISSN:1567—214X,Vol.17, Issue-9 Page No: 3860-3866	December-2020	---

RESEARCH PUBLICATIONS (Web of Science/ESCI):2

S.No	Name of the Journal(Web of Science/ESCI)	Title of the Paper	ISBN/ISSN No, Issue & Volume No	Year of Publication	Impact Factor
1	Business, Management and Economics Engineering(Vilnius Tech) (Web of Science/ESCI) Link: https://businessmanagementeconomics.org/pdf/2023/1027.pdf	Artificial Intelligence In E-Commerce: A Literature Review	2669-2481,Vol.No:21, Issue:1, Page no:1027-1037	April 25, 2023	----
2	Business, Management and Economics Engineering(Scopus-Q3) (Vilnius Tech) Link: https://businessmanagementeconomics.org/article/view/17455.html	Examining the Effects of Factors Influencing Organizational Citizenship Behavior With Respect to IT Managers in Gujarat	2669-2481,Vol.No:20 Issue:2, Page no:2154-2167	December 2022	----

RESEARCH PUBLICATIONS (UGC Care Group-1):10

S.No	Name of the Journal(UGC Care Group-1/Others)	Title of the Paper	ISBN/ISSN No, Issue & Volume No	Year of Publication	Impact Factor
1	Journal of Management & Entrepreneurship ((UGC Care Listed)	The Impact of Mobile Marketing on Customer Retention and Engagement: A Literature Review	2229-5348, Vol. 17, No.2 (III),Page no:33-40	April-June 2023	----
2	Indian Institute of Industrial Engineering Link: http://www.journal-iiie-india.com/1_jan_23/11.pdf	An empirical effect analysis of workplace burnout management in information technology sector	0970-2555, Vol.No:52, Issue No:1,Page.No:77-83	January 2023	6.82

3	Journal of Management & Entrepreneurship	Network Marketing Attributes' Influence on Emerging Entrepreneurs- an Empirical Investigation of Safe Shopping	2229-5348, Vol. 16, No.4 (I),Page no:13-22	October - December 2022	-----
4	Journal of the Asiatic Society of Mumbai	A Study on “3M” Approach Towards Micro-Perineurial Thought Success	ISSN: 0972-0766 Vol. XCV, No. 3 Page no:102-110	January-2022	-----
5	Journal of Oriental Research Madras-The Kuppaswami Sastri Research Institute	A SIP & Lumpsum Analysis of Investment on Mutual Funds through Angel Broking Pvt Ltd	ISSN: 0022-3301 Vol. XCII, No.1 Page no:85-91	30 th December-2021	-----
6	NIU International Journal of Human Rights	An Empirical Impact of Employee Work Life Balance With Reference To Royal Park Hotel, Kakinada	ISSN:2394 - 0298, Volume 8(XXIII),Page No:144-150	November-2021	-----
7	Shodha Prabha	Pandemic Impact of Virtual Recruitment on Job Seekers – the New Paradigm	ISSN: Volume No:46, Issue:4, Page No:1-7	October-2021	-----
8	Wesleyan Journal	A comparative camel analysis of selected public and private sector banks in India	ISSN:0975-1386 , Volume. 14, No.2(III), Page No:140-147	September-2021	----
9	Sardar Patel Institute of Economic and Social Science Research- Journal of Anvesak	Millennials’ Perception & Gratification Impact Study On Digital Payment Systems In Krishna District	ISSN : 0378 – 4568, Volume. 51, No.2(II), Page No:29-39	December-2021	----
10	Shodh Samhita : Journal of Fundamental & Comparative Research	An Experiential Study On Stress Levels Of Employees Via Teleworking W.R.T Tata Consultancy Services, Bengaluru	ISSN: 2277-7067, Volume-VII, Issue No:8 Page No:22-30	August-2021	----

RESEARCH PUBLICATIONS (Peer Reviewed Journals):28

S.No	Name of the Journal(Peer Reviewed)	Title of the Paper	ISBN/ISSN No, Issue & Volume No	Year of Publication	Impact Factor
1	EPRA International Journal of Economics, Business and Management Studies (EBMS) Link: https://eprajournals.com/IJHS/article/12222	The Impact of Brand Equity on Select FMCG Products at Hyderabad- An Empirical Study	ISSN: 2347-4378, Volume-11, Issue No:1 Page No:168-173	January-2024	8.078
2	International Journal of Advance Research and Innovative Ideas in Education Link: https://ijariie.com/AdminUploadPdf/Training_and_Development_Strategies__Assessing_Their_Influence_on_Employee_Engagement_and_Performance_ij	Training and Development Strategies: Assessing Their Influence on Employee Engagement and Performance	ISSN: 2395-4396, Volume-10, Issue No:1 Page No:140-147	January-2024	4.06

	ariie22396.pdf				
3	International Research Journal Of Modernization in Engineering Technology and Science Link: https://www.irjmets.com/uploadedfiles/paper//issue_1_january_2024/48296/final/fin_irjmets1705050900.pdf	The Role of Corporate Governance in Emerging Markets	ISSN: 2582-5208, Volume-6, Issue No:1 Page No:1005-1009	January-2024	7.868
4	International Journal of Progressive Research in Engineering Management and Science Link: https://www.ijprems.com/paperdetail.php?paperId=74a7a67f907d4e1bf1cc2b631b56f246&title=Assessing+The+Public+Awareness+on+Financial+Derivatives+in+Hyderabad+Region&authpr=P.+Kavya+Sree	Assessing the Public Awareness on Financial Derivatives in Hyderabad Region	ISSN: 2583-1062, Volume-4, Issue No:1 Page No:119-122	January-2024	5.725
5	International Journal of Progressive Research in Engineering Management and Science Link: https://www.ijprems.com/paperdetail.php?paperId=3ba320ab3b06d87c87230de441de6801&title=HRM+2.0%3A+Navigating+the+Dynamic+Intersection+of+Information+Technology%2C+Strategic+Evolution%2C+and+Organizational+Sustainability+in+the+Digital+Age&authpr=Tarun+Shiddeshi	HRM 2.0: Navigating the Dynamic Intersection of Information Technology, Strategic Evolution, and Organizational Sustainability in the Digital Age	ISSN: 2583-1062, Volume-3, Issue No:12 Page No:374-379	December-2023	5.725
6	International Journal of Innovative Science and Research Technology Link: https://ijisrt.com/unraveling-the-interconnected-dynamics-of-reward-systems-a-comprehensive-study-on-organizational-efficiency-across-diverse-industries-and-geographies	Unraveling the Interconnected Dynamics of Reward Systems: A Comprehensive Study on Organizational Efficiency across Diverse Industries and Geographies	ISSN: 2456-2165, Volume-8, Issue No:12 Page No:1924-1928	December-2023	7.176
7	EPRA International Journal of Economics, Business and Management Studies Link: https://eprajournals.com/IJES/article/12047	"Exploring HRIS Adoption and Performance Outcomes in Hyderabad-based IT Enterprises: A Case Study Approach"	ISSN: 2347-4378, Volume-10, Issue No:12 Page No:112-117	December-2023	8.574
8	EPRA International Journal of Multidisciplinary Research (IJMR) Link: https://eprajournals.com/IJMR/article/12044	"Exploring Compensation Management Strategies: A Comprehensive Analysis across Diverse Industries"	ISSN: 2455-3662, Volume-9, Issue No:12 Page No:356-360	December-2023	8.55
9	EPRA International Journal of Economic and Business Review(JEBR) Link: https://eprajournals.com/IJES/article/12045	Advancing Performance Management and Impact on Employee Performance – A Comprehensive Review	ISSN: 2347-9671, Volume-11, Issue No:12 Page No:54-58	December-2023	8.153

		and Future Directions			
10	International Journal of Research in Engineering, Science and Management Link: https://journal.ijresm.com/index.php/ijresm/article/view/2907	Strategic perspective on human resources practices; A comprehensive analysis of employee promotion, competencies, and compensation dynamics.	ISSN: 2581-5792, Volume-6, Issue No:12 Page No:246-250	December-2023	5.719
11	Kalyan Bharathi-Journal of Indian History & Culture	A consumers' happiness and perception study' wrt sevamkr private limited(It's My Choice), Rajahmundry, East Godavari District.	ISSN No. 0976-0822, Volume-36, No.9(II), Page No:94-100	October-2021	-----
12	Journal of Education: Rabindra Bharathi University	Influence of Gender Budgeting on Women Entrepreneurship in India	ISSN:0972-7175, Volume-XXIII, Issue No- , Page No:	July-2021	----
13	Journal of Modern Thamizh Research (A Quarterly International Multilateral Thamizh Research)	A Comprehensive Study on Employee Work Life Balance W.R.T Reliance Retail (Andhra Pradesh)	ISSN : 2321-984X, Special Issue, Pageno:773-778	June-2021	----
14	International Journal of Engineering Research & Technology (IJERT) Link: https://www.ijert.org/an-overview-on-paperless-trading-in-india	An Overview on Paperless Trading in India	ISSN:2278-0181, Volume 9, Issue 5, Page No:411-414	April-2021	----
15	International Journal for Innovative Research in Multidisciplinary Link: https://ijirmf.com/wp-content/uploads/IJIRMF202103011.pdf	A Behavioural Analysis of Customers in respect to Brand Preference w.r.t Swiggy & Zomato	ISSN: 2455-0620, Vol-7, Issue-3, PageNo:56-63	March-2021	6.719
16	Journal of Modern Thamizh Research (A Quarterly International Multilateral Thamizh Research)	Waste Management Initiatives and Challenges in India	ISSN:2321-984X, Special Issue, PageNo:630-635	February-2021	-----
17	International Journal of Science & Research Link: https://www.ijer.net/archive/v10i1/SR21107145113.pdf	A Study on Influence of Employee Morale on Productivity in Steel Industry w.r.t Vizag Steel Ltd, Visakhapatnam	ISSN:2319-7064, Vol.10, Issue-1, Page No: 469 - 473	January-2021	7.583
18	Gorteria Journal (UGC-Group-II)	A Study on Student's Attitude and Intention towards the purchase of luxury brands	ISSN: 0017-2294, Vol-33, Issue-12, Page No:579-588	December-2020	5.3
19	International Journal of Marketing and Technology Link: https://www.ijmra.us/2016ijmt_june.php	Marketing in the Digital Age	ISSN:2249-1058, Vol.6, Issue-6, Page No:63-76	June-2016	---
20	International Journal of Marketing and technology Link: https://www.indianjournals.com/ijor.aspx?target=ijor:ijmt&volume=6&issue=4&article=011	An Empirical Impact Of Green Marketing- Consumer's Purchase Sensitivity In East Godavari District	ISSN:2249-1058, Vol.6, Issue-4, Page No:168-179	March-2016	5.81
21	International Journal of Technology & Innovation Management	The Role of Customer Relationship in Banking Sector	ISSN: 2394-594X, Vol-2, Issue-1, Page No:30-34	March-2016	---

22	International Research Journal of Marketing and Economics Link:https://aarf.asia/current/ywLPoIqyZsYBjsY.pdf	The use of technology in Customer Relationship Management	ISSN: 2349-0314 Vol. 3, Issue 2, Page No:16-26	February-2016	2.988
23	International Journal of Marketing and technology Link:https://www.ijmra.us/2016ijmt_january.php	A Study on Customer Attitudes towards Service Quality Attributes of Public and Private Sectors Banks in East Godavari District	ISSN:2249-1058, Vol.26, Issue 1, Page No:24-38	January-2016	3.4
24	International Journey of Management, IT and Engineering Link:https://www.ijmra.us/2015ijmie_december.php	Challenges and Opportunities for Organizational Behaviour - New Millennium Perspective	ISSN:2249-0558, Vol.5, Issue -12, page No:277-287	December-2015	5.8
25	International Research Journal of Marketing and Economics Link:https://aarf.asia/eco2.php?p=Volume2,Issue11,November 2015	A Study On Customer Attitudes Towards Interaction Management Practices of Public and Private Sectors Banks in East Godavari District	ISSN:2349-0314, Vol. 2, Issue 11, Page No:29-42	November-2015	2.988
26	International Journal of Science & Research Link:https://www.ijsr.net/getabstract.php?paperid=SUB159090	A Study on Perception of Quality of Work Life among Textile Manufacturing Workers in East Godavari District	ISSN:2319-7064, Vol.4, Issue -10, Page No:1487-1491	October-2015	5.611
27	International Journal of Engineering Technology, Management and Applied Sciences	Employee Engagement Related to Employees' Performance	ISSN:2349-4476, Vol.3, Issue-8, PageNo:153-157	September-2015	2.24
	International Journal of Advance Research in Science & Engineering Link:http://ijarse.com/images/fullpdf/1441085948_30_Research_Paper.pdf	A Study on Customer Relationship Practices in Commercial Banks	ISSN:2319-8354, Vol.4, Issue-8, Page No:217-226	August-2015	1.142

RESEARCH PUBLICATIONS (Book Chapters):4

S.No	Name of the Book Chapter	Title of the Paper	ISBN/ISSN No, Issue & Volume No	Year of Publication	Impact Factor
1	NCDT-2023 Conference Proceedings	A Study on the Impact of Employee Job Satisfaction in Healthcare Management	ISBN: 978-93-5917-000-8 Page No:108-118	7 th -8 th July, 2023	----
2	Recent Developments and advancements in Finance (Book Chapter)-Immortal Publications	A Study on short-term performance analysis of IPO's in Indian Stock Markets	ISBN: 978-93-5457-696-6 Page no:1-22	February-2021	----
3	Recent Developments and advancements in Finance (Book Chapter)-Immortal Publications	A Study on role of corporate governance in banking sector	ISBN: 978-93-5457-696-6 PageNo:164-171	February-2021	----
4	Sustainable Business Management Practices and Social Innovation (International Conference-	Impact of COVID-19 on Consumers Purchasing Intention towards Electric	ISBN: 978-81-950380-6-0 Page No:229-235	January-2021	---

	Book Chapter)-Eureka Publications	Vehicles			
5	New Paradigms In Business Management Practices (Book Chapter)	Corporate Social Responsibility- Major Core competency of corporate- an empirical study	ISBN: 979-8-576-82665-0, Vol-2, Page No:66-76	December-2020	---

BOOKS PUBLISHED:6

1. Published a text book on “Retail Management” published by Amazon Publisher, ISBN:979853924925, November 2020.
2. Published a text book on “Business Laws” published by Amazon Publisher, ISBN:9798558314564, December 2020.
3. Co-Editor for the book titled “Green Banking & Environment” with ISBN No:978-93-90996-08-7 by the Archers & elevators Publishing House, Bangalore, March 2021.
4. Co-Editor for the book titled “Research Trends in Multidisciplinary Subjects: Volume-3” with ISBN No: 978-93-91479-01-5 by the Redshine Publications, Gujarat, October 2021.
5. Associate & Co-Editor for the book titled “Emerging Trends in Commerce & Management- Volume-2” with ISBN No: : 978-93-93239-19-8 by the Redshine Publications, Gujarat, January, 2022.
6. Published a text book on “Organizational Behaviour” published by Redshine Publication Private Limited, Lunwada in association with Red’mac International Press & Media. Inc India | Sweden | UK with ISBN NO: 978-93-93239-77-8 (First Edition) on Febraury,2022.

PATENTS (DESIGN-INTERNATIONAL):1

1. Dr. Jami Venkata Suman, Mr. Voonna Sainath Pavan, Dr. Tulasichandra Sekhar Gorripotu, Dr. Andhavarapu Kanthi, Dr. Srinivasa Rao Sura and Mr. Y.Suryanarayana Murthy, filed and registered a UK design patent certificate titled “Camera for Healthcare Management” with government, design patent application no. 6328069 filed on 23rd November,2023 and granted on 4th December,2023.

PATENTS (DESIGN-NATIONAL):1

1. Dr. Ritesh Verma, Dr. Sarika Agarwal, Dr. D. Chitra, Tejaswi Vuyyuru, Mr. Y.Suryanarayana Murthy, Dr. Apoorwa Mishra, Abhishek Dutta Gupta, filed and registered a design patent certificate titled “A Real-Time Tax Management Tablet” with government, design patent application no. 386180-001 on 13th May,2023.

PATENTS (UTILITY):7

1. Rakesh Kumar Sen, Prof. (Dr.) Ramanjeet Singh, Yamijala Suryanarayana Murthy, M Govardhan Reddy, Dr. Marimuthu KN, Gerald Vijay Reuben, Dr. Anjela Swarnpipika Kujur, Prof. (Dr.) Bipin Chandra Pant filed on 25th August,2023 and published a patent titled “Performance Management System with Real-Time Feedback and Goal Tracking” with government, patent application no. 202321057263 on 6th October,2023.
2. Uchit Kapoor, Dr. Deepa Ittimani Tholath, Dr. Shalini Rahul Tiwari, Dr. Shruti Mohapatra, Dr. Suvrashis Sarkar, Dr. Sheena Ray Thomas, Dr. Dattatraya Pandurang Rane, Mr. Y. Suryanarayana Murthy, Dr. Abdul Razak, Bhavesh Joshi filed on 6th August,2023 and published a patent titled “Non-Cab Aggregation System” with government, patent application no. 202311052763 on 1st September,2023.
3. Dr. N.S.Lissy, Y Suryanarayana Murthy, M. Govardhan Reddy, Dr. Divyarajsinh M Zala, Dr. Manoj Sharma, Dr. Anupam Mitra, Dr. Naveen Kumar, Dr. Kamal Kumar, Dr. C. Vilvijayan, Dr. D. D. Paul Dhinakarn filed on 13th December,2021 and published a patent titled “Present Scenario of Human Resource Management (HRM) Practices in the Indian Companies” with government, patent application no. 202141057952 on 4th February,2022.
4. Dr. M. Maheswari, Dr. R. Karthikeyan Dr .G. Karunanithi Dr. K. Saravana Kailas, Y. Suryanarayana Murthy, Dr. M. A. Raajarajeswari, Ramesh Kumar, Dr. N. Lalitha, Dr. C. Vilvijayan Dr. D. D. Paul Dhinakarn filed on 18th December,2021 and published a patent titled “Effective Financial Management Techniques for Organization Growth” with government, patent application no. 202141059184 on 28th January, 2022.

5. Dr. Vishwanath Kokkonda, Dr. V. Subhashini, Dr. Rambabu Lavuri, Dr. B. Sasikala, Dr. G T Sasetharan, Mrs. Reena Raj, Mr. Yamijala Suryanarayana Murthy, Mr. M Govardhan Reddy, Dr. Shilpa shree M S, Mrs. G.Revathi, Dr. Rajendran C K filed on 29th November,2021 and published a patent titled “Buyer’s Perception towards Retail Shopping In FMCG Products” with government, patent application no. 202141055050 on 10th December, 2021.
6. Ms. P. Prasanthi, Dr. B. Senthil Kumar, Dr. G.S. Jayesh, Dr. K. Muthulakshmi, Dr. A. R. Kanagaraj, Dr. D. Parasakthi, Y Surya Narayana Murthy, M Govardhan Reddy, Dr. E. Nixon Amirtharaj, Dr. D. D. Paul Dhinakarn filed on 30th November,2021 and published a patent titled “Mediums that exhibit the Impact of Latest Technology on HR” with government, patent application no. 202141055523 on 10th December, 2021.
7. Dr. V. Mahalakshmi, Dr. Yabesh Abraham Durairaj Israve, Dr. D. Chitra, Mrs. B. Lakshmi, Mr. Y.Suryanarayana Murthy, Mr. M. Govardhan Reddy, Dr.C.Vilvijayan, Ms. B.Yogeswari, Dr. Sanjeev Salunke, Dr. D. Paul Dhinakarn filed on 2nd November,2021 and published a patent titled “Impact of Direct Marketing: Challenges, Benefits and Future Prospects” with government, patent application no. 202141050252 on 19th November, 2021.

RESOURCE PERSON:3

1. Acted as a resource person for One-Day Career Growth Series and delivered the talk in virtual mode on “Unlock your success: Mastering the Interview for Your Ideal Career” in association with Genz Education (Venture by PS Zoomer Education), Andhra Pradesh on 2nd December,2023.
2. Acted as a resource person for One-Day National workshop and delivered the talk in virtual mode on “Art of Writing Qualitative Research Paper” in association with Sun Virtual Learning Academy(Registered under UDYAM, MSME Scheme, Vilampati, Sivakasi on 1st October,2023.
3. Acted as a resource person for Two-Day workshop and delivered the talk in virtual mode on “Identifying the Research Gap and Techniques of Removing Plagiarism” in association with Sun Virtual Learning Academy(Registered under UDYAM, MSME Scheme, Vilampati, Sivakasi on 27th May,2023 to 28th May,2023.

CONFERENCES/ SEMINARS (Presented):22

1. Participated and presented a paper titled on “Strategic Perspectives on Human Resource Practices: A Comprehensive Analysis of Employee Promotion, Competencies, and Compensation Dynamics” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
2. Participated and presented a paper titled on “Unravelling the Interconnected Dynamics of Reward Systems: A Comprehensive Study on Organizational Efficiency across Diverse Industries and Geographies” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
3. Participated and presented a paper titled on “Navigating the Dynamic Intersection of Information Technology, Strategic Evolution, and Organizational Sustainability in the Digital Age” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
4. Participated and presented a paper titled on “Exploring HRIS Adoption and Performance Outcomes in Hyderabad – based IT Enterprises: A Case Study Approach” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
5. Participated and presented a paper titled on “Advancing Performance Management and Impact on Employee Performance–A Comprehensive Review and Future Directions” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.

6. Participated and presented a paper titled on “Exploring Compensation Management Strategies: A Comprehensive Analysis across Diverse Industries” in the International Conference on “Changing Global Dynamics in the Arena of Commerce, Management and Technology (ICGCDMT-2024)” organized by Departments of Commerce (A&F)&CS, Saveetha College of Liberal Arts and Sciences, SIMATS–Ch, on 5th January 2024.
7. Participated and presented a paper titled on “Evaluating the Impact of Digital Advertising on Online Furniture Buying Intentions: Click to Cart(CTC)” in the First EAI International Conference on “Emerging Technologies in Engineering and Management Sciences (ICETEMS-2023)” in organized by Department of Electronics and Communication Engineering, Vardhaman College of Engineering, Hyderabad on 24th November, 2023 and 25th November,2023.
8. Participated and presented a paper titled on “Evaluating Consumer Satisfaction in the era of online grocery: Cart to Heart(CTH)” in the First EAI International Conference on “Emerging Technologies in Engineering and Management Sciences (ICETEMS-2023)” in organized by Department of Electronics and Communication Engineering, Vardhaman College of Engineering, Hyderabad on 24th November, 2023 and 25th November,2023.
9. Participated and presented a paper titled on “How Digital Marketing Strategies Impact the Financial Performance of SMEs” in the First EAI International Conference on “Emerging Technologies in Engineering and Management Sciences (ICETEMS-2023)” in organized by Department of Electronics and Communication Engineering, Vardhaman College of Engineering, Hyderabad on 24th November, 2023 and 25th November,2023.
10. Participated and presented a paper titled on “Smartwatches, Fitness Trackers, and Beyond: Evaluating Experiential Marketing Efficacy Across Different Age Groups” in the First EAI International Conference on “Emerging Technologies in Engineering and Management Sciences (ICETEMS-2023)” in organized by Department of Electronics and Communication Engineering, Vardhaman College of Engineering, Hyderabad on 24th November, 2023 and 25th November,2023.
11. Participated and presented a paper titled on “A study on the impact of job satisfaction in health care management” in the First National Conference on “Design Thinking: Trans-Disciplinary Challenges & Opportunities” in organized by Dr. B. R. Ambedkar Chair, Andhra University in collaboration with Andhra University Trans-Disciplinary Research Hub, Visakhapatnam on 7th July, 2023 and 8th July,2023.
12. Participated and presented a paper titled on “Silence is not always golden: Exploring the causes and consequences of employees’ silence in IT Sector” in the International Conference on “Rural Entrepreneurship and Sustainable Development” organized by School of Management Studies, Sreenidhi Institute of Science and Technology, Ghatkesar, Hyderabad, India from 23rd June,2023 and 24th June,2023.
13. Participated and presented a paper titled on “Examining the relationship between consumer awareness and purchase intention in online pharma stores: The mediating role of trust” in the International Conference on “Rural Entrepreneurship and Sustainable Development” organized by School of Management Studies, Sreenidhi Institute of Science and Technology, Ghatkesar, Hyderabad, India from 23rd June,2023 and 24th June,2023.
14. Participated and presented a paper titled on “Overview of Stress Coping Mechanisms by Software Professionals” in the International Conference on “Rural Entrepreneurship and Sustainable Development” organized by School of Management Studies, Sreenidhi Institute of Science and Technology, Ghatkesar, Hyderabad, India from 23rd June,2023 and 24th June,2023.
15. Participated and presented the paper entitled “Waste management initiatives and challenges in India” in the Two Days National E-Conference on “Societal Trends” organized by the Pearl Research Centre for History, Culture and Tourism of St. Mary’s College (Autonomous), Thoothukudi on 6th February, 2021and 7th February, 2021.
16. Participated and presented a Research Paper Titled "A Overview On Paper Less Trading In India" in Online International Conference on Recent Advances in Deep Learning (ICRADL-2021) Organized by the Department of Computer Science & Engineering, Shri Vishnu Engineering College for Women (Autonomous) during 29-31, January, 2021.
17. Participated and presented a research paper titled “Impact of Covid-19 On Consumers Purchasing Intentions Towards Electric Vehicles” in the International Conference titled

“Sustainable Business Management Practices and Social Innovation” organized by SRDC-Vidhyanidhi CMS, Jain (Deemed-to-be University) on 30th January, 2021.

18. Participated and presented a paper entitled “A Study on Impact of COVID-19 on Rural Consumers Towards Branded Digital Products” in International E-Conference on force of COVID-19 on Indian and Universal Financial System and Revival Techniques (Online Mode) organized by college of Management, SRM Institute of Science and Technology, Ramapuram Campus, Chennai on 19th November 2020.
19. Participated & Presented a paper on “Customer Perception towards TATA NANO Cars in India” on 19th March 2016 in the National Conference” Paradigm Shifts in Business Management “organized by ADITYA Global Business School, Surampalem.
20. Participated and Presented a paper on “Management Education for Entrepreneurship Skill Development” on 12th & 13th June 2015 in the National Seminar sponsored by AICTE on “Entrepreneurship Imperatives in India in the Globalized Environment “organized by Sasi College of Technology & Engineering”, Tadepalligudem.
21. Participated and Presented a paper on “Employee Engagement related to Employees’ performance” on August 21st & August 22nd, 2014 in the International Seminar “Recent Trends in Industrial relations: The role of HR Professionals “organized by School of Management Studies, JNTUH, Hyderabad.
22. Participated and Presented a paper on “MGNREGA and its impact on wage and work relation” on 13th & 14th February, 2014 in the UGC National Seminar “PURA for Integrated Rural Development “organized by K.G.R.L College of P.G.Courses, Bhimavaram.

CONFERENCES/ SEMINARS(Attended):11

1. Participated in a Two-Day NAAC Collaborated National Virtual Seminar on “Holistic and Multidisciplinary Approach towards National Higher Education Quality Framework” organized by Cauvery College for Women(Autonomous) Nationally Accredited (III Cycle) With 'A' Grade by NAAC ISO 9001:2015 Certified Annamalai Nagar, Trichy-620018 on 5th July, 2023 to 6th July, 2023.
2. Participated in International Web Conference on “Research Methodology” organized by Research and Development Cell and Department of PG Studies in English by B.V.V.Sangha’s Shri S.R.Kanthi Arts, Commerce and Science College, Mudhol, Karnataka State on 9th January, 2023.
3. Participated in National Conference on “Transforming HR Agility, Resilience, Digital :Accelerating Revival of Business” organized by National Human Resource Development Network (NHRDN) by Delhi & NCR Chapter on 26th February, 2021 to 27th February, 2021.
4. Participated in International Seminar on “Business Beyond Boundaries” organized by Samabaram College of Hotel Management in association with University of Bolton, Academic Centre, Ras Al Khaimah, UAE on 10th February, 2021.
5. Participated in the One Day Online Seminar on “Role and Significance of Patents in Academia” organized by IQAC & Department of Computer Science and Engineering, VRSEC under AICTE Margdarshan on 5th December, 2020.
6. Participated in the International Seminar on “Research Issues in Internet of Things (A Summit in Virtual mode)” organised by Department of Computer Science and Engineering, Adikavi Nannaya University, Rajamahendravaram on 27th November 2020.
7. Participated in “Logistics & Tourism Management Post Covid-19” on 28th May-29th May, 2020 in the International E-Conference organized by Alagappa University, Karaikudi, Tamilnadu.
8. Participated in “Relevance of IPR in Universities” on 26th May, 2020 in the live seminar in collaboration with ICFAI University, Jaipur and Boudhik Ventures.
9. Participated on “Start-up Ecosystem and Entrepreneurship Opportunities” on 12th May-15th May, 2020 in the International E-Conference in collaboration with IEEE Entrepreneurship with ICFAI University, Jaipur.
10. Participated in the National Seminar on “Law and Management Policy Perspectives” on 22nd & 23rd January 2011 organized by GITAM University, Visakhapatnam.
11. Participated in the International Conference on “Transformation of Human Resource Management” on 5th & 6th December 2010 by GITAM University, Visakhapatnam.

FACULTY DEVELOPMENT PROGRAMMES (FDP'S):59

1. Participated in Eight-Day National Faculty Development Programme on "Case-Based Learning, Teaching, Writing and Publication " organized by the Department of Management Studies, VFSTR Deemed to be University, Vadlamudi, Guntur District, Andhra Pradesh, India-522123 from 25th September, 2023 to 2nd October, 2023.
2. Participated in Five-Day Professional Development Program on "Emerging Trends in Machine Learning" organized by the Department of Computer Science & Engineering (AI&ML), Vardhaman College of Engineering, Hyderabad from 17th July, 2023 to 21st July, 2023.
3. Participated in participated in the One-Week Faculty Development Programme on "Upskill Your Resources" organized by the Department of Business Administration (SF), Ayya Nadar Janaki Ammal College, (Autonomous), Sivakasi from 7th July, 2023 to 13th July, 2023.
4. Participated in Two-Day Faculty Development Program(FDP) on "Structural Equation Modelling Using SPSS-AMOS" organized by Department of Accounting, GITAM School of Business, Hyderabad (GSBH) in association with International Skill Development Corporation (ISDC), UK from 14th October, 2022 to 15th October, 2022.
5. Participated in One-Week Faculty Development Program(FDP) on "Data Analytics with R Programming" organized by E & ICT Academy, IIT Kanpur (A joint initiative of Meity & IIT Kanpur) from 12th September, 2022 to 16th September, 2022.
6. Participated in One-Week AICTE Recognized Faculty Development Program(FDP) on "Enhancing Research Capabilities for Academic Career Progression" organized by Entrepreneurship Development and Industrial Coordination Department in association with National Institute of Technical Teachers Training and Research (NITTTR), Chandigarh from 5th September, 2022 to 9th September, 2022.
7. Participated in One-Week Faculty Development Program(FDP) on "Research Methodology and Data Analysis in Business Management" organized by Department of Commerce and Business Management, Krishna University from 25th August, 2022 to 1st September, 2022.
8. Participated in One-Week AICTE, MOE'S, IIC Sponsored Recognized Faculty Development Program(FDP) on "Entrepreneurship, Innovations and Digital Skills in new era of AI" organized by MIT Moradabad Chandigarh from 25th July, 2022 to 29th July, 2022.
9. Participated in Faculty Development Program(FDP) series on "Effective Introduction in Journal Writing" organized by IQAC, Shri Shankarlal Sundarbhai Shasun Jain College for Women in association with London Business University, Singapore on 18th February, 2022.
10. Participated in One Week National Level Online Faculty Development Program(FDP) on "Recent Trends in Artificial Intelligence, IoT, and Data Analytics" organized by the Department of Computer Science & Engineering of Shri Vishnu Engineering College for Women(A) from 9th February, 2022 to 13th February 2022.
11. Participated in the One Week Online Faculty Development Programme on "Recent Advancements and Emerging Technologies in the Area of Education and Research" Grade organized by IIMT College of Engineering, Greater Noida, U.P. from 3rd February, 2022 to 9th February, 2022.
12. Participated & completed successfully AICTE Training And Learning (ATAL) Academy Online Advanced Faculty Development Programme on " Data Science with Statistical Methods using R Programming- Basic Course" at Amity University Uttar Pradesh, Lucknow Campus from 10th January, 2022 to 14th January, 2022.
13. Participated & completed successfully AICTE Training And Learning (ATAL) Academy Online Advanced Faculty Development Programme on " Design Thinking to nurture Creativity and Innovation leading to Entrepreneurship" at Dr D Y Patil Institute of Management & Research, Pimpri from 4th January, 2022 to 8th January, 2022.
14. Participated in the One Week Online Faculty Development Programme on "Business of Logistics in Supply Chain" with A⁺ Grade organized by AMET Business School from 27th December, 2021 to 3rd January, 2022.
15. Participated & completed successfully AICTE Training And Learning (ATAL) Academy Online Advanced Faculty Development Programme on "Data Analytics: Tools & Techniques" at University of Hyderabad from 22nd November, 2021 to 26th November, 2021.
16. Participated in the 8-Day Faculty Development Program on "Adoptive Approaches for Modern Teaching and Research" organized by the Centre for Research and Development &

Institution's Innovation Council and SNMV College of Arts & Science Institute of Management, Coimbatore from 15th November,2021 to 23rd November,2021.

17. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary Faculty Development Programme on "Women Entrepreneurship: Opportunities from Ideation to Implementation" at Entrepreneurship Development Institute of India from 25th October,2021 to 29th October,2021.
18. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary Faculty Development Programme on "FDP on Social Entrepreneurship " at Entrepreneurship Development Institute of India from 4th October,2021 to 10th October,2021.
19. Participated in the Seven-Day National Level Faculty Development Programme on "Research Methodology in Social Sciences" organized by IQAC, Dr. G. Shankar Government Women's First Grade College & P.G. Study Centre, Ajjarkadu, Udipi from 22nd September,2021 to 28th September,2021.
20. Participated in the National Level Faculty Development Programme on "Types of Research and Sampling Techniques" organized by IQAC & Research Committee, Thakur Shyamnarayan Degree College, Maharashtra on 24th September,2021.
21. Participated in Five-Day National Level Faculty Development Programme on "Emphasizing the centrality of Marketing to Business" organized by CMS, Jain (Deemed to be University) from 20th September,2021 to 24th September,2021.
22. Participated and completed the Faculty Development Programme on "Sales & Distribution Management" course organized by AICTE & NPTEL during February-April, 2021.
23. Participated in Four-Day Faculty Development Programme on "Recent Trends in Commerce" Organised by Department of Commerce and Corporate Secretaryship from 13th September,2021 to 16th September,2021.
24. Participated in the Online Two Weeks Capacity Building Programme "Data Analysis and Research Methodology in Social Sciences" sponsored by ICSSR, New Delhi and organized by the Department of Commerce, Alagappa University, Karaikudi during 3rd September,2021 to 14th September,2021.
25. Participated in One Week Virtual International Faculty Development Program on "Legal, Ethical and Social Issues of Digital Age: Stay Online Stay Safe" organized under the aegis of IQAC by Department of Commerce – UG, Government Ramnarayan Chellaram College of Commerce and Management, Bengaluru from 1st September 2021 to 8th September 2021.
26. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary Faculty Development Programme on "Practice Managers for Industry 4.0 " at Indian Institute of Management, Sirmour from 26th August,2021 to 30th August,2021.
27. Participated in One Week Online International Faculty Development Programme on "Advanced Methodologies for Contemporary Research" - A Pragmatic Approach" organized by Department of Management & R.C. Research Centre, Government Ramnarayan Chellaram College of Commerce and Management Race course road, Bengaluru-560 001, Karnataka, India. from 16th August,2021 to 23rd August,2021.
28. Participated in Six-Day Faculty Development Programme on "Goods and Services Tax" in Commerce and Management organized by Goods and Services Tax Committee of ICAI and conducted jointly by Ernakulam branch of SIRC of The Institute of Chartered Accountants of India and School of Business Management Studies, Mahatma Gandhi University from 9th August, 2021 to 14th August 2021.
29. Participated in Five days International Level Faculty Development Program on "Experimental Teaching - Corporate Cognizance" organized by Department of Commerce with Business Process Services in Association with Tata Consultancy Services, from 9th August, 2021 to 13th August 2021.
30. Participated in the One Week International Faculty Development Programme on "Curriculum Development, Research and Publication Ethics" for Faculty and Researchers, organized by the Department of English and Other Foreign Languages, SRM Institute of Science and Technology, Ramapuram Campus, Chennai-600089, from 2nd August, 2021 to 9th August 2021.

31. Participated in the One Week online Faculty Development Program on “Advanced Research Methodology” organized by Department of Mechanical Engineering, Nansaheb Mahadik College of Engineering, Peth, from 26nd July,2021 to 30th July, 2021.
32. Participated in the 5- day online Faculty Development Program on “Issues and Challenges in Business Management” organized by Department of Business and Management Studies, Gudlavalleru Engineering College, from 22nd July,2021 to 27th July, 2021.
33. Participated in the 7- day Faculty Development Program on “Data Analysis using SPSS with interpretation for social sciences” organized by Internal Quality Assurance Cell (IQAC) of St.Pauls College, Bengaluru in association with Mount Carmel College, Autonomous, Bengaluru (Mentor Institute- UGC Paramarsh) from 12th July,2021 to 19th July, 2021.
34. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Indian Heritage Management" at Amity University, Haryana from 5th July,2021 to 9th July,2021.
35. Participated in the National Ten-day Online Faculty Improvement Programme on “Research Methodology” organized by the Prerna College of Commerce, Nagpur, Maharashtra from 1st July,2021 to 10th July 2021.
36. Participated in the two-day online Faculty Development Program on Capital Markets jointly organized by NSE Academy Ltd and , Bharathiar University held from 22nd June to 23rd June 2021.
37. Participated in the Online Five-Day Faculty Development Program on Research Writing from Manuscript to Citations by ICBM-School of Business Excellence from 24th February,2021 to 28th February, 2021.
38. Participated in Seven days International Faculty Development Program on "Emerging Aspects of Research Methodology" organized by Internal Quality Assurance Cell(IQAC) of Subodh College under the aegis of UGC Paramarsh Scheme from 1st February to 7th February 2021.
39. Participated in Seven days Faculty Development Program on "The Art and Science of Excellence in Management Teaching" Organized by Department of Business Administration, M.J.P. Rohlikhand University from 27th January to 2nd February 2021.
40. Participated in Seven days National Level Faculty Development Program on "Application of Tools & Techniques in Research Methodology & Accelerate to Publish Article in Scopus and Web of Science" Organized by Department of B.com Professional Accounting and Accounting & Finance from 19th - 24th December 2020.
41. Participated in the Faculty Development Program on “Recent Research Trends in Humanities”, organized by School of Social Sciences and Languages (SSL), Vellore Institute of Technology (VIT), Chennai, India, from 14th to 18th December, 2020.
42. Participated in AICTE Sponsored online FDP on “Application of Emerging Technologies in Business” organized by JNTUA School Management Studies and Directorate of Faculty Development & IQAC,JNTUA, Anantapur from 7th December to 12th December,2020.
43. Participated in AICTE – ISTE refresher programme on “Research Methodology: Tools and Techniques” organized by DNR College of Engineering & Technology, Bhimavaram, Andhra Pradesh from 1st December to 7th December 2020.
44. Participated in Five-Day Online Faculty Development Program on “Case Discussion Methodology on Rural Marketing & Rural Entrepreneurship” organized by Faculty Development Centre Mahatma Gandhi National Council of Rural Education (Department of Higher Education, Ministry of Education, Govt. of India, Hyderabad) Sponsored by Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching 23rd November to 27th November 2020.
45. Participated in a Five-day National Level Faculty Development Programme titled on “Rudiments of Finance: Teaching and Research Perspective” 2nd - 6th November 2020 organized by CMS, Jain (Deemed-to-be University).
46. Participated in Online Faculty Development Program on "IPR & Innovation Management in Engineering Science", Organized by Internal Quality Assurance Cell, Prasad V. Potluri Siddhartha Institute of Technology in association with Andhra Pradesh State Council of Higher Education on 8th October,2020.
47. Participated in the Online International Faculty Development Programme on “The Prospects of Neuro Marketing” organized by Department of Commerce-(Unaided), Sadakathullah Appa

- College(Autonomous), Rahmathnagar, Tirunelveli, Tamilnadu, India on 4th June 2020.
48. Participated in the Four Day Entrepreneurship Development Programme on “Startup Business & Innovation of New Ideas” organized by Department of Business Administration, Bharathidasan College of Arts & Sciences, Tamilnadu from 29th May to 1st June 2020.
 49. Participated in the International Faculty Development Program on “Reference Manager for Scholarly Writing: A Hands-on session” organized by Nehru Institute of Management Studies (NIMS), Coimbatore on 30th May, 2020.
 50. Participated in the National Level FDP on “Outcome Based Education” organized by SJCQAC, St. Joseph’s Degree College, Kurnool from 28th May to 30th May 2020.
 51. Participated in the National Level Online FDP on "The Importance of Emotional Intelligence for Teachers" Organized by the Department of Commerce and Commerce (C.A.), Sengunthar Arts and Science College, Tiruchengode, Namakkal, Tamilnadu on 29th May 2020.
 52. Participated in the Two Day International FDP on “Capacity Building Program for Teachers during and Post Covid-19” organized by Department of Management Studies, Godavari Institute of Engineering and Technology(A), Rajamahendravaram, Andhra Pradesh from 28th May to 29th May 2020.
 53. Participated in the Two Day International FDP Webinar on “Challenges and Opportunities in Higher Education in COVID 19 Scenario: The Way Forward” organized by IQAC from 27th to 28th May 2020.
 54. Participated in the Seven Days-International Level Faculty Development Program On “New Paradigms of Teaching” organized by the PG Department of Commerce with Computer Applications, from 22nd to 29th May, 2020.
 55. Participated in the Faculty Development Programme on “The COVID-19 foot print on International Market” organized by VET Institute of Arts and Science, Affiliated to Bharathiar University, Thandai ,Erode on 16th May,2020.
 56. Participated in the National Faculty Development Programme on “Online Teaching Methodologies” organized by North Storm Academy, Mumbai on 13th & 14th May,2020.
 57. Participated in the Faculty Development Programme on “Marketing Management-I” course organized by AICTE & NPTEL during August-September 2018.
 58. Participated in the Faculty Development Programme on “Marketing Management-II” course organized by AICTE & NPTEL during January-March, 2019.
 59. Participated in the Faculty Development Programme on “Business Statistics” course organized by AICTE & NPTEL during January-April, 2019.
 60. Participated in the Faculty Development Programme on “Teaching Methodologies in Management Subjects”, on 5th & 6th June, 2015 organized by Aditya Global Business School, Surampalem.

WORKSHOPS:24

1. Participated in Five- Day Online Workshop on “SPSS in Research” organized by Star International Foundation for Research and Education, Namakkal District, Tamilnadu on 26th December,2023 to 31st December,2023.
2. Participated in Two- Day National Level Workshop on “Data Analysis using SPSS” Sun Virtual Learning Academy(Registered under UDYAM, MSME Scheme, Vilampati, Sivakasi on 28th June,2023 to 29th June,2023.
3. Participated in Three- Day Online National Level Hands-On Workshop on “Research Methods, Data Analysis & Report Writing Skills” organized by the LekSha Research Centre, Gandhinagar, Gujarat from 11thJanuary,2023 to 13th January 2023.
4. Participated in Three- Day Faculty Development Programme on “Advanced Research Methodology”, organized by Department of Business Administration, PVP Siddhartha Institute of Technology, in association with Indian council for Social Science Research, SRC, Hyderabad from 24thNovember, 2022 to 26th November, 2022.
5. Participated in Two-day e- Workshop on “Data Analysis with SPSS” organized by Commacad from 12th November,2022 to 13th November,2022.
6. Participated in Two-day e- Workshop on “Data Analysis with Excel” organized by Commacad from 1st October,2022 to 2nd October,2022.
7. Participated in Two-day e- Workshop on “Data Analysis with R-Programming” organized by Commacad from 10th September,2022 to 11th September,2022.

8. Participated in One-Week Online National Workshop on “Research Methodology & Data Analysis” organized by BPS Institute of Teacher Training and Research in association with Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonipat, Haryana held from February 22nd February,2022 to 28th February,2022.
9. Participated in One-Day Online Workshop on “Intellectual Property Rights(IPR)Patents & Design Processes” organized by National Intellectual Property Awareness Mission(NIPAM),Shri Shivaji Education Society, Amvarvati College of Engineering & Technology ,Akola in association with RGNIIPM, Nagpur REWA(M.P) on 20th December,2021.
10. Participated in One-week Online National Level E-Workshop on “Research Methodology Tools & techniques” organized by Department of Physics, Government Model Science College, REWA(M.P) from 1st November,2021 to 7th November,2021.
11. Participated in Two-Day Online National ICSSR-SRC Workshop on “A Good Academic Research Practices in Social Sciences and Project Financial Management through PFMS” organized by “Good Academic Research Practices in Social Sciences and Project Financial Management through PFMS” (Ph.Ds/Post-Doctoral Fellows/Academicians and Practitioners) Department of Social Work, Dharmamurthi Rao Bahadur Calavala Cunnan Chetty’s Hindu College, Chennai on 20th October,2021to 21st October,2021.
12. Participated in One-Day Online National Level Workshop on “Intellectual Property Rights” jointly organized by Entrepreneurship Development Cell & Department of Management Studies, Gates Institute of Technology, Gooty in association with Rajiv Gandhi National Institute of Intellectual Property Management, Nagpur on 20th October,2021.
13. Participated in Three-Day Workshop on “Investment, Startup & Marketing” organized by Synergy- the Corporate Society, Hansraj, University of Delhi from 17th October,2021 to 19th October,2021.
14. Participated in National Workshop on “Mere Sapno ke Bharat-Atma Nirbhar Bharat” organized by S. S. Jain Subodh P. G. College on 12th February,2021 to 13th February,2021.
15. Participated in Rashtriya Uchchar Shiksha Abhiyan (RUSA)-Sponsored online workshop cum awareness program on "Ethics and Plagiarism" Organized by Mehr Chand Mahajan DAV College , Chandigarh(U.T) on 7th January 2021.
16. Participated in One-Day National Online Workshop on BBA & MBA Rural Management Curriculum organized by Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India in collaboration with Department of Business Management, Krishna University, Machilipatnam, Andhra Pradesh on 8th December 2020. The workshop focused on Course Structure, Curriculum, Aspects of Rural Management and Entrepreneurship Opportunities available in the Rural Sector.
17. Participated in the 2-day National Level Workshop on “Introduction to Research & A View of Careers in Research in different sectors and Basics of Writing a Research Article” organized by Department of Commerce, Research Club-Vicharana, IQAC Initiative, Sivananda Sarma Memorial R.V. College, from 20th November to 21st Novemeber,2020.
18. Participated in the Personality Development Programme on “Never Stop Improving Yourself: Invest in yourself” organized by Nehru Institute of Management Studies, Coimbatore on 7th June, 2020.
19. Participated in the 2-day workshop on “Statistical analysis with R Programming” organized by Institute for Digital Marketing and Business Analytics, Hyderabad from 30th -31st May,2020.
20. Participated in the 2-day workshop on “Data Analysis with Excel” organized by Central University, Hyderabad from 28th -29th May, 2020.
21. Participated in the 4-Day online workshop programme on “Covid-19: Resurgence of Entrepreneurship & Startups at Indian Glance” organized by Lakkireddy Balireddy College of Engineering, Mylavaram, Vjayawada from 25th-28th May,2020.
22. Participated in the online workshop on “Future of Financial Research-A transformation” organized by Department of Management Studies, Adikavi Nannaya University, MSN campus, Kakinada on May 20th, 2020.
23. Participated in the 3-Day National Workshop on “Research Methodology and Data Analysis through SPSS” Sponsored by AICTE and organized by Department of Management Studies, Sri Vasavi Engineering College, Tadepalligudem on 23rd to 25th April,2015.

24. Participated in the workshop of Exploring “Entrepreneurship Opportunities in Andhra Pradesh” Organized by JNTUK, Kakinada & Aditya Global Business School on 4th & 5th November,2014, Kakinada.

TRAINING PROGRAMMES:9

1. Participated in Two-Week (40-hour) online training programme on “Research Methodology” course work organized by Andhra University Trans Disciplinary Research Hub(AUTDR-HUB), at Human Resource Development Center, Andhra University, from 14th June,2023 to 29th June,2023.
2. Participated in One-Day Training Programme on “National Intellectual Property Awareness Mission” organized by NIPAM and IPE Ministry of Education , Govt of India on 12th October,2022.
3. Participated in One-Day Training Programme on “National Intellectual Property Awareness Mission” organized by NIPAM and IPE Ministry of Education , Govt of India on 21st July,2022.
4. Participated in One-Week Short Term Training Programme through ICT Mode on “Data Analytics with R” organized by National Institute of Technical Teachers’ Training and Research (NITTR, Kolkata) established under Ministry of Education , Govt of India from 13th December,2021 to 17th December, 2021.
5. Participated One-Day training programme on in “Awareness on Human Rights” Organized by Department of Business Administration, P. V. P. Siddhartha Institute of Technology, Vijayawada and sponsored by National Human Rights Commission on 8th December, 2021.
6. Participated in Five-day virtual training programme "Trade Matters by Global Trade Masters" The was organized by Women Entrepreneurs International Trade and Technology Centre (WEITTC) in collaboration with The Centre for WTO Studies, Indian Institute of Foreign Trade(IIFT) with Atal Incubation Centre ALEAP WE HUB, supported by AIM, NITI Aayog, GoI and SAWDF held from 8th November,2021 to 12th November,2021.
7. Participated and completed the Assignments and Assessments in the Seven- days National level Short Term Training Program on “Google Apps from Scratch” organized by IQAC, Christopher Arts and Science College (Women) from 16th August to 22nd August 2021.
8. Participated in the AICTE sponsored Online Short Term Training Programme Led Training on “Morals, Values, Attitude and Behavioral Sciences”, organized by Department of Electrical and Electronics Engineering, G. L. Bajaj Institute of Technology and Management , Gr.Noida (UP), India from 8th February to 13th February 2021.
9. Participated in the Two-day Online Industry Led Training on “Amazon Web Services”, organized by Department of Computer Science and Engineering and Department of Information Technology, R.M.K. Engineering College, Tiruvallur from 4th June to 5th June,2020.
10. Participated in the online training programme on “Effective Communication Skills”, organized by All India Management Association (AIMA), New Delhi, on 20th May, 2020.
11. Participated in the 3-Day online training programme on “Research Methodology for Social Sciences” organized by Department of Social Work, Bharathidasan University, Coimbatore on 18th May,2020 to 20th May,2020.

WEBINARS:85

1. Participated in One- Day Online International Lecture on “AI Tools for Academic Research” organized by Department of Research & Publications, A2Z Edu Learning Hub LLP on 5th July 2023.
2. Participated in One- Day National Level Webinar on the occasion of National Consumer Protection Day on the topic “Consumer Protection Laws” Organized by Citizen Consumer Club, Marudhar Kesari Jain College for Women, Vaniyambadi on 24th December,2021.
3. Participated in online webinar entitled “Effective Research Publication” at S J C Institute of Technology, Department of MBA, Chickballapur on 22nd December,2021.
4. Participated in the One-day National level Webinar on “Intellectual Property Rights (IPR's)- Patent & Design Process” organized by PG and Research Department of Economics , The New College (Autonomous) Royapettah, Chennai in Association with Rajiv Gandhi National Institute of Intellectual Property Management (RGNIIPM), Nagpur on 26th November ,2021.

5. Participated in the Webinar titled “Digital Transformation in Quality Higher Education” organized by IQAC, Vidya Sagar Women’s College, Madras on 22nd November, 2021.
6. Participated in Guest Lecture on “Innovative Financial Services” organized by Department of Business Administration, P V P Siddhartha Institute of Technology on 23rd October, 2021.
7. Participated in the One-Day National Webinar on, “Mental Well Being and Stress Management During COVID-19 Pandemic” organized by Department of Education in collaboration with IQAC, Sri Krishna Degree College, West Bengal on 29th Septmeber,2021.
8. Participated in the Three-Day National Webinar Series on, “Technologies Transforming Global Supply Chain” organized by the School of Management Studies, University of Hyderabad on 10th September,2021 to 12th September,2021.
9. Participated in UGC Sponsored Webinar on “Research Publication and Ethics” organized by Human Resource Development Centre , Bharathidasan university , Tiruchurapalli, Tamilnadu on 28th August, 2021.
10. Participated in One Day Webinar on ‘Webinar on Balanced Diet: The key to Master your Metabolism’ organized by Women’s Cell, Prasad V. Potluri Siddhartha Institute of Technology in association with Women’s Cell Parvathaneni Brahmayya Siddhartha College of Arts & Science, Vijayawada, Andhra Pradesh on 12th August, 2021.
11. Participated in a One Day National Webinar on “The Fourth Industrial Revolution – Opportunities & Challenges for the Indian Industry” organized by the Department of Commerce & Business Administration, P. B. Siddhartha College of Arts & Science, Vijayawada on 10th July, 2021.
12. Participated in One Day Webinar on “Analytics for Business Excellence” organized by Department of Business Administration, Prasad V. Potluri Siddhartha Institute of Technology in association with Parvathaneni Brahmayya Siddhartha College of Arts & Science, Vijayawada, Andhra Pradesh on 6th July, 2021.
13. Participated in the webinar on “Building Customer Centric Culture” organized by the College of Management, SRM Institute of Science and Technology, Ramapuram, Chennai held on 20th May, 2021.
14. Participated in the National Level Online Webinar on How to Complete & Win with Data Science Project? organized by the Department of Computer Science and Engineering, Shri Vishnu Engineering College for Women on 20th March 2021.
15. Participated in Webinar on “ Empowering Women through Entrepreneurship” organized by the Women’s Cell, Prasad V Potluri Siddhartha Institute of Technology , Vijayawada on 10th March, 2021.
16. Participated in National Level webinar on “Works Stress Management and Emotional well-being during COVID-19”, organized by VCACS dated 5th March, 2021.
17. Participated in Webinar on “Intellectual Property Rights - Key for Achieving Academic Excellence” organized by the Department of Commerce & Business Administration, P. B. Siddhartha College of Arts & Science, Vijayawada on 26th February, 2021.
18. Participated in One day Webinar on "Writing Effective Research Proposals" organized by Internal Quality Assurance Cell, Prasad V. Potluri Siddhartha Institute of Technology on 9th February 2021.
19. Participated in International Webinar on "Scenario of Data Analytics and Emerging Technologies at Global Level", organized by P.G. Department of Computer Science & IT and P.G. Department of Physics of Swami Swatantranand Memorial College, Dinanagar on 5th February 2021.
20. Participated in National Level Webinar on "Writing Quality Research Paper and report of Innovations" organized by Department of Electronic Communication and Engineering, B V Raju Institute of Technology on 31st December, 2020.
21. Participated in National Level Webinar on "Scientific Research vs Social Research" organized by Department of Business Administration, Faculty of Arts & Science, BIHER on 19th December, 2020.
22. Participated in Webinar on "Legal Awareness with Special Reference to Digital Etiquette" organized by Women Cell, P V P Siddhartha Institute of Technology in collaboration with P. B. Siddhartha College of Arts & Science, Vijayawada on 16th December, 2020.

23. Participated in Webinar on "Writing Quality Research Paper and Report Writing" organized by Women Cell, P V P Siddhartha Institute of Technology in collaboration with P. B. Siddhartha College of Arts & Science, Vijayawada on 16th December, 2020.
24. Participated in the webinar on "Duties and Responsibilities of Social Workers" organized by Department of Social Work, Bharathidasan University, Tiruchurapalli on 9th December 2020.
25. Participated in the One-day webinar on "Campus to Corporate in 21st Century" organized by Department of Social Work, Bharathidasan University, Tiruchurapalli on 3rd December 2020.
26. Participated in the One-day webinar on "Is the Industrial Relations Code, 2020 Benefit the Employees" organized by Department of Social Work, Bharathidasan University, Tiruchurapalli on 30th November 2020.
27. Participated in the National Webinar on "Strategy for managing personal finances including mutual funds during and after covid-19" organized by Department of Business Management, VR Siddhartha Engineering College, Vijayawada on 26th November 2020.
28. Participated in the International Webinar on "11 Leadership lessons from world renowned leadership expert" organized by Department of Master of Business Administration (M.B.A), Sree Vidyanikethan Institute of Management, Tirupathi on 9th November 2020.
29. Participated in Webinar on "Wellness & Hygiene" organized by Women's Cell, P V. P Siddhartha Institute of Technology on 6th November, 2020.
30. Participated in One Day Webinar on New National Education Policy - 2020 organized by P V. P Siddhartha Institute of Technology & P. B. Siddhartha College of Arts & Science, Vijayawada on 13th October, 2020.
31. Participated in four-day International Webinar on "Contemporary Issues in Commerce and Management" organized by Department of Commerce, St. Philomena's College (Autonomous), Mysore on 7th October-10th October, 2020.
32. Participated in Webinar on "Indian Capital Markets- The Road Ahead" organized by the Department of Commerce & Business Administration, P. B. Siddhartha College of Arts & Science, Vijayawada in association with Securities and Exchange Board of India (SEBI) on 05th October, 2020. Participated in One Day Collaborative National Webinar on "Role of Management Professionals in managing business activities in crisis environment and revival of economy" organized by the Institute of Company Secretaries and Adikavi Nannayya University on 30th September, 2020.
33. Participated in One Day Webinar on "New Education Policy in The Era of Digital Transformation" organized by the Department of Business Administration, Prasad V. Potluri Siddhartha Institute of Technology, Vijayawada on 30th September, 2020.
34. Participated in Webinar on "Digital Marketing: Job Opportunities and Career Growth" organized by the Department of Commerce & Business Administration, P. B. Siddhartha College of Arts & Science and the Department of Business Administration P. V. P. Siddhartha Institute of Technology in association with AIM Academy on 24th September, 2020.
35. Participated in a National Level Webinar presented by Mr. Glenn Roger Carr, Founder-Director, Finmark, titled "Managing your Finances and Investment during COVID Time" organized by CMS, Jain (Deemed-to-be University) on 8th June 2020.
36. Participated in the National Webinar organized by International School of Management, Patna. The theme of the session was - "Role of Media in Creating Social Awareness Post COVID19 Lockdown" on June 7th, 2020.
37. Participated in a National Level Webinar presented by Ms. Simran Ahuja, Miss India 2013: Actress, Celebrity, Anchor & Mindfulness Coach, titled "Mindfulness for Educators" organized by CMS, Jain (Deemed-to-be University) on 6th June 2020.
38. Participated in webinar on "HR Strategies amid COVID-19" organized by Prestige Institute of Management, Gwalior on 6th June 2020.
39. Participated in one day National webinar on "Role of Teachers to Ameliorate the psychological impact of covid-19 on student community" organized by Department of Chemistry, Physics and Mathematics Government Degree College, Ramachandrapuram on 6th June 2020.
40. Participated in the "Digital Marketing Web Summit" organized by International School of Management, Patna the theme of the session was - "Digital Transformation for a Social Cause" on June 5th, 2020.

41. Participated national webinar on “An Overview on Intellectual Property Rights ” organized by Devsthal Vidyapeeth College of Pharmacy, Lalpur, Rudrapur on 5th June, 2020.
42. Participated in National Level Webinar on “Financial Planning and Investment Management” organized by S.M.Shetty College of Science, Powai on 5th June, 2020.
43. Participated in One Day International Webinar on “The COVID-19 Crisis & Business Resilience” organized by Gauhati Commerce College on 5th June, 2020.
44. Participated in National Webinar on “Creative Writing of Research Proposals & Articles ” organized by Department of Physics, Adikavi Nannaya University, Rajamahendravaram on 4th June, 2020.
45. Participated in International HR Webinar on “Emotional Connection with Employees: During A Crisis” by Mr. Gopal D Krishna, Founder President & CEO, Drivestream, Virginia, USA organized by Nehru Institute of Management Studies (NIMS) on 3rd June, 2020.
46. Participated in a National Webinar on “Managing your Finances & Investments during COVID 19”, conducted on 3rd June 2020, in Collaboration with SSMRV College and Finmark Trainers India Pvt. Ltd.
47. Participated in the National Webinar On "Online Language Teaching: Resources, Challenges and Opportunities” Organized by Department of English (SF), Rajapalayam Rajus’ College, Tamilnadu held on 3rd June 2020.
48. Participated in the National Webinar On "Theories of Learning and Methods of Teaching” Organized by MASS College of Education Chennai Salai , Kallapuliur Village, Kumbakonam - 612 501, held on 2nd June 2020.
49. Participated in the Webinar "Turn the COVID- 19 challenges into opportunities" organized by Post Graduate and Research Department of Management, J. J. College of Arts & Sciences, Pudukkottai, Tamilnadu on 2nd June 2020.
50. Participated in webinar on “How to Develop E-Content and Share it with the Students” organized by S.E.M.T’s M.B. Harris College of Arts & A.E.Kalsekar College of Commerce & Mgmt. Burhan Chowk, Nawayat Nagar on 2nd June,2020.
51. Participated in National Level Webinar on ‘Personal Income Tax – A Comparative Study of Old & New Tax Regime’ organized by IQAC & Department of Accountancy & Financial Management, S.S.M.College of Science, Powai on 1st June, 2020.
52. Participated in the Webinar on “Educators Learning on Entrepreneurship ”organized by the Entrepreneurship Development Cell in association with IQAC, St. Thomas College of Arts and Science on 1st June,2020.
53. Participated in the International Webinar "Business Analytics - Implementation on Cloud Platform" organized by Aurora’s Degree & PG College, Hyderabad on 31st May,2020.
54. Participated in “A webinar on “Mode of Internship in Management Course during present COVID-19 Scenario” organized by School of Management Studies, Lakireddy Bali Reddy College of Engineering (A), Mylavaram, Andhra Pradesh, India, held on 31st May, 2020.
55. Participated in the One Day National Webinar on “Do’s & Don’ts in Social Science Research” jointly organized by PG & Research Department of Commerce & Business Administration, Padmavani Arts & Science College for Women, Salem and Indian Academic Researchers Association, Tiruchirappalli on 30th May, 2020.
56. Participated in the One Day National Webinar on “Acceptance of Technological Mode of Education: Challenges and Opportunities on Rural Colleges” organized by Internal Quality Assurance Cell, Adarsh Arts & Commerce College, Gadchiroli on 30th May 2020.
57. Participated in Webinar on "Technology Infused Learning in Management Education -New Avenues of Career" organized by K L Business School on 30th May 2020.
58. Participated in the online webinar on “Digital Transformation Trends ABC’s Are Changing” organized by Sri Venkateswara Perumal College of Engineering & Technology (Autonomous), Putturu on 30th May 2020.
59. Participated in the webinar on “Navigating the New Normal-Emerging Skills?” organized by Birla Global University, Bhubaneswar on 30th May, 2020.
60. Participated in the National webinar on “Management Post Covid-19, HR & Marketing Perspective” organized by Maharaja Sayaji Rao University of Baroda, Vadodara on 29th May, 2020.

61. Participated in the webinar on “Management Post Covid-19, HR & Marketing Perspective” organized by Maharaja Sayaji Rao University of Baroda, Vadodara on 29th May, 2020.
62. Participated in the webinar on “Open Access Resources, Tools & Techniques for Researchers” organized by Adikavi Nannaya University, Rajamahendravaram on 29th May, 2020.
63. Participated in the webinar on “16C’s for Success” organized by Integrated Institute for Advanced Management, Visakhapatnam on 29th May, 2020.
64. Participated in the International webinar on “Towards Excellence in Qualitative Research in Social Sciences” organized by Tamilnadu Open University in collaboration with Meston College of Education, Chennai on 28th May, 2020.
65. Participated in the webinar on “Forensic Science in Digital world & its Opportunities” organized by Sri Venkateswara Perumal College of Engineering & Technology (Autonomous) , Putturu on 27th May, 2020.
66. Participated in the webinar on “Importance of IT Revolution in Recent Scenario” organized by Sanskrithi College of Engineering , Puttaparthi on 27th May, 2020.
67. Participated in the webinar on “Top 5 Skills Post Corona World” organized by PV Polytechnic College, Mumbai on 27th May, 2020.
68. Participated in the webinar on “Perceived changes in Higher Education Post Covid-19” organized by Birla Global University, Bhubaneswar on 26th May, 2020.
69. Participated in the National webinar on “Intellectual Property Rights” organized by Adikavi Nannaya University, Rajamahendravaram on 26th May, 2020.
70. Participated in the webinar on “Teachers & Technologies” organized by Noorul Islam Centre for Higher Education, Kanyakumari on 26th May, 2020.
71. Participated in the webinar on “Relevance of Intellectual property in the universities” organized by ICFAI University, Jaipur on 26th May, 2020.
72. Participated in the webinar on “Interview Do’s and Don’ts” organized by Hindusthan College of Engineering & Technology (Autonomous), Coimbatore on 26th May, 2020.
73. Participated in the webinar on “Introduction & Functioning of IOS & MACOS” organized by Sri Venkateswara Perumal College of Engineering & Technology (Autonomous), Putturu on 24th May, 2020.
74. Participated in the National level Symposium on “Design Thinking in Digital Marketing” organized by Vignan University, Guntur on 24th May, 2020.
75. Participated in the web colloquium on “Corona the Unwanted Companion, But the Invisible Teacher” organized by International School of Management, Patna on 24th May, 2020.
76. Participated in the webinar on “Human Resource Sustainability in GIG Economy” organized by Dr.R.Subramaniya Bharathy, organized by School of Management, VelTech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology, Avadi, Chennai on 23rd May ,2020.
77. Participated in the webinar on “Learning Continuity in the realm of Education 4.0”, organized by Society for Data Science on 22nd May, 2020.
78. Participated in the webinar on “Management Education Trends Post COVID-19” organized by Dr.R.Subramaniya Bharathy, organized by School of Management, VelTech Rangarajan Dr.Sagunthala R&D Institute of Science and Technology, Avadi, Chennai on 22nd May, 2020.
79. Participated in the webinar on “Sales Force-Admin & Development” organized, by Sri Venkateswara Perumal College of Engineering & Technology (Autonomous), Putturu on 22nd May 2020.
80. Participated in the webinar on “Rebuilding a Sustainable Career” organized by Sri Venkateswara Perumal College of Engineering & Technology (Autonomous), Putturu on 20th May, 2020.
81. Participated in the webinar on “Managing Socially Distant Classes” organized by Pearson Education on 19th May, 2020.
82. Participated in the webinar on” Scenario of Examination System Post COVID-19” organized by Sri Venkateswara Perumal College of Engineering & Technology (Autonomous) ,Putturu on 17th May, 2020.
83. Participated in the webinar on “Challenges and opportunities in Business Management Post Covid-19” organized by B K School of Professional and Management Studies ,Gujarat University on 16th May, 2020.

84. Participated in the webinar on “CSR & SD: Lessons from the Pandemic” organized by Institute of Public Enterprise and Adikavi Nannaya University on 15th May, 2020.
85. Participated in the webinar on “Economic Recovery Post Covid19-Road Ahead” organized by ICFAI University, Jaipur on 13th May,2020.

NPTEL CERTIFICATIONS:4

1. Successfully completed the online course on “Marketing Management-I” with 55% during August-September 2018 organized by NPTEL & AICTE.
2. Successfully completed the online course on “Marketing Management-II” with 50% during January-March 2019 organized by NPTEL & AICTE.
3. Successfully completed the online course on “Business Statistics” with 66% during January-April 2019 organized by NPTEL & AICTE.
4. Successfully completed the online course on “Sales & Distribution Management” with 78% during February- April 2021 organized by NPTEL & AICTE.

COURSERA CERTIFICATIONS:1

1. Successfully completed the online course on “Human Resource Analytics” during August,2022 organized by Coursera.

ONLINE CERTIFICATIONS:9

1. Successfully completed Online Course on “Fundamentals of Digital Marketing” in Google Digital Unlocked on 18th May 2020.
2. Successfully completed Online Course on “Marketing 4P’s: Promotion” in great learning app organized by Great Lakes Institute of Management, Chennai on 12th May 2020.
3. Successfully completed Online Course on “Marketing 4P’s: Pricing” in great learning app organized by Great Lakes Institute of Management, Chennai on 11th May 2020.
4. Successfully completed Online Course on “Marketing Foundations” in great learning app organized by Great Lakes Institute of Management, Chennai on 10th May 2020.
5. Successfully completed TCS Ion online Course on “Business Etiquette” with A grade on 21st April 2020.
6. Successfully completed TCS Ion online Course on “Communication skills” with A grade on 21st April 2020.
7. Successfully completed TCS Ion online Course on “Interview skills” with A grade on 21st April 2020.
8. Successfully completed TCS Ion online Course on “Soft skills” with A grade on 21st April 2020.
9. Successfully completed TCS Ion online Course on “Knockdown the Lockdown” with A grade from 16th April to 20th April 2020.

COMPUTER PROFICIENCY

- Having Good Knowledge in MS-Office, Windows Operating Systems, Adobe Photoshop(7.0)

ADMINISTRATIVE RESPONSIBILITIES

- Currently working as Placement Coordinator, website in charge ,NIRF Co-ordinator, IQAC Co-ordinator in Department of Business Administration -Prasad V Potluri Siddhartha Institute of Technology.
- Worked as Placement coordinator & Soft skills trainer in Training & Placement Cell of Aditya Degree College- Bhimavaram.
- Worked as Co-Ordinator of Exams for MBA –Aditya Global Business School.
- Worked as Co-Ordinator of Exams for MBA –K.G.R.L. College of P.G. Courses
- Worked as NAAC coordinator –K.G.R.L. College of P.G. Courses

ADDITIONAL RESPONSIBILITIES

- Worked as NEN coordinator – Aditya Global Business School.
- Served as Cultural coordinator for AADIT in Aditya Global Business School.
- Worked as Project Manager for MBA –Aditya Global Business School.

EDITOR/REVIEW MEMBER

- Review Member of the Editorial Board of the “Iconic Research Journals with ISSN:2456-8880” since September,2021.
- Editorial Board Member for the “Journal of Science Innovations and Nature of Earth” with ISSN No: 2583-2093 since February,2021. Url: https://jsiane.com/editorial_board
- Review Member of the Editorial Board of the “International Journal of Creative Research thoughts with ISSN No:2320-2882” since 3rd December,2020.
- Reviewer for the Editorial Board of the “International Journal of Management & Social Studies” for Institute of Scholars(Insc).
- Editor-in-Chief at The Law Brigade Publishers (India) for Libertatem Media Private Limited since 1st April,2022.

PROFESSIONAL ASSOCIATION

- Life Time Member of International Organization for Academic and Scientific Development with Membership id No: LMIOASD-69/2023 since 3rd October,2023.
- Life Time Member of Commerce and Management Association(CMA) with Certificate id No: CMA/AP/004 since May 2022.
- Membership in International Associations of Engineering with Id:290590 since August,2021.
- Life time Validity as a professional member of Institute of Scholars (Insc), Bangalore, January-2021.
- Life Time Member and Fellow Member for International Institute of Organized Research(I2OR) registered MSME with Ministry of MSME, Government of India with Certificate id No:I2OR2021/FI2OR-077 since 23rd January 2021.
- Life Time Member of Institute for Engineering Research and Publication (IFERP) with Certificate id No:PM97315640 since 23rd January 2021.

AWARDS

- Received “Best Faculty Award” held virtually and given by Indian Academic Research Association (IARA) (An ISO Certified Association Registered Under Trust Act & NGO DARPAN (TN/2021/0298313), NITI Aayog, UDYAM Reg.No. UDYAM-TN-27-0040698,Government of India) Thiruchirapalli, Tamil Nadu -620021 on 13th August,2023.
- Received “IRSD International Young Researcher Award 2021” at 7th Virtual Conference on Interdisciplinary Research for Sustainable Development held virtually and given by International Institute of Organized Research(I2OR) (A Registered MSME with Ministry of MSME, Govt. of India (UDYAM-PB-20-0002405)) and Green Thinkerz Society (A registered Society with Government of Punjab, India) in association with Center for Smart Modern Construction, Western Sydney University, Australia on 25th December,2021.
- Received “National Elite Teacher Award 2021” on the occasion of Teacher’s Day given by International Institute of Organized Research(I2OR) is Registered MSME with Ministry of MSME, Govt. of India (UDYAM-PB-20-0002405) on 5th September,2021.
- Selected as one of the “100 Eminent Academicians of 2021” by International Institute of Organized Research (I2OR), India is Registered MSME with Ministry of MSME, Govt. of India (UDYAM-PB-20-0002405) for his remarkable contribution in the field of Academics for the year 2021.
- Received “International Eminent Young Researcher Award 2021” for the paper titled” A Study on perception of quality of working life among textile manufacturing workers in East Godavari District” given by International Institute of Organized Research(I2OR) is Registered MSME with Ministry of MSME, Govt. of India (UDYAM-PB-20-0002405) for the month of August 2021.
- Received “Young Researcher Award 2020” for the paper titled” A Study on perception of quality of working life among textile manufacturing workers in East Godavari District” given by Institute of Scholars(Insc), Bangalore for the month of January-2021.

ACADEMIC CHIEVEMENTS

- Successfully achieved Elite & Silver Certificate for the online course on “Sales & Distribution Management” with 78% during February- April 2021 organized by NPTEL & AICTE.
- Received Outstanding Paper on “An Overview on Paper Less Trading in India” during ICRA DL 2021, Organized by the Department of Computer Science & Engineering, Shri

Vishnu Engineering College for Women (Autonomous) during 29-31, January, 2021.

- Successfully achieved Elite Certificate for the online course on “Business Statistics” with 66% during January- April 2019 organized by NPTEL & AICTE.
- Ratified as Assistant Professor from Aditya College of Engineering & Technology in 2016 under JNTU Kakinada.

AREAS OF TEACHING INTERESTS

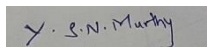
1. Marketing Management
2. Human Resource Management
3. Business Statistics
4. Operations Research
5. Quantitative Analysis for Business Decisions
6. Strategic Human Resource Management
7. Performance Management
8. Talent and Performance Management
9. Global Human Resource Management
10. Production & Operations Management
11. Retail Management
12. Services Marketing
13. Business Ethics & Corporate Governance
14. Business Strategy
15. Industrial Management & Entrepreneurship
16. Management Science
17. Manufacturing Services & Operations Management
18. Management Information System
19. Entrepreneurship Development
20. Soft skills

DECLARATION

I hereby declare that above furnished details are true up to my knowledge.

Date: 30-01-2024

Place: Hyderabad


(Y.S.N.Murthy)