



**Name of the faculty: Dr.K. Suguna**

Gender: Female

Date of Joining in Loyola Academy: 10/06/2024

Education Qualification: MBA, Ph.D., PGDIRPM, HDSM

Faculty Type: Un-Aided

Name of the Department: **MBA**

Designation: Asst. Professor

EMP ID No (Staff ID): **24211**

Teaching Experience (in Loyola Academy): **5 months**

Other Experience: 23 years

**Email – ID : sugunakonda6a@gmail.com**

**Any Other Honours / Responsibilities: 13 years' experience as HoD and Principal**

1. Organized two “**Entrepreneurship Awareness Camp**” sponsored by **Entrepreneurship Development Institute of India**, under **DST-NIMAT** Project 2017-2018 Dt. 15<sup>th</sup> Feb 2018 to 17<sup>th</sup> Feb 2018. (Rs.20,000 each)
2. Organized **Confluence 2012- An International Business Summit workshop** for two day i.e. from 14<sup>th</sup> September 2012 to 15<sup>th</sup> September 2012 as Zonal Centre for **Indian Institute of Management, Ahmedabad**
3. Organized “**Women Entrepreneurship: Emerging Issues, Challenges & Strategies**”, **national seminar** sponsored by **Planning Commission**, Government of India, New Delhi, Under the scheme of Socio-Economic Research Dt. 7<sup>th</sup> and 8<sup>th</sup> July 2011(Rs.2.90 lakhs)
4. Organized “**Entrepreneurship Awareness Camps**” sponsored by **Entrepreneurship Development Institute of India**, under **DST-NIMAT** Project 2010-2011 Dt. 29<sup>th</sup> Sep 2010 to 1<sup>st</sup> Oct 2010. (Rs.13,500)

**INVITED GUEST LECTURES / KEYNOTE SPEAKERS**

1. Acted as Resource person for 2day online FDP on **Teacher’s Resilience- Challenges and Effectiveness** organized by Ashoka Women’s Engineering College (Autonomous), Kurnool, AP from July 11<sup>th</sup> to July 12<sup>th</sup>, 2024
2. Acted as **Guest of Honour** in an “International Women’s Day Celebrations-Inspire Inclusion” organized by St.John’s College of Engineering & Technology, Yemmiganur, Kurnool, Dt. 2<sup>nd</sup> March 2024
3. **Chaired** an online International Conference on “**The Impact of Covid Pandemic in the Universal Tertiary Sector**” organized by Holy Cross College (Autonomous), Thiruchirapalli, TN dt. March 16<sup>th</sup> 2021

4. Acted as **Chief Guest to a Symposium** on “Organizational Climate and Change” organized by Department of Management Studies, R.V.S. Institute of Management Studies and Computer Applications, Karaikal, Pondicherry, 21<sup>st</sup> February 2014
5. **Chaired** the session at UGC Sponsored national level seminar at Dept. of Commerce, Emerald Heights College for Women, Udagamandalam (Ooty), as resource person, 21<sup>st</sup> & 22<sup>nd</sup> March 2012
6. **Chaired** the session at UGC Sponsored national level seminar at Dept. of Commerce, , Thiagarajar College,(Autonomous), Madurai, Tamil Nadu, as resource person, 15<sup>th</sup> & 16<sup>th</sup> March 2012
7. As resource person handling classes for MBA and IRPM courses in Directorate of Distance Education, S.V.University, Tirupati.
8. Acted as **Member**, Board of Studies, Jawaharlal Nehru Technological University, Anantapur, (2010-12)
9. Acted as External Examiner for Ph.D dissertations, Ph D Public Viva, MBA Project Viva, Lab examinations.
10. Organized number of workshops, seminars, conferences, business fests and many more

#### **Books Published:**

1. Two volumes of books edited by Dr.K.Suguna, Dr.A.K.Singh and Dr.R.V.M.Reddy with a title “Women Entrepreneurship: Emerging Issues, Challenges and Strategies” published by Serial Publications, New Delhi with ISBN: 978-81-8387-562-2 in 2012.
2. A Book published with a title “Organizational Climate”, Duvvuri Publications, Machilipatnam with ISBN: 978-93-80693-09-5, First Edition: 2011

#### **Journal/Articles Published: International**

1. Published an article with title “Framework for examining the influence of social media content on consumer engagement in the digital marketing landscape” in ABDC journal *Asian and Pacific Economic Review* with ISSN:1000-6052, Volume 16, Special Issue 4, December, 2023
2. Published an article with title “The Impact of Covid 19 Pandemic on E Commerce Sector Behaviour of Customers during Covid-19” in international Scopus journal “***Turkish Online Journal of Qualitative Inquiry***” with e-ISSN: **1309-6591**, Volume 12, Issue 7, July 2021: Pp. 9514 – 9519
3. Published an article with title “A Study on Work Stress and its Impacts on Employee’s Productivity” in *International Journal of Trend in Research and Development*, ISSN: 2394-9333, Volume 6, Issue 4, July-August 2019, Pp.489-493, impact factor: 5.326
4. Published an article with title “Training and Development Impact on Employee Performance” in *International Journal of Trend in Scientific Research and Development*, ISSN: 2456-6470, Volume 3, Issue 1, Nov-Dec 2018, Pp.1358-1366, impact factor: 4.101
5. Published an article with title “A Study on Eco Friendly Marketing - Current Challenges and Practices” in an international journal “*International Journal of Research & Business Innovation*”, ISSN:2321-5615, Vol.2, No.4, Oct 2014, Pp.50-53, impact factor: 1.53
6. Published an article with title “Differential Climate in the Organization: A Empirical Study across Management Levels” in International Peer Review and Referred Journal “*International Journal of Scientific Research*”, with ISSN: 2277-8179, Vol: 3, Issue: 4, April 2014, Pp.11-14. impact factor: 1.8651

#### **National-Journals**

1. Published an article with title “Impact of Binge-watching on Youth and Adults” in UGC Care Approved Group II Journal *Gradiva Review Journal*, ISSN: 0363 8057, Vol. 8 Issue : 22, December 2022, Pp.1300-1307
2. Published an article with title “The Impact of Covid 19 Pandemic on E Commerce Sector” in UGC Care Approved Journal *Utkal Historical Research Journal*, ISSN: 0976 2132, Vol. 34 (XXXIV), 2021, Pp.149-154

3. Published an article with title “Differential Climate in the Organization: A Empirical Study across Management Levels” in ProQest indexed journal “*Pratibimba the Journal of IMIS*”, with ISSN: 0972-5466, Vol.14, Issue.2, July-December, 2014, Pg.No.7-15
4. Published an article with title “Organizational Climate-Differencing concepts and Measurements” in Cabell’s Directory listed journal “*Global Journal of Research in Management*”, with ISSN: 2319-8915, Vol.4, No.1, June, 2014,Pg.No.67-85
5. Published a paper with title “A Study on Work Life Balance among Teachers” in Personnel Today Journal of NIPM, with ISBN: 0970-8504, Vol:XXXIV, No:2, July-September, 2013, Pp.15-22.
6. Published a paper with title “Influence of Demographic factors on Organizational Climate” in refereed Journal “*Parikalpana KIIT Journal of Management*”, with ISSN: 0974-2808, Vol:9, Issue:1, July 2013, Pp.01-12.
7. Published a paper with title “Influence of Demographic factors on Organizational Climate” in refereed Journal “*Gavesana Journal of Management*”, with ISSN: 0975-4547, Vol:3,Issue:1, Jan-June 2011, Pp.70-79.
8. Published an article on “Stress Coping by Women Management Students” in Bhavisya, Vol.1, No.1, April-June 2007, Pp.45-49

### **Research papers:**

#### **Publication of research papers in Edited Books/Conference Proceedings**

1. Published an article with title “Work Life Balance in the Age of Convergence” in the book “*Human Resource Management Practices in Higher Educational Institutions(HEI)*” edited by Rev. Dr.Daniel Fernandes, JS, Research Centre, St. Joseph’s College of Commerce (Autonomous), Bangalore, ISBN: 978-81-924180-2-5,Pp.199-208, September, 2014
2. Published an article with title “A Comparative Analysis of Performance of Microfinance Institutions in India, Bangladesh and Pakistan” in the proceedings of International Conference on “*Financial Inclusion from Obligation to Opportunity*” organized by CMR Institute of Management Studies, Bangalore, April 2014, Pp.63-72
3. Published an article with title “Women Empowerment Through Microfinance Services” in the proceedings of International Conference on “*Financial Inclusion from Obligation to Opportunity*” organized by CMR Institute of Management Studies, Bangalore, April 2014, Pp.138-156
4. Published an article with title “A Study on Entrepreneurial Education to Enhance the Entrepreneurial Drive to Business Students” in the proceedings of National Conference on “*Entrepreneurship and Socio-Economic Development*” organized by Xavier Institute of Business Administration, PalayamKottai, Tamil Nadu, with ISBN: 978-81-928901-0-4, February 2014, Pp.259-266.
5. Published an article with title “Purchase of Cosmetics by Female Consumers- A Study in Bangalore” in the proceedings of National Seminar on “*New Age Marketing Practices and Challenges*” organized by Department of Management Studies, R.V.S. Institute of Management Studies and Computer Applications, Karaikal, Pondicherry, January 2014, Pp.16-21.
6. Published a paper with title “Women Entrepreneurship: An Insight into the Problems and Issues” in the proceedings of national conference on Women Empowerment in Emerging New Trends in Managerial Excellence organized by Department of Management Studies, Sathyabama University, Chennai with ISBN: 978-93-82570-14-1, Vol:I, October 2013, Pp.40-44.
7. Published a background paper with title “Women Entrepreneurship: Emerging Perspectives and Issues” in the book edited by Dr.K.Suguna, Dr.A.K.Singh and Dr.R.V.M.Reddy “*Women Entrepreneurship: Emerging Issues, Challenges and Strategies*” published by Serial Publications, New Delhi with ISBN: 978-81-8387-562-2 in 2012, Pp:3-84.
8. Paper published with a title “Risk Management of Various ULIP Plans: An Empirical Study” in the book “*Emerging Trends in Financial Services: Challenges and Opportunities*” edited by Dr.B.Vijayalakshmi, Serials Publications, New Delhi, with ISBN: 978-81-8387-533-2, 2012, Pp. 353-362.

9. Paper published with a title “Successful Innovation Do Not Need Numerous Ideas: Case Studies” in the book “Innovation and Management” Vol.1 edited by, Dr.J.Katyayani New Zen Research Publications, Hyderabad, with ISBN: 978-81-922783-0-8, 2012, Pp. 207-209.
10. Paper published with a title “Quality Assessment of SHGs: An Empirical Study” in the book “Financial Inclusion- An Impetus to Rural Development” edited by Dr.Parvathi,, Laser Park Publications, Udagamandalam, with ISBN: 978-81-910472-8-8, 2012, Pp.7-11.
11. Paper with a title “Quality Assessment of SHGs: An Empirical Study” published in the book “Women and Rural India” edited by Dr. SundaraRajan, Novel Corporation, Chennai, ISBN:978-81-906512-1-9, in 2011,Pp:574-580
12. Paper with a title of “Career Opportunities for Indian Women in the Age of Convergence” published in the book “Universities for Women – Challenges and Perspectives” edited by Dr. Asoka Rani, The Women Press, Delhi with ISBN 10: 81-8911-016-0 and ISBN 13: 9788189110161 in 2011,Pp.407-421
13. Paper with a title of “Quality in Supply Chain” published in the book “Total Quality Management” edited by Dr. Suja s. Nair, Sonali Publications, New Delhi with ISBN No. 978-81-8411-377-8 in 2011, Pp.280-288
14. Paper with a title of “Knowledge Management: The Power of Leveraging Information In CRM” published in the book “Customer Relationship Management” edited by Dr. B.Sudhir, Duvvuri Publications, A.P, With ISBN: 978-93-80693-02-6, in 2008, Pp.160-167
15. Paper Published with title “Information Technology in Banks” in the book “Banking Sector and Human resources- Changing Scenario”, edited by Talluru Sreenivas, Discovery Publishing House, New Delhi, with ISBN: 81-8356-048-2, in 2006, Pp.109-121.
16. Published an article with title “Improving Organizational Climate” in the proceedings of International Conference on “Decision Making: Art or Science?” edited by Dr. Omprakash K. Gupta, August 2006, Pp.795-800
17. Published an article with title “Global Opportunities for Indian Education in the age of Convergence” in proceedings of International Conference on “Marketing in the age of Convergence” edited by Dr. Sunil Sahadev and Dr.Keyoor Purani , January 2006,Pp.336-339.

### **Conferences/Seminar/Workshop/Training Programs attended:**

#### **SEMINARS/WEBINARS AND CONFERENCES ATTENDED**

##### **International**

1. Attended International FDP on **AI and Gen AI with Industry Application** organized by MIT Academy of Engineering (MIT AOE) Autonomous – Maharashtra, The National Institute of Engineering-Mysore, Narasaraopet Engineering College Autonomous-AP, Matrusri Engineering College Autonomous-Telangana in collaboration with ExcelR Edtech Pvt. Ltd. from July 16<sup>th</sup>, 2024 to July 22<sup>nd</sup>, 2024
2. Attended International Webinar on “**Empowering Women: A Paradigm Shift in NEP 2020**” organized by Departments of M&H,PC, CSE and IT, Mahatma Gandhi Institute of Technology, Hyderabad dt. January 8<sup>th</sup>-9<sup>th</sup> 2021
3. Attended International Webinar on “Pandemic as Opportunity: Innovation and Growth in Uncertain Times” organized by Amity University, Noida, India on November 11<sup>th</sup> 2020
4. Attended Global webinar on “Dr.APJ Abdul Kalam Memorial Global Webinar Transforming Youth into Responsible Citizens and Engage them in Developing the Nation “**organized by LEAD India on August 15<sup>th</sup>, 2020**
5. Attended International webinar on “Emphasis on E Commerce: Pre and Post Covid 19 “**organized by Dept of Business Studies, Vivek College, Bijnor on August 7<sup>th</sup> 2020**
6. Attended Global webinar on ‘ Dr.APJ Abdul Kalam Memorial Global webinar- Impact of Covid 19 on Development of Rural Economy- Challenges and Opportunities ’ organized by LEAD Inddia Foundation(USA) on July 27<sup>th</sup> 2020
7. Presented a paper titled “Shift in Shopping Behaviour of Customer during Covid 19” in International Conference on “**Reinventing Business Practices, Start-ups and Sustainability**” organized by Dept of Management Studies, SRM Institute of Science and Technology, Vadapalani Campus, Chennai, Dt: July 15<sup>th</sup> 2021.

8. Attended International webinar on 'Business Landscape of India and USA – Emerging Paradigms' organized by Dept. International Business, School of Management, Pondicherry University on July 10<sup>th</sup> 2020
9. Attended International webinar on 'Leading the Way Forward in Unprecedented Times: with a Special Reference to the Global Market and Economy' organized by CMS, Jain University, Bangalore on July 6<sup>th</sup> 2020
10. Attended International webinar "Synergy of Banks and IT Companies in the Middle East" organized by Dept. of International Business, School of Management, Pondicherry University on June 28<sup>th</sup> 2020
11. Attended International webinar "Implementation of Covid-19 on key Consumption Megatrends in Developed Markets" organized by Dept. of International Business, School of Management, Pondicherry University on June 1<sup>st</sup> 2020
11. Presented a paper titled "The Impact of Covid 19 Pandemic on E Commerce Sector" in International Conference on "**Transformation in Commerce-Post Covid(2.0)**" organized by Dept. of Commerce(Honours) , Sri Kanyaka Parameswari Arts & Science for Women, Chennai, Dt: May 28<sup>th</sup> 2021 .
12. Attended CII Karnataka MSME Conference 2015 on "Enabling MSME Business" at Hotel Taj Vivanta, Bangalore on July 22<sup>nd</sup> 2015
13. Presented a paper titled "A Study on Eco Friendly Marketing - Current Challenges and Practices" in International Conference on "Business Innovation ICBI-2014" organized by Sun Arts and Science College, Tiruvannamalai, Tamil Nadu, Dt: 6<sup>th</sup>& 7<sup>th</sup> October, 2014.
14. Presented a paper titled "Emotional Intelligence - Organization Success" in an International Seminar on "Self-Management" organized by Department of Management Studies, Sri Venkateswara University, Tirupati, A.P, Dt. 11<sup>th</sup> August 2014.
15. Presented a paper titled "Women Empowerment through Micro Finance Services" in an International Conference on "Financial Inclusion from Obligation to Opportunity" organized by Department of Management Program, CMR Institute of Management Studies (Autonomous), Bangalore on 3<sup>0th</sup> April 2014
16. Presented a paper titled "A Comparative Analysis of Performance of Microfinance Institutions in India, Bangladesh and Pakistan" in an International Conference on "Financial Inclusion from Obligation to Opportunity" organized by Department of Management Program, CMR Institute of Management Studies (Autonomous), Bangalore on 30<sup>th</sup> April 2014
17. Presented a paper titled "Human Resources-Ethics" in an International Seminar on 'Organizational Ethics' held at Department of Management Studies, S.V. University, Tirupati on 29<sup>th</sup> Feb, 2008.
18. Presented a paper titled "Improving Organizational Climate" in an International Conference on "Decision Making: Art or Science?" held at AIMS International, The Association of Indian Management Scholars, Jaipur, India on 3<sup>rd</sup> – 5<sup>th</sup> August 2006.
19. Presented a paper titled" Career Opportunities for Indian Women in the Age of Convergence" in an International Conference on "Universities for Women – Challenges and Perspectives" held at Sri Padmavati Mahila Visvavidyalayam, Tirupati, on 1<sup>st</sup> – 3<sup>rd</sup> February, 2006
20. Presented a paper titled "Global Opportunities for Indian Education in the Age of Convergence" in an International Conference on "Marketing in the age of convergence" held at Indian Institute of Management Kozhikode, Kozhikode, on 7<sup>th</sup> & 8<sup>th</sup> January, 2006

### **National**

1. Attended National Webinar on **Financial Empowerment through Wealth Creation** organized in joint collaboration of University Department of Commerce, Bhupendra Narayan Mandal University, Madhepura, Bihar and Association of Mutual Funds in India (AMFI) on July 24<sup>th</sup>, 2024
2. Attended Faculty Learning Programme on "**Designing a Digital Pedagogy for Online Classes**" by Prof. N. Jayasankaran, Advisor-VIT, Chinmaya Viswavidyapeeth, Rajagiri Vidyapeeth organized by Business Standard Learning, Dt. May 19<sup>th</sup> 2021
3. **Attended national webinar on "Research Insights & Publication Prospects"** organized by National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu Dt. May 1<sup>st</sup> 2021
4. **Attended Virtual Symposium on "Women Entrepreneurship"** organized by Dept of Management, Pandicherry University, Karaikal Campus dt. April 28<sup>th</sup> 2021

5. **Attended CII HR Conclave on “Reimagining the Post Covid Work Place & Workforce”** organized by CII, Telangana on November 25<sup>th</sup> 2020
6. **Attended national conference on “Emerging Strategies for Sustainable Development: Global and Indian Context” organized by St. Ann’s Degree College for Women & St. Ann’s PG College for Women, Hyderabad on August 20<sup>th</sup> 2020**
7. **Attended webinar on “AQIS schemes on Faculty Development to include National Initiative for Technical Teachers Training” organized by AICTE on August 18<sup>th</sup> 2020**
8. **Attended Twenty Fifth Leader Speak session on “Building Atma Nirbhar Bharat with Atmavishwas” organized by Hyderabad Management Association (Affiliated to The All India Management Association New Delhi) on August 10<sup>th</sup> 2020**
9. **Attended webinar on “Covid 19: Higher Education Challenges and Responses “organized by Pallavi Engineering College, Nagole, Hyderabad on August 9<sup>th</sup> 2020**
10. Attended National webinar on 'Covid 19 Lockdown Impact on Small & Single Owner Business' organized by DBM, OU on July 30<sup>th</sup> & 31<sup>st</sup> 2020
11. Attended webinar on 'Entrepreneurship: Start-up to Build your DREAM Career' organized by Women's Christian College, E Cell, Chennai on July 28<sup>th</sup> 2020
12. Attended webinar on 'Elevate your Employability Quotient and be Ready' organized by Soft Pearl, on July 26<sup>th</sup>, 2020
13. Attended webinar on 'Business Analytics for Management Decisions' organized by AMS School of Information, Hyderabad on July 25<sup>th</sup> 2020
14. Attended National webinar on 'Community Engagement, Institutional Social Responsibility and Social work Profession in Higher Education: Emerging Opportunities and Prospects' organized by Vivek Group of Colleges, Dept of Social Work & UBA Cell, Vivek College of Education, Bijnor, UP on July 22<sup>nd</sup> 2020
15. Attended webinar on 'Conceptualisation of Idea' organized by Rishi Group of Institutions E-Cell on July 16<sup>th</sup> 2020
16. Attended webinar on 'World Youth Skills Day 2020- Theme: Skills for Resilient Youth' organized by TASK, TS on July 15<sup>th</sup> 2020
17. Attended webinar on '3 step Formula to Grow & Change your life with Digital Marketing' organized by Mr. Veerander Chowdary on July 10<sup>th</sup> 2020
18. Attended webinar on 'Expectations of BFSI Industry Post Covid 19' organized by TASK, TS on July 2<sup>nd</sup> 2020
19. Attended webinar “Emotional well-being of children and teenagers during COVID-19 pandemic” organized by Speaker Dr. Sreyoshi Ghosh, Asst. Professor, Child and Adolescent Psychiatry, NIMHANS- Bangalore on June 28<sup>th</sup> 2020
20. Attended webinar “Resources for Research” organized by Rishi group of Institutions, Speaker: Prof. S. Jeelani on June 27<sup>th</sup> 2020
21. Attended webinar “Online Pedagogy” organized by DBM, OU on June 19<sup>th</sup> 2020
22. Attended webinar “E Commerce” organized by Rishi UBR Degree College for Women by Ms. Harini & Ms. Ch. Sirisha on June 12<sup>th</sup> 2020
23. Attended webinar “Managing Cash in Your Business in the Times of Covid-19” organized by IIHMR –Speaker: Dr. John Mullins, London Business School on June 11<sup>th</sup> 2020
24. Attended webinar “Mind Management & Life Skills” organized by Rishi UBR Degree College for Women by Mr. Rahul Singh, Asst. VP, Bank of America on June 11<sup>th</sup> 2020
25. Attended National webinar “Edtools for Making online Learning More Effective” organized by IQAC-St. Joseph’s College for Women(A), Visakhapatnam on June 8<sup>th</sup> 2020
26. Attended webinar “Advanced Python Programming” organized by Rishi MS Institute of Engineering & Technology for Women, Hyderabad- Speaker: Prof. Narasimha, CSE Dept & NSS Coordinator-JNTUH on June 6<sup>th</sup> 2020
27. Attended webinar “Sustainable Living-Organic gardening on world environment day” organized by Rishi UBR Degree College for Women’s Eco club on June 4<sup>th</sup> 2020
28. Attended state level webinar “Green Marketing” organized by Rishi UBR PG College for Women’s Eco Club on June 3<sup>rd</sup>, 2020
29. Attended state level webinar “Impact of Covid-19 on Rural Lives and Livelihoods in India” organized by Rishi UBR PG College for Women on June 2<sup>nd</sup> 2020
30. Attended webinar “Green Periods-Clean Periods” organized by Rishi MS Institute of Engineering & Technology for Women’s Eco Club on June 1<sup>st</sup> 2020

31. Attended webinar “Water Conservation at Home” organized by Envis-HUB & RP EPTRI Telangana State Pollution Control Board in association with Lee Shreyu’s Foundation on June 1<sup>st</sup> 2020
32. Attended Webinar on “16 C’s for Success” organized by IIAM Vizag B School, Visakhapatnam, AP on May 29<sup>th</sup> 2020
33. Attended Virtual Seminar on “How will technology change the job landscape in the future?” organized by TASK, TS on May 26<sup>th</sup> 2020
34. Attended Webinar on “Physical & Emotional Development of Youth for Better Society” organized by NAAC, Bangalore on May 19<sup>th</sup> 2020
35. Attended Webinar on “Against All Odds” organized by Mr. Kapil Dev, Cricketer and MV Ramana, CEO, Branded Markets (India & Emerging Markets), Dr.Reddy’s, Hyderabad on May 17<sup>th</sup> 2020
36. Attended Webinar on “ Master Class on Excel as an Analytical Tool” organized by CII, Telangana on May 16<sup>th</sup> 2020
37. Attended “NAAC Awareness Program Affiliated/Constituent Colleges” organized by NAAC, Bangalore on May 15<sup>th</sup> 2020
37. Presented paper in One day National Conference on Opportunities and Challenges in Entrepreneurship with title “Light the Flame of Innovation in your Enterprise’ organized by Dr. K. V. Subba Reddy MBA Institutions, Kurnool, A.P on Feb 8<sup>th</sup> 2020
38. Attended CII EDU Summit –Reimagining the future of Higher Education organized by Confederation of Indian Industry (CII), Hyderabad at Hotel Park Hyatt, Banjara Hills, Hyderabad on Nov 15<sup>th</sup> 2019
39. Attended national level Seminar and Industry Meet on “eCommerce for Retail, Start-ups’& MSMEs’ organised by Media South-a Media, PR And Branding House in collaboration with TradeHyd.com & Cartalyst at Jivati House, Jubilee Hills, Hyderabad, Telangana, Dt: 28<sup>th</sup> July 2017
40. Presented a paper with title “Work Life Balance in the Age of Convergence” in a UGC-sponsored national seminar on “Human Resource Management Practices in Higher Educational Institutions(HEI)” organized by St. Joseph’s College of Commerce (Autonomous), Bangalore, Dt: 18<sup>th</sup>& 19<sup>th</sup> September 2014.
41. Presented a paper titled “Differential Climate in the Organization: A Empirical Study across Management Levels” in ICSSR Sponsored National Conference on “Creativity and Innovation for Contemporary Managerial Issues” Organised by Department of Management Studies, Periyar Maniammai University, Tamil Nadu, 26<sup>th</sup> March 2014
42. Presented a paper with title “A Study on Entrepreneurial Education to Enhance the Entrepreneurial Drive of Students” in a national conference on Entrepreneurship and Socio-Economic Development organized by XAVIER Institute of Business Administration, Palayankottai, Tirunelveli, TN, Dt:12<sup>th</sup> and 13<sup>th</sup> February 2014.
43. Presented a paper with title “A Study on Purchase Behaviour and Cosmetic Consumption Pattern among Female in Bangalore” in a national seminar on New Age Marketing Practices and Challenges organized by RVS Institute of Management Studies and Computer Applications, Karaikal, Dt: 22nd January 2014.
44. Presented a paper with title “Women Entrepreneurship: An Insight into the Problems and Issues” in a national conference on Women Empowerment in Emerging New Trends in Managerial Excellence organized by Department of Management Studies, Sathyabama University, Chennai, Dt:25<sup>th</sup> October 2013.
45. Presented a paper “Quality Assessment of SHGs: An Empirical Study” in a UGC sponsored National Seminar on “Financial Inclusion- an Impetus to Rural Development” held at Dept. of Commerce, Emerald Heights College for Women, Udagamandalam, 21st- 22nd March, 2012
46. Presented a paper with title “Successful Innovations do not Need Numerous Ideas-Case Study” in a National Conference on “Innovation and Management 2012” held at Dept. of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati on 27th – 28th February, 2012
47. Presented a paper with title ‘Risk Management of Various ULIP Plans: An Empirical Study’ in a national seminar on “Emerging Trends in financial services-Challenges and Opportunities” held at Dept. of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati on 25th – 26th August, 2011.

48. Presented paper with title "Quality in Supply Chain" in ICSSR Sponsored National Seminar on "Total Quality Management: Major Areas of Concern" held at Department of Business Management, Vikrama Simhapuri University, Nellore on 25th September, 2010,
49. Presented a paper with title "Corporate Women Challenges and Coping Strategies" in a National Seminar on 'Women and Management – Perspectives and Perceptions' held at Department of Women Studies, S.V. University, Tirupati on 30th and 31st March, 2010.
50. Presented a paper with title "Empowering Women towards Entrepreneurship" in National Conference on "Women Entrepreneurship – trends in 21st Century" held at Dept. of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati on 31st March, 2008
51. Presented a paper with title "Knowledge Management: The Power of Leveraging Information In CRM" in a National Seminar on "Customer Relationship Management" held at Dept. of Management Studies, School of Management and Information Sciences, S.V. University, Tirupati on 25th Feb, 2007.
52. Presented a paper with title "Stress Coping by Women Management Students" in a National Seminar on "Stress Management and Counselling" held at Dept. of Management Studies, School of Management and Information Sciences, S.V. University, Tirupati on 1st -2nd December, 2006.
53. Attended a Seminar on "Export Markets and Export Documentation" held at VIT Business School, Vellore Institute of Technology University, Vellore, Tamil Nadu on 28th October, 2006
54. Attended a Seminar on "SAP-HR Module with Curator, Bangalore" held at VIT Business School, Vellore Institute of Technology University, Vellore, Tamil Nadu on 17th October, 2006
55. Presented a paper with title "HRM and Data Mining" in a ICSSR sponsored National Conference on "Applications of Data Mining" held at Dept. of Computer Science, Sri Padmavati Mahila Visvavidyalayam, Tirupati on 24th – 25th April, 2006
56. Presented a paper with title "Creating Right Organizational Climate-Drucker's Perception" in a National Seminar on "Management Philosophy and Peter F. Drucker" held at Dept. of Management Studies, School of Management and Information Sciences, S.V. University, Tirupati on 8th April, 2006
57. Presented a paper with title "Communication and IT Transfer to Rural Women: An Overview" in a ICSSR sponsored National Conference on "Challenges for Women Entrepreneurs in Information Society" held at Dept. of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati on 4th – 5th March, 2006
58. Presented a paper with title "The Effect of Organizational Climate on Organizational Success in Emerging Management Paradigms" in a UGC National Seminar on "Emerging Management Paradigms" held at University of Madras, Chennai on 23rd & 24th February, 2006
59. Attended a National Seminar on "Change Management in Indian Organizations" held at P.B. Siddhartha College of Arts and Sciences, Vijayawada on 22nd October, 2005
60. Presented a paper with "What we Expect from a Management Faculty for Value of Oriented Education" in a UGC National Seminar on "Management Education: New Initiatives for Value Addition" held at Dept. of Business Management, KBN College P.G. Centre, Vijayawada on 22nd & 23rd October, 2005
61. Presented a paper with title "Auto Insurance Faces Competition" in a National Seminar on "Risk Management and Insurance" held at Dept. of Management Studies, School of Management and Information Sciences, S.V. University, Tirupati on 23rd July, 2005
62. Presented a paper with title "Reforms and Restructuring of Power Sector with reference to A.P" in a UGC National Seminar on "Power Sector Reforms – Challenges and Strategies" held at Dept. of Management Studies, School of Management and Information Sciences, S.V. University, Tirupati on March 25th -26th, 2005
63. Presented a paper titled " Cross- Cultural Management of Human Resources-Issues & Directions" in UGC National Seminar on "Cross Cultural Management – Challenges and Responsibilities" held at Sri Padmavati Mahila Visvavidyalayam, Dept. of Business Management, Tirupati on March 17th -18th, 2005
64. Presented a paper titled " Cross-Cultural Knowledge Management: A Challenge for the 21<sup>st</sup> Century" in UGC National Seminar on "Cross Cultural Management – Challenges and Responsibilities" held at Sri Padmavati Mahila Visvavidyalayam, Dept. of Business Management, Tirupati on March 17th -18th, 2005

65. Presented a paper with title “Role of Information Technology in Developing India with Reference to Banking Sector” in a National Seminar on “Emerging India- Challenges and Opportunities” held at RVR & JC College of Engineering, Guntur on March 11th -12th, 2004

### **WORKSHOPS/TRAINING PROGRAMMES ATTENDED**

1. Attended **NEP 2020 Orientation and Sensitization Programme** organised by UGC-MMTTC, Mulana Azad National Urdu University Hyderabad from January 2<sup>nd</sup> 2024 to January 11<sup>th</sup>, 2024
2. Attended Research Methodology workshop on “**Research Proposal for Funding Project**” organized by The Research and Development cell of Kaamadhenu Arts and Science College, Sathyamangalam, Erode District, Tamil Nadu, Dt. May 31<sup>st</sup> 2021
3. Attended AICTE sponsored Short Term Training Programme - “Business Data Analysis and Research Publications” organized by Sri Shankaracharya Group of Institutions, Shri Shankaracharya Technical Campus, Bhilai from November 2<sup>nd</sup> to 7<sup>th</sup> 2020
4. Attended International Workshop on ‘ETL: Course Planning Tools For Hybrid Classroom Teaching And Learning’ organized by CMS, Jain University, Bangalore on July 11<sup>th</sup> 2020
5. Participated in Entry Level of the Tide Turners Pastic Challenge organized by UN Environment Programme, WWF-India, Centre for Environment Education, Million Speakers Foundation on May 18<sup>th</sup> 2020
6. Attended “Seven Days online Workshop on Data Analysis and Interpretation Using SPSS” organized by School of Commerce and Management Studies, Dayananda Sagar University, Bangalore from June 15<sup>th</sup> to 21<sup>st</sup>. 2020
7. Attended 10<sup>th</sup>BharathiyaChhatraSansad organized by MIT School of Business, Vigyan Bhavan, New Delhi from Feb 20<sup>th</sup> to 23<sup>rd</sup> 2020
8. Attended Consultative Workshop for Incubators: Ideas for New India organized by Ministry of MSME at Dr. Ambedkar International Centre, Janpath, New Delhi on Jan 30<sup>th</sup> 2020
9. Participated in Clay Ganesha Idol Making Workshop Organized by TS Pollution Control Board and National Green Crops, Govt. of Telangana
10. Attended FDP on “The Art of Case Writing & Teaching in the Field of Management” organized by Department of Management Studies & Research Centre, BMS College of Engineering, Bangalore from 20<sup>th</sup> August to 22<sup>nd</sup> August 2015
11. Attended **IBM Training Program** on “IBM CE- Enablement Program – Big Data Analytics for Business Analysts” Organize by IBM Career Education -IBM Software Group in association with CMR University, Bangalore from 22 June 2015 - 25 June 2015
12. Attended **IBM Training Program** on “IBM CE- Enablement Program – Foundation in Predictive Analytics using SPSS Statistics” Organize by IBM Career Education -IBM Software Group in association with CMR University, Bangalore from 17th June 2015 - 20th June 2015
13. Attended **IBM Training Program** on “IBM CE – Enablement Program- Foundation in Business Intelligence using Cognos BI (Descriptive Analytics)” Organize by IBM Career Education -IBM Software Group in association with CMR University, Bangalore from 2nd June 2015 to 5th June 2015
14. Attended **Train the Trainer** Workshop on “Introduction to SAP-ERP” of SAP University Alliances Programme from Sep 24th to 28th, 2012 at Symbiosis Institute of International Business, Pune.
15. Attended state level Work Shop on Women and Research Priorities in the Context of Globalization held at Department of Women Studies, Sri Venkateswara University, Tirupati held on 18th March, 2010.
16. Attended **Training Programme** on “Finishing & Corporate Grooming” of Aura the Finishing School, Nagpur, organized at Dept. of Management Studies, C.R. Engineering College, Tirupati 25thSep. To 28<sup>th</sup> Sep. 2009
17. Attended State level Work Shop on Research Methodology held at Dept. of Management Studies, Sri Venkateswara University, Tirupati on 9th -10th September, 2006.
18. Attended National Council for Women sponsored Workshop on Gender Issues in Management held at Dept. of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati on 4th -5th August, 2006

19. Attended Indian Council for Social Sciences Research sponsored National Training Workshop on Women in Management and Ethics held at Dept. of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati on 27th -28th March, 2006
20. Attended Indian Council for Social Sciences Research sponsored National Training Workshop on Business Research Techniques & Directions held at Dept. of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati on 23rd June to 2nd July, 2005

#### **UGC-ORIENTATION PROGRAMME**

Attended UGC sponsored Orientation Programme at UGC- Academic Staff College, S.V. University, Tirupati and achieved “A” grade. Dt: 23rd May to 18th June, 2005

#### **UGC-REFRESHER COURSE**

Attended UGC sponsored Refresher Course at Dept. of Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati and achieved “A” grade. Dt: 11th to 30th December, 2006

#### **FACULTY DEVELOPMENT PROGRAMME**

1. Attended 1 week FDP on -“ **Innovative Pedagogy for Effective Teaching & E-Learning During Covid Era**” organized by IIMT College of Management, Institution’s Innovation Council (Initiative of Ministry of Education, Government of India), Greater Noida from June 2<sup>nd</sup> to June 8<sup>th</sup> 2021
2. Attended FDP on “How to Start with Research & Overview of Mendeley Software” organized by AAFT University of Media and Arts, Raipur, Chhattisgarh, on December 12<sup>th</sup> 2020
3. Attended FDP on “Effective Teaching Methodologies” organized by Rishi Group of Institutions, Hyderabad on September 22<sup>nd</sup> 2020
4. Attended FDP on “Organizational Behaviour” organized by Dept. of Media Management, Makhnallal Chaturvedi National University of Journalism & Communication, Bhopal, under ATAL-AICTE Training and Learning Academy **from September 14<sup>th</sup> to 18<sup>th</sup> 2020**
5. **Attended FDP on “Online Teaching and Learning Technologies” organized by Delhi Technological University, New Delhi under ATAL-AICTE Training and Learning Academy from August 24<sup>th</sup> to 28<sup>th</sup> 2020**
6. **Attended FDP on “The Art of Flipping the Classroom” organized by Rishi Group of Institutions on August 16<sup>th</sup> 2020**
7. **Attended FDP on “Upscaling Life Skills as Educators” organized by Rishi Group of Institutions on August 4<sup>th</sup> 2020**
8. Attended FDP on ‘Managing Sustainability in Turbulent Times’ organized by MGIT, Hyderabad on July 29<sup>th</sup> & 30<sup>th</sup> 2020
9. Attended FDP on ‘Emerging Technologies in Education & Research’ organized by SDPS Women’s College of Commerce & Management in association with Research Foundation of India, Indore from July 22<sup>nd</sup> to 28<sup>th</sup>, 2020
10. Attended FIP on ‘Innovative & Inductive Teaching Methodology’ organized by The Institute of Company Secretaries of India- Hyderabad Chapter on July 17<sup>th</sup> 2020
11. Attended e-FDP “Virtual Teaching-Learning MOODLE the efficient way” organized by Dr. MGR Educational and Research Institute Madhuravoyal, TN on May 29<sup>th</sup> & 30<sup>th</sup> 2020
12. Attended FDP on “**HR Analytics**” organized by Andhra Mahila Sabha School of Informatics, Hyderabad in collaboration with Hyderabad Management Association on 29<sup>th</sup> August 2019
13. Attended FDP on “**Business Intelligence and Big Data Analytics**” organized by Koneru Lakshmayya University, Hyderabad from 1st July 2019 to 6<sup>th</sup> July 2019
14. Attended **FDP on “Industry Perspectives in HR”** organized by Telangana Academy for Skill and Knowledge (TASK), Hyderabad. Dt 5<sup>th</sup> to 6<sup>th</sup> October 2018.
15. Attended FDP on “**Pedagogy**” organised by Rishi M.S. Institute of Engineering and Technology for Women, Hyderabad. Dt.18<sup>th</sup> to 19<sup>th</sup> June 2018.
16. Attended **FDP** of Seshu’s Financial Learning School organized at Dept. of Management Studies, C.R. Engineering College, Tirupati Dt: 25<sup>th</sup> Feb 2012
17. Participated in one day **Management Development Programme** on ‘FDI in Retailing’ held at VIT Business School, Vellore on 9<sup>th</sup> February 2008.
18. Attended **FDP** on ‘Trends in Management Education’ held at Department of Management Studies, S.V. University, Tirupati on 11<sup>th</sup> August, 2007

19. Attended **FDP** on Global Human Resource Management organized by PG Dept. of Human Resource Management, College of Management Studies, **GITAM**, Visakhapatnam, on 25<sup>th</sup> & 26<sup>th</sup> March, 2006