

## Name of the faculty: Dr Ganapathi Jagarapu

Gender (Male / Female): Male

Date of Joining in Loyola Academy (18/12/2023)

Education Qualification: **PhD, MBA, MCom, Msc (stat.), APSET (Mgmt. &Commerce)**

FacultyType: Un-Aided

Name of the Department: MBA

Designation: Assistant professor

EMP.IDNo (StaffID): **23211**

Teaching Experience(in Loyola Academy): **15 months**

Other Experience: 12 years



**Email-ID: drganapathijagarapu@gmail.com**

**Any Other Honours/Responsibilities:**

**Books Published:-NA-**

**Journal/ArticlesPublished:**

- **Published a paper on “Artificial intelligence and machine learning in Advertising Research Trends”-International conference on Data-Processing and Networking(ICDPN-2024)**
- *The Impact of Social Media Networks on Consumer Buying Behavior* – Journal of Emerging Technologies and Innovation Research (2024) (UGC-PEER REVIEWED JOURNAL)
- *Beyond Likes and Shares: Investigating the Role of Social Media Motivation in Shaping Consumer Buying Behavior* – Journal of Tianjin University Science and Technology (2023)- (SCOPUS INDEXED JOURNAL)
- Presented a paper on“**NEP-2020 AND ITS IMPACT ON HIGHER EDUCATION**”-During the 2<sup>nd</sup> International seminar on Global economic situation with reference to Market trends in India, February 10<sup>th</sup>& 11<sup>th</sup> -2023 –Organized by the Malla Reddy University, Hyderabad

**Conferences/Seminar/Workshop/TrainingProgramsattended:**

- Participated in FIVE days online FDP on “Universal Human Values and Professional Ethics”-organized by Chebrolu engineering college, Guntur in association with JNTU-K, Kakinada, Andhra Pradesh during 13/5/2020 17/5/2020.
- Participated in ONE day FDP on “Research Methodology-Methods & Best practices, Organized by Santhiram engineering college, Nandyal on 7/5/2020,in collaboration with Netaji subhas Institute of Technology, Patna. Participated in a National level webinar on “Impact of COVID on Entrepreneurship” on 21/5/2020-Organized by CMS, JAIN(Deemed –to be University).
- Participated in a National level webinar on “Contemporary challenges• for emerging markets with special reference to MNC’s-by School of Commerce and management, Career Point University, Kota, Rajasthan on 1/6/2020.
- Participated in the ONE day International webinar on “HR Today:• Designing the Future of

work” organized by IQAC& Department of Commerce and Management, St. Joseph college for women (A), Visakhapatnam on 3/6/2020.

- Participated in the Inter/Multi-Disciplinary Refresher course on• Economics, Commerce and Management, held from 1/6/2022 14/6/2022,by UGC,HRDC,MIZORAM UNIVERSITY.