

Curriculum Vitae



1. **Name of the Employee:** Dr Kota Neela Mani Kanta
2. **Designation:** Assistant Professor
3. **Department:** Tourism Management
4. **Educational Qualification:** BE, MBA, NET,FDP(IIM-I), PhD
5. **Mobile No:** 9848071295
6. **Mail ID:**kotamani2003@yahoo.co.in
7. **Teaching Experience:** 11 Years
8. **Research Experience:** 8 Years
9. **Research Areas:** Strategic Marketing, Tourism Management and Human Resource Management
10. **No of PhD's Awarded:** Nil
11. **Project Undertaken:** Nil
12. **Foreign Visits:** Nil
13. **Memberships:** Nil
14. **Professional Services:** Coordinator for Gandhian Studies Centre, Vikrama Simhapuri University, Nellore.
15. **Awards:** Nil
16. **Patents:** Nil
17. **List of Papers Published in International Journals:**

Sl. No.	Title of paper	Name of the Journal, volume, page no., year	ISSN/ ISBN No.	Whether peer - reviewed? Impact Factor, if any
1	" Cause Related Marketing: A study on skepticism towards CRM claim and its influence on Attitude"	IJACP, Houston, International Conference, Singapore, Nov-2012, vol 1,pg 323-330	ISSN 2164-263X	Peer Reviewed

18. List of Papers Published in National Journals:

Sl. No.	Title of paper	Name of the Journal, volume, page no., year	ISSN/ ISBN No.	Whether peer - reviewed? Impact Factor, if any
---------	----------------	---	----------------	--

Sl. No.	Title of paper	Name of the Journal, volume, page no., year	ISSN/ ISBN No.	Whether peer - reviewed? Impact Factor, if any
1	"Strategic Leadership: Inside out from Kautilyan point of view"	ShodhAnusandhanSamachar, Oct 2011, Vol-9, pg.2-16.	2230-8822	Peer Reviewed
2	"Cause Related Marketing: an Empirical study on Congruence with reference to ITC"	NIMS Journal of Management, June 2012, Vol 1, pg.13-19.	2278-2362.	Peer Reviewed
3	"A Study on Factors influencing Dealers satisfaction"	Aditya International Journal of Research in Technology and Management, Aug -2012, Vol 2, pg.59-67	2248-9665.	Peer Reviewed
4	"A study on customer satisfaction towards services offered by retailers at shopping mall at Bangalore city in India"	NIMS Journal Of Management Research, Dec-2012, Vol 1, pg.27-36.	2278-2362.	Peer Reviewed
5	"Cause Related Marketing: A study on Purchase Intention"	Indian Journal of Applied Research, Feb 2013, Vol 3, pg. 190-193.	2249-555X	Peer Reviewed
6	"Cause Related Marketing: The concept of congruency"	IFRSA Business Review, June-2013, Vol 3, pg. 162-167.	2249-8168	2.6

Sl. No.	Title of paper	Name of the Journal, volume, page no., year	ISSN/ ISBN No.	Whether peer - reviewed? Impact Factor, if any
7	“Attitudinal Assessment of Employees – A Study of Organizational Climate”	IFRSA Business Review, June-2013, Vol 3, pg. 175-180.	2249-8168	2.6
8	“Quality of Work Life: An application of Factor analysis”	SUMEDHA Journal of Management, Vol 2, Sep 2013, Pg. 4-11.	2277 – 6753	0.3
9	“A study on Consumer Sentiment towards Marketing activities”	International Journal of on Global Business Management and Research, Vol 2, Aug 2013, Pg. 27-33.	2278-8425	Peer Reviewed
10	“A study on Cause and Product Importance of Cause Related Marketing Campaign”,	International Journal of Marketing and Business Communication, Vol 2, Oct 2013, pg. 12-19.	2277–484X	Peer Reviewed
11	“A Confirmatory Factor analysis on Consumer Attitude towards online shopping”	NIMS Journal Of Management Research, Vol 2, Dec 2013, Pg.29-35.	2278-2362	Peer Reviewed
12	Cause Brand Alliance: Purchase Intention	SCMS Journal of Management, Dec 2013, Vol 1, Pg. 95-103.	0973-3167	0.3
13	“A study on factors influencing Service Quality in Restaurants”	Annamalai International Journal of Business Studies and Research, November 2014, Vol 6, Issue 1, Pg.1-9.	0975-749X	0.2

Sl. No.	Title of paper	Name of the Journal, volume, page no., year	ISSN/ ISBN No.	Whether peer - reviewed? Impact Factor, if any
14	“Cause Related Marketing: Antecedents of Corporate Motive”	SCMS Journal of Management, Sep 2014, Vol 1, Pg. 71-78.	0973-3167	0.3
15	“A Study on Cause Related Marketing and its influence towards Purchase Intention”,	IES, Anvesha Journal, May 2014, Vol 7, pg.44-51.	0974-5467	Peer Reviewed
16	An Empirical study on antecedents of Customer Loyalty.”	International Journal of Applied Service Marketing Perspectives, Sep 2014, Vol 3, Pg. 1165-1174.	2279 0977	5.5
17	“A study on impact of Promotional Strategies on Brand Awareness”	International Journal of Environmental Economics, Commerce and Educational Management, Apr-2014, Vol 1, pg. 104-109	2348-814X	Peer Reviewed
18	“A Study on Attitudinal Behavior and Purchase Intention with reference to Cause Related Marketing”	Journal of Marketing and Communication, Aug 2014, Vol 10, pg. 19-27	0973-2330	Peer Reviewed
19	Antecedents of Elaboration Extent for Cause Related Marketing	Indira Management Review, Jul 2015, Vol IX, pg. 4-15.	0974-3928	Peer Reviewed
20	“A Study on Employee Engagement among Private Engineering College	Intercontinental Journal of Human Resource Research Review, July 2015, Vol 3, Issue 3, Pg. 122-128.	2347-1662	0.875

Sl. No.	Title of paper	Name of the Journal, volume, page no., year	ISSN/ ISBN No.	Whether peer - reviewed? Impact Factor, if any
	Faculty”			
21	" Teaching Effectiveness: A Study on Moderation Effect of Organisational Support and Organisational Commitment"	Journal of Organisational and Human Behavior,January 2016, Vol 5, Issue 1,Pg 1-8	2277-3274	2.6
22	Organizational Commitment: An empirical investigation among Engineering Faculty	Vidyaniketan Journal of Management Research, January-June 2016, Vol 4, Issue 1,Pg 144-160	2320-3951	Peer Reviewed
23	Organizational Support and Employee Engagement: Interaction Effect	SCMS Journal of Indian Management, June 2016, Vol 3,Pg:72-80.	0973-3167	1.1
24	Organization Politics: Analysis on Demographic Variables of Faculty Members	MITS International Journal of Business Research,June 2016, Vol 3, Issue 1, Pg:41-48.	2349-1701	Peer Reviewed
25	Job satisfaction of Employees in Private Engineering Colleges in Andhra Pradesh	Jims8M International Journal of Indian Management and Strategy, Oct-Dec 2016, Vol 21, Issue 4, Pg-19-27	0973-9335	Peer Reviewed

Sl. No.	Title of paper	Name of the Journal, volume, page no., year	ISSN/ ISBN No.	Whether peer - reviewed? Impact Factor, if any
26	Influence of Employee Behavioral Variables on Teaching Effectiveness among Engineering College Faculties	Al- Barkaat Journal of Finance and Management, January 2017,Pg- 58-76,Vol 9, Issue 1	0974-7281	Peer Reviewed
27	Relationship Between Organizational Citizenship Behavior and Teaching Effectiveness: Moderating Role of Organizational Support	OPUS Journal, Symbiosis International University, June 2017, Vol 8, Issue 1, Pg- 18-31	0973-9866	Peer Reviewed
28	Teaching Effectiveness: A Study on moderation effect of Organisational support and Job satisfaction	Journal of Strategic Human Resource Management, Sep 2017, Vol 6, Issue 3	2277-2138	Peer Reviewed
29	Moderation of Organisational Politics on Job Satisfaction and Teaching effectiveness among Engineering Faculties	Asian Journal of Management	0976-495X	Peer Reviewed

19. List of paper published in Conferences/ Seminars / Symposia etc:

Sl. No.	Title of i) conference and ii) paper	Name of the Journal, volume, page no., year	ISSN/ ISBN No.	Whether peer - reviewed? Impact Factor, if any
1	i)International Marketing Conference ii)"A Big box organised retailing in India: Its Current issues and retail marketing strategies"	International Marketing Conference, IES, Mumbai, Vol 1,pg. 108-120, Jan 2011	ISBN-978-9380697-48-2	Peer Reviewed
2	i)Emerging Trends In e-Commerce ii)"The new age of E-Tailing Boom in India"	Emerging Trends In e-Commerce, University of Madras,Vol 2, pg.112-118,Mar 2011	ISBN-978-93-80890-27-2	Peer Reviewed
3	i)Management Practices in Global Prospective ii)"Retailing Sector in India and its Emerging Challenges"	Management Practices in Global Prospective,Yogi Vemana University,Vol 1, pg.27-530,Apr 2012	ISBN-978-81-921579-0-0	Peer Reviewed
4	i)INNAR,International Research Conference, ii)"A Demographic Study On Cause Related Marketing in Indian Perspective"	INNAR,International Research Conference, Thailand, Vol 2, pg .10-13, Mar 2013	ISSN 2249-7463	Peer Reviewed
5	"Financial Crisis and turbulent situations faced by India",	World Economic Recovery – Opportunities and Challenges for Business,Oct 2014, Vol 1, pg. 4-13	ISBN 978-93-82163-50-3	Peer Reviewed
6	"An Analysis of Global Recession and its impact on Indian Economy"	World Economic Recovery – Opportunities and Challenges for Business,Oct 2014, Vol 1, pg. 14-27	ISBN 978-93-82163-50-4	Peer Reviewed
7	Profitability Performance Of Private Sector Banks,	World Economic Recovery – Opportunities and Challenges for Business,Oct 2014,	ISBN 978-93-82163-50-5	Peer Reviewed

Sl. No.	Title of i) conference and ii) paper	Name of the Journal, volume, page no., year	ISSN/ ISBN No.	Whether peer - reviewed? Impact Factor, if any
		Vol 1, pg. 49-62		

20. List of Workshops / Conferences/Seminars organized or Participated:

SL . No	Title of the Paper presented	Title of Conference/ Seminar etc. with dates	Organised by	Whether international/ national /state/regiona l/college or university level
1	Emerging Trends in Marketing Concepts, HR Practices and Financial systems	"Changing Scenario of Indian Retailing", Oct 2008.	AV college PG center, Hyderabad	National
2	Cause Related Marketing-The concept of Congruence	International Conference on Marketing and Business strategy ICOMBS-2010, Dec 2010	IBS, Hyderabad	International
3	A study on Quality Management in Indian Restaurants	National Seminar on Service Sector and Quality Management in India, Feb 2014.	Yogi Vemana University, Kaddapa	National
4	Indian Banking Industry: Challenges and Opportunities	National Seminar on Role of Banking and Finance sectors in a Turbulent Global Scenario, Feb 2014	Sree Vidyaniketan Institute of Management, Tirupathi	National
5	"Supporting Girl Child Labor and their Families in India"	National Seminar on "Problems Encountered by the Girl Child: Need for Sensitization and Support", Mar 2014	Vikrama Simhapuri University, Nellore	National
6	"Higher Education System and its impact on Economy"	Role of Human Resources in Economic Development (National seminar), Apr 2014	Yogi Vemana University, Kaddapa	National

SL . No	Title of the Paper presented	Title of Conference/ Seminar etc. with dates	Organised by	Whether international/ national /state/regiona l/college or university level
7	“Cause Related Marketing: A study on Corporate Motive”	Sixth International Conference on Excellence in Research and Education, May 2014	IIM-Indore	International
8	Significance of Self Management	International Seminar on self Management	S.V University, Tirupathi	International
9	Flows of FII's and Indian Market	National Seminar On Emerging Trends in Indian Capital Market, Sep 2015	Acharya Nagarjuna University, Ongole	National
10	Indian Stock Market: An Overview	National Seminar On Emerging Trends in Indian Capital Market, Sep 2015	Acharya Nagarjuna University, Ongole	National

21. List of Books Published:

SL.No	Title with page no.	Type of Book & Authorship	Publisher & ISSN/ISBN No.	Whether peer reviewed? Impact Factor, if any	No. of co-author (s)	Whether you are the main author
1	Operation Research for Beginners	Text Book	978-93-84882-31-0	Peer Reviewed	Nil	Main Author
2	Cause Related Marketing in India	Text Book	978-3-659-76041-9	Peer Reviewed	One	Main Author
3	Travel and Tourism: Challenges and Opportunities for Economic Development	Edited Book	978-93-85100-43-7	Peer Reviewed	Nil	Main Author

22. Any other Information: