

PROFILE OF Dr. P.C.REDDY

1. Name of the Employee : Pajjai. Chenchu Reddy
2. Designation : Assistant Professor
3. Department : Business Management
4. Educational Qualification : MBA., PGDCA., Ph.D
5. Mobile No. : 9059082462
6. Mail Id : drpreddy9@gmail.com
7. Teaching Experience : 23 Years
8. Research Experience : -
9. Research Area : Information Systems, Entrepreneurship
Development, Human Resource Development
10. No. of Ph.D Awarded : 03
11. Projects Undertaken : 2
12. Foreign visits(s) : Nil
13. Memberships : Member, Simhapuri Management
Association
14. Professional Services : 01
15. Awards : Nil
16. Patents : Nil

17. Details of Research Publications in Journals (International)

1. "Reader's Preferences for Financial Dailies: An Empirical study with reference to Hyderabad City, Andhra Pradesh., research paper published in International Journal of Management &Technology (IJMT), Vol.4, No.2, July-December, 2010; ISSN:0974-3502.

2. Job-satisfaction of faculty in affiliated engineering colleges: A study with Reference To JNTU Ananthapur Region, published in ITHIHAS the Journal of Indian Management , Volume:2, Issue:3 ; Jan-Mar 2012;, ISSN: 2249-7803; pp.35-40.
3. “Marketing Strategies to Sustain the Business Development during and after Economic Turbulence”, published in “International Journal of Entrepreneurship and Business Environment Perspectives- A Referred Quarterly Journal, ISSN:2279-0918, Volume-1 (October-December, 2012); pp.154-156.
4. “Marketing Aspects in Battery Industry: An Empirical Study” published in “International Journal of Logistics and supply Chain Management Perspectives”. A Indexed and Refereed Quarterly Journal, Print ISSN:2319-9032, Online ISSN:2319-9040, Volume:2, Number:1; January-March, 2013; pp/110-119.
5. “Information Reporting System in Andhra Pradesh State Road Transport Corporation (APSRTC): An Analysis” published in International Journal of Applied Services Marketing Perspectives- (A Refereed Quarterly Journal), Print ISSN: 2279-0977, Online ISSN: 2279-0985; Value 2, Number 2; April-June’2013; pp.366-368.
6. “Information System in Andhra Pradesh State Road Transport Corporation: A Study” published in International Journal of Information Technology and Computer Sciences Perspectives- (A Refereed Quarterly Journal), Print ISSN: 2319-9016, Online ISSN: 2319-9024; Value 2, Number 2; April-June’2013; pp.484-487.
7. “Eco-Tourism Problems and Prospects w.r.t. Andhra Pradesh: Some Observations”, got published in “International Journal of Applied Services Marketing Perspectives” – A Indexed and refereed quarterly Journal, Print

- ISSN:2279-0977, Online ISSN:2279-0985, Volume:2, Number:3 (July to September, 2013), pp..489-492.
8. "The WTO Agreements: Implications for Indian Tobacco Sector", published in "International Journal of Trade and Global Business Perspectives" - A Indexed and refereed quarterly Journal, Print ISSN:2319-9059, Online ISSN:2319-9067, Volume:2, Number:3 (July to September, 2013), pp..495-497.
 9. "A Study on Inflation in India" published in "International Research Journal of Social Sciences (IRJSS)" ISSN:2319-3565; Vol.2(12), December, 2013., pp.51-55.
 10. "Impact of Foreign Direct Investment on Indian Economy", got published in "International Journal of Entrepreneurship and Business Environment Perspectives", A Indexed and Refereed Quarterly Journal, Print ISSN:2279-0918, Online ISSN:2279-0926, Vol.2; Number:4;, October-December, 2013; pp.660-664.
 11. "The Role of Service Sector in Developed and Developing Economies" got published in International Multidisciplinary Research Journal of Golden Research Thoughts; ISSN: 2231-5063; Vol.III, Issue-VIII; February, 2014, Impact Factor: 2.2052 (UIF).
 12. "A study on the Impact of Brain Drain in Indian Economy" got published in "Tactful Management Research Journal" Vol.2, Issue.5, Feb.2014, ISSN:2319-7943; Impact Factor:0.119 (GIF)
 13. "Depreciation In the Value of Rupee-Its Causes, Impact and Remedy" got published in "Science Park Research Journal", Vol.1, Issue:30; February, 2014; ISSN:2321-8045.
 14. "Statistical Analysis on the Sustainable Development of India with reference to Agricultural Sector" got published in "International Multidisciplinary Research Journal, Research Directions", Vol.1; Issue-9; March, 2014; ISSN: 2321-5488.

15. "Statistical Analysis on Agricultural Sector Performance in India", got published in "Review of Research Journal"; Vol.3; Issue-6; March, 2014; ISSN: 2249-894X; Impact Factor: 2.1002(UIF).
16. "A Chronological Study of Service Quality Literature on Hospital and Medical Service" got published in International Journal of Entrepreneurship and Business Environment Perspective; Vol.3; No.1 January-March, 2014; ISSN: 2279-0926.
17. "A Study on the Impact of Dual Role on Women Entrepreneurs" got published in International Journal of Entrepreneurship and Business Environment Perspective; Vol.3; No.1 January-March, 2014; ISSN: 2279-0926.
18. "A Study on Agricultural Marketing in India" got published in International Journal of Retailing & Rural Business Perspective; Vol.3; No.1 January-March, 2014; ISSN: 2279-0934.Pp.818-820.
19. "The Attitude of Yong Generation Girls Towards Entrepreneurship", got published in International Journal of Organizational Behavior & Management Perspective; Vol.3; No.1 January-March, 2014; ISSN: 2279-0950.Pp.776-777.
20. A Study on Government Institutional Support for Women Entrepreneurs in India" got published in International Journal of Entrepreneurship & Business Environment Perspective; Vol.3; No.1 January-March, 2014; ISSN: 2279-0918.Pp.837-840.
21. "A Study on Impact of Service Sector in Indian Economy" got published in International Journal of Applied Services& Marketing Perspective; Vol.3; No.1 January-March, 2014; ISSN: 2279-0977.Pp.760-765.
22. "A Study on Tourism and Poverty Reduction" got published in International Journal of Trade & Global Business Perspective; Vol.3; No.1 January-March, 2014; ISSN: 2319-2059.Pp.754-758.
23. "Statistical Analysis on the Sustainable Development of India with reference to Agricultural Sector" got published in International Journal of Logistics & Supply Chan Management Perspectives; Vol.3; No.1 January-March, 2014; ISSN: 2319-9032., Pp.850-852.
24. "Statistical Analysis on Agricultural Sector Performance in India" got published in "International journal of Applied Financial Management Perspectives" – An

- Indexed and Refereed Quarterly Journal, Print ISSN: 2279-0896; Volume:3; Number:1;; January to March, 2014; pp.840.843.
25. “ A Study on Government Institutions and Supporting Agencies for Women Entrepreneurship Development in SPSR Nellore District of Andhra Pradesh” got published in International Journal of Logistics and Supply Chain Management Perspective; Volume 3, Number 2, April-June’ 2014; ISSN:2319-9032; Pp.990-994.
 26. “Cloud computing Technology in Human Resource Management – A comprehensive Review” got published in International Journal of Information Technology and Computer Science Perspective; Vol.3; Number:3; ISSN:2319-9016(P); ISSN: 2319-9024; July-September, 2014.
 27. “Cloud solution in Business – A Cost Benefit Analysis” got published in International Journal of Information Technology and Computer Science Perspective; Vol.3; Number:3; ISSN:2319-9016(P); ISSN: 2319-9024; July-September, 2014
 28. Impact of Employee’s Educational Qualification on the Factors Influencing on the Organizational culture at Educational Institutions: A study with reference to Engineering Colleges of Nellore District, Andhra Pradesh, International Journal of Human Resource Research Review; Vol.2; Issue.3; July-September, 2014; Pp.123-131; ISSN.2320-9704; Impact Factor.0.615.
 29. Impact of designation on Various Factors of Interpersonal Relationship among the Teaching Faculty: An Empirical study with reference to Engineering Colleges”. Published in The International Manager, International Journal of Recent Trends in Management, Commerce, Accounts, Economics, Public Administration, Law and Allied researches; A Peer Reviewed (Refereed) International Journal runs by Dr. JK Research Foundations, Chennai, India.; Volume-I and Issue:4th; October-December, 2014; Pp.107-118; ISSN:2348-9405.
 30. “A Study on Key Factors to develop Women Entrepreneurs in SPSR Nellore Districts of Andhra Pradesh” got published in “International Journal of Entrepreneurship and Business Environment Perspectives”, An Indexed and

- Refereed Quarterly Journal, ISSN: 2279-0918; Volume:4; Number:1; January to March, 2015; Pp.1520-1524. Impact Factor:5.071.
31. "A Study on Socio-Economic Conditions of Women Entrepreneurs in SPSR Nellore District of Andhra Pradesh" got published in "International Journal of Orientation Behavior and Management Perspectives", An Indexed and Refereed Quarterly Journal, ISSN:2270-0950; Volume:4; Number:1; January to March, 2015; Pp. 1461-1465. Impact Factor:5.087.
 32. "A Study on Financial Problems of Women Entrepreneurs in SPSR Nellore District of Andhra Pradesh" got published in "International Journal of Applied Services Marketing Perspectives", An Indexed and Refereed Quarterly Journal, ISSN:2270-0985; Volume:4; Number:1; January to March, 2015; Pp. 1476-1480. Impact Factor:5.057.
 33. "A Study on Strengths and Weaknesses of Women Entrepreneurs in SPSR Nellore District, Andhra Pradesh", got published in International Journal of Organizational Behavior and Management Perspective; volume 4, Number 1, January-March' 2015; ISSN: 2279-0950; SJ IF.5.071.
 34. "A Study on Motivational Factors for Women Entrpresnrs in SPSR Nellore District- Andhra Pradesh" got published in International Journal of Innovation Technology and Management; Vol.1; Issue.1; ISSN: 2194-594X; Octo-Dec, 2015; pp. 141-145; impact factor:
 35. "Recruitment, Selection, Training and Development in Rockworth Co.Pvt. Ltd - An Empirical Study", got published in A Journal of Intercontinental Management Research Consortim; Vol.4; Issue.2; ISSN: 2347-1662; April-June, 2016; pp. 166-172; Impact Factor: 1.615
 36. Employee Perception on HR Practices in Multi-National Companies: A study with special reference to Sri City Industrial Hub of Chittoor District in Andhra Pradesh" got published in International Journal of Organizational Behaviour and Management Perspectives – A Refereed Quarterly Journal, Volume 5, Number 4, October-December 2016; ISSN:2279-0950; Impact Factor:6.486.

18. Details of Research Publications in Journals (National)

1. “EDP Trained Entrepreneurs and Performance Evaluation – A Case Study of Selected Region in Andhra Pradesh” Oriental Journal of Law and Social Sciences. Volume-V, Issue-10, September, 2011: ISSN:0973-7480; pp.74-81.
2. “Industrial Growth and Potentiality: A study reference to Gudur Region, Andhra Pradesh, Oriental Journal of Law and Social Sciences. Volume-V, Issue-11, October, 2011: ISSN:0973-7480; pp.130-138.

19. Chapters Published in Edited Books:

1. “ERP System in Sustainable Business Growth and Development: Conceptual Appraisal”, Competency Building Strategies in Business & Technology, Vol.2, Mailamani Pathippagam, Chennai, 2011; ISBN: 978-81-921764-2-0.
2. “ Marketing Strategies to sustain the Business Development in Indian Market” Competency Building Strategies in Business & Technology, Vol.4, Mailamani Pathippagam, Chennai, 2011; ISBN: 978-81-921764-4-0
3. “ Role of Information Technology in Retail Sector”, Competency Building Strategies in Business & Technology, Vol.3, Mailamani Pathippagam, Chennai, 2011; ISBN: 978-81-921764-3-0
4. “Knowledge Work System for Global Business Sustainability and Developments” a paper published in “Innovative Business and Technology Strategies for Development Countries” published by “MASKAMANI PATHIPPAGAM” Chennai-4, 2011; ISBN:978-81-921764-4-4; pp.27-31.
5. “Retailing of Luxury Goods in India- A Conceptual Analysis” a paper published in “Innovative Business and Technology Strategies for Development Countries” published by “MASKAMANI PATHIPPAGAM” Chennai-4, 2011; ISBN:978-81-921764-4-4; pp.141-144.

6. "The Role of Retails Sector", Published in Sustain Growth in the Era of Global Recovery (SGEGR-2011), Agasthiar Noolagan, 119 North Pillayar Kovil Street, Tiruchanapalli, Chennai;, ISBN: 978-93-80530-39-0, pp.505-510.
7. "Business Process Re-engineering – An Element to Sustain the Growth in the Era of Global Recovery", Published in "Sustain Growth in the Era of Global Recovery (SGEGR-2011)", Agasthiar Noolagan, 119 North Pillayar Kovil Street, Tiruchanapalli, Chennai;, ISBN: 978-93-80530-39-0: Pp.82-88.
8. "Green Supply Chain Management: It's Impact and Sustainable Practices" Published in "Management Perspectives in Differentiated Global Economic Performance" Published by Scitech Publications (India) Pvt. Ltd., Chennai; ISBN:978-81-837-409-9; pp.206-211.
9. "Women Entrepreneurship in India: Prospects and Problems- Published in – Women Entrepreneurship-Emerging Issues, Challenges & Strategies" Edited Book Volume-II, Serials Publications, New Delhi, 2012: ISBN: 978818387562-2.
10. "Recent Developments of Information Technology in Indian" a chapter published in " Recent Trends in Management" Edited book Vol.1, Published by Serials Publications, New Delhi; ISBN:978-81-8387-553-0; 2012; Pp.148-154.
11. "Online Groceries Purchasing System and Consumer Opinion: An Empirical study w.r.t. Two-tier cities of Andhra Pradesh" a chapter published in " Recent Trends in Management" Edited book Vol.II, Published by Serials Publications, New Delhi; ISBN:978-81-8387-553-0; 2012; Pp.668-672.
12. "Service Quality at A.P. Tourism Hotels in Selected Districts: A Perspective of SEVPERF Model" A paper published in " Eco and Rural Tourism in India – Prospects and Problems" Edited book vol.1, published by Ranton Publications, Vijayawada; ISBN:978-93-5156-021-0.; 2013
13. "A Study on Spiritual Tourism in India" ; A paper published in " Eco and Rural Tourism in India – Prospects and Problems" Edited book vol.1, published by Ranton Publications, Vijayawada; ISBN:978-93-5156-021-0.; 2013; Pp.39-41

14. "A Study on Tourism and Poverty Reduction"; A paper published in "Eco and Rural Tourism in India – Prospects and Problems" Edited book vol.1, published by Ranton Publications, Vijayawada; ISBN:978-93-5156-021-0.; 2013; Pp.31-38
15. "Agritourism : Innovative Income Generation" ; A paper published in "Eco and Rural Tourism in India – Prospects and Problems" Edited book vol.1, published by Ranton Publications, Vijayawada; ISBN:978-93-5156-021-0.; 2013;Pp.42-45
16. "Emergence of Tourism in the Sustainable Growth of India" ; A paper published in "Eco and Rural Tourism in India – Prospects and Problems" Edited book vol.1, published by Ranton Publications, Vijayawada; ISBN:978-93-5156-021-0.; 2013;Pp.376-379
17. "A Study on Rural Tourism in India" : A paper published in "Eco and Rural Tourism in India – Prospects and Problems" Edited book vol.1, published by Ranton Publications, Vijayawada; ISBN:978-93-5156-021-0.; 2013; Pp.380-382
18. "Development of Tourism in India – A Review" ; A paper published in "Eco and Rural Tourism in India – Prospects and Problems" Edited book vol.1, published by Ranton Publications, Vijayawada; ISBN:978-93-5156-021-0.; 2013; Pp.381-385
19. "Impact of Tourism on Indian Economy" ; A paper published in "Eco and Rural Tourism in India – Prospects and Problems" Edited book vol.1, published by Ranton Publications, Vijayawada; ISBN:978-93-5156-021-0.; 2013; Pp.384-394
20. English for Managers – An Empirical Study" a paper published in "Dialectics of Language & Literature" published by Tricolour Printers, Hyderabad, ISBN:9789351567097;2014; Pp.35-38.
21. Dr. P. C. Reddy, "A Study on Factors Influencing Customer Satisfaction in Insurance Sector" Published in "Measuring Customer Satisfaction:, an Edited Book published by Purushotam Publishers, Kolkata-36, ISBN:878-93-85908-43-9., 2016.
22. Dr. P. C. Reddy, "Measuring Customer Satisfaction in Banking Sector – An Empirical study", Published in "Measuring Customer Satisfaction:, an Edited Book published by Purushotam Publishers,; Kolkata-36, ISBN:878-93-85908-43-9., 2016.

20. Details of Book Published:

1. Management Information System: Published by Kataria & Sons, New Delhi, 2010; ISBN:978-93-5014-017-8.
2. Enterprise Resource Planning – Text and Cases, Published by Kataria & Sons, New Delhi, 2011; ISBN: 978-93-5014-109-0.
3. Case Studies for Managers: by Paramount Publications, New Delhi, Hyderabad, 2012, ISBN : 978-93-82163-51-0.
4. Eco and Rural Tourism In India – Prospects and Problems” an Edited Book published by Ranton Publications, New Delhi & Hyderabad, 2013; 789-935156-012-0
5. Information Technology for Managers – A Text and Solutions, published by Ranton Publications, New Delhi & Hyderabad; 2014. ISBN:978-93-5156-466-9
6. Entrepreneurship Development – Published by Ranton Publications, New Delhi & Hyderabad , Andhra Pradesh; 2015; ISBN:978-93-5212-113-7
7. Measuring Customer Satisfaction – published by Purushotam Publishers, Hyderabad and Vijayawada; 2016.- ISBN:978-93-85908-43-9.

21. Details of Conferences/Seminars (International):

1. “Global Economic Turbulences Shifts in Business Systems and Structures”, paper presented on International Level Conference held at GITAM, Viskahaptnam, on July 12th, to 14th, 2009.
2. “ The Role of Information Technology in Retails Sector” a paper presented in the International Conference on competency Building strategies in Business and Technology for sustainable Development, organized by Sri Sai Ram Institute of Management Studies, Sai Ram Engineering College, Chennai, India, on September 22nd & 23rd, 2011.

3. “ERP Systems for Sustainable Business Growth & Development”, a paper presented in the International Conference on competency Building strategies in Business and Technology for sustainable Development, organized by Sri Sai Ram Institute of Management Studies, Sai Ram Engineering College, Chennai, India, on September 22nd & 23rd, 2011.
4. Marketing Strategies to sustain the Business Development During and After Economic turbulence”, a paper presented in the International Conference on competency Building strategies in Business and Technology for sustainable Development, organized by Sri Sai Ram Institute of Management Studies, Sai Ram Engineering College, Chennai, India, on September 22nd & 23rd, 2011.
5. Employee Branding: The new age marketing tool for retailers”, a paper presented in 4th International Research Conference on “ Solution for Better Retailing” held at Padmashree Dr. D. Y. Patil University, on 12th November, 2011.
6. “CRM Practices of Selected Banks in Andhra Pradesh: A customer’s Perspective” a paper presented in “Sanskriti International Conference on Management Challenges – 2014” Organized by Sanskriti School of Business, Puttaparthi in Collaboration with Anahata Stiftung.de, Germany, on 26-04-2014.
7. “International Seminar on Self Management” organized by Department of Management Studies, Sri Venkateswara University, Tirupathi on 11 August, 2014.
8. Paper presented on “Future of Business Banking” international conference on Trends in Innovation & Entrepreneurship sponsored by UGC&APSCHE held during 29th, 30th & 31 March, 2017 in Sri Padmavathi Mahila Visvavidyalayam, Tirupathi.

22. Details of Conferences/Seminars (National):

1. “Business Education in India – Problems and Prospects” presented at Inter University Council of Business and Research (IUCBER), held at S.V. University, Tirupati, 1999.

2. "Entrepreneurship Inertia", presented at UGC Sponsored National Level Conference held at V.R. College, Nellore on 13th and 14th March, 2000.
3. "Patent Awareness and Intellectual Property Rights", participated at UGC Sponsored National Level Conference held at V. R. College, Nellore
4. "Data Mining: A Retailer's Best Friend?", presented at national Conference held at Narayana Engineering College, Nellore on 27th December, 2008.
5. "e-SHRM System- An Insight", presented National Symposium on Emerging Dimensions of Strategic Human Resource Management, organized by Aalim Muhammed Salegh College of Engineering, Chennai, on 6th March, 2008.
6. "Global Economic Turbulences and HR Strategies", Paper presented at SKD University, Anantapur, on 30th and 31st January, 2009.
7. "National Seminar on Women Entrepreneurship: Emerging Issues, Challenges & Strategies" Sponsored by Planning Commission, Government of India, New Delhi, Organized by Chadalawada Ramanamma Engineering College, Tirupati, a paper presented on "Women Entrepreneurship in India – Prospects & Problems". On 7th & 8th July, 2011.
8. Business Process Re-engineering – An element to sustain the growth in the ears of global recovery" a paper presented at the National Conference on "sustaining Growth in the Era of global Recovery", held at VelTech High Tech Dr. Sakunthala Engineering college, Avadi, Chennai, on 26th & 27th August, 2011.
9. "The Role of Retailing", a paper presented at the National Conference on "sustaining Growth in the Era of global Recovery", held at VelTech High Tech Dr. Sakunthala Engineering college, Avadi, Chennai, on 26th & 27th August, 2011.
10. "Statistical Applications in Management Research using SPSS 19", Two Day National Level Workshop on 20th and 21st October, 2011.
11. "Green Supply Chain Management: It's Impact and Sustainable Practices" a paper presented at the National Conference on "Management Perspectives in Differentiated Global Economic Performance" held at Karpaga Vinayaga College of Engineering & Technology, kanchipuram, on 21st October, 2011.
12. "Online Groceries Purchasing System: An Empirical Study w.r.t Two-Tier Cities in Andhra Pradesh" a paper presented in National Seminar on "Recent Trends in

- Management and Technology” held at SITAMS, Chittoor on 28th December, 2011,
13. Corporate Social Responsibility in India- A National Seminar organized by the Department of Business Management with pondered by APSCHE, Hyderabad. Held at VSU College, Nellore ; on 30-31 March, 2013
 14. English in the Classroom: The science of Communication” organized by the Department of English VSU, Nellore; on 23-24 March, 20013
 15. National Conference on “ Eco and Rural Tourism in India – Prospects and Problems, organized with the Department of Tourism Management, Vikram Simhapuri University, Nellore, Andhra Pradesh, on 13-14th July, 2013.
 16. UGC-SAP-National seminar on “ Recent Trends in Human Resource Development in India” a paper presented on the topic “ Human Resource Development in Banking Sector – A Review” organized by the Department of Economics, Sri Venkateswara University, Tirupathi on 14th & 15th Decembers, 2013.
 17. National Seminar on “ Women in Management – Challenges & Prospects” a paper presented on the topic “ A statistical Analysis of Women Development in India” organized by the Department of Business Studies, Mahatma Gandhi College, Guntur on 4th January, 2014.
 18. ICSSR- VSU National Conference on “ Problems Encountered by the Girl Child: need for Sensitization and Support” a paper presented on “ Attitude of Girls towards Entrepreneurship – A Study” organized by Department of Social Works with Association of ICSSR on 10th -11th March, 2014.
 19. UGC Sponsored State Level Seminar & Special Lecture Workshop on Quality Sustenance in Higher Education- Issues & Insights, a paper presented on “Classroom Innovations for Quality Education in Management Programme” organized by SKR Govt. Degree College, Gudur, SPSR Nellore district, Andhra Pradesh; on 18th September, 2014.
 20. UGC Sponsored National Seminar on “ Emerging Trends in Insurance Sector in India” a paper presented on “Customer Perception on Private Insurances – A Study”, organized by the Department of Commerce & Business Administration,

- Acharaya Nagarjuna University Ongloe Campus, Ongole, held on 19-20th, December, 2014,
21. ICSSR and APSICHE Sponged National Conference on “Tourism Marketing and Its Role in Indian Economy” a paper presented on “Impact of Infrastructure Facilities on Tourism Industry – A SWOT Analysis” organized by the Department of Tourism Management, VS University, Nellore; held on 11-12th March, 2015.
 22. ICSSR and APSICHE Sponsored National Conference on “Tourism Marketing and Its Role in Indian Economy” a paper presented on “The Economic Impact of Tourism in India” organized by the Department of Tourism Management, VS University, Nellore; held on 11-12th March, 2015.
 23. UGC sponsored National Seminar on “ Emerging Trends in Services Sector in India” a paper presented on “ The Rle of Service Sector in Indian Economy- A Review”, organized by the Department of Commerce, Yogi Vemana University, Kadapa, held on March, 20th, 2015.
 24. National Seminar on “ Travel and Tourism: Challenges and Opportunities for Economic Development ” a paper presented on “ Drivers Affecting E-Tourism Services Adoptability”, organized by the Department of Tourism Management, Vikrama Simhapuri University, Nellore held on March, 25-26 January, 2016.
 25. National Seminar on “ Travel and Tourism: Challenges and Opportunities for Economic Development ” a paper presented on “ A Study on the Impact of Social Media for Tourism Development”, organized by the Department of Tourism Management, Vikrama Simhapuri University, Nellore held on March, 25-26 January, 2016.
 26. National Conference on “ Emerging Trends in management and Technology- 2016” a paper presented on “ Employee Satisfaction Towards Compensation Policies – A study in Aqua Industry in Nellore”, organized by the Department of Management, Narayana Engineering College, Nellore held on 2nd April, 2016.

23. Details of Workshops Attended (National):

1. National Workshop on “Patent Awareness and Intellectual Property Rights” Sponsored by TIFAC, DST, New Delhi, and Organized by the Department of Physics, V R College, Nellore; on September 2nd, 2002.
2. Two-day National Level Workshop on “Statistical Application in Management Research Using SPSS 19” Organized by Department of Management Studies, Madanapalle Institute of Technology & Science, Madanapalle, on 20-21st October, 2011.
3. Two-Day National Workshop on “Human Values and Professional Ethics” conducted for faculty members during 23-24 December, 2013, at Vikrama Simhapuri University, Nellore.
4. National Workshop on “Total Quality Management: Concepts and Practices (TQMCP-2017) organized by the Department of Management studies, Narayana Engineering College, Gudur on 4th April, 2017.

24. Details of Conferences/Seminars/ workshops Organized:

1. Two-Day workshop on Entrepreneurship Awareness Programme organized by the Department of Business Management, NEC, Gudur with association of AICTE, New Delhi, on 8-10th September, 2012.
2. National Conference on “Eco and Rural Tourism in India – Prospects and Problems, organized with the Department of Tourism Management, Vikram Simhapuri University, Nellore, Andhra Pradesh, on 13-14th July, 2013.

25. Any Other Information:

Extracurricular Activities:

1. Placement Officer for MBA & MCA at V. R. Institute of P.G. Studies, Nellore.

2. HOD, Department of Management Studies, V.R. Institute of P.G. Studies, Nellore
3. In-charge Director, V.R. Institute of P.G. Studies, Nellore.
4. Convener, Sports and Cultural Forum, Narayana Engineering College, Nellore
5. Principal, College of Management & Sciences, Sana Engineering College, Kodada
6. Vice-Principal (PG Section), Narayana Engineering College, Gudur
7. Co-coordinator EDC (AICTE Sponsored), NEC, Gudur

Staff Development Programme:

1. Participated in AICTE sponsored Two-week Staff Development Programme on “Research Methodology and Statistical Analysis using SPSS” at QIS College of Engineering And Technology, Ongloe, on 30th April, 2012 -13th May, 2012.

Orientation / Refreshers Programme:

1. Participated in 73rd Orientation Programme form 25-11-2013 to 21-12-2013 (144 contact Hours) conducted by UGC-ASC SV University, Tirupati., Andhra Pradesh.
2. Participated in 74th Refresher Programme form 8-12-2014 to 27-12-2014 conducted by UGC-ASC SV University, Tirupati., Andhra Pradesh.

Projects Under taking:

1. Coordinator for AICTE sponsored Entrepreneurship Development Cell, Narayana Engineering College, Gudur, Andhra Pradesh, India. Project Cost: Rs. 600000. Duration- 2011-2013.

MEMBERSHIP & ACADEMIC DEVELOPMENTS:

1. Certified Counselor for IGNOU 0102 Study Center, VR College, Nellore Since 1999.
2. BOS Member for the Department of Management Studies, Audhi sankara college of Management studies (Autonomous), Gudur, Nellore district, Andhra Pradesh.
3. Approved Research Supervisor in Management Studies for Rayalasema University, Karnool, Andhra Pradesh.
4. Associate Editor for an International Pezzottaite Journals, Trikuta Nagar, Jannu-Tawi, J&K, Inida-180012.

Nellore

Date: 12-2018

Signature o the Candidate