

Brief Profile

S.No	Item	Particulars
1.	Name of the Employee	Dr P SUJATHA
2.	Designation	Assistant Professor.
3.	Department	Department of Tourism Management
4.	Educational Qualifications	MBA, Ph.D
5.	Mobile No	9494300094
6.	Mail Id	drsujatha.palleti@gmail.com
7.	Teaching Experience	12 years
8.	Research Experience	06 years
9.	Research Areas	HRM and Tourism
10.	Ph.D Guidance	Guiding 07 Research scholars
11.	Awards	Received “Dr.APJ ABDUL KALAM LIFETIME ACHIEVEMENT AWARD”
12.	List of papers published in Journals	<ol style="list-style-type: none"> 1. “Corporate governance in India, evolution and challenges”. Zenith International Journal of Multidisciplinary Research, vol: 4, Issue No: 3, March (2014), ISSN: 2231-5780. Impact Factor:3.0 2. “Quality dimensions in marketing of services: A study with special

		<p>reference to telecommunication services”, International Journal of Research in Commerce & Management, vol: 5, Issue No: 3, March (2014), ISSN: 0976-2183.</p> <p>3. “Indian Banking System – An Overview”, Zenith International Journal of Business Economics & Management Research, vol: 4, Issue No: 3, March (2014), ISSN 2249- 8826, page no: 145-155. Impact Factor:3.0</p> <p>4. “Moderating role of demographic characteristics on customer satisfaction”, Management Today, Vol: 4, Issue No: 2, April (2014), ISSN: 2230-9764.</p> <p>5. “The corporate growth determinants with reference to cipla pharmaceutical company”, International Journal of Marketing Financial Services & Management Research, July (2013), ISSN: 2277-3622.</p> <p>6. “The Antecedents of Brand Loyalty: An Empirical Study on Airtel Cellular Services”, Sumedha Journal of Management, Vol.No:03, Issue No: 09, Sep (2013), pg: 61-65.</p> <p>7. “Switching costs, Customer Satisfaction & Brand Loyalty:An Empirical study on Airtel Cellular Services in Chittor District”,</p>
--	--	---

International Journal of Research in Commerce, IT and Management, Vol:02, No:04, Oct- Dec(2013), ISSN: 2277-6753.

8. “A study on impact of promotional strategies on brand awareness in dairy industry”, International Journal of Research in Commerce, IT and Management, Vol: 04, No:03, March (2014), ISSN: 2231-5756.

9. “Measuring the Foreign Visitor Satisfaction and its influence on Medical Tourism in India”, IJEMR, IF:1.5.

10. “A study on Performance Appraisal system in service sector organizations of India”, Michael Journal of International commerce and Business Management, ISSN:2399-1990 Vol-1.

11. “Role of Human Resource Practices in Different Organisations”, Inter continental Journal of Human Resource Management” ISSN: 2350-0840,Vol:2,issue-1, January 2015, IF:0.414

13.	Conferences Attended & Seminars attended	<ol style="list-style-type: none"> 1. Attended International conference on New dimensions in commerce and industry in the globalised era on 22nd February 2014, organized by Dept of Business management, Bharath college of science and management, Thanjavur. Title of the paper –“quality dimensions in telecommunications industry”. 2. Attended International Conference on “Corporate Governance: Emerging Issues and Global Challenges” on 30th and 31st January 2013, organized by Dept of Commerce, Sri Venkateswara University, Tirupati. Title of the Paper: A Study on Corporate Governance Practices in Indian Companies. 3. Attended International Seminar on “Self Management” on 11th August 2014, organized by Dept of Business Management, Sri Venkateswara University, Tirupati. 4. Attended national seminar on “Brand Management in Indian Industry”

		<p>on 28th March 2014, organized by Dept of Business management, Siddhartha Engineering College, Vijayawada. Title of the paper is “Advertising & Media Management”.</p> <p>5. Attended national conference on “problems encountered by the girl child: Need for sensitization and support” on 10th & 11th March 2014, organized by Dept of Social work, Vikrama Simhapuri University, Nellore. Title of the paper- “A study on problems of girl child in India”.</p> <p>6. Attended national seminar on “service sector and quality management in India” on 21st and 22nd February 2014, organized by Dept of Business management, Yogi vema University, Kadapa. Title of the paper –“ Role of brand awareness in Dairy industry”</p> <p>7. Attended national seminar on “Role of Banking and Finance Sectors in a turbulent global scenario”, organized by Dept of Business management, Sree Vidyaniketan Institute of Management, Tirupati on 14th and 15th February 2014. Title of the paper –“Indian banking System – An Overview”.</p> <p>8. Attended national seminar on “problems and Prospects of Micro, Small and Medium Enterprises in India” on 22nd and 23rd March</p>
--	--	--

		<p>2014, organized by Dept of Commerce, Sri Venkateswara University, Tirupati.</p> <p>9. Attended national seminar on “Role of Banking & Finance Sectors in Turbulent global Scenario” on 14th and 15th February 2014, organized by Sree Vidyaniketan Institute of Management, Tirupati. Title of the Paper: Non-Performing Assets of private Sectors Banks.</p> <p>10. Attended national seminar on “Green Marketing Strategies for Sustainable Development”, organized by Dept of Business management, Sree Vidyaniketan Institute of Management, Tirupati on 18th September 2009.</p> <p>11. Attended National seminar on “Risk and Insurance Management – Contemporary Issues and Challenges” on 22nd and 23rd December 2012, organized by Dept of Commerce, Sri Venkateswara University, Tirupati. Title of the Paper: Contemporary Issues and Challenges in Indian Insurance Industry.</p> <p>12. Attended National seminar on “Distance education: Quality and Technology Initiatives” on 24th and 25th July 2009, organized by Directorate of Distance Education, Sri Venkateswara University,</p>
--	--	---

		<p>Tirupati. Title of the Paper: Assessment of learners in Distance Education.</p> <p>13. Attended National Conference on “Eco and Rural Tourism in India – Prospects and Problems” on 13th and 14th July, 2013, organized by Dept of Tourism Management, Vikrama Simhapuri University, Nellore. Title of the Paper: Contemporary Issues and Challenges in Indian Insurance Industry.</p> <p>14. Attended National Seminar on “Emerging Trends in Indian Capital Market” organized by Department of commerce and Business Administration, Acharya Nagarjuna University on 29th and 30th September 2015. Title of the paper: Flows of FII’s and Indian Market.</p> <p>15. Attended National Seminar on “Emerging Trends in Indian Capital Market” organized by Department of commerce and Business Administration, Acharya Nagarjuna University on 29th and 30th September 2015. Title of the paper: Indian Stock Market – An Overview</p>
14.	Workshops attended	<p>1. Attended two days workshop on “Human Values and Professional Ethics” on 23rd and 24th December 2013, organized by Vikrama Simhapuri University, Nellore.</p>

		<ol style="list-style-type: none"><li data-bbox="1024 266 1871 423">2. Attended two weeks workshop on “Faculty Development Program in Entrepreneurship Development” from 03.03.2014 to 15.03.2014 organised by National Institute for Micro, Small and Medium Enterprises, Government of India.<li data-bbox="1024 529 1843 651">3. Attended FDP on “Case Method of Teaching” organized by Department of Management studies, Sri Venkateswara University, Tirupati on 14th November,2009.<li data-bbox="1024 756 1877 878">4. Chaired a Session in the National Seminar on Green Marketing organized by Sri Vidyaniketan Institute of Management, Tirupati on 18th September 2009.<li data-bbox="1024 984 1877 1105">5. Attended one day workshop on “Strength Based Development in Education” on 10th August 2014, organized by Department of Management Studies, Sri Venkateswara University, Tirupati
--	--	--