

## PROFILE

Dr. ANANTHANENI MADHURI  
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### Personal Summary:

A person with quicker grasping knowledge, ability of analytical decision making, highly adoptable & flexible to circumstances, good Inter-personal skills, positive attitude and loyalty with 17 yrs of Teaching experience in Management Studies.

### ACDEMIC QUALIFICATIONS:

<b>PH.D(HRM)</b>	: 2017 ( From Acharya Nagarjuna University)
<b>M.Phil(HRM)</b>	: 2011 (From Acharya Nagarjuna University)
<b>UGCNET</b>	: 2012
<b>MBA (Finance)</b>	: 2001 (From RVR&JC College of Engineering, Guntur)
<b>B.Com</b>	:1996 (Hindu College, Guntur)

### WORK EXPERIENCE: 17 Years

- Currently working as **HOD & Assistant Professor** in the Department of MBA, Andhra Loyola College from June,2014 till present
- Seven years' experience as an Assistant Professor in Sri Prakash College of Engineering, TUNI, From June,2007 to April,2013

### JOURNAL PUBLICATIONS:

- "*The Role of Financial Literacy in Personal Investment Decisions*" in the International journal "Library Progress International" ISSN: 2320 317X, Volume 44, Issue 03, Page No: 12899-12918, June – 2024. (SCOPUS INDEXED)  
<https://bpasjournals.com/library-science/index.php/journal/article/view/2656/1749>
- "*Behavioral Finance: Understanding Investor Psychology in Modern Financial Markets*" in the International journal "Library Progress International" ISSN: 2320 317X, Volume 44, Issue 03, P.No.23217-23227 July – 2024. (SCOPUS INDEXED)  
<https://bpasjournals.com/library-science/index.php/journal/article/view/2948/2765>
- "*Exploring the Role of Personalization in E-commerce: Impacts on Consumer Trust and Purchase Intentions*" in the International journal "European Economic Letters" ISSN No. 2323-5233, Volume 14, Issue 03, Page No: 907-919 August– 2024. (ABDC LISTED)  
<https://doi.org/10.52783/eel.v14i3.1845>  
<https://eelet.org.uk/index.php/journal/article/view/1845/1644>

- *"The Influence of Sustainability Initiatives on Brand Loyalty: A Study of Consumer Perceptions in the FMCG Sector"* in the International journal "Journal of Informatics Education and Research" ISSN No. 1526-4726, Volume 4, Issue 03, Page No: 541-552 August– 2024. (ABDC LISTED) <https://jier.org/index.php/journal/article/view/1347/1138>
- *"Financial Services In India: Opportunities, Issues, And Challenges In Employer Branding For Talent Acquisition And Retention – A Comparative Study Of Multinational Corporations"* in INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS – IJCRT ISSN: 2320-2882, Volume 12, Issue 07, Page No: 128-140, July – 2024. (UGC CARE) [http://ijcrt.org/viewfull.php?&p\\_id=IJCRTAK02014](http://ijcrt.org/viewfull.php?&p_id=IJCRTAK02014)
- *"Synergizing HR and Marketing in India's Financial Services: Navigating Opportunities, Overcoming Challenges, and Elevating Performance"* in INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS – IJCRT ISSN: 2320-2882, Volume 12, Issue 07, Page No: 117-127, July – 2024. (UGC CARE) [http://ijcrt.org/viewfull.php?&p\\_id=IJCRTAK02013](http://ijcrt.org/viewfull.php?&p_id=IJCRTAK02013)
- *"The Role Of Internal Marketing In Shaping Employee Satisfaction And Customer Experience In India's Financial Sector"* in INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS – IJCRT ISSN: 2320-2882, Volume 12, Issue 07, Page No: 104-116, July – 2024. (UGC CARE) [http://ijcrt.org/viewfull.php?&p\\_id=IJCRTAK02012](http://ijcrt.org/viewfull.php?&p_id=IJCRTAK02012)
- *"Corporate Social Responsibility Practices and Their Influence On Brand Loyalty and Customer Trust"* in the International journal "CAHIERS MAGELLANES-NS" ISSN: 1462-2815, Volume 06, Issue 02, Page No: 461-477, June – 2024. (WEB OF SCIENCE) <https://magellanes.com/index.php/CMN/article/view/327> DOI 10.6084/m9.figshare.2631157
- *"Exploring The Impact of Social Media Influencers On Consumer Behavior and Brand Loyalty in The Digital Age"* in the International journal "Community Practitioner" ISSN: 1462-2815, Volume 21, Issue 06, Page No: 2656-2676, June – 2024. (SCOPUS INDEXED) <http://commprac.com/download/10641/?tmstv=1719679708> DOI: <https://doi.org/10.5281/ZENODO.12592520>
- *"The Role of Artificial Intelligence in Decision-Making Processes"* in the International journal "African Journal of Biological Sciences" ISSN: 2663-2187, Volume 6, Issue 06, Page No: 6344-6362, June – 2024. (SCOPUS INDEXED) <https://www.afjbs.com/issue-content/the-role-of-artificial-intelligence-in-decision-making-processes-3367> DOI: [10.33472/AFJBS.6.6.2024.6344-6362](https://doi.org/10.33472/AFJBS.6.6.2024.6344-6362)
- *"Assessing The Perceptions Of Young Adults Regarding Equity Investment: A Study In Guntur And Krishna Districts"* in the International journal "Asian And Pacific Economic Review" ISSN No. 1000-6052, Volume 16, Special Issue 04, November – 2023. (ABDC LISTED) <https://asparev.org/special/vol16-issue4>
- *"Unravelling the Linkage Between Human Resource Accounting and Organizational Performance: An Extensive Review"* in the International journal "Asian And Pacific Economic Review" ISSN No. 1000-6052, Volume 16, Special Issue 04, November – 2023. (ABDC LISTED) <https://asparev.org/special/vol16-issue4>

- "A Study on Equity Analysis In Selected NSE Mutual Funds" in the International journal "Asian And Pacific Economic Review" ISSN No. 1000-6052, Volume 16, Special Issue 04, November – 2023. (ABDC LISTED) <https://asparev.org/special/vol16-issue4>
- "Unravelling the Linkage Between Human Resource Accounting and Organizational Performance: An Extensive Review" in the International journal "Asian And Pacific Economic Review" ISSN No. 1000-6052, Volume 16, Special Issue 04, November – 2023. (ABDC LISTED) <https://asparev.org/special/vol16-issue4>
- "Assessing The Perceptions Of Young Adults Regarding Equity Investment: A Study In Guntur And Krishna Districts" in the International journal "Asian And Pacific Economic Review" ISSN No. 1000-6052, Volume 16, Special Issue 04, November – 2023. (ABDC LISTED) <https://asparev.org/special/vol16-issue4>
- "An Exploratory Study On "Ai-Powered Client Relationship Administration: An In-Depth Survey and Roadmap for Future Investigations" in the International journal "Asian And Pacific Economic Review" ISSN No. 1000-6052, Volume 16, Special Issue 04, November – 2023. (ABDC LISTED) <https://asparev.org/special/vol16-issue4>
- "A Study On Empowering Innovation: How Technology Entrepreneurship Education Spurs New Venture Creation" In The International journal "Accountancy Business and the Public Interest" ISSN 1745-7718, Volume -39, Issue-10 October 2023 (ABDC "B" CATEGORY) [23V391006.pdf \(abpi.uk\)](https://abpi.uk/wp-content/uploads/2023/10/23V391006.pdf) / <https://abpi.uk/wp-content/uploads/2023/10/23V391006.pdf>
- "Shifting Paradigms: Customer Engagement as A Game-Changer in Customer Management" in the international journal "Asian and Pacific Economic Review" ISSN No. 1000-6052, Volume 16, Issue 01, September – 2023. (ABDC-LISTED) <https://asparev.org/vol16-issue1>
- "A Study On Unleashing The Potential Of Social Media: Marketing Tactics And Implications" in the International journal "European Chemical Bulletin" ISSN 2063-5346, Volume -12, Special Issue-12 Page No: 1925-1930 September – 2023 doi: [10.48047/ecb/2023.12.12.128](https://doi.org/10.48047/ecb/2023.12.12.128)(SCOPUS-LISTED) <https://www.eurchembull.com/issue-content/a-study-on-unleashing-the-potential-of-social-media-marketing-tactics-and-implications-13864>
- "Perception Of Young Graduates Towards Entrepreneurship And Employment As Their Career Choice" in the International journal "World Journal of Management and Economics" ISSN No. 1819-8643, Volume 16, Issue 08, September – 2023. **(ABDC LISTED)** [Volume 16 | Issue 08 - WERSO \(wesro.org\)](https://www.wesro.org/volume-16-issue-08)
- "Empowering Innovators: Harnessing Human Capital For Technological Entrepreneurship" in the International journal "European Chemical Bulletin" ISSN 2063-5346, Volume -12, Special Issue-10 Page No: 12199-12207 August - 2023 **DOI:10.48047/ecb/2023.12.10.859 (SCOPUS LISTED)** <https://eurchembull.com/issue-content/empowering-innovators-harnessing-human-capital-for-technological-entrepreneurship-12727>
- "A study on social identity and its influence on consumer brand loyalty" in the international journal "korea review of international studies" issn: 1226-4741 in

volume 16 | issue 47 | june 2023. (ABDC listed) <https://kristudies.org/volume-16-issue-47-june-2023/>

- "A Study On Perception Of Employees With Reference To Welfare Measures In Select Paper Units Andhra Region" in the International journal "International journal of food and nutritional sciences" ISSN No. 2319 1775, Volume 11, Issue 7, Page No: 1322 – 1328, November – 2022. (UGC CARE LISTED) <https://www.ijfans.org/issue-content/ijfans-international-journal-of-food-and-nutritional-sciences-issn-print-2319-1775-online-2320-7876-research-paper-2012-ijfans-all-rights-reserved-ugc-care-listed-group-i-journal-volume-11-s-iss-1-oct-2022-2034> Impact Factor : 7.832
- "An Empirical Study on Employees Work Life Balance with Reference to Educational Institutions of Krishna and Guntur Districts" in International Journal of Food and Nutritional Sciences in 2022 with ISSN PRINT: 2319 1775 Online: 23207876. Volume-11, Issue-9 Page: 2035-2038, November – 2022. (UGC CARE LISTED) <https://ijfans.org/issue?volume=Volume%2011&issue=Issue%209&year=2022> Impact Factor : 7.832
- "Perception of Employees on Training and Its Impact on Productivity with Reference to Lanco and Vtps of Ap" in International Journal of Decision Making in Management in 2015 with ISSN 2319-6793
- "An Overview of Trade Unions and Collective Bargaining In India" in Contemporary Research in India, a peer reviewed Multi-Disciplinary International Journal with ISSN 2231-2137 in 2015
- "Impact of Employee Training on Productivity with Reference to Lanco and Vtps of Ap" in International Journal of Technology and Business Management in 2015 with ISSN 2329-6815

## PATENT PUBLICATIONS:

- Patent Application Publication in Intellectual Property of India Patent and Design Journal Title of the invention: "**Motives For Social Entrepreneurship Among College Students**". Application No. 202441033647, Date of filing of Application: 27/04/2024, Publication Date: 03/05/2024, Journal No: 18/2024 Part III page 77 <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>
- Patent Application Publication in Intellectual Property of India Patent and Design Journal Title of the invention: "**Impact Of Firm Performance On Stock Returns: Evidence From Large- Cap, Mid-Cap And Small-Cap Stocks**". Application No. 202441046604, Date of filing of Application: 17/06/2024, Publication Date: 21/06/2024, Journal No: 25/2024 Part I page 723 <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>
- Patent Application Publication in Intellectual Property of India Patent and Design Journal Title of the invention: "**Ways And Indicators Of Ensuring The Quality Of The Educational Process In Educational Institutions**". Application No. 202441033647, Date of filing of Application: 26/05/2024, Publication Date:

## Design Patent

- Patent Design Publication in Intellectual Property of India Patent and Design Title: **"Investment Comparision Device"**. Design Number 431879-001, Class 14-02 Registration Date: 26/09/2024, Grant Date:13/11/2024 Publication Date: 15/11/2024 Journal No:46/2024 Part IV Designs page 166  
<https://search.ipindia.gov.in/IPOJournal/Journal/Patent>

## CONFERENCE PUBLICATIONS

- *"Shaping the Future: Innovation and Strategy in the Face of Global Disruption"* in Two-Day International Conference on 'The Future of Global Business: Disruption, Innovation and Strategy' (GBDIS-2K24) on 18th & 19th October 2024 ISBN: 978-93-341-4207-5 Page:248-253 organised by Dept. of MBA, Andhra Loyola College, Vijayawada.A.P
- *"Leveraging AI for Competitive Advantage: Strategic and Ethical Impacts on Global Business"* in Two-Day International Conference on 'The Future of Global Business: Disruption, Innovation and Strategy' (GBDIS-2K24) on 18th & 19th October 2024 ISBN: 978-93-341-4207-5 Page:254-261 organised by Dept. of MBA, Andhra Loyola College, Vijayawada.A.P
- *"The New Paradigm of Global Business: Innovation, Agility, and Strategic Resilience"* in Two-Day International Conference on 'The Future of Global Business: Disruption, Innovation and Strategy' (GBDIS-2K24) on 18th & 19th October 2024 ISBN: 978-93-341-4207-5 Page:262-279 organised by Dept. of MBA, Andhra Loyola College, Vijayawada.A.P
- *"Sustainable and Innovative Agricultural Marketing Initiatives and Practices in India"* in Two-Day International Conference on 'The Future of Global Business: Disruption, Innovation and Strategy' (GBDIS-2K24) on 18th & 19th October 2024 ISBN: 978-93-341-4207-5 Page:291-300 organised by Dept. of MBA, Andhra Loyola College, Vijayawada.A.P
- *"A Study on Users Awareness about Selected Financial Assets with reference to Hyderabad"* in Two-Day National Conference on Emerging Trends in Business Management (ETBM-2k23) Volume 12 Spl.Issue Feb 2023 ISSN:2456-5083 pg.26 on 23<sup>rd</sup> & 24<sup>th</sup>February 2023 organised by Dept. of MBA , Andhra Loyola College, Vijayawada.A.P DOI: [10.48047/IJIEMR/V12/SPL\\_ISSUE\\_02/01](https://doi.org/10.48047/IJIEMR/V12/SPL_ISSUE_02/01)  
<https://ijiemr.org/downloads/Volume12/Special%20Issue%2002,%20February%202023>
- *"An Empirical Study on Youngster's Attitude Towards Equity Investment with Reference to Guntur and Krishna Districts"* in Two-Day National Conference on Emerging Trends in Business Management (ETBM-2k23) Volume 12 Spl.Issue Feb 2023 ISSN:2456-5083 pg.26 on 23<sup>rd</sup> & 24<sup>th</sup>February 2023 organised by Dept. of MBA, Andhra Loyola College, Vijayawada.A.P



DOI: [10.48047/IJIEMR/V12/SPLISSUE02/01](https://doi.org/10.48047/IJIEMR/V12/SPLISSUE02/01)

<https://ijiemr.org/downloads/Volume12/Special%20Issue%202002,%20February%202023>

- "A Study on Financial Planning for Salaried Employees and Strategies for Tax Reduction" in Two-Day National Conference on "Leadership Nexus" Where Strategy meets Success in Digital Era" (LNSS-2k24) Organised by Dept of MBA, Andhra Loyola College, Vijayawada. A.P  
<https://drive.google.com/file/d/1W33N3pGOcxNswAQgYtuiKN37ctKBim4p/view?usp=sharing>
- "From Vision to Reality: A Strategic Entrepreneurship Exploration" in Two-Day National Conference on "Leadership Nexus" Where Strategy meets Success in Digital Era" (LNSS-2k24) Organised by Dept of MBA, Andhra Loyola College, Vijayawada. A.P  
<https://drive.google.com/file/d/1W33N3pGOcxNswAQgYtuiKN37ctKBim4p/view?usp=sharing>
- "Strategies to Reduce Employee Absenteeism with Reference to Laila Nutraceuticals, Vijayawada" in Two-Day National Conference on "Leadership Nexus" Where Strategy meets Success in Digital Era" (LNSS-2k24) Organised by Dept of MBA, Andhra Loyola College, Vijayawada. A.P  
<https://drive.google.com/file/d/1W33N3pGOcxNswAQgYtuiKN37ctKBim4p/view?usp=sharing>

### Awards Received:

- Received recognition as "**Best Teacher Award-2024**" With an award by RCHUB International Foundation for Research and Education, Chennai, Tamilnadu, India on 25-09-2024. <https://rceduhub.com/award2024/>

### Appreciations:

- "**Certificate of Excellence in Reviewing**" is awarded in recognition of an outstanding contribution to the quality of the journal by South Asian Journal of Social studies and Economics on 15-10-2024 oct'24.
- "**Certificate of Excellence in Reviewing**" is awarded in recognition of an outstanding contribution to the quality of the journal by Advances in Research journal on 03-10-2024 oct'24.
- "**Certificate of Excellence in Peer-Reviewing**" is awarded in recognition of an outstanding contribution to the quality of the Book by BP International on 16-11-2024.

### Membership in professional Bodies:

- Member of Edwin Group of Journal (Editorial Member), New Delhi Since Sep'24.
- Member of the Journal of Economic Studies and Financial Research (Editorial Board Member) since 18-11-2024

- Member of the Journal of Accounting Research, Business and Finance Management (Editorial Board Member) since 18-11-2024

#### Reviewer:

- **"Journal of Accounting Research, Business and Finance Management"** is an peer reviewed academic journal <https://matjournals.com/Editorial-Journal-of-Accounting-Research-Business-and-Finance-Management.html>
- **"Journal of Economic Studies and Financial Research"** is an peer reviewed academic journal <https://matjournals.com/Editorial-Journal-of-Economic-Studies-and-Financial-Research.html.html>

#### TEXT BOOK PUBLICATIONS:

- Text Book Title Name: **"Fintech And Financial Inclusion: Bridging The Gap In A Digital Age"** Publisher: Scribe & Scroll Publishing Ltd, ISBN: 978-81-981898-9-9 ISBN Link: Raja Rammohun Roy National Agency for ISBN
- Text Book Title Name: **"Digital Marketing: Tools, Techniques, and Trends"** Publisher: Rest Publishers Ltd, ISBN: 978-81-980264-5-3 ISBN Link: Raja Rammohun Roy National Agency for ISBN 978-81-980264-5-3
- Text Book Title Name: **"Customer Awareness on Green Banking"** Publisher: LAP LAMBERT Academic Publishing, UK. ISBN: 978-620-8-01126-0

#### List of Edited Book Chapters:

- Book Chapter **"Human Capital Management in the AI Era"** published in **"Shodhosian: Rethinking Research Boundaries of Multidisciplinary Perspectives in Changing World"** ISBN: 978-81-982726-0-7, December'2024.
- Book Chapter **"Strategic Resilience in Business Management: Navigating Multidisciplinary Challenges in a Changing World"** published in **"Shodhosian: Rethinking Research Boundaries of Multidisciplinary Perspectives in Changing World"** ISBN: 978-81-982726-0-7, December'2024.
- Book Chapter **"Reimagining Marketing Strategies: Multidisciplinary Approaches in a Dynamic World"** published in **"Shodhosian: Rethinking Research Boundaries of Multidisciplinary Perspectives in Changing World"** ISBN: 978-81-982726-0-7, December'2024.
- Book Chapter **"The Role of Agility in Organizational Success"** published in **"Shodhosian: Rethinking Research Boundaries of Multidisciplinary Perspectives in Changing World"** ISBN: 978-81-982726-0-7, December'2024.
- Book Chapter **"Sustainable Business Strategies through Shodhcholistan: A Framework for Resilience and Inclusivity"** published in **"Shodhcholistan: A Multidisciplinary Framework For Sustainable Development Modeling"** ISBN: 978-81-981681-1-5, November'2024.
- Book Chapter **"Digital Marketing in the Age of Personalization: Strategies, Trends, and Ethical Considerations"** published in **"Shodhcholistan: A Multidisciplinary Framework For Sustainable Development Modeling"** ISBN: 978-81-981681-1-5, November'2024.

- Book Chapter **"Navigating Business Success through Unconventional Management Thought"** published in **"Shodhcholistan: A Multidisciplinary Framework For Sustainable Development Modeling"** ISBN: 978-81-981681-1-5, November'2024.
- Book Chapter **"The Exemplary Leadership Qualities of Ratan Tata: A Journey of Vision, Integrity, and Social Responsibility in Business Management"** published in **"Shodhcholistan: A Multidisciplinary Framework For Sustainable Development Modeling"** ISBN: 978-81-981681-1-5, November'2024.
- Book Chapter **"The Role of Human Resource Management in Fostering Sustainable Organizational Development"** published in **"Shodhcholistan: A Multidisciplinary Framework For Sustainable Development Modeling"** ISBN: 978-81-981681-1-5, November'2024.
- Book Chapter **"Behavioural Finance: Insights into Decision-Making and Market Anomalies"** published in **"Shodhcholistan: A Multidisciplinary Framework For Sustainable Development Modeling"** ISBN: 978-81-981681-1-5, November'2024.
- Book Chapter **"The Role Of Fintech In Transforming Financial Services"** published in **"Unified Visions: Collaborative Paths In Multidisciplinary Research, Volume-1"** ISBN: 978-81-981898-4-4, November'2024. DOI: 10.25215/819818984X.27
- Book Chapter **"Assessing The Effectiveness Of Financial Risk Management Strategies"** published in **"Unified Visions: Collaborative Paths In Multidisciplinary Research, Volume-1"** ISBN: 978-81-981898-4-4, November'2024. DOI: 10.25215/819818984X.26
- Book Chapter **"Emotions And Financial Markets: The Influence Of Fear And Greed"** published in **"Research Integration: Multidisciplinary Insights and Methodologies"** ISBN: 978-81-981331-9-9, September'2024. DOI: 10.25215/8198133194.11

## **PRESENTED PAPERS IN SEMINARS**

- Presented a paper entitled *"Role of Strategic Management In Marketing, Finance, He In Global Competitiveness"* in National Seminar conducted by Maris Stella College, Vijayawada in 2018
- Presented a paper entitled *"Corporate Social Responsibility in Safety, Health and Environment"* in International Seminar conducted by Acharya Nagarjuna University in March 2017
- Presented a paper entitled *"Innovative Hr Practices In Achieving Competitiveness"* in National Seminar conducted by P.B.Siddhartha College of Arts&Science, Vijayawada in 2017
- Presented a paper entitled *"E-Retailing, Trends, Challenges and Opportunities"* in National Seminar conducted by K.B.N. College, Vijayawada in 2016
- Presented a paper entitled *"A Study on Importance of Women Directors"* in National Seminar conducted by Acharya Nagarjuna University in 2015



- Presented a paper entitled "*Role of Hr Manager in Managing Employee Attrition and Retention in Organisations*" in National Seminar conducted by Acharya Nagarjuna University in 2015
- Presented a paper entitled "*Industrial Democracy and Workers Participation in Management: Indian Perspective*" in National Seminar conducted by Acharya Nagarjuna University in 2014
- Presented a paper entitled "*Foreign Direct Investment in Service Sector-A Critical Analysis in Prospective Investment in Higher Education*" in National Seminar Conducted by Krishna University, Machilipatnam in 2014
- Presented a paper entitled "*Social Security for Women in India*" in National Seminar conducted by Acharya Nagarjuna University, 2012

## **PARTICIPATION IN SEMINARS/WEBINARS**

- Attended the National Webinar on "Financial Empowerment and Career Opportunities in Financial and Securities Markets" organized in joint collaboration of Department of Business Management, Palamuru University, Mahbubnagar, Telangana and Association of Mutual Funds in India on 8<sup>th</sup> August, 2024.
- Attended National Webinar on "Financial Education a Life skill Under NEP 2020" organized in joint collaboration of Ashoka Women's Engineering College, Kurnool and Association of Mutual Funds in India on 14<sup>th</sup> August, 2024.
- Attended National Webinar on "Financial Education a Life skill Under NEP 2020" organized in joint collaboration of Mendipathar College, Mendipathar, Meghalaya, and Association of Mutual Funds in India on 26<sup>th</sup> August, 2024. Attended an International Conference on 18<sup>th</sup>, 19<sup>th</sup> of October, 2024 "The future of Global Business, Disruption, Innovation and Strategy" organized by Department of Business Administration, Andhra Loyola college
- Participated in International Conference on "*A Study on Digital Payments in India with Reference to Global Trends*" in innovation Science, Engineering & Technology (ICISTECH-2023) "Pioneering Innovation for a better World" Organized by Amity School of Engineering & Technology, Amity University Patna on 7<sup>th</sup>-8<sup>th</sup> December 2023.
- Participated in National Webinar on "*Recent Trends in Commerce Education- Impact of Digital Advancements*" in Sept, 2023 Organised by Dept of Commerce (UG & PG) Sir, CR Reddy College, Eluru.
- Participated in the One Day National Webinar on "*Role of Analytics in Talent Management*" organized by Department of Commerce and Business Management, University College of Arts & Science, Krishna University in Association with KBN College, Vijayawada on 3rd July 2021.
- Participated in National Seminar on "*Challenges Of New India-Realigning A Billion Aspirations*" conducted by P.V.P. Siddhartha Institute of Technology in 2018
- Participated in National Seminar on "*LOGISTICS*" conducted by APSSDC in 2017
- Participated in National Seminar on "*Human Resource Development: Issues, Challenges and Strategies*" conducted by Acharya Nagarjuna University in 2010

## **LIST OF WORKSHOPS /PARTICIPATED IN FACULTY DEVELOPMENT PROGRAMMES**

- Attended five-day Online faculty development program on "Manufacturing Innovation And Organisational Excellence" organized by PB Siddhartha College Of Arts & Science PG Studies, an AICTE Training And Learning (ATAL) Academy sponsored program from 02<sup>nd</sup> of December 2024 to 07<sup>th</sup> of December 2024.
- Attended a One Week Online Faculty Development Program on "Innovative Pedagogical Techniques in Management Education" organized by Kamal Institute of Higher Education and Advance Technology, New Delhi in association with Ojha Publication & Research House, New Delhi held from 21st October 2024 to 25th October 2024.
- Attended a Five-Day National Webinar-cum-Faculty Development Programme on "Advanced Research Methodology and Data Analysis in the Digital Age" organized by the Department of Commerce, JMJ College for Women from 22<sup>nd</sup> to 26<sup>th</sup> October, 2024.
- Attended A Three Day Workshop on "Mastering Commodity Derivatives: Tools for Hedging and Speculation" Organised by the department of Management Studies, Vignan University in association with MCX, Mumbai from 6<sup>th</sup> to 8<sup>th</sup>, August 2024.
- Attended a Two-Week Faculty Development Program (Online Mode) on "Transforming Education: Integrating OBE and NEP 2020" Organized by the Department of Electronics and Communication Engineering, CVR College of Engineering, from 22<sup>nd</sup> July to 2<sup>nd</sup> August 2024.
- Attended Seven Day National Level Faculty Development Programme on "Enhancing Academic and Administrative Excellence Through Quality Initiatives" conducted by Park's College (Autonomous), Tirupur, Tamilnadu from 22<sup>nd</sup> July 2024 to 29<sup>th</sup> July 2024.
- Attended One Week National Level Faculty Development Programme On "INNOVATIVE APPROACHES OF BUSINESS ANALYTICS IN MANAGEMENT" (Blended Mode) organized by Department of MBA MALLA REDDY ENGINEERING COLLEGE FOR WOMEN (Autonomous Institution) Secunderabad, Telangana, from 15<sup>th</sup> to 20<sup>th</sup> July 2024.
- Attended One Week Online National Level Faculty Development Program on "HARNESSING AI TOOLS: A STEP TOWARDS STRATEGIC TEACHING APPROACH " organized by Institution's Innovation Council, Sri Guru Teg Bahadur Khalsa College, Sri Anandpur Sahib, Punjab in collaboration with Nucleus of Learning and Development, Gujarat from 15<sup>th</sup> to 21<sup>st</sup> July 2024.
- Attended A Two Week Short Term Training Program (STTP) on "Research Writing, Funding Proposal Development, and Patent Drafting" Jointly organized by Vidya Vihar Institute of Technology, Purnea, Bihar, India & RSP Science Hub, Coimbatore, Tamil Nadu, India from 08<sup>th</sup> to 20<sup>th</sup> July 2024.
- Attended A Three Day Faculty Development Programme on "The Intricacies of AI in Academic Research" Jointly Organized by Master of Business Administration, AI Departments in Association with Research Cell, LBRCE, from 28<sup>th</sup> to 30<sup>th</sup> June 2024.

- Attended one-week Faculty Development Program (FDP) on "OBE & NEP 2020", jointly organized by Internal Quality Assurance Cell - IQAC, PBR VITS, Kavali and VIT-AP University, Amaravathi from 10<sup>th</sup> to 14<sup>th</sup> June 2024.
- Attended One Week Faculty Development Program on "Emerging Issues in Higher Education & Research" Organized by the Department of Business Administration, P. B. Siddhartha College of Arts & Science, Vijayawada from 6<sup>th</sup> to 10<sup>th</sup> June 2024.
- Attended a Three Day Faculty Development Program on "Redefining Research Skills: Enriching Research and Publication" organized by Ashoka Women's Engineering College, Kurnool from 3<sup>rd</sup> to 5<sup>th</sup> June 2024.
- Attended One Week Workshop on "Emerging Trends in Research Methodology" organized by REST Society for Research International (RSRI) Krishnagiri, Tamil Nadu, India from 27<sup>th</sup> to 31<sup>st</sup> May 2024.
- Attended a 5 Day International Faculty Development Program on "Digital Marketing" organized by MIT Arts Commerce & Science College (Autonomous)-Maharashtra, Nishitha Degree College (Autonomous) - Nizamabad, Telangana, Seshadripuram College Tumakuru, Karnataka P.B. Siddhartha College of Arts and Science -Andhra Pradesh in Collaboration with ExcelR Edtech Pvt. Ltd. from 27<sup>th</sup> to 31<sup>st</sup> May 2024.
- Attended 5-Day online Faculty Development Program (FDP) on "AI for Educators" conducted by Institute of Public Enterprise (IPE), Hyderabad from 20<sup>th</sup> to 24<sup>th</sup> May 2024.
- Attended a 5-Day Online Faculty Development Program on "Unlocking Innovation: Exploring Intellectual Property Rights" Organized by P V P Siddhartha Institute of Technology & P. B. Siddhartha College Of Arts & Science from 16<sup>th</sup> May to 21<sup>st</sup> May, 2024.
- Attended a 10 Hours National Faculty Development Program on "GenAI and Prompt Engineering using Microsoft Copilot" organized by P B Siddhartha College of Arts & Science, Department of CSE(DS) -Saraswati College of Engineering & CMR College of Engineering & Technology in Collaboration with ExcelR Edtech Pvt. Ltd. Date: 15<sup>th</sup> April to 19<sup>th</sup> April 2024.
- Attended to A One Week National level Online Faculty Development Program on "*Outcome Based Education and Application of Generative AI in Teaching and Research*", organised by the DST-CURIE-AI center of Sri Padmavati Mahila Visvavidyalayam (SPMVV University), Tirupati, in association with ipsr solutions limited from 18 March 2024 to 23 March 2024 and secured an '**A**' grade.
- Participated in Two-Day National Level Online Faculty Development Programme (FDP) On "*Research Methodology and Project Work Guidance*", Organised by the Department of Commerce, Government Degree College- Korutla in Association with Institute of Public Enterprise (IPE), Hyderabad on 12<sup>th</sup> & 13<sup>th</sup> March, 2024.
- Participated in an eight-day National (online) FDP on "*Case based Learning, Teaching, Writing and Publication*" from Sept 25<sup>th</sup> to October 2<sup>nd</sup> ,2023 Organised by Dept of Management Studies, Vignan University.
- Participated in Six Day's Online Faculty Development Programme on "*Design, Develop and Deliver Online/Blended Learning Courses*" organized by the National

Institute of Educational Planning and Administration (NIEPA) during May 01-06, 2023 at NIEPA, New Delhi.

- Participated in Faculty Development Programme on "e-Content Generation" conducted by Andhra Loyola College, Vijayawada in 2016
- Attended Workshop on "Academic Audit Towards Quality Assurance" conducted by IQAC of Andhra Loyola College, Vijayawada in 2014
- Attended Workshop on "Entrepreneurship Development" conducted by The National Small Industries Corporation LTD, in 2014

## ACADEMIC ACHIEVEMENTS

- Acted As Subject Expert in BOS Meeting of UG, Saint Theresa College for Women, ELURU.
- Acted as Chairman for BOS meetings, Dept of MBA, Andhra Loyola College from the Academic Year 2019-20 till Present.
- Acted as Convener for Management Meet "Magnalite" organised by Dept of MBA, Andhra Loyola College, Vijayawada from Academic year 2020-till present
- Acted as Chief Editor for Two-Day National Conference on: "Emerging Trends in Business Management (ETBM-2k23)" Organised by Dept of Business Administration, Andhra Loyola College, Vijayawada on Feb 23<sup>rd</sup>, 24<sup>th</sup>, 2023.
- Acted as Chief Editor in Two-Day National Conference on "Industry 4.0: Roadmap to Entrepreneurial Prospects & Challenges organised by Department of Business Administration, Andhra Loyola College on August 28<sup>th</sup>, 29<sup>th</sup>, 2023
- Acted as Chief Editor in Two-Day National Conference on "Leadership Nexus -Where Strategy meets Success in Digital Era" (LNSS-2k24) Organised by Dept of Business Administration, Andhra Loyola College, Vijayawada. A.P, on March 22, 23<sup>rd</sup>, 2024

## PERSONAL INFORMATION:

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## Research Id's

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Dr.A.Madhuri