

Profile

UMA KUMARI POLISETTY



Designation

Asst.Professor

Department :BBA

E-Mail ID umapolisetty@gmail.com

Education:

Details	Year	Institution	Percentage/Grade
B.com(Gen)	2006	Maris Stella College affiliated to Acharya Nagarjuna University	72%
MBA	2008	Maris Stella College affiliated to Acharya Nagarjuna University with specialization in HR and Marketing	69%
Ph.D.	Pursuing	Enrolled at Andhra University in the year 2019	

Experience:

Period	Designation	Institution / Organization
2010-2011	Lecturer	Nalanda Degree College
2011-till date	Asst.Professor	Andhra Loyola College

Courses Taught:

Year	Title(s) of the Courses
2017-2018	Hotel Management, Entrepreneurship Development, Business Strategy
2018-2019	Business Organisation, Fundamentals of Marketing, Marketing Research
2019-2020	Managerial economics, Medium and Small enterprises Management, office Management
2020-2021	Business Laws, Business Organisation, Principles of Management
2021-2022	Business organization, Marketing Management, Micro, Small and Medium Enterprises Management

Research Profile:**Research Publications:**

- ❖ Published a Research Article titled “Bridging the E-Commerce Generation Gap: Examining consumer buying behavior in Online shopping among Millenials and Post Millenials in the Scopus indexed Journal “ Tianjin Daxue Xuebao (ZiranKexue yu Gongcheng Jishu Ban)/ Journal of Tianjin University Science and Technology ISSN (Online): 0493-2137 Vol.No.56, Issue No.8 in August 2023.
- ❖ Published a research article titles Digital Marketing -A Virtual suppression of Traditional Marketing in the International Journal “International Journal of Food and Nutritional Sciences (IJFANS) ”with Journal E-ISSN No.2319 -1775 Vol.No.11, Issue No.9 Page No. 2396-2399in December, 2022(UGC CARE LISTED).
- ❖ Published a Research Article entitled “ A study on Impulsive buying Behaviour among consumers in shopping malls in the International Journal “International Journal of Food and Nutritional Sciences (IJFANS)”with Journal E-ISSN No.2319 -1775 Vol.No.11, Issue No.9 Page No. 2384-2395 in December,2022(UGC CARE LISTED).

Professional Development Activities – Participations

Year	Programme	Number
2019-2020	FDPs	1
2020-2021	Workshops	1
	FDPs	2
	Webinars	7
2021-2022	Workshops	1
2022-2023	FDPs	1