

PROFILE

Dr. Shireesha Mancham MBA, MPhil, PGDHRM, SET, PhD
Mobile: 9848266353

I present myself as a passionate and committed teacher who feels proud to be in the most fulfilling and contributing profession.

Academic Qualifications:

- PhD in Management from Acharya Nagarjuna University in 2018
- SET Qualified in 2012
- PGDHRM from Acharya Nagarjuna University in 2011
- MPhil in Management from Alagappa University in 2005
- MBA (Marketing) From Andhra University in 2000



Work Experience:

16 Years of teaching expertise for MBA and MCom Courses

- Currently working as an Assistant Professor in the Department of Business Administration, Andhra Loyola College from November 2022 till date.
- Worked as an Adjunct faculty in the Department of Commerce and Business Administration, Acharya Nagarjuna University from October 2017 to November 2022.
- Worked as an Assistant Professor in the Department of Business Administration, Maris Stella College, Vijayawada from June 2010 to April 2014.
- Worked as a Lecturer in the Department of Business Administration, KBN College, Vijayawada during June 2005- April 2006.
- Worked as an Assistant Professor in the Department of Business Administration, Maris Stella College, Vijayawada from June 2004 to April 2005.
- Worked as a Lecturer in the Department of Business Administration, Nova College, Ibrahimpatnam during June 2002 to April 2004.

- Worked as a Lecturer in the Department of Business Administration, Rajiv Gandhi Institute of Management Studies, Kakinada during June 2000-April 2002.

Patents:

- Patent Publication in Official Journal of the Patent Office, Issue No. 32/2024 Date 9.8.2024 on Ways and Indicators of Ensuring the Quality of the Educational Process in Educational Institutions.
- Patent Publication in Intellectual Property of India Patent and Design Journal: Title of the invention: “A Challenge for Web 3.0 Students and Web 2.0 Teachers in Post-Pandemic Higher Education”. Application No.202441035031, Date of filing of Application: 03/05/2024, Publication Date: 10/05/2024, Journal No:19/2024 Part III page 276 <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>

Journal Publications:

1. Publication in Journal of Informatics Education and Research ISSN: 1526-4726 Vol. 4 Issue 3 (2024) <http://jier.org> 541 on The Influence of Sustainability Initiatives on Brand Loyalty: A Study of Consumer Perceptions in the FMCG Sector.
2. Published paper on ‘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) Vol.12, Issue7 July 2024, ISSN 2320-2882, http://ijcrt.org/viewfull.php?&p_id=IJCRTAK02014
3. Published paper on ‘Synergizing HR and Marketing in India's Financial Services: Navigating Opportunities, Overcoming Challenges, and Elevating Performance’, International Journal of Creative Research Thoughts (IJCRT) Vol.12, Issue7 July2024, ISSN 2320-2882 https://ijcrt.org/viewfull.php?&p_id=IJCRTAK02013
4. The Role of Internal Marketing in Shaping Employee Satisfaction and Customer Experience in India's Financial Sector’, International Journal of Creative Research Thoughts (IJCRT) Vol.12, Issue7 July2024, ISSN 2320-2882 http://ijcrt.org/viewfull.php?&p_id=IJCRTAK02012
5. Published a paper on ‘Corporate Social Responsibility Practices and their Influence on Brand Loyalty and Customer Trust’ in Cahiers Magellanes-NS, Volume 06, Issue 2, 2024, ISSN:1624-1940, DOI 10.6084/m9.figshare.2631157, <http://magellanes.com/>

6. Published a paper on 'The Role of Artificial Intelligence in Decision-Making Processes' in African Journal of Biological Sciences, /Afr.J.Bio.Sc. 6(6) (2024) 6344-6362 ISSN: 2663-2187, <https://doi.org/10.33472/AFJBS.6.6.2024.6344-6362>
7. Published a paper on 'Exploring the Impact of Social Media Influencers on Consumer Behavior and Brand Loyalty in the Digital Age', RESEARCH, www.commprac.com, ISSN 1462 2815, DOI: 10.5281/zenodo.12592520
8. Published paper on 'A Study on Unleashing the Potential of Social Media: Marketing Tactics and Implications' in European Chemical Bulletin, Open Access Journal 2023,12(12),1925-1930
<https://www.eurchembull.com/uploads/paper/7a6ba27e1aed005c30684ba47eb4dece.pdf>
9. Empowering Innovators: Harnessing Human Capital for Technological Entrepreneurship Section A-Research paper 12199 European Chemical Bulletin, Aug 12(10):12199-12207, DOI: 10.48047/ecb/2023.12.10.859
<https://www.eurchembull.com/uploads/paper/a14f295c3a005f6bbaa974b9a714e9c4.pdf>
10. 'A Study on Social Identity and its Influence on Consumer Brand Loyalty', Korea Review of International Studies ISSN - 1226-4741, Volume 16, Issue 47, June 2023.
<https://kristudies.org/volume-16-issue-47-june-2023/>
11. '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) [Microsoft Word - 23V391006 \(abpi.uk\)](https://www.abpi.org.uk/papers/microsoft-word-23v391006)
12. 'Perception of Young Graduates towards Entrepreneurship and Employment as their Career Choice', World Journal of Management and Economics ISSN: 1819-8643, Vol. 16, Issue 8
<https://wesro.org/volume-16-issue-08/>
13. 'Unraveling the Linkage between Human Resource Accounting and Organizational Performance: An Extensive Review' Asian And Pacific Economic Review ISSN: 1000-6052, Volume 16, Special Issue 4, 2023
<https://asperev.org/special/vol16-issue4>
14. 'An Exploratory Study On Ai-Powered Client Relationship Administration: An In-Depth Survey And Roadmap For Future Investigations' , Asian And Pacific Economic Review, ISSN: 1000-6052, Volume 16, Special Issue 4, 2023
<https://asperev.org/special/vol16-issue4>

15. Published paper on "Perception of management students towards Digital Learning: A case study of Vijayawada city" in UGC Care listed journal *Studies in Indian Place Names*, ISSN: 2394-3114, Vol-40, Issue-23, PP.162-168, February-2020.
https://www.researchgate.net/publication/370426005_Perception_of_Management_Students_towards_Digital_Learning_A_Case_Study_of_Vijayawada_City
16. Published paper on "Happiness vs. Stress contributing on-the-job factors: A comparative study between Male and Female faculty in Vijayawada " in Approved UGC Care listed journal *Shodh Saritha- An International Bilingual Peer Reviewed Refereed Research Journal*, Vol-7, Issue-25(II), ISSN- 2348-2397, January-March, 2020, Page Nos. 245-250.
17. Published paper on "Perception of female teaching faculty towards their job and job related happiness contributing factors: A case study of Vijayawada city" in UGC Care listed journal, *CLIO An Annual Interdisciplinary Journal of History*, ISSN-0976-075X, Vol-6, Issue-6, April-2020.
https://www.researchgate.net/publication/372768003_PERCEPTION_OF_FEMALE_TEACHING_FACULTY_TOWARDS_THEIR_JOB-AND_JOB-RELATED_HAPPINESS_CONTRIBUTING_FACTORS_A_CASE_STUDY_OF_VIJAYAWADA_CITY
18. Published paper on "A study on the mental-health issues among the employed males and females with special reference to the outbreak of Covid19" in UGC Care listed journal, *CLIO An Annual Interdisciplinary Journal of History*, ISSN-0976-075X, Vol-6, Issue-9, April2020.
https://www.researchgate.net/publication/372768010_A_STUDY_ON_THE_MENTAL-HEALTH_ISSUES_AMONG_THE_EMPLOYED_MALES_AND_FEMALES_WITH_SPECIAL_REFERENCE_TO_THE_OUTBREAK_OF_COVID_19
19. Published paper 'A study on Urban Consumer Perception towards Organic Food Products',IOSR Journal of Business and Management(IOSR-JBM) e ISSN: 2278-487X, p-ISSN: 23197668, Vol 20, Issue 6, Ver.III, June 2018, pp 18-23.
20. Published paper 'A Study on Urban Consumer Perception towards Brand Propositions of Organic Food Products', Peer Reviewed and Indexed Journal International Journal of Management and Social Science Research Review, Vol 1, Issue 48, June 2018, pp.22-26.
https://www.researchgate.net/publication/372767598_A_STUDY_ON_URBAN_CONSUMER_PERCEPTION_TOWARDS_BRAND_PROPOSITIONS_OF_ORGANIC_FOOD_PRODUCTS

Chapters:

1. Issues and Challenges of Large-Scale Industries: A Study Contributing to Industry Resilience, The Framework for Resilient Industry: A Holistic Approach for Developing

Economies, ISBN: 978-1-83753-735-8, eISBN: 978-1-83753-734-1, Publication date: 26 March 2024. <https://www.emerald.com/insight/content/doi/10.1108/978-1-83753-734-120241018/full/html>

2. Customer Satisfaction in Digital Age: Marketing Challenges and Strategies, 978-81-19674-29-9, National Press Associates, New Delhi 2024
3. Navigating Diverse Audience at Global Level: Strategies for Cross-Cultural Brand Engagement, 978-81-19674-29-9, National Press Associates, New Delhi 2024.
4. Revolutionizing Reach: Next Level Marketing Communication in the Contemporary Digital age, 978-81-19674-29-9, Emerging Paradigms in Marketing, National Press Associates, New Delhi 2024.
5. Strategic Tools in Trade and Business, Novel Business Strategies: Success Tools for Business Development, 2023, 978-3-96492-286-1, Andhra Loyola College, Weser books. <https://www.weserbooks.com/books/1698311245-strategic-tools-in-trade-and-business>
6. Strategic Tools in Trade and Business, Brand Loyalty: A Strategic Tool for Hyper Competitive Markets 2023 978-3-96492-286-1 Andhra Loyola College, Weser books. <https://www.weserbooks.com/books/1698311245-strategic-tools-in-trade-and-business>
7. Strategic Tools in Trade and Business, Influencer Marketing: Growth Strategy for Business Development 2023 978-3-96492-286-1 Andhra Loyola College, Weser books. <https://www.weserbooks.com/books/1698311245-strategic-tools-in-trade-and-business>

FDPs:

1. Participated in a Two-Week FDP on Transforming Education: Integrating OBE and NEP 2020 from 22nd to 2nd August 2024, organized by the Department of Electronics and Communication Engineering, CVR College of Engineering.
2. Participated in National Level One Week FDP on Innovative Approaches of Business Analytics in Management organized by Malla Reddy Engineering College for Women during 15th to 20th of July 2024.
3. Participated in Seven Day National Level FDP on Enhancing Academic and Administrative Excellence through Quality Initiatives conducted by Park's College Tamilnadu from 22nd to 29th July 2024.
4. Participated and completed 30 hours Live Training Program on Digital Marketing held from 20th June 2024 to 10th July 2024 by EXCELR.

5. Participated in the Two-Week Short-Term Training Program on Research Writing, Funding Proposal Development and Patent Drafting jointly organized by Vidya Vihar Institute of Technology, Purnea, Bihar, India and RSP Science Hub Coimbatore, Tamil Nadu, India during July 08-20, 2024.
6. Completed and qualified the exam of One Week Workshop on Emerging Trends in Research Methodology 27 May 2024 to 31 May 2024 organized by REST Society for Research International (RSRI) Krishnagiri, Tamil Nadu, India.
7. Participated in a 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 18-23 March, 2024
8. Participated in a Two – Day National Online Faculty Development Program organized by Government Degree College- Korutla in Association with Institute of Public Enterprise (IPE), Hyderabad on 12 &13th March, 2024.
9. Attended Seven-Day National Level Online Faculty Development Program on ‘Outcome Based Education and Essential AI Tools for Teachers’ organized by St. Albert’s College (Autonomous), Ernakulam in association with The Kerala State Higher Education Council from 2nd to 9th November 2023.
10. Attended a Five Day National Level Virtual FDP on ‘ Skills Reengineering in business Management’ organized by Andhra Loyola Institute of Engineering and Technology, Vijayawada from 23rd to 27th May 2023.
11. Attended Six Day online Faculty Development Program on Design, Develop and Deliver Online/Blended Learning Courses organized by National Institute of Education Planning and Administration (NEIPA) from 1st to 6th May, 2023.
12. Attended 7- Day On-line FDP on “Entrepreneurship: Research, Critical Thinking and Innovation” Indian Academic Researchers Association (IARA), Tamilnadu, from 22nd to 28th April 2020.
13. Attended UGC - sponsored 7- Day International Workshop on Research Methodology and R-programming, 20th to 27th March, 2018 organized by International Students Cell, Acharya Nagarjuna University.

14. Participated in one day FDP on “GST and students’ employability” on 5th Jan 2017 at Acharya Nagarjuna University organized by Department of Commerce and Management.
15. Attended FDP at Christu Jayanthi Jubilee College on Research Methodology held on January 5th, 2011.

Conferences:

1. Presented a paper titled ‘ Financial Acumen in Entrepreneurial Leadership: Strategies for Sustainable Growth’ in the Two-Day National Conference on ‘Leadership Nexus: Where strategy meets success in digital Era’ organizes by Department of Business Administration, Andhra Loyola College on 22-23rd March 2024, ISBN:978-93-340-355
<https://www.researchgate.net/publication/374913763> National Conference on Emerging Trends in Business Management ETBM-2k23
2. Presented a paper titled ‘A Study on the Role of Thought Leadership in Shaping the Success of Women entrepreneurs’ in the Two-Day National Conference on ‘Leadership Nexus: Where strategy meets success in digital Era’ organizes by Department of Business Administration, Andhra Loyola College on 22-23rd March 2024, ISBN:978-93-340-355
<https://www.researchgate.net/publication/374913763> National Conference on Emerging Trends in Business Management ETBM-2k23
3. Presented a paper titled ‘ A Study on Strategic Entrepreneurship: Crafting Success Stories with Visionary Leadership with Reference to TATA and Reliance Companies’ in the Two-Day National Conference on ‘Leadership Nexus: Where strategy meets success in digital Era’ organizes by Department of Business Administration, Andhra Loyola College on 22-23rd March 2024, ISBN:978-93-340-355
<https://www.researchgate.net/publication/374913763> National Conference on Emerging Trends in Business Management ETBM-2k23
4. Presented a paper titled ‘Impact of Social Media on Educational Leadership: A Descriptive Study’ in the Two-Day National Conference on ‘Leadership Nexus: Where strategy meets success in digital Era’ organizes by Department of Business Administration, Andhra Loyola College on 22-23rd March 2024, ISBN:978-93-340-355
<https://www.researchgate.net/publication/374913763> National Conference on Emerging Trends in Business Management ETBM-2k23

Workshops:

1. Attended Five-day international work shop on “Emotional Management” organized by Manobithi- A Unit of Indian Institute of Mother and Child welfare, West Bengal, from 9th – 13th April 2020.
2. Attended On-line workshop on “Video Content Creation” organized by Marian College, Kuttikkanam, from 15th – 17th April 2020.

3. Attended 3-Week On-line refresher course in MBA-PPC (Management, Business, Administration, Present and Post Crisis) from 14th April – 4th May 2020, organized by SA College OF Arts and Science, Chennai.
4. Attended 7-Day UGC - sponsored International Workshop on Research Methodology and R-programming, 20th-27th March, 2018 organized by International Students Cell, Acharya Nagarjuna University.

Seminars and Paper Presentations:

1. Presented a paper on “ A Study on Digital Payments in India with Reference to Global Trends’, in an International Conference on Innovative Science, Engineering and Technology (ICICTECH-2023).
2. Attended and Presented Paper on "Industrial Revolution 4.0-Opportunities, Challenges and Benefits for SMEs " in UGC sponsored National Seminar on "4.0 Industrial Norms and its Impact on Business Functions " at Acharya Nagarjuna University on 26th-27th March'2021.
3. Attended and Presented Paper on "Application of IoT in Human Resource Management" in UGC sponsored National Seminar on" IoT-Business Applications and Opportunities” at Acharya Nagarjuna University on Feb 14th &15th 2020.
4. Attended and Presented Paper on " The scope of and the policy support to Internet of Things in India" in UGC sponsored National Seminar on " IoT-Business Applications and Opportunities” at Acharya Nagarjuna University, Guntur on Feb 14th &15th, 2020.
5. Presented a paper on “Strategies to Enhance Business Skills of Management Graduates” in two-day national seminar on “Business Skill Development” organized by Acharya Nagarjuna University, Department of Business Administration on 03rd -04th January, 2019.
6. Presented paper on "Impact of interventions on Women Empowerment and Nutrition”, in the ICSSR -SRC Sponsored two-day National Seminar on “Women: The Key to Ensure Food Security" on 27th and 28 December, 2019 at KBN College, Vijayawada.
7. Attended UGC - sponsored International Workshop on Research Methodology and R-programming, 20th-27th March, 2018 organized by International Students Cell, Acharya Nagarjuna University.
8. Presented a paper on “Brand Consciousness among working women and girl students: A comparative study” in a National seminar on Brand Management in Indian Industry on

28th March 2014 organized by Department of Business Management at V.R.Siddhartha Engineering College, Vijayawada.

9. Presented a paper on “Global Best Business Practices - Need of the Hour” in the seminar on “Emerging Business Models and Strategies – New Directions in Knowledge Management” during 9th and 10th March, 2012 Organized at P.B.Siddhartha College of Arts & Sciences, Vijayawada.
10. Presented a paper on Michael.E.Porter contributions on Strategy and Competition at Mahatma Gandhi College, Guntur on 30th August 2011.
11. Attended FDP at Christu Jayanthi Jubilee College on Research Methodology held on January 5th, 2011.
12. Presented a paper on “Management Education- A paradigm shift” at UGC sponsored national seminar at TJPS College, Guntur on 10th and 11th August 2006.

Peer Reviewer:

1. Peer Reviewer for BP International, Certificate No.: BPI/PR/Cert/ 11814F/DRM, Feb. 2024

YouTube:

- Uploaded over 100 videos to YouTube Channel on various Management topics in the name of ‘Dr. Shireesha’s Management Lectures’

Contact Details:

Dr. M. Shireesha

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Research Gate Profile: <https://www.researchgate.net/profile/Shireesha-Manchem>

Google Scholar Id: <https://scholar.google.com/citations?user=hA19yPUAAAAJ&hl=en>

ORCID: <https://orcid.org/0009-0003-7667-2321>

Web of Science Researcher ID: KHU-0420-2024

