

PROFILE

Dr. ANANTHANENI MADHURI
Sri Venkateswara Nagar Colony, 2nd line
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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:

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

- "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
- "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
- "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 \(werso.org\)](https://www.wersro.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](https://www.ijfans.org/issue?volume=Volume%2011&issue=Issue%209&year=2022) 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>

CONFERENCE PUBLICATIONS

- "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 23rd & 24th 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 23rd & 24thFebruary 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%2002,%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>

TEXT BOOK PUBLICATIONS:

- Text Book Title Name: **"Customer Awareness on Green Banking"** Publisher : LAP LAMBERT Academic Publishing, UK. ISBN: 978-620-8-01126-0

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

- 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 7th-8th 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 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 6th to 8th, 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 22nd July to 2nd 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 22nd July 2024 to 29th 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 15th to 20th 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 15th to 21st 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 08th to 20th 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 28th to 30th 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 10th to 14th 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 6th to 10th 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 3rd to 5th 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 27th to 31st 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 27th to 31st May 2024.
- Attended 5-Day online Faculty Development Program (FDP) on "AI for Educators" conducted by Institute of Public Enterprise (IPE), Hyderabad from 20th to 24th 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 16th May to 21st 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: 15th April to 19th 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 12th & 13th March, 2024.
- Participated in an eight-day National (online) FDP on "*Case based Learning, Teaching, Writing and Publication*" from Sept 25th to October 2nd ,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 23rd ,24th,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 2&3rd ,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 22,23rd ,2024

PERSONAL INFORMATION:

Name : Dr. A. Madhuri
Father's Name : Mr. A. Koteswara Rao
Date of Birth : 15-05-1976
Languages Known : English, Telugu
Marital Status : Married
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E-mail : ananthanenimadhuri@gmail.com

Research Id's

Google Scholar : <http://surl.li/rzbqv>
ORCID ID : <https://orcid.org/my-orcid?orcid=0009-0002-4033-3953>

Dr.A.Madhuri