

CURRICULUM VITAE

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Personal Summary:

A person with multiple skill set, creative efficiency, quicker grasping knowledge, ability of analytical decision making, highly adoptable & flexible to circumstances, good Inter-personal skills, positive attitude and loyalty with 27 yrs of Teaching experience in Management Studies.

Educational Qualifications:

- Doctor of philosophy in Management from Magadh University,2007.
- Master of Business Administration from GITAM Vizag (Gandhi Institute of Technology and Management) affiliated to Andhra University, 1995-97.
- Bachelor of Commerce from K.B.N College Vijayawada, affiliated to Sri Acharya Nagarjuna University, 1992 – 95.

Job Experience:

1. Andhra Loyola College, Vijayawada
 - Working as Director & Professor of M.B.A., since Oct'20 and
 - Coordinator EISC (Entrepreneurship, Innovation & Start Up Cell) since May'22
 - Coordinator Consumer club since May'22
 - Training & Placement officer (P.G. Programme) since Sep'21
 - Coordinator NAAC Criterion-V
2. Sri Mittapalli College Of Engineering, Guntur:
 - Worked as Associate Professor & HOD in the Department of M.B.A., from Oct'08 to May'19 and
 - Examination cell In-charge from Oct'08 to Dec'18
 - Coordinator NAAC criterion-VI
3. Lakireddy Balireddy College of Engineering, Mylavaram:
 - Worked as Assistant Professor & HOD in the Department of M.B.A.,
 - Assistant co-ordinator in Examcell from Aug'07 to Sep'08.
3. Priyadarshini College of Engineering, Sullurupet. :
 - Worked as Assistant Professor from Aug'2001 to Aug'2007 dealing the subjects MEFA & M S and acquired more than 90% results consistently.
 - Worked as Examination Cell In-charge and ensured the smooth conduction of exams.
 - Worked as Training & Placement Officer and conducted successfully placement training sessions and placed the students in the top IT companies
 - Dealing with the management subjects in M.B.A., as a visiting faculty at Priyadarshini P.G centre, Nellore from Sep'2001 to July'2007.
4. CHACHA Institute of Management Studies, Vijayawada:

- Worked as a faculty in Management Studies from Sep'1997 to Aug' 2001. It is a centre IBAM New Delhi and acted as branch coordinator.

Certifications:

- Completed 8 weeks NPTEL-AICTE Faculty Development Programme on "Accreditation and Outcome Based Learning" and certified as Elite organized by skill India and IIT Kharagpur under Swayam in Nov'2024. Roll No: NPTEL24GE66S955700644.
- Completed an e-Learning course "**Online Dispute Resolution (ODR) Mechanism**" by NATIONAL INSTITUTE OF SECURITIES MARKETS (A Capacity Building Initiative of SEBI) in July'2024.
- Completed the "**NISM Series V-A: Mutual Fund Distributors Certification Examination**" as required under the SEBI (Certification of Associated Persons in the Securities Markets) Regulations, 2007 by NATIONAL INSTITUTE OF SECURITIES MARKETS in Feb'2023.
- IRDAI IC-38
- Google Digital Marketing
- ExcelR Digital Marketing

List of Journal Publications:

- "**The Future Of Supply Chain: Innovations, Best Practices, And Key Trends**" in the International journal "Chinese Journal of Experimental Traditional Medical formulae" ISSN: 2097-1494, Volume 24, Issue 02, Page No: 103-128, December – 2024. **(SCOPUS INDEXED)** <https://cjetmf.net/admin/pdf/67508c40cfb041.81383305-KUmar%20Paper%20Chinese.pdf>
- "**Impact of AI (Artificial Intelligence) on Pricing Strategies in Retail**" in the International journal "Frontiers in Health Informatics" ISSN: 2676-7104, Volume 13, Issue 03, Page No: 7481-7502, November – 2024. **(SCOPUS INDEXED)** <https://healthinformaticsjournal.com/index.php/IJMI/article/view/701>
- "**Sustainable Finance and Investment: The Intersection of Profitability and Environmental Impact**" in the International journal "Library Progress International" ISSN: 2320 317X, Volume 44, Issue 03, Page No: 16477-16485, June – 2024. **(SCOPUS INDEXED)** <https://bpasjournals.com/library-science/index.php/journal/article/view/2717/2003>
- "**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>
- "**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
- "**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)
- **"Business Decision-Making Using Hybrid LSTM for Enhanced Operational Efficiency Multi-Strategy Learning Environment"** Chapter 12 in Proceedings of ICMSLE 2024 ISSN 2524-7565 ISSN 2524-7573 (electronic) Algorithms for Intelligent Systems Series ISBN 978-981-97-1487-2 ISBN 978-981-97-1488-9 (eBook) **(SCOPUS INDEXED)** <https://doi.org/10.1007/978-981-97-1488-9>
- **"Deep learning techniques for predicting the customer lifetime value to improve customer relationship management"** in the International journal "Journal of Autonomous Intelligence" eISSN: 2630-5046, Volume 7, Issue 05, June – 2024. **(SCOPUS INDEXED)** <https://jai.front-sci.com/index.php/jai/article/view/1622> DOI: <https://doi.org/10.32629/jai.v7i5.1622> License URL: <https://creativecommons.org/licenses/by-nc/4.0/>
- **"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>
- **"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: "Digital Marketing Under The Microscope: A Critical Assessment"** 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>
- **"DESIGN AND ANALYSIS OF HUMAN RESOURCES USING ARTIFICIAL INTELLIGENCE"** in the International journal "Journal of Law and Sustainable Development" ISSN 2764-4170, Vol. 11 No.9 (2023): Continuous publication e829 DOI: <https://doi.org/10.55908/sdgs.v11i9.829> **(SCOPUS INDEXED)** <https://ojs.journalsdgs.org/jlss/article/view/829>
- **"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)
- **"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>
- **"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](https://doi.org/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 EXPLORING THE IMPACT OF STORE IMAGE AND PERCEIVED QUALITY ON PURCHASE INTENTIONS FOR ORGANIC PRIVATE LABEL FOOD"** in the International journal "World Journal of Management and Economics" ISSN No. 1819-8643, Volume 16, Issue 06, August – 2023. (ABDC LISTED) <https://wesro.org/volume-16-issue-06/>
- **"TOURISTS' PERCEPTION AND INFLUENCE FACTORS IN VIRTUAL TOURISM USING BAYESIAN SENTIMENTAL ANALYSIS MODEL IN VIETNAM BASED ON EWOM FOR SUSTAINABLE DEVELOPMENT"** in the International journal "Journal of Law and Sustainable Development" ISSN 2764-4170, Vol. 11 No. 3 (2023): Continuous publication e338 DOI: <https://doi.org/10.55908/sdgs.v11i3.338> (SCOPUS INDEXED) <https://ojs.journalsdg.org/jlss/article/view/338>
- **"A STUDY ON EMPOWERING INNOVATION: HOW TECHNOLOGY ENTREPRENEURSHIP EDUCATION SPURS NEW VENTURE CREATION"** in the International journal "The Seybold Report" ISSN 1533-9211, Volume -18, Issue-7 Page No: 1483-1489 (2023) DOI 10.17605/OSF.IO/G3BJU (SCOPUS LISTED) https://seyboldreport.org/article_overview?id=MDcyMDIzMDkyNzIzMDC1MjI1
- **"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 "PRIVATE LABEL BRANDS AND STORE LOYALTY: A STUDY OF CONSUMER PERCEPTIONS IN THE INDIAN RETAIL INDUSTRY"** 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/>
- **"SERVICE QUALITY, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: A COMPREHENSIVE LITERATURE REVIEW"** in the International journal "Journal of Survey in Fisheries Sciences" (SFS) ISSN: 2368-7487 in Vol. 10 No. 4S (April-2023): Special Issue 4 Page No: 3457-3464 (SCOPUS LISTED) <https://doi.org/10.53555/sfs.v10i4S.2218> <http://sifisheressciences.com/journal/index.php/journal/article/view/2218>
- **"ROLE OF CORPORATE BUSINESS RESPONSIBILITIES IN BUSINESS"** in the International journal "KOREA REVIEW OF INTERNATIONAL STUDIES" ISSN: 1226-4741 in Volume 16 | Special Issue 03 | April 2023. (ABDC LISTED) <https://kristudies.org/vol-16-issue-03-sp/>
- **"A STUDY ON ATTITUDE OF CONSUMERS TOWARDS GREEN FMCG PRODUCTS"** in the International journal "European Chemical Bulletin" ISSN 2063-5346, Volume -12, Special Issue-4 Page No: 765-776 (April-2023) DOI:[10.31838/ecb/2023.12.si4.071](https://doi.org/10.31838/ecb/2023.12.si4.071) (SCOPUS LISTED) <https://www.eurchembull.com/issue-content/a-study-on-attitude-of-consumers-towards-green-fmcg-products-2192>
- **"A STUDY ON MONETARY AND NON-MONETARY AND TALENT MANAGEMENT MEASURES IN HIGHER EDUCATIONAL INSTITUTIONS"** in the International journal "World Journal of Management and Economics" ISSN No. 1819-8643, Volume 16, Issue 01, April – 2023. (ABDC LISTED) <https://wesro.org/volume-16-issue-01/>
- **"EXAMINING THE IMPACT OF ENTERPRISE SOCIAL NETWORKING SYSTEMS (ESNS) ON KNOWLEDGE MANAGEMENT AND ORGANISATIONAL LEARNING"** in the International journal "Manager-The British Journal of Administrative Management" ISSN No. 1746 1278, Volume 58, Special Issue 09, December – 2022. (ABDC LISTED) <https://tbjam.org/vol58-special-issue-09/>
- **"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/uploads/paper/7bf1af7759a0edef73d0eb1365bc0462.pdf>
Impact Factor : 7.832
- **"DIMENSIONS OF SERVICE QUALITY FOR CUSTOMER SATISFACTION IN INDIAN BANKING"**, in the peer reviewed journal named International Journal of Multi Disciplinary Research Review, Bangalore, India <http://www.ijmdrr.com/admin/downloads/0501201721.pdf> ISSN No. 2395 1877 Volume -1 issue-22, page 93-95, Dec-2016.
- **"A STUDY ON TRAINING AND DEVELOPMENT AUDIT WITH REFERENCE TO SELECTED ICICI PRUDENTIAL BRANCHES IN GUNTUR AND PRAKASAM DISTRICTS"**, International Journal of Engineering and Management Sciences, ISSN 2229-600X Volume-3, Issue-4, page 416-424 Oct-2012. [http://www.scienceandnature.org/IJEMS/IJEMS-Vol3\(4\)-Oct2012/IJEMS_V3\(4\)2.pdf](http://www.scienceandnature.org/IJEMS/IJEMS-Vol3(4)-Oct2012/IJEMS_V3(4)2.pdf) [http://www.scienceandnature.org/IJEMS_Vol3\(4\)2012.php](http://www.scienceandnature.org/IJEMS_Vol3(4)2012.php) [http://www.scienceandnature.org/IJEMS/IJEMS-Vol3\(4\)-Oct2012/Index%20IJEMS%20vol3\(4\)2012.pdf](http://www.scienceandnature.org/IJEMS/IJEMS-Vol3(4)-Oct2012/Index%20IJEMS%20vol3(4)2012.pdf) Impact Factor: 1.8

List of Patent Publications:

- Patent Application Publication in Intellectual Property of India Patent and Design Journal Title of the invention: **"DATA-DRIVEN CONSUMER BEHAVIOR ANALYSIS SYSTEM FOR STRATEGIC MARKETING CAMPAIGNS"**. Application No.202541000289, Date of filing of Application: 02/01/2025, Publication Date: 10/01/2025,Journal No:02/205 Part I page 1137 <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 PROFESSIONAL PRACTICE ON STUDENTS' HUMAN DEVELOPMENT"**. Application No. 202421034059, Date of filing of Application: 29/04/2024, Publication Date: 06/09/2024,Journal No:36/2024 Part I page 37 <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>
- Patent Application Publication in Intellectual Property of India Patent and Design Journal Title of the invention: **"MAJOR ANTECEDENTS OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM) STUDIES IN THE INDIAN BANKING SECTOR"**. Application No. 02421040721, Date of filing of Application: 25/05/2024, Publication Date: 28/06/2024,Journal No:26/2024 Part III page 164 <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 ARTIFICIAL INTELLIGENCE IN BUSINESS ENVIRONMENT"**. Application No.202331044150, Date of filing of Application: 30/06/2023, Publication Date: 07/07/2023,Journal No:27/2023 Part I page 377 <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>
- Patent Application Publication in Intellectual Property of India Patent and Design Journal Title of the invention: **"AN INNOVATIVE IOT BASED FRAMEWORK FOR SMART HEALTH CARE MONITORING SYSTEM"**. Application No.202341044822, Date of filing of Application: 04/07/2023, Publication Date: 01/09/2023, Journal No:35/2023 Part II page 333 <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>
- Patent Application Publication in Intellectual Property of India Patent and Design Journal Title of the invention: **"ANALYSIS OF THE DEVELOPMENT OF INDIAN GOVERNMENT' E-COMMERCE NETWORK ONDC IN CITIES"**. Application No.202331044874, Date of filing of Application: 04/07/2023, Publication Date: 07/07/2023, Journal No:27/2023 Part I page 380 <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>
- Patent Application Publication in Intellectual Property of India Patent and Design Journal Title of the invention: **"FINANCIAL RISK ASSESSMENT AND MITIGATION PLATFORM FOR PORTFOLIO MANAGEMENT"**. Application No. 202311054343, Date of filing of Application: 12/08/2023, Publication Date: 08/09/2023, Journal No:36/2023 Part I page 121 <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>
- Patent Application Publication in Intellectual Property of India Patent and Design Journal Title of the invention: **"HR Case Management System with Workflow Automation and Knowledge Management"**. Application No. 202341051246, Date of filing of Application: 30/07/2023, Publication Date: 01/09/2023, Journal No:35/2023 Part III page 373 <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>

Design Patent:

- Patent Design Publication in Intellectual Property of India Patent and Design Title: **"Tax Savings Planning Device"**. Design Number 429283-001, Class 14-02 Registration Date: 04/09/2024, Grant Date:28/11/2024 Publication Date: 29/11/2024 Journal No:48/2024 Part IV Designs page 178 <https://search.ipindia.gov.in/IPOJournal/Journal/Patent>
- Patent Publication in Intellectual Property office **UK Design** Title: **"Computer device for financial Metrics"**. Design Number 6391129, Registration Date: 14/09/2024, Grant Date:26/09/2024, Publication Date: 27/09/2024 <https://www.registered-design.service.gov.uk/find/6391129>
- Patent Publication in Intellectual Property office **UK Design** Title: **"Electronic Device for Digital Marketing"**. Design Number 6343788, Registration Date: 01/02/2024, Grant Date:15/02/2024, Publication Date: 16/02/2024 <https://www.registered-design.service.gov.uk/find/6343788>

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- Copy Right Applied in Intellectual Property of India Copy Right Office, Government of India, Title of the work: **"CHANGING CORPORATE LANDSCAPE WITH FUTURISTIC TECHNOLOGY AN ANALYSIS THROUGH MBOM METAVERSE AND BUSINESS OPPORTUNITIES MODEL"**. Diary Number: **31105/2023-CO/L** Date of Application: 24/11/2023 Registration No. **L-144704/2024**, Date of Registration: 12/03/2024. https://www.copyright.gov.in/CopyrightROC_Details.aspx?DiaryNo=31105/2023-CO/L&RocNo=L-144704/2024

List of 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
- **"Digital Entrepreneurship: Navigating Leadership And Technological Transformation In Startups"** in Two-Day National Conference on 'Leadership Nexus: Where Strategy Meets Success in Digital Era' (LNSS-2K24) on 22nd & 23rd March 2024 ISBN: 978-93-340-3559-9 Page:193-198, organised by Dept. of MBA, Andhra Loyola College, Vijayawada.A.P
- **"Enhancing Teacher Efficiency with AI: Examining Tools for Administrative Tasks and Lesson Planning"** in the '2nd IEEE International Interdisciplinary Humanitarian Conference for Sustainability (IIHC-2023)' held on 3rd & 4th Nov, 2023 organized by Sri Venkateshwara College of Engineering, Bengaluru, in association with IEEE Student Branch SVCE, IEEE Bangalore Section. IEEE XPLORE ISBN: 979-8-3503-1502-8
- **"A Study on Influence of Social Media on Personal Financial Planning"** 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 <https://ijiemr.org/downloads/Volume12/Special%20Issue%2002,%20February%202023>
DOI: 10.48047/IJEMR/V12/SPL ISSUE 02/01
- **"A Study on Equity Analysis of selected mutual funds in NSE"** in Two-Day National Conference on Emerging Trends in Business Management (ETBM-2k23) Volume 12 Spl.Issue Feb 2023 ISSN:2456-5083 pg.22 on 23rd & 24thFebruary 2023 organised by Dept. of MBA , Andhra Loyola College, Vijayawada.A.P <https://ijiemr.org/downloads/Volume12/Special%20Issue%2002,%20February%202023>
DOI: 10.48047/IJEMR/V12/SPL ISSUE 02/01
- **"A Study on Training and development Audit with reference to selected Micro-finance Companies in Guntur District"**, Management Issues and Challenges for the Decade, April 2012 pg 149-157.

Conference Participations:

- participated in the **"International Conference on Transformative Innovations in Science, Technology, Nursing and Medical Sciences (NextGen Tech 2024)"** Organized by Eudoxia Research University, New Castle, USA and Eudoxia Research Centre, India from 27th to 28th December-2024.
- participated in the **"Third International conference on Recent Advances in Social Sciences and Humanities (CASH 3.0 2024)"** Organized by Eudoxia Research University, New Castle, USA and Eudoxia Research Centre, Mumbai, Bangalore and Guwahati, India from 30th to 31th August-2024.
- participated in the **"Sixth International Conference on New Frontiers in Engineering, Science, Law, Management, Humanities and Social Sciences (INFES 6.0)"** Organized by Eudoxia Research University, New Castle, USA and Eudoxia Research Centre, Mumbai, Bangalore and Guwahati, India from 30th to 31th August-2024.
- participated in the **"Third International Conference on Recent Advances in Social Sciences, Humanities, Management and Scientific Research 2024 (RAMAS 3.0)"** Organized by Eudoxia Research University, New Castle, USA and Eudoxia Research Centre, Mumbai, Bangalore and Guwahati, India from 23rd to 24th July-2024.
- Participated in the **"Second International Conference on Advanced Research Methods, Tools and Techniques for Multidisciplinary Research (MRD 2.0-2024)"** Organized by Eudoxia Research University, New

Castle, USA and Eudoxia Research Centre, Mumbai, Bangalore and Guwahati, India from 20th to 21st February-2024.

- participated in the "Second International Conference on **Multidisciplinary Research Trends in European, Asian and African Countries** (IRTEC 2.0)" Organized by Eudoxia Research University, New Castle, USA and Eudoxia Research Centre, Mumbai, Bangalore and Guwahati, India from 18th to 19th January-2024.
- participated in the "Fifth International Conference on **New Frontiers in Engineering, Science, Law, Management, Humanities and Social Sciences** (INFES 5.0)" Organized by Eudoxia Research University, New Castle, USA and Eudoxia Research Centre, Mumbai, Bangalore and Guwahati, India from 27th to 28th December-2023.
- Participated in the "Second International Conference on **Recent Trends in Multidisciplinary Research** (ICROM 2.0)" Organized by Eudoxia Research University, New Castle, USA and Eudoxia Research Centre, Mumbai, Bangalore and Guwahati, India from 11th to 12th December-2023.
- Participated in the "Third International Conference on **Research Methodology for Qualitative and Quantitative Research- 2023(com-23)**" Organized by Eudoxia Research University, New Castle, USA and Eudoxia Research Centre, Mumbai, Bangalore and Guwahati, India from 16th to 17th November-2023.
- "**International conference on Compensation system: influence on employee retention**" on 12th February 2019 organised by Nehru memorial college, Thiruchirapalli, T.N.

Awards Received:

- Received recognition as "**Best Teacher Award-2024**" With an award by RCHUB International Foundation for Research and Education, Chennai, Tamilnadu, India on 23-09-2024. <https://rceduhub.com/award2024/>
- Received recognition as "**Distinguished Professor**" With an award by Lance Research Institute in National Faculty Excellence Awards 2024 on 10-06-2024, Chennai,Tamilindu, India.
- Received recognition as "**Vidya Ratna**" With an award by Brain O Vision in Bharat Education Excellence Awards 2024 on 21-04-2024, Andhra University, Visakhapatnam, India.
- Received recognition as "**RSRI Best Researcher Award**" with an award by REST Labs in International Conference on Computational Science & Intelligence (ICCSI 2023) Organized by REST Labs & REST Society for Research International, Kaveripattinam, Krishnagiri, Tamil Nadu, India on 04th and 05th August 2023.
- Received recognition for "**Excellence Teaching in Higher Education**" with an award by Star international foundation for Research and Education (SIFRE) in International Conference On Multidisciplinary Research In Business Innovation & Technology Management on 28-05-2023, Varshan International, Erode, Tamilnadu.

Appreciations:

- "**Certificate of Recognition**" is awarded in recognition of an excellent contribution to the quality of the journal by **Journal of Business Strategy Finance and Management (ISSN: 2583-2832)** is an international, peer-reviewed, open-access journal on business on 21st jan'25.
- "**Certificate of Reviewing**" is awarded in recognition of an outstanding contribution to the quality of the journal by **Journal of Integrated Marketing Communications and Digital Marketing** is peer-reviewed, open-access journal on 02th jan'25.
- "**Certificate of Excellence in Reviewing**" is awarded in recognition of an outstanding contribution to the quality of the journal by **Journal of Economics, Management and Trade (ISSN: 2456-9216)** is a quality controlled, OPEN peer-reviewed, open-access INTERNATIONAL journal on 02nd jan'25.
- "**Certificate of Appreciation**" is awarded in recognition of an outstanding contribution as a full paper reviewer for **The International Conference on Hospitality & Tourism Management (ICOHT 2024) was held on 25th – 26th July 2024 in Colombo, Sri Lanka** under the theme of "**Diversification and Expansion of Tourism Products**"
- "**Certificate of Excellence in Reviewing**" is awarded in recognition of an outstanding contribution to the quality of the book by BP INTERNATIONAL journal on 29th oct'24. Certificate No: PRBPR3347.9B.R
- "**Certificate of Excellence in Reviewing**" is awarded in recognition of an outstanding contribution to the quality of the book by BP INTERNATIONAL journal on 29th oct'24. Certificate No: PRBPR3347.5B.R
- "**Certificate of Excellence in Reviewing**" is awarded in recognition of an outstanding contribution to the quality of the journal by **Advances in Research (ISSN: 2348-0394)** is a quality controlled, OPEN peer-reviewed, open-access INTERNATIONAL journal on 18th sep'24. **NAAS Score: 4.76 (2024)**
- "**Certificate of Excellence in Reviewing**" is awarded in recognition of an outstanding contribution to the quality of the journal by **Journal of Economics, Management and Trade (ISSN: 2456-9216)** is a quality controlled, OPEN peer-reviewed, open-access INTERNATIONAL journal on 17th sep'24.

- **"Certificate of Guest of Honor"** The Academic Senate and International Research Council of Eudoxia Research University and Eudoxia Research Centre in collaboration with Royal School of Information Technology, The Assam Royal Global University presented the certificate Of appreciation for the successful completion of **"International Advanced Faculty Development Program on Research Methods and Methodologies for Qualitative, Quantitative and Mixed Methods of Research Design (FDP MRD 2024)"** Organized by Eudoxia Research University, ERU- USA Eudoxia Research Centre, ERC-India & European International Research Council of Eudoxia on 04th May 2024.

Membership in professional Bodies:

- Lifetime Member in Commerce and Management Association of India (CMAOI) since Nov'24
- Member of Edwin Group of Journal (Editorial Member), New Delhi Since Sep'24.
- Fellow member of Eudoxia Research University (FMERU) in Eudoxia Research University, USA as a lifetime member with id:ERU/FMERU/2023/420 since sep'23.
- Fellow member of Eudoxia Research Centre (FMERC) in Eudoxia Research Centre, Bangalore, India as a lifetime member with id:ERC/FMERC/2023/420 since sep'23.

Reviewer:

- **"Research and Review: Human Resource and Labour Management"** is an peer reviewed academic journal <https://www.matjournals.com/Editorial-Research-and-Review-Human-Resource-and-Labour-Management.html>
- **"Journal of Integrated Marketing Communications and Digital Marketing"** is an peer reviewed academic journal <https://matjournals.com/Editorial-Journal-of-Integrated-Marketing-Communications-and-Digital-Marketing.html>
- **Journal of Economics, Management and Trade (ISSN: 2456-9216)** is a quality controlled, OPEN peer-reviewed, open-access INTERNATIONAL journal. <https://journaljemt.com/index.php/JEMT/index>
- **Advances in Research (ISSN: 2348-0394)** is a quality controlled, OPEN peer-reviewed, open-access INTERNATIONAL journal. **NAAS Score: 4.76 (2024)** <https://journalair.com/index.php/AIR>
- Net Journals, **Net Journal of Business Management** is a peer-reviewed open access journal published quarterly. www.netjournals.org https://www.netjournals.org/bizmgt_index.html
- **International Journal of Emerging Research in Engineering, Science, and Management** <https://ijeresm.com/review-board/>
- **abcdindex.com** <https://abcdindex.com/reviewer/certificate>

Editorship:

- Editorial Board Member for **"Research and Review: Human Resource and Labour Management"** a peer reviewed journal since Nov'24
- Editorial Board Member for **"Journal of Integrated Marketing Communications and Digital Marketing"** a peer reviewed journal since Nov'24
- Guest Editor for **"Asian And Pacific Economic Review"** an ABDC indexed C category journal Special Issue – 2023 Theme: Management Nexus: Integrating Strategies Across Disciplines
- Associate Editor for **"Paradigm Shift: Multidisciplinary Research For A Changing World, Volume-1"** INFINITY PUBLICATION PVT. LTD., Lunawada, ISBN: 978-93-92917-24-0, July'2024.
- Co-Editor for **"Innovative Research in Social Sciences, Humanities, Arts & Business Management"** RED'SHINE PUBLICATION, Sweden, ISBN: 978-91-7308-087-3, June'2024.

Guest Talks:

- Delivered a session as a Resource Person for a topic **"Research Ethics"** on 06/07/2024 in the five-day Faculty Development Programme on **"Research Roadmap: Methods, Analysis, and Ethics"** organized by Lance Research Institute, Chennai, Tamilnadu, India held from July 3, 2024, to July 7, 2024, virtually.

List of 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: **"Organisational Strategies and Communication in Business"** Publisher: AGPH Books, ISBN: 978-81-979803-9-8 ISBN Link: [Raja Rammohun Roy National Agency for ISBN](#)978-81-979803-9-8
- Text Book Title Name: **"Customer Awareness on Green Banking"** Publisher: LAP LAMBERT Academic Publishing, UK. ISBN: 978-620-8-01126-0 ISBN Link: [Raja Rammohun Roy National Agency for ISBN](#)978-620-8-01126-0
- Text Book Title Name: **"Human Resource Management"** Publisher : Taran Publication. ISBN: 978-81-19295-34-0 https://www.amazon.in/dp/811929534X?ref=myi_title_dp
Amazon Link: [Buy HUMAN RESOURCE MANAGEMENT Book Online at Low Prices in India | HUMAN RESOURCE MANAGEMENT Reviews & Ratings - Amazon.in](#) Website Link: [Human Resource Management – Taran publication](#) ISBN Link: [Raja Rammohun Roy National Agency for ISBN](#) 978-81-19295-34-0
- Text Book Title Name: **"Green banking and challenges in modern scenario"**: Scientific International Publishing House. ISBN: 978-93-5757-476-1 <https://sipinternationalpublishers.com/product-detail.php?PID=MTMyNw> == <https://tinyurl.com/2ne2ku6z> ISBN Link: [Raja Rammohun Roy National Agency for ISBN](#) 978-93-5757-476-1
- Text Book Title Name: **"Entrepreneurship and Small Business Management"**: Cosmas Scientific Publications. ISBN: 978-81-19359-73-8 DOI: <http://doi.org/10.5281/zenodo.10275648>
<https://www.amazon.in/ENTREPRENEURSHIP-BUSINESS-MANAGEMENT-GUNAWAN-WIDJAJA/dp/8119359739/re>
<https://www.flipkart.com/entrepreneurship-small-business-management/p/itmee1f4d02613da?pid>
<https://cosmas.org/store/engineering/entrepreneurship-and-small-businessmanagement/>

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 "**Digital India: Assessing Its Impact And Effectiveness On Economic Growth And Inclusion**" published in "**Unified Visions: Collaborative Paths In Multidisciplinary Research, Volume-2**" ISBN: 978-81-981898-1-3, November'2024.**DOI:** <https://doi.org/10.25215/8198189815.09>
<https://www.amazon.in/dp/B0DQGZK9RM>
- Book Chapter "**Digital Advertising: Challenges and Opportunities**" published in "**Research Integration: Multidisciplinary Insights and Methodologies**" ISBN: 978-81-981331-9-9, September'2024.**DOI:** 10.25215/8198133194.10
- Book Chapter "**Economic Development and The Role of Financial Inclusion in Developing Countries**" published in "**Research Integration: Multidisciplinary Insights and Methodologies**" ISBN: 978-81-981331-9-9, September'2024.**DOI:** 10.25215/8198133194.19
- Book Chapter "**The Role of Artificial Intelligence in Personalized Marketing Strategies**" published in "**Future Trends in Commerce and Management**" ISBN: 978-93-5857-696-2, July'2024.
- Book Chapter "**Navigating The Rapids Effective Business Management In A Socially Conscious World**" published in "**Innovative Research in Social Sciences, Humanities, Arts & Business Management**" ISBN: 978-91-7308-087-3, June'2024.

List of Trainings Attended:

- 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 to A 5 Day Short Term Capacity Building Programme on "**Empowering Educators: Teacher Branding in the Digital Era**" organized by AIU - Avinashilingam Institute - Academic and Administrative Development Centre (**AIU-AI-AADC**) Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore from 30th October 2023 to 03rd November 2023.
- Attended to the AICTE sponsored six days Short Term Training Programme (STTP-online) on "**Developing R&D Culture in Educational Institutes through Project bases Learning(part-1)**" organized by Poornima college of Engineering, Jaipur from 19th of October 2020 to 24th of October 2020.

List of Workshops Attended:

- Attended A Three Day Workshop on "**3-Day Excel MIS, Dashboard & Automation Workshop**" Organised BIZWIZ.CO.IN from 29th November to 1st, December 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 6th to 8th, August 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 Workshop on "**International Workshop on Research Manuscript Drafting and Patent Filing Process (WOMAP-2024)**" Organized by Eudoxia Research University, ERU- USA Eudoxia Research Centre, ERC- India & European International Research Council of Eudoxia from 18th April to 25th April 2024.
- Attended National level workshop on "**Contemporary Issues and Challenges of GST in Entrepreneurship (NWCICGE-2019)**" organized by H.H. The Rajah's college, Pudukkottai (T.N) on 27th of March 2019.
- Attended UGC sponsored workshop on "**small & Medium Entrepreneurship skills development**" organized by P.R. Govt college, Kakinada on Jan 5th2019.

List of FDP's Attended:

- Attended five-day Online faculty development program on "**ADVANCED ANALYTICS FOR NEXT-GENERATION INDUSTRIAL PROCESSES**" organized by organized by Atal Bihari Vajpayee Indian Institute

of Information Technology and Management Gwalior, an AICTE Training And Learning (**ATAL**) Academy sponsored program from 23rd of December 2024 to 28th of December 2024.

- Attended five-day Online faculty development program on "**Alignment of Corporate and National Objectives: CSR's View of Vikasit Bharath**" organized Koneru Lakshmaiah Education Foundation, an AICTE Training And Learning (**ATAL**) Academy sponsored program from 09th of December 2024 to 14th of December 2024.
- 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 02nd of December 2024 to 07th of December 2024.
- Attended One Month National Level Workshop On "**SPSS- Statistical Package For Data Analysis**" organized by ESSGEE DIGISKILLS from 10th October' 2024 TO 09th November' 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 22nd to 26th October, 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 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 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 Two Week National Level Online Faculty Development Program on "**INCULCATING ENTREPRENURIAL VALUES FOR STUDENTS**", with special focus on "**INNOVATION AND START-UP ECO SYSTEM**" sponsored by the National Science & Technology Entrepreneurship Development Board (**NSTEDB**),

DST, GOI, organised by Department of Management studies, KG Reddy College of Engineering from 18th March 2024 to 29th March 2024.

- Attended to A Two Week National Level Online Faculty Development Program on "**INCULCATING ENTREPRENURIAL VALUES FOR STUDENTS**", sponsored by the National Science & Technology Entrepreneurship Development Board (**NSTEDB**), **DST, GOI**, organised by Department of Management studies, KG Reddy College of Engineering from 04th March 2024 to 15th March 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 centre 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.
- Attended to A 2 Day National Level Online Faculty Development Program 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.
- Attended to A 10 Day National Level Online Faculty Development Program on "**NEP 2020 Orientation & Sensitization**" Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by UGC-Malaviya Mission Teacher Training Centre, National Institute of Educational Planning and Administration, New Delhi, from 03-12 January 2024.
- Attended to A 7 Day National Level Online Faculty Development Program on "**Outcome Based Education and Essential AI Tools for Teachers**" organized by The Internal Quality Assurance Cell (IQAC) and The Department of Computer Science, St. Albert's College (Autonomous), Ernakulum, in association with The Kerala State Higher Education Council (KSHEC) from 02nd November 2023 to 09th November 2023.
- Attended to A Eight - Day National Faculty Development Program on "**Case-Based Learning, Teaching, Writing and Publication**" organized by the Department of Management Studies, VFSTR Deemed to be University, Vadlamudi, Guntur District, Andhra Pradesh, from 25th September 2023 to 02nd October 2023.
- Attended to A 8 Day National Level Online Faculty Development Program on "**Research Methodology using ChatGPT and AI tools**" organized by the PG Department of Computer Applications, The Internal Quality Assurance Cell (IQAC) and Lincoln University College Marian Research Centre (LUC MRC) of Marian College Kuttikanam (Autonomous) in association with The Kerala State Higher Education Council (KSHEC) from 21st September 2023 to 29th September 2023.
- Attended to A Five Day National Level Virtual FDP on "**Skills Reengineering in Business Management**" organized by the Department of MBA, Andhra Loyola Institute of Engineering and Technology, Vijayawada from. 23rd of May 2023 to 27th of May 2023.
- Attended to Six Day's Online Faculty Development Programme on "**Design, Develop and Deliver Online/Blended Learning Courses**" organized by National Institute of Educational Planning and Administration (NIEPA) from 01st of May 2023 to 06th of May 2023 at NIEPA, New Delhi.
- Attended to One Week faculty development program on "**Amazon Web Services**" organized by Malla Reddy Institute of Technology in collaboration with BRAINOVISION SOLUTIONS INDIA PVT.LTD & ALL INDIA COUNCIL FOR TECHNICAL EDUCATION – AICTE from 22nd of August 2022 to 27th of August 2022.
- Attended five-day Online faculty development program on "**Entrepreneurial Finance**" organized by Indian Institute of Management Nagpur, an AICTE Training And Learning (**ATAL**) Academy sponsored program from 21st of February 2022 to 25th of February 2022.
- Attended five-day International level faculty development program on "**Experimental Teaching - Corporate Cognizance**" organized by Sri Ramakrishna College Of Arts And Science Coimbatore, in Association with Tata Consultancy Services(**TCS**) from 09th of August 2021 to 13th of August 2021.
- Attended to National level one-week online faculty development programme on "**Research Methodology**" organized by Kamala Nehru Mahavidyalaya, Nagpur from 26th of April 2021 to 1st of May 2021.
- Attended five-day Online faculty development program on "**Organizational Behaviour**" organized by Institute of Management Technology Nagpur, an AICTE Training And Learning (**ATAL**) Academy sponsored program from 26th of October 2020 to 30th of October 2020.
- Attended five-day Online faculty development program on "**Digital Marketing**" organized by Gayatri Vidya Parishad College for Degree & PG Courses(A)vizag, an AICTE Training And Learning (**ATAL**) Academy sponsored program from 10th of October 2020 to 14th of October 2020.
- Attended three-day Online faculty development program on "**Trends in Management Education and Research**" organized by Gudlavalleru Engineering College, gudlavalleru from 24th of June 2020 to 26th of June 2020.
- Attended three day faculty development program on "**Role of Faculty in International Buildings**" by Dr.S.V.Ramanarao, JNTU-H organized by ESWAR College of Engineering, Narasaraopeta from 20th Nov to 22nd Nov'18.

- Attended one-day International Faculty Development Program "**Strategic Edge-The Stanford Way**" by **Paul Marca**, Executive Director for Professional Development, Stanford University, organized by KL University Business School on Jan 5th, 2017 at KL University.
- Attended one-day Faculty Development Program on "**Research Methodology- Technical Paper Writing**" by Dr. Ch. Jaya Sankara Prasad, Krishna University, organized by Sri Mittapalli College of Engineering, Guntur, on Jan 7th 2017.

Special Activities / Personality development Activities Conducted:

Acted as Joint Secretary for MEM' 1997(Management Excellence Meet) conducted by GITAM College, Vizag.

Personal Information:

Name : Dr.B.R. Kumar
Father's Name : Samba Siva rao
Date of Birth : 04-07-1975
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<https://scholar.google.com/citations?hl=en&user=8GY-ruwAAAAJ>
<https://www.webofscience.com/wos/author/record/LHA-0931-2024>
<https://vidwan.inflibnet.ac.in/profile/542528>



(Dr.B.R.Kumar)