

Dr.VARALAKSHMI.CHADALAVADA

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**ADDRESS: FLAT NO FF3, SAI KRISHNA RESIDENCY 2, PRASADAMPADU -
VIJAYAWADA**



Personal Summary:

A person with good interpersonal skills, quick learning with 9 years of teaching experience in Management studies

Educational Profile:

- Completed Ph.D in Business Management from Sri Padmavati Mahila University, Tirupati in September, 2023 on “An Empirical Study on Customers Perception Towards Adoption of Fintech Products and Services with Reference To AP”
- Qualified UGC NET in December ,2019
- Qualified in AP and TS –SET in 2015
- Finished Master of Business Administration (Finance, HR) from Vignan Deemed to be University in 2014
- Finished Bachelors in Computers from B.V. RAJU College affiliated to Andhra University in 2012
- Finished Intermediate with M.P.C stream from Vignan Junior College in 2009
- S.S.C from L.A.G.G.H School in 2007

Work Experience:

- Currently working as an Assistant Professor in the Department of MBA, Andhra Loyola College from 01-06-2016-till
- Four months experience (August,2015 to December ,2015) as an Assistant professor in the Department of Management studies in Lingayas Institute of Management and Technology

- One-year experience (June,2014 to June,2015) as an Assistant Professor in the Department of Management studies and Commerce in Montessori Mahila Kalasala Vijayawada

Journal Publications

- Published an article titled as “Nexus between Strategic HRM Practices and Green HRM Practices with Respect to Information Technology” in European Economic Letters in July,2024(ABDC journal) in Volume-14, issue -2 <http://dx.doi.org/10.52783/eel.v14i2.1673>
- Published an article titled as “The Impact of Social Media On Students Well-Being And Academic Performance: A Comprehensive Review in July,2024 Asian Economic Pacific Review (ABDC Journal) in Vol 17, issue-1, <https://asparev.org/>
- Published an article titled as The Impact of Artificial Intelligence on the Indian Economy in Journal of Informatics and Educational Research(ABDC) in July-2024, Vol-4, issue-1, <http://dx.doi.org/10.52783/jier.v4i2.1139>
- Published an article titled as “A Holistic Evaluation Of Management Graduates' Determination To Become Entrepreneurs In Today's Business Environment in ShodhKosh :Journal of Visual and Performing Arts(UGC CARE-I journal) in January-June ,2024 edition , <http://dx.doi.org/10.29121/shodhkosh.v5.i1.2024.1695>
- Published an article titled as “Predictive Modelling for Stress Management of Healthcare employees ”in Shodh Kosh :Journal of Visual and Performing Arts(UGC CARE-I journal) in January-June,2024 edition [,http://dx.doi.org/10.29121/shodhkosh.v5.i1.2024.169](http://dx.doi.org/10.29121/shodhkosh.v5.i1.2024.169)
- Published an article titled as “Study of Customers Knowledge and Satisfaction with Ott Platforms” in Journal of law and sustainable development in Vol 11No.12(2023)with ISSN No 2764-4170 in the month of December ,2023(It is a Scopus indexed journal), <https://ojs.journalsdg.org/jlss/article/view/2042/1070>
- Published an article titled as “A Comprehensive analysis of personnel acceptance of work from home culture with reference to Hyderabad based IT employees” in Journal of Informatics Education and Research in Vol 3No.2(2023) with ISSN No 1526-4726 in the month of December,2023(ABDC LISTED), <https://jier.org/index.php/journal/article/view/478>
- Published an article titled as “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>
- Published an article titled as “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>

- Published an article titled as “A Review of Women Employees' Work-Life Balance Satisfaction with Reference to Ap State Higher Academic Institutions” in International journal of professional Business Review in Vol 8. No.9(2023) with ISSN No 2525-3654 in the month of September ,2023(It is a Scopus indexed journal), <https://doi.org/10.26668/businessreview/2023.v8i9.3513>
- Published an article titled as “MEASUREMENT OF USERS ACCEPTANCE OF SELECTED FINANCIAL TECHNOLOGY PRODUCTS AND SERVICES” in International journal of professional Business Review in Vol 8. No.2(2023) with ISSN No 2525-3654 in the month of February, 2023<https://doi.org/10.26668/businessreview/2023.v8i2.1530>
- Published an article on “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 (IJFANS) in Volume 11 Issue 9, Date of Publication:December,2022
<https://ijfans.org/issue?volume=Volume%2011&issue=Issue%209&year=2022>
- Published an article on “AN EMPIRICAL STUDY ON USERS PERCEPTION TOWARDS ADOPTION OF EWALLETS BY USING UTAUT MODEL WITH REFERENCE TO KRISHNA DISTRICT” IN Design Engineering Journal for September 2021(Scopus Listed Journal),
<http://www.thedesignengineering.com/index.php/DE/article/view/4835>
- Published an article on “AN EMPIRICAL STUDY ON USERS PERCEPTION TOWARDS ADOPTION OF DIGITAL PAYMENT METHODS WITH REFERENCE TO VIJAYAWADACITY, ANDHRA PRADESH” in the Kala Sarovar (UGC Care Group-1 Journal)
https://scholar.google.com/citations?view_op=view_citation&hl=en&user=4WgDfisAAAAJ&citation_for_view=4WgDfisAAAAJ:UeHWp8X0CEIC
- Published an article "cognitive computational model for evaluation of fintech products and services with respect to Vijayawada city, AP" in the "INTERNATIONAL JOURNAL OF INNOVATIVE TECHNOLOGY AND EXPLORING ENGINEERING" WHICH IS SCOPUS INDEXED IN THE MONTH OF AUGUST, 2019, <https://www.ijitee.org/download/volume-8-issue-10/%20>
- Published an article on “Influence of consumer profile of adoption of fintech with reference to Vijayawada city, AP in the Scopus indexed journal “ International journal of Recent

technology and Engineering ”in February,2019 <https://www.ijrte.org/download/volume-7-issue-5s4/>

- Published an article on “AN EMPIRICAL STUDY ON YOUTH PERCEPTION TOWARDS ENTREPRENEURSHIP WITH REFERENCE TO VIJAYAWADA CITY” in International journal of advanced research” in December,2018, <https://www.journalijar.com/track-your-article/>
- Published an article on “IMPACT OF E-RECRUITMENT ON HUMAN RESOURCES PRACTICES.” in International journal of advanced research in April,2018, <https://www.journalijar.com/track-your-article/>
- Published article titled as” ROLE OF LOGISTICS IN E-COMMERCE” in International journal of advanced research” in October ,2017, <https://www.journalijar.com/track-your-article/>
- Published article”ROLE OF CORPORATE GOVERNANCE IN ORGANIZATIONS” in International journal of advanced research” in July , 2017, <https://www.journalijar.com/track-your-article/>
- Published an article titled as”Investor perception towards different investment avenues” in International journal of advanced research” in 2016, <https://www.journalijar.com/track-your-article/>

Conference Papers Publications

- Published an article “A THEORETICAL STUDY ON EVOLUTION OF DIGITAL MARKETING” in the 2 -day National Conference on “Leadership Nexus where strategy meets success in digital era” organized by Department of Business Administration from 22-03-2024 to23-03-2024, <https://drive.google.com/file/d/1W33N3pGOcxNswAQgYtuiKN37ctKBim4p/view?usp=sharing>
- Published an article “A Conceptual Investigation On New Business Opportunities In This Digital Era” in the 2 -day National Conference on “Leadership Nexus where strategy meets success in digital era” organized by Department of Business Administration from 22-03-2024 to23-03-2024 https://drive.google.com/file/d/1_rn1_nJkrqmgSDA7KILUmVpz321w7hBM/view?usp=sharing
- Published an article “A Study on Types of E-Commerce Business Models in India” in the 2 -dayNational Conference on “Leadership Nexus where strategy meets success in digital

era” organized by Department of Business Administration from 22-03-2024 to 23-03-2024
<https://drive.google.com/file/d/1W33N3pGOcxNswAQgYtuiKN37ctKBim4p/view?usp=sharing>

- Published an article “A Theoretical Study on Social Media Platforms for Entrepreneurs” in the 2 -day National Conference on “Leadership Nexus where strategy meets success in digital era” organized by Department of Business Administration from 22-03-2024 to 23-03-2024
<https://drive.google.com/file/d/1W33N3pGOcxNswAQgYtuiKN37ctKBim4p/view?usp=sharing>
- Published an article “ A Study on users awareness about selected Financial Assets with referenceto Hyderabad city” in the 2 -day National Conference on “Emerging Trends in Business Management ” organized by Department of Business Administration from 23-02-2023 to 24-02- 2023 <https://ijiemr.org/downloads/Volume-12>
- Published an article “ An Empirical study on youngsters attitude towards Equity investment with reference to Equity investment reference to Guntur and Krishna Districts” in the 2 -day National Conference on “Emerging Trends in Business Management ” organized by Department of Business Administration from 23-02-2023 to 24-02-2023<https://ijiemr.org/downloads/Volume-12>

Faculty Development Programmes

- Participated in 7-days Online FDP on “Essential Skills for Professional Development in Higher Education from 01-07-2024 to 07-07-2024 organized by Star International Foundation
- Participated in 1-days Online FDP on “Ai tools for Teaching” on 22-06-2024 organized by Star International Foundation
- Participated in 7 days International FDP on “Business Analytics& Business Intelligence” organized by Act Academy, Kerala from 01-03-2024 to 07-03-2024
- Participated in 5 days National FDP on “Cognitive Computing for Smart Applications ” from 18-03-2024 to 22-03-2024 organized by Vishwakarma Institute of Information Technology
- Participated in 5 days International FDP on “Adaptability and Resilience in the face of rapid change for Academia” organized by DDGDVC college, Chennai from 29-02-2024 to 01-03-2024
- Participated in 5 days National level FDP on “Teaching Pedagogy” organized by Mar Gregorios college, Chennai from 29-02-2024 to 01-03-2024

- Participated in 2 days National level FDP on “Evaluation Strategies and Classroom Management Skills” organized by Michael Job Memorial College of Education for Women on 05-02-2024 to 06-02-2024
- Participated in FDP on “Research Article writing and Publishing organized by One School of Business from 08-01-2024 to 12-01-2024
- Participated in FDP on “Empowering educators :Navigating Cutting-Edge Technologies Industry 4.0 organized by Sree Shakthi Engineering college from 01-01-2024 to 06-01-2024
- Participated in Faculty refresher programme on “Technology based teaching and learning” Organized by Department of Research & Publication, A2Z Edu Learning Hub LLP on 22nd December, 2023
- Participated in FDP on “Advanced Research Methodology Workshop Organized by Act academy from 22nd November to 30th November ,2023
- Participated in FDP on “Research Methodology- Qualitative & Quantitative Analysis” Organized by Department of Research & Publication, A2Z Edu Learning Hub LLP on 14th November, 2023
- Participated in 3-days Training on “AI powered Academics: Crafting Content, Visuals and Presentations” Organized by Dept. of Research and Publications, A2Z Edu Learning hub LLP on 26th -28th October, 2023
- Participated in One Week National Level FDP on “Business Analytics through SPSS” on 10th -14th October, 2023 Organized by Ashoka Women’s Engineering College Kurnool(Autonomous)
- Participated in the 5-days International Faculty Development Program on “Challenges in Management Education in the context of Industry-4.0” (Hybrid mode) held on from 9th Oct to 13th October ,2023, Organized by the smt. S. B. Patel Institute of Business Management, Faculty of Management Studies, Sankalchand Patel University, Gujarat, India
- Participated in 6- days Online Faculty Development Programme on Design, Develop and Deliver Online/Blended Learning Courses Organized by National Institute of Educational Planning and Administration (NIEPA) During May 1st -6th , 2023 at NIEPA, New Delhi
- Attended an international fdp on “Block chain applications and use cases” organized by Adikavi Nannayya University from 26-07-2021 to 30-07-2021
- Participated in 5-days online faculty development programme on “Innovative trends in Data Analysis with AI” organized by Malineni Lakshmaiah Women’s Engineering college, Guntur from 25-05-2020 to 31-05-2020
- Participated in 2-days online faculty development programme on “Significance of online learning tools post Covid19” organised by JagarlamudiKuppuswamyChoudary college,

Guntur on 15th and 16th June, 2020

- Participated in online faculty development programme on “Recent trends in taxation” organised by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada on 29th May, 2020
- Attended one-week faculty development programme conducted by Andhra Loyola College on “E-CONTENT GENERATION” in November, 2016

Workshops

- Participated in 10-days Online National level Workshop on “SPSS: Research Methods: and Data Analysis from 23-07-2024 to 01-08-2024 organized by Act Academy, Tamilnadu
- Participated in 1-day Online National level Workshop on “ AI tools for Teaching Learning Process on 10-06-2024 organized by Act Academy, Tamilnadu
- Participated in 10-days Online National level Workshop on “SPSS: Research Methods: and Data Analysis from 04-05-2024 to 15-05-2024 organized by Act Academy, Tamilnadu
- Attended workshop on “Bulls and bears” workshop conducted by Vignan University in September-2012

Books published

- Authored a Book titled as “Fundamentals of AI-Driven Business Management - Next-Gen Business” in July, 2024 <https://edulearninghub.com/publications/>
- Authored a book titled as Financial Technologies (Fintech) in the month of March, 2024, ISBN 978-93-340-2315-2, <https://isbn.gov.in/Home/SearchIsbnNew>
- Authored a Book titled as Trading Knowledge: The Intersection of Education and Commerce" in January 2024 <https://www.amazon.in/dp/B0CTKWYH9L>

Book Chapters

- Authored a Book Chapter titled as " Education Technology Platforms Benefits for Learners” in the edited book "Student Empowerment in Higher Education: Tech, Commerce, and Management Perspectives," February, 2024 <https://edulearninghub.com/publications/>
- Published a book chapter titled as A STUDY OF ONLINE PAYMENT METHODS ACCEPTANCE BY USERS IN THE NTR DISTRICT, AP in Empowering Financial Literacy: Navigating Education for Health in November, 2023 , <https://www.amazon.in/dp/B0CPGDWVKD>

Seminars/Conferences

- Participated in 2 -day National Conference on “Leadership Nexus where strategy meets success indigital era” organized by Department of Business Administration from 22-03-2024 to 23-03-2024
- Participated in 2 -day International Conference on “Emerging trends in Business Entrepreneurship in Digital World” organized by Department of Business Management , SPMVV University on 09-03-2024 t& 10-03-2024
- Participated in National Level Seminar on “Navigating the Future Managerial Challenges in the VUCA Environment” Organized by Dept of Management Studies Gayatri Vidya Parishad College For Degree & PG (A) Rushikonda, Vishakapatnam and presented a paper on “A Systematic Evaluation Of Management Graduates Choice to become An Entrepreneur In This Contemporary Business Environment” on 10th & 11th of November, 2023
- Participated in National Conference on “Emerging Trends in Business Management organized by Department of Business Administration, ALC from 22-02-2023 to 23-02-2023
- Attended an online international conference on “Recent trends in computer science and information technology” and presented a paper on “An empirical study on users perception towards adoption of digital payment methods with reference to Vijayawada city, AP” conducted by St. Martins college of ENGINEERING AND TECH, Secundrabad” on 17th June, 2020
- Attended an International conference conducted by Malineni Perumallu Educational society in May 2019 on robotics and machine learning
- Attended an International seminar on “HRM IN DIGITAL AGE” conducted by Acharya Nagarjuna University in March 2018
- Attended for an international seminar on “Corporate Social Responsibility” conducted by Acharya Nagarjuna University in March , 2017
- Attended national seminar on “role of emotions in investment decisions” conducted by JNTUH in 2014

Webinars

- Participated in A National level Webinar on “Indian Knowledge System in Higher Education on 27-08-2024 organized by Progrezz Institute

- Participated in A National level Webinar on “Blockchain Technology and its Applications” on 02-06-2024 organized by Progrezz Institute
- Participated in National Webinar on “Navigating Digital Learning Landscape in Management Education” organized by AIMS on 06-03-2024
- Participated in International webinar on “Generative Ai with ChatGPT” Organized by Department of research Publication, A2Z Edu Learning hub LLP on 23rd October, 2023
- Participated in Online session on “AI-Powered Academic Writing: Exploring Opportunities for Researchers and Educator” Organized by department of research & publications, A2Z Edu Learning hub LLP on 10th October, 2023
- Attended an online Session on “Freedom with AI Masterclass” Organized by Freedom withAI
- Participated in International webinar on “Different Cloud platforms” organised by Saint Alphonsa College, Tamilnadu and St. Anthony’s college, Meghalaya on 4th July, 2020
- Participated in webinar on “Robotic Process Automation (RPA) tool for Financial organization” organised by Andhra Loyola College on 20th June, 2020
- Participated in National webinar on “Pandemic and Disability: “Challenges and Ahead ” organised by S.R.R. &C.V.R. Government Degree college, Vijayawada on 29th May ,2020

Professional Achievements:

- **Served as an External Examiner for Maris Stella College for Women**

Served as a Resource Person for Webinars, Workshops,FDPs,Guest Lectures

Resource Person for Workshops/FDPs/Guest Lectures/Webinars

- Served as a Resource person for the Guest talk on Strategies for successfulinterview organized by Department of MBA by Adarsh Postgraduate college of Computer sciences on 28-11-2023
- Served as a Resource person for the Webinar on Resume Writing organized by B.V.RAJU College on 13-12-2023
- Served as Resource person for the Guest Lecture cum Workshop on Soft Skills organized by Vijaya Institute of Technology for Women on 29-12-2023
- Served as Resource person for the Guest Lecture for “Growth of FinancialTechnology

- in India “organized by Govt College for Women (A) ,Srikakulam on 02-01-2024
- Served as a Resource person for the Guest Lecture on “Evolution of Fintech in India “organized by Department of Commerce, Andhra Loyola College on 05-01- 2024
 - Served as a Resource Person for one day Workshop on Fintech Business Models in India organised by Ashkoa Women's Engineering College,Kurnool on 03_02_2024
 - Served as a Resource Person for 5 days Faculty Development Programme on "Globalization unleashed advancing Commerce and Management Education on 14_02_2024 organized by Nirmala memorial College of Commerce and Management, Mumbai
 - Served as a Resource Person for 2 days National level workshop and Handson training session on “Research Paper writing for Social sciences “organized by Progrezz Research and Training Institute, Tamilnadu on 15th and 16th of February,2024
 - Served as a Resource Person for Guest lecture cum Workshop on “Emerging Trends and Reforms in BFSI Sector” on 12-03-2024 organized by **Rajeev Gandhi Memorial** College of Engineering & Technology, Nandyala

 - Served as a Resource Person for 3 days National level Workshop on “Thesis Writing for Commerce & Management Disciplines” from 14-03-2024 to 16-03-2024 organized by Act Academy, Kerala

 - Served as a Resource Person for One Week National Level online FDP on Data Science and its Applications and delivered a talk on “Data Visualization Techniques and Applications: on 06-04-2024 organized by Act Academy, Kerala

 - Served as a Resource Person for One Week National Level online FDP on SQL for Data Analytics and Data Science 20-05-2024 to 26-05-2024 organized by Act Academy, Kerala

 - Served as a Resource Person for One Week National Level online Workshop cum FDP on Advanced Techniques in Thesis Writing from 11-06-2024 to 17-06-2024 organized by Act Academy, Kerala

 - Served as a Resource Person for One Week National Level online Workshop cum FDP on “Python Programming by using Google Colab” from 02-07-2024 to 08-07-2024 organized by Progrezz Academic Training and Research Institute

 - Served as a Resource Person for One Week National Level online Workshop cum

FDP on FinTech: Embracing the Financial Industry's Transformation and Future from 07-08-2024 to 13-08-2024 organized by Progrezz Academic Training and Research Institute

- Served as a Resource Person for One day National Level Workshop on Reference Management tools and Techniques on 20-08-2024 organized by Act Academy, Tamilnadu
- Served as a Resource Person for One day National Level Workshop on How to Write Systematic Literature Review & Review Paper on 23-08-2024 organized by Act Academy, Tamilnadu
- Served as a Resource Person for One day National Level Workshop on Strategies for Writing a Book Chapter and Book on 06-09-2024 organized by Progrezz Training Academy, Tamilnadu

Reviewer

- Review member in International Research Journal (ISSN:2349-9249)<https://drive.google.com/file/d/16WdR5PGfA7VxnVnDxDNIg3PpoVX9-QYg/view?usp=drivesdk>
- Review member in International Journal of Research and Analytical reviews (ISSN :2348-1269)<https://drive.google.com/file/d/1D7VgXo714DCUHWU0zYZuiqrUO7V-fm3i/view?usp=drivesdk>
- Review member in Asian Journal of Economics ,Business and Accounting (ISSN :2456-639X)
https://drive.google.com/file/d/1GhoS8kgfCZ43qSkZ1V7migNv_yrokKi3/view?usp=drivesdk

Editorial Board Member

- Editor member for book titled as "Student Empowerment in Higher Education: Tech, Commerce, and Management Perspectives," February, 2024
<https://www.amazon.in/dp/B0CWQGGF6C>, **978-81-967798-2-5**

Research Ids

- <https://orcid.org/my-orcid?orcid=0000-0002-9549-5485>
- <http://www.scopus.com/inward/authorDetails.url?authorID=57210291345&partnerID=MN8TOARS>
- <https://www.researchgate.net/profile/Chadalavada-Varalakshmi>
- https://scholar.google.com/citations?hl=en&user=4WgDfisAAAAJ&view_op=list_works

[&gmla=AKKJWFerh4djKODLfxZW5rMicab1djFp33yxRn0IuuuZTJVjIz5CM7_40wAtU74CSPGa349u95HgJH0JWvyt52wa](#)

Personal Details:

- ❖ Father's Name : Ch.V.Sudarsanarao
- ❖ Date Of Birth : 2-4-1992
- ❖ Languages Known : English,Hindi and Telugu

Declaration

I hereby declare that the information that I am submitting is correct and true to my knowledge.

Place: Vijayawada

Ch. Varalakshmi

Date: