

Maris Stella College (Autonomous), Vijayawada
Profile of every member in the Department
PG Department of Business Administration(MBA)

Name : Dr. K. Naga Sundari
Educational Qualification: MBA, M.Phil, PGDMM, SET, NET, Ph.D.
Designation : Director & HoD
Years of experience : 20
Maris Stella College : 16
Other Institutions : 04
G Suite Email Id : sundari_kalvakolanu@marisstella.ac.in
Email Id : asundarikalvakolanu@gmail.com
Contact No : 9490196943
Languages Known : Telugu, Hindi & English
Areas of Interest : Human Resource Management & Marketing
Academic Contribution :

- Member BoS for Different colleges.
- External Examiner for viva-voce for MBA and M.Com.
- Question Paper Setting for M.Com & MBA Autonomous colleges affiliated to Krishna University, Andhra University and JNTU.
- Co-ordinator for Entrepreneurship Development Cell.

Academic Profile:

Refresher Courses/Orientation Courses/Short Term Courses Attended:

- Attended Online Refresher Course in MBA-PPC (Management, Business, Administration), Present and Post Crisis, from 14th April to 4th May for 21 days organized by SA College of Arts and Science, Chennai, Tamil Nadu.
- Completed “One Month International Research and Methodology Workshop on Free Publication of Qualitative and Quantitative Research Paper in Peer Reviewed Journal” (MAQ-2020) organized by Eudoxia Research Centre, India, from 12th November to 14th December 2020.

Research Publications:

a) Journals:

1. Published Paper on "Assessing Entrepreneurial Capabilities among Management Graduates", in UGC Care listed journal Our Heritage, ISSN: 0474-9030, Vol.68, Issue 1, PP.8804-8813, and January 2020.
2. Published paper on "Millennial manager's expectations from their work place-A case study" in Academic Leadership (Online Journal), ISSN: 1533-7812, Vol-21, Issue: 07-July-2020.
3. Published paper on "Perception and preferences of teenagers and adults towards branded cosmetics" An UGC-CARE Approved Group-II Journal, *Journal of Interdisciplinary Cycle Research*, An ISO: 7021-2008 Certified Journal,ISSN NO: 0022-1945, Vol -XII, Issue- VII, July-2020.
4. Published paper on "Millennial Managers Attitude and Work life Balance-Case Study" An UGC-CARE Approved Group-I Journal, *Mukt Shabd Journal*, ISSN NO: 2347-3150, Vol -IX, Issue- VIII, August-2020.
5. Published paper on "Consumer Buying Behaviour towards Online Purchase", *International Journal of Research*, e-ISSN: 2348-6848, p-ISSN: 2348-795X, Vol -07, Issue- 8, August-2020, pp: 307-315.
6. Published paper on "Work Life Balance of Women Educators During Covid-19 Pandemic" An UGC-CARE Approved Group-I Journal, *Mukt Shabd Journal*,ISSN NO: 2347-3150, Vol -IX, Issue- IX, September-2020, pp:16-24.
7. "PERCEPTION AND ATTITUDE OF EMPLOYEES TOWARDS HRD PRACTISES IN INDIAN PUBLIC SECTOR ORGANISATIONS", in International Journal Of management and Social Science Research Review of Volume-1, Issue No.10 with ISSN -2349-6738 and E-ISSN – 2349-6746(April- 2015).
8. EMPLOYEE SATISFACTION ON WELFARE MEASURES - AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO SSHA SAI KNITTINGS PVT LTD, VIJAYAWADA" in contemporary Research in India, A Peer Reviewed Multidisciplinary International Journal ISSN – 2213-214; special issue, Feb 2015, Volume – 1.
9. "INFLUENCE OF DEMOGRAPHIC VAIRABLES ON EMPLOYEES AND IMPLICATIONS OF HRD PRACTICES" In International Journal of Business Administration and Review of VolumeIII, Issue – 9, Impact factor 3.072 (Jan – March, 2015).

10. "PERFORMANCE ASSESSMENT SYSTEM IN HEALTH CARE INDUSTRY", in International Journal of Management and Social Sciences Research Review, Vol-1, issue – 32, Feb-2017, E- ISSN- 2349-6746,ISSN - 2349-6738.
11. "HUMAN RESOURCE MANAGEMENT IN HEALTHCARE SECTOR: A STUDY WITH SPECIAL REFERENCE TO SELECT CORPORATE HOSPITALS IN CRDA(formerlyVGTM), area in AP, in International Journal of Business and Administration Research Review, Volume, 1, Issue 17, March 2017, E- ISSN – 2347-856X, ISSN – 2348-0653.
12. "HUMAN RESOURCE MANAGEMENT IN HEALTH CARE SECTOR – A CONCEPTUAL STUDY", in IOSR Journal of Business and Management, Vol.19, Issue-5, Ver.4, May.2017.
13. Published paper on "Smart Cities – Strategy for Sustainable Development" in ISBN:978-93-5391-910-8

- b) Paper Presentations: **14**
- c) Research Projects: **Nil**

Books Published/Chapters in Books:

- Published edited chapter on "Survival Strategies of Business Enterprises during COVID-19 Pandemic", in the Book Chapter titled "Panorama on Commerce and Management", ISBN: 978-81-948872-8-7 in November 2020.
- Published edited chapter on "Changing Dynamics of Work and Work Spaces during COVID- 19 Pandemic" in "Panorama on Commerce and Management", ISBN: 978-81-948872-8-7 in November 2020.
- Published edited chapter in the book "Entrepreneurship: Perspective & Practice" on "Entrepreneurial Opportunities and Challenges during Covid-19 Pandemic" in December, 2020.

Research Guideship: Nil

Workshops/Seminars/Webinars/Conferences Attended:

- Participated and presented paper in UGC Supported two-day National conference on "Role of IPR in Innovation and Marketing Strategies", in the UGC Autonomy grant supported two-day national conference on intellectual property rights (IPR): Issues and Challenges organized by PG & UG Departments of Economics, Maris Stella College, in collaboration with Internal Quality Cell on 28th & 29th February, 2020.

- Presented a paper on “Impact of Covid-19 on Informal Sector- Revival Measures taken by the Government” in the two-day virtual National Conference on “Impact of Covid-19 on Women in Rural India” organized by the Department of Economics on 22nd and 23rd December 2020.
- Presented Paper on “Industrial Revolution 4.0 and its contribution in Manufacturing Sector”, in the UGC Sponsored Two-day National Seminar on 4.0 Industrial Norms and its impact on Business Functions held on 26th and 27th March, 2021, by Department of Commerce and Business Administration, ANU, Guntur.
- Presented paper on “Social Entrepreneurship– A path for social change and sustainable economic development”, in the 4th National Conference sponsored by MEITY, Govt. Of India on “Innovation and Entrepreneurship Development, organised by KL Business School in association with KL-CIIE and KLEF, Guntur held on 19th and 20th March.
- Presented Paper on “Industrial Revolution 4.0 – Opportunities, Challenges and Benefits for SMEs”, in the UGC Sponsored Two day National Seminar on 4.0 Industrial Norms and its impact on Business Functions held on 26th and 27th March, 2021, by Department of Commerce and Business Administration, ANU, Guntur.
- Presented paper on “Social Entrepreneurship in India – Prospects and Challenges”, in the 4th National Conference sponsored by MEITY, Govt. Of India on “Innovation and Entrepreneurship Development, organised by KL Business School in association with KL-CIIE and KLEF, Guntur held on 19th and 20th March.
- Presented paper in International Conference, INFES-2020, on “Contribution of Management Education in Enhancing Skill Sets”, held on 28th and 29th December 2020.
- Presented paper in Two Day Virtual National Conference on “Impact of Covid-19 on Women in Rural India on 22rd and 23rd December 2020 organised by Department of Economics, Maris Stella College.
- Attended one day work shop on Employability and Entrepreneurship organized by the Department of Business Administration, Maris Stella College, on 24th February 2020.
- Attended and Presented Paper on " Application of IoT in Human Resource Management" in UGC sponsored National Seminar on " IoT-Business Applications and Opportunities" at Acharya Nagarjuna University on February 14th &15th 2020.
- Participated and presented paper in UGC Supported two day National conference on " Role of IPR in Innovation and Marketing Strategies ", in the UGC Autonomy grant supported two day national conference on intellectual property rights(IPR): Issues and

Challenges organized by PG & UG Departments of Economics, Maris Stella College, in collaboration with Internal Quality Cell on 28th & 29th February, 2020.

- Attended one workshop on “Intellectual Property Rights (IPR)-in Higher Education-Issues and Challenges” on 13th September, 2019 at TJPS College Guntur.
- Attended 3 day national workshop on “Constructive Alignment and Outcome Based Education” held at Maris Stella College from 21st to 23rd October, 2019.
- Presented paper on “Smart Cities – Strategy for Sustainable Development” at ICSSR (IMPRESS) sponsored two day international seminar on 18th & 19th December, 2019 “Strategies for Transforming India- The Way Forward”(SFTI), at KBN college, Vijayawada.
- Presented paper on “Empowerment of Women Farmers to Enhance Food Security”, at ICSSR -SRC Sponsored two day national seminar on “Women: The Key to Ensure Food Security on 27th and 28th December, 2019 at KBN College, Vijayawada.
- Presented a paper on “Management Education- A paradigm shift” at UGC sponsored national seminar at TJPS College, Guntur on 10th and 11th August 2006.

FDPs/Training Programs Attended:

- Attended and Completed online workshop on Video Content Creation organized by IQAC, Marian College, Kuttikkanam, from 15th to 17th April, 2020.
- Participated and completed one week online FDP on Research Methodology in Social Sciences from 6th to 12th April, 2020 organised by IARA.
- Attended 5 day International workshop on Emotional Management” from 9th to 13th April 2020, organized by MANOBITHI, A Unit of Indian Institute of Mother and Child Welfare, Kolkata, West Bengal.
- Participated in “Research Outcomes: Technical Paper Writing, Research Proposal, Patent Filing” webinar conducted by Data Teach.ai on April 2020.
- Participated in five day online workshop in “Digital Assessment through Examineer Software” from 17th- 21st August 2020, organised by IQAC, Maris Stella College, Vijayawada.
- Attended five day online workshop on “Formal Written Communication” organized by IQAC, Maris Stella College in Collaboration with Christ (Deemed to be University), Bengaluru from 19th – 23rd October, 2020.
- Attended a 5 days online FDP on “Innovative Business Strategies Post COVID – 19” from 8th to 12th June 2020.

- Attended 5 days online FDP on Universal Human Values and Professional ethics organized by AICTE from 5th October to 9th October, 2021.
- Attended FDP at Andhra Loyola Institute of Engineering and Technology on “Challenges and Trends in Management Education” from 28-30th July 2016
- Attended AICTE- Sponsored Two- Week Staff Development on “Emerging Trends in Business Models” from 26-06-2012 to 09-07-2012 organised by Department of Business Administration, PG Centre, P.B. Siddhartha College of Arts and Science, Vijayawada.
- Attended one-day FDP conducted by HR Footprints in association with NHRD Network, Vijayawada Chapter held at P.B Siddhartha College of Arts& Science on 12th October, 2018.
- Attended a 3-day FDP at Andhra Loyola Institute of Engineering and Technology on the topic “challenges and trends in management education” from 28-07-2016 to 30-07-2017.
- Attended a two- week AICTE sponsored Staff Development Program organized at M.B.A Department of P.B.Siddhartha College of Arts& Science, Vijayawada on 26th – 09th July, 2012.

Membership in Professional Bodies: **Indian Academic Researchers Association (IARA)**

Recognition/Awards: **Nil**