

Maris Stella College (Autonomous), Vijayawada

Profile of every member in the Department

PG Department of Business Administration

Name : Dr. Malathi Gottumukkala
Educational Qualification: MBA, M.Phil, PGDHRM, NET, Ph.D
Designation : Assistant Professor
Years of experience : 16 Years 8 Months
Maris Stella College : 16 Years 8 Months
Other Institutions : NIL
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Languages Known : Telugu, English
Areas of Interest : Marketing and Human Resource Management

Academic Contribution:

- 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 Career Guidance and Cell.

Academic Profile:

Refresher Courses/Orientation Courses/Short Term Courses Attended:

1. 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.
2. 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: 12

1. Published a paper on "Total Quality Management in Indian Dairy Industry (A Comparative Study on Select Units in Dairy Industry)" in IOSR Journal of Business and Management (IOSR-JBM), e-ISSN:2278-487X, P-ISSN:2319-7668, Vol.19, Issue 6, Version. IV, PP.13-17, June 2017.
2. Published a paper on "Customer Satisfaction on Quality of Milk of Select Dairies in AP-CRDA Region" in International Journal of Management and Social Sciences Research Review (IJMSRR), E-issn-2349-6746, ISSN-2349-6738, Vol.1, Issue No. 40, Impact Factor 4.695, PP. 9-13, October-2017.
3. 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.
4. Published paper on "Perception of management students towards Digital Learning: A case study of Vijayawada city" in UGC Care listed journal *Studies in Indian Place Names*, ISSN: 2394-3114, Vol-40, Issue-23, PP.162-168, February-2020.
5. Published paper on "Happiness vs. Stress contributing on-the-job factors: A comparative study between Male and Female faculty in Vijayawada " in Approved UGC Care listed journal *Shodh Saritha- An International Bilingual Peer Reviewed Refereed Research Journal*, Vol-7, Issue-25(II), ISSN- 2348-2397, January-March, 2020, Page Nos. 245-250.
6. Published paper on "Perception of Female teaching faculty towards their job- and job-related happiness contributing factors: A case study of Vijayawada city" in UGC Care listed journal, *CLIO An Annual Interdisciplinary Journal of History*, ISSN-0976-075X, Vol-6, Issue-6, April-2020.
7. Published paper on "A study on the Mental-Health issues among the employed Males and Females with special reference to the outbreak of Covid19" in UGC Care listed journal, *CLIO an Annual Interdisciplinary Journal of History*, ISSN-0976-075X, Vol-6, Issue-9, April-2020.
8. 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.

9. 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.
10. 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.
11. 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.
12. 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.

Conference Proceedings & Paper Presentations: 21

1. Presented a paper on "Management Education- A paradigm shift" at UGC sponsored national seminar at TJPS College, Guntur on 10th and 11th August 2006.
2. Presented a paper on Michael.E.Porter contributions on Strategy and Competition at Mahatma Gandhi College, Guntur on 30th August 2011.
3. Presented a paper on "Global Best Business Practices - Need of the Hour" in the seminar on "Emerging Business Models and Strategies – New Directions in Knowledge Management" during 9th and 10th March, 2012 Organized at P.B.Siddhartha College of Arts & Sciences, Vijayawada.
4. Presented a paper on "Brand Consciousness among working women and girl students: A comparative study" in a National seminar on Brand Management in Indian Industry on 28th March 2014 organized by Department of Business Management at V.R.Siddhartha Engineering College, Vijayawada.
5. Presented a paper on "Total Quality Management in Dairy Industry with a special reference to Model Dairy", in a National seminar on "Rural Marketing and Rural Consumerism: Road map Towards Sustainable Rural India" on April 24th & 25th, 2015 sponsored by Andhra Pradesh State Council of Higher Education (APSCHE), organised by Department of Management studies, T.J.P.S College, Guntur.

6. Presented a paper on "CSR Practices in Dairy Industry with a Special Reference to Nestle and Amul" in a three-day International Seminar Organised by the Department of MBA, Acharya Nagarjuna University, Guntur from 29th March to 31st March, 2017.
7. Presented a paper on "Global Scientific Standards in Dairy Industry" in three-day AP Science Congress held at Andhra University from 7th to 9th November, 2017.
8. Presented a paper on "Collaborative Innovation: Customer Involvement in New Product Development" in the U.G.C sponsored one day National Seminar on Global Business – A Paradigm Shift organized by the Department of Commerce and Business Administration on 23rd February, 2018.
9. Presented a paper on "Digital Marketing Strategies of India's Leading FMCG Companies" in the National Seminar on "Emerging Trends in Digital Marketing Challenges and Opportunities" on 22nd and 23rd March 2019, Organised by the Department of Commerce and Business Administration, Acharya Nagarjuna University.
10. Presented paper on "Transforming Rural India through Entrepreneurship" in the ICSSR (IMPRESS) sponsored two-day International seminar on "Strategies for Transforming India - The Way Forward" on 18th&19th December, 2019 at KBN College, Vijayawada.
11. Presented paper on "Modernizing Agriculture- Strategy for Sustainable development" in the ICSSR (IMPRESS) sponsored two-day International seminar on "Strategies for Transforming India- The Way Forward" on 18th& 19th December, 2019 at KBN college, Vijayawada.
12. Presented paper on "Impact of interventions on Women Empowerment and Nutrition", in the ICSSR -SRC Sponsored two-day National Seminar on "Women: The Key to Ensure Food Security" on 27th and 28 December, 2019 at KBN College, Vijayawada.
13. Attended and Presented Paper on "The scope of and the policy support to Internet of Things in India" in UGC sponsored National Seminar on "IoT-Business Applications and Opportunities" at Acharya Nagarjuna University, Guntur on Feb 14th&15th, 2020.
14. Attended and Presented Paper on "Application of IoT in Human Resource Management" in UGC sponsored National Seminar on "IoT-Business Applications and Opportunities" at Acharya Nagarjuna University on Feb 14th &15th 2020.
15. Attended and Presented Paper on "The Architecture of IoT and the feasible IoT business models" in UGC sponsored National Seminar on "IoT-Business Applications and Opportunities" at Acharya Nagarjuna University on Feb 14th&15th 2020.

16. 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.
17. 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.
18. 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.
19. 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.
20. 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.
21. 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.

Research Projects: NIL

Books Published/Chapters in Books: 3

1. 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.

2. 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.
3. 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:13

1. Participated in one-day National Workshop “Brand-Wise: Brand Building through Advertising” at Koneru Lakshmaiah College of Engineering, Vaddeswaram, Guntur, held on 22nd September 2007.
2. Participated in a Two Day Joint National seminar on “Corporate Governance - Emerging Issues” organised by Department of International Business Studies, Acharya Nagarjuna University and Board of Studies, Institute of Chartered Accountants of India (ICAI) on 15th& 16th July, 2015.
3. Participated in the U.G.C Autonomous grant sponsored one day National workshop on “Role of Human Values in Higher Education for Personal and Professional Excellence” on 1st February 2017, organised by the Internal Quality Assurance Cell (IQAC), Maris Stella College, Vijayawada.
4. Attended UGC - sponsored International Workshop on Research Methodology and R-programming, 20th-27th March, 2018 organized by International Students Cell, Acharya Nagarjuna University.
5. Attended two-day National Seminar on GST organized in association with Department of Science & Technology & UGC on 2nd-3rd April 2018, organised by Acharya Nagarjuna University.
6. Attended two-day National Seminar on Consumer Protection on Changing Business Environment jointly organized by Consumer Law Chair, NALSAR University and Department of Commerce and Business Administration on 9th and 10th August 2018.
7. Organised one day workshop on "IPR in Indian Scenario: Current Perspectives and Future Challenges" in Collaboration with IQAC of our college, on 16th November 2019.
8. Attended On-line workshop on “Video Content Creation” organized by Marian College, Kuttikkanam, from 15th – 17th April 2020.

9. Attended Five-day international work shop on “Emotional Management” organized by Manobithi- A Unit of Indian Institute of Mother and Child welfare, West Bengal, from 9th – 13th April.
10. Attended two-day’s workshop on “Statistical Analysis Using R (Online) on May 30th- 31st 2020, organized by IDMBA, Hyderabad.
11. Participated in “Research Outcomes: Technical Paper Writing, Research Proposal, Patent Filling” webinar conducted by Data Teach.ai on April 2020.
12. Participated in five-day online workshop in “Digital Assessment through Examineer Software” from 17th- 21st August 2020, organised by IQAC, Maris Stella College, Vijayawada.
13. 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.

FDPs/Training Programs Attended:8

1. Attended an FDP at Christu Jayanthi Jubilee College on Research Methodology held on January 5th, 2011.
2. Attended a three-day Faculty Development Programme at Andhra Loyola Institute of Engineering and Technology on “Challenges and Trends in Management Education” from 28th July 2016 to 30th July 2016.
3. Participated in one day FDP on “GST and students’ employability” on 5th Jan 2017 at Acharya Nagarjuna University organised by Department of MBA.
4. Attended All India Council for Technical Education (AICTE) - sponsored Faculty Development Programme in Entrepreneurship, conducted during 16th-27th September, 2019 organized by Entrepreneurship Development Institute of India, Ahmadabad.
5. Attended On-line FDP on “Entrepreneurship: Research, Critical Thinking and Innovation” Indian Academic Researchers Association (IARA), Tamilnadu, from 22nd- 28th April 2020.
6. Attended On-line FDP on “Research Methodology in Social Sciences” organized by Indian Academic Researchers Association, Tamilnadu, from 6th- 12th April 2020.
7. Attended one-week STTP on “Statistical Analysis in SPSS Software” and qualified the exam organized by REST Society for Research International (RSRI), Krishnagiri, Tamilnadu, from 1st June – 6th June 2020.

8. Attended one-week STTP on “Recent Trends in Data Analysis in R” and qualified the exam organized by REST Society for Research International (RSRI), Krishnagiri, Tamilnadu, from 1st March– 6th March 2021.

Membership in Professional Bodies: NIL

Recognition/Awards: NIL