

Maris Stella College (Autonomous), Vijayawada

Profile of every member in the Department

PG Department of Business Administration

Name : **Smitha K Ghanta**

Educational Qualification: MSc.IT, MHRM, MBA, M.Phil, (Ph.D.)

Designation : Assistant Professor

Years of experience : 15.5 yrs

Maris Stella College : 12

Other Institutions : 3.5yrs

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Languages Known : English, Hindi, Tamil and Telugu

Areas of Interest : IT & Management Studies

Academic Contribution :

- Question Paper Setter for MCom & MBA students of Autonomous colleges affiliated to Krishna University and also for Krishna University.
- Undertaken Mentoring at PG Level.
- Undertaken remedial classes for UG Students by introducing them to various learner activities in the courses taught by me.
- Coordinated with the college training & placement officer for placement cell activities as and when required.
- Coordinator for NAAC cultural event -MIME(2019),
- Co-ordinator, Stella Event Management Club (June 2019 - March 2020)
- Co-ordinator, Stella Anti Ragging Committee (June2019 - March 2020)
- Co-ordinator,Event Management Certificate Course, offered by PG Department of Business Administration (June 2019 - March 2020)
- Member Co-ordinator for Vijayawada Happy-Sundays Cultural Events (2016-2017)
- Co-ordinator, Maris Stella E-plus club for THE HINDU E-Plus 2013-2014,
- Consumer Club Member 2016 - 2017
- Team Member - Stella Newsletter (2016 - 2018)

Academic Profile:

Refresher Courses/Orientation Courses/Short Term Attended:

1. Completed English Grammar & Punctuation an online course from Course Era on 4th October 2020.
2. Completed 3 day online workshop cum course on Video Content Creation offered by IQAC Marian College, Kuttikkanam (Autonomous) from 22nd to 24th March 2020.

Research Publications:

a) Journals

1. Scopus – 1 publication

Impact of E-Recruitment–An Empirical study on Multi National KPO unit located in Chennai.By Smitha K Ghanta and Prof.D.A.R.Subrahmanyam publication - TESTEngineeringandManagement,VolumeVol82,Year2020,Pages1905–1910.

2. UGC Care List – 4 publications

- 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.
- 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.
- 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.
- 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.

b) Conference Proceedings

Paper Presentations:

1. Presented paper at ICSSR (IMPRESS) sponsored two day international seminar on “Strategies for Transforming India-The Way Forward”, organised by the department Business Administration, KBN College, Vijayawada, on 18th and 19th December, 2019.
2. Presented paper titled “Employee Health & Safety” at UGC sponsored Two Day National Seminar - Employee Welfare and Social Security, organised by Department of Commerce & Business Administration, Acharya Nagarjuna University, Guntur on 15th to 16th February 2020
3. Presented paper titled “Future and Challenges of Internet of Things (IoT) in Business World” at UGC sponsored Two Day National Seminar - Internet of Things (IoT), Business Application and Opportunities - organised by HRM Department, Acharya Nagarjuna University, Guntur on 14th & 15th February 2020
4. Presented two papers, one on IPR in Indian Scenario and other one titled Intellectual Property Rights (IPR) in Service Sector at UGC Autonomy Grant Supported Two Day National Conference: IPR Issues & Challenges, organised by UG & PG Departments of Economics & IQAC, 28th & 29th February, 2020 Maris Stella College.
5. Presented a paper on “Impact of E-Recruitment –an Empirical Study on Multinational KPO Unit located in Chennai” at UGC sponsored Two Day International Seminar on HRM IN DIGITAL AGE (ISHRMDA-2018) organized by MHRM Department ,Acharya Nagarjuna University on February 24th -25th, 2018.
6. Presented a paper entitled “CSR Initiatives of Major IT Companies” in the National Seminar on Corporate Governance in India – Evolution and Challenges organized by MBA Department of Montessori Mahila Kalasala, Vijayawada, on 3rd April, 2013.
7. Presented a paper entitled “Retention Strategies for Talent with Technology Support” in the National Seminar on Talent Management in Knowledge Economy organized by MBA Department of P.B.Siddhartha College of Arts & Science, Vijayawada in association with National HRD Network, on 23-03-2013.

Research Projects: None

Books Published/Chapters in Books: None

Research Guide ship: None

Workshops/Seminars/Webinars/Conferences Attended:

1. Participated in the International Webinar on “Open Doors:Reskilling Up-Skilling for Future Industry and Business organised by the department of Commerce, St.Aloysius’College, Jabalpur,Madhya Pradesh on 5th& 6th June 2020.
2. Two Day International FDP Webinar “Challenges and Opportunities in Higher Education in COVID 19 Scenario: The Way Forward”27 to 28 May 2020 organised by IQAC,St. Joseph’s College for Women (Autonomous),Vishakhapatnam.
3. National Webinar on Modern Methods for Teaching- Learning Practices on 12th & 13th May 2020, organised by Krishna University, Machilipatnam.
4. Attended one day Workshop on Basic Introduction to Moodle on 9th May 2020 organised by IQAC,Marian College, Kuttikkanam,Kerala.
5. Attended one day Webinar on Research Outcomes: Technical Paper Writing, Research Proposal, Patent Filing on 22nd April 2020 conducted by QIS college, Guntur.
6. Three day Workshop on Video Content Creation from 22-03-2020 to 24-03-2020 conducted by IQAC, Marian College, Kuttikkanam, Kerala.
7. One day Workshop on Employability & Entrepreneurship on 24th February 2020 organised by PG Department, Maris Stella College.
8. Attended a one-day workshop on "HR Analytics" organised by the department of Commerce and Business Administration, P.B. Siddhartha College of Arts & Science, Vijayawada, on 5th February 2020.
9. Participated in the Two-Day UGC National Workshop on Corporate Happiness Management organized by Department of HRM, Acharya Nagarjuna University, Guntur on 8th & 9th February, 2019.
10. Participated in One day UGC sponsored National Workshop on “Intellectual Property Rights – Issues and Challenges” conducted at KBN College, Vijayawada on 23rd November, 2018.
11. Attended UGC Sponsored International Workshop on “Research Methodology and R-Programming” organized by International Students Cell, Acharya Nagarjuna University from March 20th -27th ,2018.
12. Attended a National Seminar on Logistics & Supply Chain Management on 25th and 26th of July 2017, organized by APSSDC (Andhra Pradesh State Skill Development Corporation)-Vijayawada, Andhra Pradesh.

13. Attended a Three day International Seminar from March 10th to 12th, 2017 on “Corporate Social Responsibility”, organized by the Department of MHRM, Acharya Nagarjuna University, Guntur.
14. Attended seminar on “Role of Technology and Innovation in Education Sector, organized by CII on 18th march 2014.

FDPs/Training Programs Attended:

1. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "ROAD - Response Effectiveness, Organising Self, Attitudinal Shift, Decision Making" from 2nd November 2020 to 6th November 2020 at MAULANA AZAD NATIONAL INSTITUTE OF TECHNOLOGY.
2. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Organizational Behaviour" organised by Mizoram University Aizawl from 21 September 2020 to 25 September 2020.
3. Attended the Two Day International FDP Webinar on “Challenges and Opportunities in Higher Education in COVID 19 Scenario: The Way Forward” organised by IQAC of St. Joseph’s College for Women (Autonomous), Visakhapatnam from 27 to 28 May 2020
4. Attended one-day FDP conducted by HR Footprints in association with NHRD Network, Vijayawada Chapter held at PB Siddhartha College of Arts& Science on 12th October, 2018.
5. 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.
6. 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: None

Recognition/Awards: None