

# PROFILE

## **Dr. G. Malathi**

Associate Professor,  
PG. Department of Business Administration,  
Maris Stella College,  
Vijayawada.  
Contact Number: 9848517755  
E-mail: malathigottumukkala@gmail.com

## **Academic Qualifications:**

- MBA from Acharya Nagarjuna University (2002-2004) with Distinction.
- M. Phil (Management) from Bharathi Dasan University (2006) with Distinction.
- PGDMM from Acharya Nagarjuna University in 2011.
- Qualified in UGC NET, 2013.
- Awarded Ph.D. from Acharya Nagarjuna University on 30<sup>th</sup> October 2018.

## **Work Experience:**

- Working in the Department of Business Administration for 18 years (2004 to till date) in Maris Stella College.
- Working as Guest faculty in the Department of Business Administration, Acharya Nagarjuna University in the past 7 years (2014 to till date)

## **FDPs, Conferences and workshops:**

1. Participated in one-day National Workshop “Brand-Wise: Brand Building through Advertising” at Koneru Lakshmaiah College of Engineering, Vaddeswaram, Guntur, held on 22<sup>nd</sup> September 2007.
2. Attended FDP at Christu Jayanthi Jubilee College on Research Methodology held on January 5<sup>th</sup>, 2011.
3. 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 15<sup>th</sup> & 16<sup>th</sup> July, 2015.
4. Attended a three-day Faculty Development Programme at Andhra Loyola Institute of Engineering and Technology on “Challenges and Trends in Management Education” from 28<sup>th</sup> July 2016 to 30<sup>th</sup> July 2016.

5. Participated in one day FDP on “GST and students’ employability” on 5<sup>th</sup> Jan 2017 at Acharya Nagarjuna University organised by Department of MBA.
6. Participated in the UGC Autonomous grant sponsored one day National workshop on “Role of Human Values in Higher Education for Personal and Professional Excellence” on 1<sup>st</sup> February 2017, organised by the Internal Quality Assurance Cell (IQAC), Maris Stella College, Vijayawada.
7. Attended UGC - sponsored International Workshop on Research Methodology and R-programming, 20<sup>th</sup>-27<sup>th</sup> March, 2018 organized by International Students Cell, Acharya Nagarjuna University.
8. Attended two-day National Seminar on GST organized in association with Department of Science & Technology & UGC on 2<sup>nd</sup>-3<sup>rd</sup> April 2018, organised by Acharya Nagarjuna University.
9. 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.
10. Attended one-day work shop on Employability and Entrepreneurship organized by the Department of Business Administration, Maris Stella College, on 24<sup>th</sup> February 2020.
11. Attended All India Council for Technical Education (AICTE) - sponsored Faculty Development Programme in Entrepreneurship, conducted during 16<sup>th</sup>-27<sup>th</sup> September, 2019 organized by Entrepreneurship Development Institute of India, Ahmadabad.
12. Attended On-line refresher course in MBA-PPC (Management, Business, Administration, Present and Post Crisis) from 14<sup>th</sup> April – 4<sup>th</sup> May 2020, organized by SA College OF Arts and Science, Chennai.
13. Attended On-line FDP on “Entrepreneurship: Research, Critical Thinking and Innovation” Indian Academic Researchers Association (IARA), Tamilnadu, from 22<sup>nd</sup>-28<sup>th</sup> April 2020.
14. Attended On-line workshop on “Video Content Creation” organized by Marian College, Kuttikkanam, from 15<sup>th</sup> – 17<sup>th</sup> April 2020.
15. Attended On-line FDP on “Research Methodology in Social Sciences” organized by Indian Academic Researchers Association, Tamilnadu, from 6<sup>th</sup>- 12<sup>th</sup> April 2020.
16. 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 9<sup>th</sup> – 13<sup>th</sup> April.

17. Attended two-day's workshop on "Statistical Analysis Using R (Online) on May 30<sup>th</sup>-31<sup>st</sup> 2020, organized by IDMBA, Hyderabad.
18. Participated in "Research Outcomes: Technical Paper Writing, Research Proposal, Patent Filling" webinar conducted by Data Teach.ai on April 2020.
19. 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 1<sup>st</sup> June – 6<sup>th</sup> June 2020.
20. Participated in five-day online workshop in "Digital Assessment through Examineer Software" from 17<sup>th</sup>- 21<sup>st</sup> August 2020, organised by IQAC, Maris Stella College, Vijayawada.
21. 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 19<sup>th</sup> – 23<sup>rd</sup> October, 2020.

### **Paper Presentations in National and International Seminars:**

1. Presented a paper on "Management Education- A paradigm shift" at UGC sponsored national seminar at TJPS College, Guntur on 10<sup>th</sup> and 11<sup>th</sup> August 2006.
2. Presented a paper on Michael.E.Porter contributions on Strategy and Competition at Mahatma Gandhi College, Guntur on 30<sup>th</sup> 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 9<sup>th</sup> and 10<sup>th</sup> 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 28<sup>th</sup> 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 24<sup>th</sup> & 25<sup>th</sup>, 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 29<sup>th</sup> March to 31<sup>st</sup> March, 2017.
7. Presented a paper on “Global Scientific Standards in Dairy Industry” in three-day AP Science Congress held at Andhra University from 7<sup>th</sup> to 9<sup>th</sup> 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, Maris Stella College on 23<sup>rd</sup> 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 22<sup>nd</sup> and 23<sup>rd</sup> March 2019, Organised by the Department of Commerce and Business Administration, Acharya Nagarjuna University.
10. 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 27<sup>th</sup> and 28 December, 2019 at KBN College, Vijayawada.
11. 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 14<sup>th</sup> &15<sup>th</sup>, 2020.
12. 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 14<sup>th</sup> &15<sup>th</sup> 2020.
13. 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 14<sup>th</sup> &15<sup>th</sup> 2020.
14. 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.
15. 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, Maris Stella College on 22<sup>nd</sup> and 23<sup>rd</sup> December 2020.
16. Presented a paper on “Social Entrepreneurship: A Path for Social Change and Sustainable Economic Development” in the two-day national seminar on “Innovation and Entrepreneurship Development” organized by KL University, Department of Business Administration on 19<sup>th</sup> and 20<sup>th</sup> March 2021.
  17. Presented a paper on “Social Entrepreneurship in India: Prospects and Challenges” in the two-day national seminar on “Innovation and Entrepreneurship Development” organized by KL University, Department of Business Administration on 19<sup>th</sup> and 20<sup>th</sup> March 2021.
  18. Presented a paper on “Strategies to Enhance Business Skills of Management Graduates” in two-day national seminar on “Business Skill Development” organized by Acharya Nagarjuna University, Department of Business Administration on 03<sup>rd</sup> -04<sup>th</sup> January, 2019.
  19. Presented a paper on “Consumer Protection in Changing Business Environment” in two-day national seminar on “Consumer Protection in Changing Business Environment” jointly organized by Consumer Law Chair, NALSAR University and Department of Commerce and Business Administration on 9<sup>th</sup> and 10<sup>th</sup> August 2018.
  20. Presented a paper on “Awareness of Consumers towards Green Marketing Practices” in two-day international conference on “Renaissance-2021” organized by Christ University on 06<sup>th</sup> -07<sup>th</sup> August, 2021.
  21. Presented a paper on “Travel and Hospitality Industry: COVID-19 Impacts and Strategic Responses” in two-day international conference on “Renaissance-2021” organized by Christ University on 06<sup>th</sup> -07<sup>th</sup> August, 2021.
  22. Attended and Presented paper on “Industry 4.0 and its contribution in manufacturing sector” in UGC sponsored National Seminar on "4.0 Industrial Norms and its Impact on Business Functions “at Acharya Nagarjuna University on 26<sup>th</sup>-27<sup>th</sup> March’2021.
  23. Attended and Presented paper on "Industrial Revolution 4.0-Opportunities, Challenges and Benefits for SMEs” in UGC sponsored National Seminar on "4.0 Industrial Norms and its Impact on Business Functions " at Acharya Nagarjuna University on 26<sup>th</sup>-27<sup>th</sup> March’2021.

### **Journal Publications:**

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, Ver.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.
13. Published paper on "Performance and Recovery of Tourism Industry during Pandemic-  
The Way Forward", SELP Journal of Social Science, A Blind Review and Refereed  
Quarterly Journal, Formerly UGC Approved Journal (46622), Vol.XII, Issue:49,  
ISSN:0975-9999(p), 2349-1655(o), July- September-2021, Page No's: 39-43.
14. Published paper on "Awareness of Consumers Towards Green Marketing Practices",  
Research Explorer, A Blind Review and Refereed Quarterly International Journal,  
Formerly UGC Approved Journal (63185), Vol.9, Issue:32, ISSN: 2250-1940(p), 2349-  
1647(o), July- September-2021, Page No's: 9-14.
15. Published paper on "Employee Engagement Practices Implemented by Superior in  
Motivating and Engaging the Employee", Sardar Patel Institute of Economic and Social  
Research, Anvesak, A bi-annual Journal, UGC CARE Group- I, Vol. 51, No.2 (IV),  
ISSN: 0378-4568, July- December-2021. Page No's:84-89.
16. Published paper on "Consumer Perception Towards Digital Marketing Practices in  
FMCG Sector", CLIO An Annual Interdisciplinary Journal of History, UGC Care  
Journal, Vol.10, No.-1, ISSN:0976-075X(Print), June-2021, Page No's: 123-126.
17. Published paper on "Total Quality Management Practices Implemented by Selected  
Dairies in Indian Dairy Sector: A Comparative Analysis", CLIO An Annual  
Interdisciplinary Journal of History, UGC Care Journal, Vol.10, No.-1, ISSN: 0976-  
075X(Print), June-2021, Page No's: 133-136.
18. Published paper on "Digital Marketing Strategies of Organic Food Products with  
Special Reference to Agricultural Sector", Sardar Patel Institute of Economic and  
Social Research, Anvesak, A bi-annual Journal, UGC CARE Group- I, Vol. 51, No.2  
(IV), ISSN: 0378-4568, July- December-2021. Page No's:161-165.
19. Published paper on "Critical Success Factors of TQM in Indian Dairy Industry- A factor  
Analysis Approach", Sardar Patel Institute of Economic and Social Research, Anvesak,

A bi-annual Journal, UGC CARE Group- I, Vol. 51, No.2 (IV), ISSN: 0378-4568, July-December-2021. Page No's: 134-140.

20. Published paper on "TQM Practices and SWOT Analysis in Indian Dairy Industry", The Journal of Oriental Research Madras, UGC-Care listed journal, Vol. XCII-XXII, ISSN:0022-3301, May-2021, Page No's: 126-133.
21. Published paper on "Contribution of Management Education in Enhancing Skill Sets", The Journal of Oriental Research Madras, UGC-Care listed journal, Vol. XCII-XXXV, ISSN:0022-3301, June-2021, Page No's: 125-130.
22. Published paper on "Consumers' Buying Behaviour Towards Organic Food Products", Sardar Patel Institute of Economic and Social Research, Anvesak, A bi-annual Journal, UGC CARE Group- I, Vol. 51, No.2 (X), ISSN:0378-4568, July- December-2021. Page No's: 36-40.
23. Published paper on "Impact of On-line Gaming on the Academic Performance and Social Behaviour of the Students During Pandemic-A Case Study", The Journal of Oriental Research Madras, UGC-Care listed journal, Vol: XCII-XXXVI, ISSN:0022-3301, July-2021, Page No's: 127-132.
24. Published paper on "Consumer Perception Towards Quality Attributes of Organic Food Products", Studies in Indian Place Names, UGC Care Journal, Vol.40, Issue-12, ISSN: 2394-3114, February-2020, Page No's: 1723-1727.
25. Published paper on "Parents Perception towards the Post-Covid Behavioral Changes among School Going Children", Gradiva Review Journal, an UGC-Care approved Group II and Indexed by Scopus, Vol.9, Issue-3, ISSN: 0363-8057, March-2023, Page No's: 423-430.
26. Published paper on "Gen Z's Perception towards Entrepreneurial Capabilities", Gradiva Review Journal, an UGC-Care approved Group II and Indexed by Scopus, Vol.9, Issue-3, ISSN: 0363-8057, March-2023, Page No's:431-440.

### **Text Book:**

1. Published Text Book Titled "Online Business" for CBCS Restructured Skill Development Course for 2<sup>nd</sup> year 3<sup>rd</sup> semester, Common Core Syllabus for all the universities in Andhra Pradesh w.e.f. 2020-21 by Himalaya Publishing House, ISBN: 978-93-5495-561-7.

### **Chapters in Edited Books:**



1. Published chapter “Changing Dynamics of Work and Workspaces during Covid-19 Pandemic” for the edited book titled “Panorama of Commerce and Management”, ISBN No: 978-81-948872-8-7.
2. Published chapter “Survival Strategies of Business Enterprises during Covid-19” for the edited book titled “Panorama of Commerce and Management”, ISBN No: 978-81-948872-8-7.
3. Published chapter “Entrepreneurial Opportunities during Covid-19” in the book “Entrepreneurship Amidst Pandemic COVID-19” ISBN No. “978-93-89914-95-5” on 29<sup>th</sup> December 2020.
4. Published chapter “Role of Data Analytics in Human Resource Management” in the book “Recent Issues in Information Technology and Management” ISBN No: 978-3-96492-254-0.
5. Published chapter “Business Analytics and its Role in Marketing Decision Making” in the book “Recent Issues in Information Technology and Management” ISBN No: 978-3-96492-254-0.
6. Published chapter “Emerging Trends of Service Industry in India-Opportunities and Challenges” for the edited book titled “Service Industry: Challenges and Opportunities”, ISBN No: 978-93-90863-66-2.
7. Published chapter “Social Media Marketing” for the edited book titled for the edited book titled “Service Industry: Challenges and Opportunities”, ISBN No: 978-93-90863-66-2.

### **Conference Proceedings:**

1. Presented paper on “Transforming Rural India through Entrepreneurship” in the ICSSR (IMPRESS) sponsored two days international seminar on " Strategies for Transforming India - The Way Forward" ISBN: 978-93-5391-910-8 on 18<sup>th</sup> &19<sup>th</sup> December 2019 at KBN College, Vijayawada.
2. Presented paper on” Modernizing Agriculture- Strategy for Sustainable development" in the ICSSR (IMPRESS) sponsored two days international seminar on" Strategies for Transforming India- The Way Forward" ISBN: 978-93-5391-910-8 on 18<sup>th</sup> & 19<sup>th</sup> December 2019 at KBN college, Vijayawada.

3. Presented paper on “Sustainable Business Practices- Strategies for Survival of Business” in two-day National Seminar on “Emerging Trends in Business Management”, Andhra Loyola College on 23<sup>rd</sup> and 24<sup>th</sup> February 2023.
4. Presented paper on “Digital Marketing-Promotional Strategies Adopted by the Organizations” in two-day National Seminar on “Emerging Trends in Business Management”, Andhra Loyola College on 23<sup>rd</sup> and 24<sup>th</sup> February 2023.
5. Presented paper on “Privatization of Indian Higher Education-Benefits and Challenges” in three-day International Seminar on “Academic Leadership and Management in Higher Education in a Globalized Economic Era: Perspectives and Challenges”, Krishna University from 03<sup>rd</sup>-04<sup>th</sup> March, 2023.
6. Presented paper on “Internationalization of Indian Higher Education-Prospects and Challenges” in three-day International Seminar on “Academic Leadership and Management in Higher Education in a Globalized Economic Era: Perspectives and Challenges”, Krishna University from 03<sup>rd</sup>-04<sup>th</sup> March, 2023.
7. Presented paper on “Business Transformation-Beyond 2022” in two-day UGC Sponsored National Seminar on “Emerging Trends in Global Business, Acharya Nagarjuna University” on 24<sup>th</sup> and 25<sup>th</sup> March 2023.
8. Presented paper on “Sustainable Business Practices with Special Reference to Automobile Industry” in two-day UGC Sponsored National Seminar on “Emerging Trends in Global Business, Acharya Nagarjuna University” on 24<sup>th</sup> and 25<sup>th</sup> March 2023.

### **Design of new curricula and courses**

1. Lesson writer for Business Environment course for UG students, Centre for Distance Education, Acharya Nagarjuna University.
2. Lesson writer for E-Commerce and Web Designing Course for UG students, Centre for Distance Education, Acharya Nagarjuna University.
3. Board of Studies member for Ch.S.D.ST.Theresa’s College for Women, Eluru.

### **Examiner and Judge:**

- Invited as external examiner to MBA students (VIVA) on 9<sup>th</sup> January, 2014, Nimra College of Business Management.

- Invited as a judge for marketing event for S.R.K College of Engineering and Technology, May, 2015.
- Invited as external examiner to MBA students (VIVA) on 20<sup>th</sup> March, 2020, Andhra Loyola College, Vijayawada.