



**Name: K. Poojitha**

**Educational Qualification:** M. Com, PGDFM

**Designation:** Lecturer

**Years of experience:** 6 years

**Maris Stella College:** 6 years

**Other Institutions:** 0 Year

**G Suite Email Id:** kothapoojitha@marisstella.ac.in

**Email Id:** poojithakotha9@gmail.com

**Contact No:** 998969333

**Languages Known:** Telugu, English and Hindi

**Areas of Interest:** Commerce & Accounts, Finance and Taxation

- Financial Accounting
- Cost Accounting
- Management Accounting
- E Commerce
- Cost & Management Accounting
- Corporate Restructuring
- Business Laws
- Company Law
- Business Environment
- Direct Taxes
- Tax Planning

**Academic Contribution:** Nil

**Academic Profile**

**Refresher Courses/Orientation Courses/Short Term Courses Attended:**Nil

**Research Publications:**

**Journals:**

1. Published a paper titled, "A STUDY ON PRESENT SCENARIO OF BIG DATA ANALYTICS IN INSURANCE SECTOR", in a Research Journal titled Gradiva Review Journal, ISSN: 0363-8057, Vol 9, Issue 3, March 2023 an UGC care approved Group II Journal (March 2023).

2. Published a paper titled, “A STUDY OF ROLE OF TECHNOLOGY IN INDIA: A SWOT ANALYSIS APPROACH”, in an International Research Journal titled Wesleyan Journal of Research, ISSN: 0975-1386, Vol 14 No. 1(VII) UGC care approved, Peer Reviewed and Refereed Journal (June 2021).

### **Conferences:**

1. Published a paper titled, “A REVIEW OF LITERATURE ON THE IMPACT OF SOCIAL INNOVATION AND RECENT TRENDS IN HIGHER EDUCATION”, in the ICSSR sponsored Two day National Seminar on ‘Social Innovation & Entrepreneurship in India’, organised by Department of Commerce & Management, K.B.N. College, Vijayawada on 25th & 26th February, 2022, ISBN: 978-81-947453-1-0 Volume VII, Page Numbers: 121-125.
2. Published a paper titled, “A THEORETICAL STUDY ON ‘STRATEGY – VALUE CREATION’ THROUGH VALUE BASE MANAGEMENT IN BUSINESS ORGANISATIONS”, in the International ISBN: 978-1-67813-892-9 Vol-2, EDITION-1, 2021, Page Numbers: 150-157, on 23<sup>rd</sup> & 24th March, 2021, organised by Department of Commerce and Business Administration, ANU Ongole Campus, Ongole
3. Published a paper titled “INTELLECTUAL PROPERTY RIGHTS IN INDIA: SIGNIFICANCE OF COPYRIGHTS” in International Journal of Business, Management and Allied Sciences (IJBMAS), ISSN 2349-4638, Page Numbers: 86-91, International Journal of Business, Management and Allied Sciences, at A Two Day National Conference on “Intellectual Property Rights (IPR): Issues and Challenges 28th to 29th February 2020”, Organised by Department of Economics and Internal Quality Assurance Cell (IQAC) Maris Stella College.
4. Published a paper titled "SKILL DEVELOPMENT IN INDIA – INITIATIVES AND CHALLENGES”, in an International Peer reviewed English Journal by VS Publications ACIELJ, ISSN: 2581-6500 with impact factor 4.401(SJIF), on 5th and 6th March, 2019, conducted by PG Departments of English and Economics in Celebration of Silver Jubilee organised by PG Departments, Maris Stella College.

**Paper Presentations:**

1. Presented a paper titled, “A REVIEW OF LITERATURE ON THE IMPACT OF SOCIAL INNOVATION AND RECENT TRENDS IN HIGHER EDUCATION”, in the ICSSR sponsored Two day National Seminar on ‘Social Innovation & Entrepreneurship in India’, organised by Department of Commerce & Management, K.B.N. College, Vijayawada on 25th & 26th February, 2022.
2. Presented a Paper titled, “A THEORETICAL STUDY ON ‘STRATEGY – VALUE CREATION’ THROUGH VALUE BASE MANAGEMENT IN BUSINESS ORGANISATIONS”, at A Two Day National Seminar on ‘Value Base Management: Global Perspective’ on 23<sup>rd</sup> & 24th March, 2021, organised by Department of Commerce and Business Administration, ANU Ongole Campus, Ongole
3. Presented a Paper titled, “INTELLECTUAL PROPERTY RIGHTS IN INDIA: SIGNIFICANCE OF COPYRIGHTS” at A Two Day National Conference on “Intellectual Property Rights (IPR): Issues and Challenges 28th to 29th February 2020”, Organised by Department of Economics and Internal Quality Assurance Cell (IQAC) Maris Stella College.
4. Presented a Paper titled, "SKILL DEVELOPMENT IN INDIA – INITIATIVES AND CHALLENGES”, at A Two Day National Conference on ‘Skill Set Through Education - Experiments and Explorations’ on 5th and 6th March, 2019, conducted by PG Departments of English and Economics in Celebration of Silver Jubilee organised by PG Departments, Maris Stella College.

**Research Projects:** Nil

**Books Published/Chapters in Books:** Nil

**Research Guideship:** Nil

**Workshops/Seminars/Webinars/Conferences Attended:**

1. Participated in United Board Sponsored Five-day Virtual Capacity Building Workshop on ‘Research & Publications in Service-Learning Programs’ during 9 – 13 Jan. 2023 organised by the IQAC.
2. Participated in the Professional Development Programme: Two-day Workshop on ‘Professionalism, Work Ethics & Ethos for Professional Growth’, 11 - 12 November, 2022 organised by the IQAC, Maris Stella College.

3. Participated in One-day National Webinar on 'Effective Implementation of NEP 2020: Role of Teachers & Institutions' on 08.10.2022 organised by the IQAC, Maris Stella College (A), Vijayawada.
4. Participated in the Faculty Development Programme: Three-day Workshop on 'Learning Through Language Supportive, Interactive & Inclusive Pedagogy' from Sept. 12 to Sept. 14, 2022 organised by the IQAC in collaboration with the US Consulate, Hyderabad.
5. Participated in the International Virtual Faculty Development Program on Research and Writing Organised by Andhra Loyola Institute of Engineering and Technology, Vijayawada, Andhra Pradesh, India & Cape Comorin Trust, India 26-30 June 2022.
6. Participated in the World Water Day 2022 campaign: Groundwater-making the invisible visible, on 22nd March 2022 organised by Eco Ambassadors, Maris Stella College, Vijayawada in collaboration with UN Water.
7. Participated in the Two Day National seminar on 'Digital Transformation-Artificial Intelligence for Business Applications' on 25-02- 2022 and 26-02-2022 organised by the Department of Commerce and Business Administration Acharya Nagarjuna University, Guntur District, Andhra Pradesh.
8. Participated in IP Awareness/Training program under National Intellectual Property Awareness Mission on February 03,2022 organised by Intellectual Property Office, India.
9. Participated in a Three-day Virtual Professional Development Programme on 'Motivating Motivators: Practical Tips, Strategies and Skills' organised by the IQAC from Nov 18th to Nov 20th, 2021.
10. Participated in a three day National virtual conference on 'WOMEN EMPOWERMENT: GENDER, HEALTH AND SPACE SCIENCE', jointly organised by the Department of Physics, and IQAC Maris Stella College, Vijayawada from 07th - 09th October, 2021.
11. Participated in a two day Workshop on Research Methodology on 6th & 7th October, 2021 organised by the Department of Commerce and Business Administration, Acharya Nagarjuna University, Guntur District, Andhra Pradesh.
12. Participated in Three Day International Webinar on "Online Safety of Women from Sexual Exploitation and Human Trafficking" held on 17th - 19th August, 2021 Organised by the Social Work Department at Maris Stella College (Autonomous), Vijayawada.

13. Participated in an Online Webinar on ‘Digital Transformation for Business Leaders’ on 4th July 2021, organised by Department of Commerce and Business Administration, Acharya Nagarjuna University, Guntur District, Andhra Pradesh in association with PG Department of Commerce Tellakula Jalayya Polisetty Somadundaram College.
14. Participated in the ICSSR sponsored two-day webinar on ‘A Study on Blending Remote Teaching & Learning Strategies among Urban and Rural Colleges during July 2-3, 2021, organised by NRI Institute of Technology, Vijayawada.
15. Participated in a two day online global summit on Enhancing Women Empowerment through Entrepreneurship, organised by the Entrepreneurship Cell, Department of Management Studies of International School of Technology & Sciences for Women on 21st and 22nd June, 2021.
16. Participated in a National Webinar on “Green Accounting Practices in India” on 26<sup>th</sup> March, 2021, organised by the Department of Commerce & Management Studies, Maris Stella College, Vijayawada.
17. Participated in an International Webinar on “Breaking the Glass Ceiling – Rise of Women as Leaders” organised by the Department of Mathematics & PG Department of Business Administration in association with IQAC on 8th March, 2021, Maris Stella College, Vijayawada.
18. Participated in the Workshop on “Capacity Building on Higher Education” on 5<sup>th</sup> & 6<sup>th</sup> March 2021, at Maris Stella College, sponsored by United Board, South Asia.
19. Participated in the Workshop on Employability & Entrepreneurship held on 24<sup>th</sup> February, 2020 organised Maris Stella College, Vijayawada.
20. Attended a 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.

**FDPs/Training Programs Attended:**

1. Participated in FDP on “ZOHO and INSTA EMI for ESC’s” organized by Andhra Pradesh Skill Development Corporation(APSSDC) at K.B.N. College, Vijayawada from 22<sup>nd</sup> October to 26<sup>th</sup> October 2018.

2. Attended a Two Day Training Programme on “Effective Classroom Tools for Education” on 15<sup>th</sup> & 16<sup>th</sup> October, 2018, Organised by the Internal Quality Assurance Cell (IQAC), Maris Stella College, Vijayawada.

**Membership in Professional Bodies:** Nil

**Recognition/Awards:** Nil