

PROFILE

Dr. K. Naga Sundari,

MBA, PGDMM, SET, NET, Ph.D.

Director and Head of the Department

P.G. Department of Business Administration

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Google Scholar Profile: <https://scholar.google.com/citations?user=SddHBroAAAAJ&hl=en>

Research Gate: <https://www.researchgate.net/profile/Naga-Sundari-Kalvakolanu>

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Academic Qualifications

- MBA from Osmania University, Hyderabad, 1998
- M.Phil (Management) from Alagappa University, 2004.
- PG Diploma in Marketing Management (PGDMM) from Acharya Nagarjuna University 2010.
- Qualified in UGC NET with 64.5% and APSET with 72%, 2012.
- Awarded Ph.D. from Krishna University on 23rd March 2018.

Research Guideship

Recognized Research guide in the Department of Business Management, Krishna University, Rudravaram, Machilipatnam.

Work Experience

Total number of years of experience – 23 years

- **Current Stint:** Director and HoD, PG Department of Business Administration, Maris Stella College, Vijayawada.
- Joined as Assistant Professor and Head of the Department from 13th July 2005 till date.
- Worked as Faculty in Nimra College of Business Management Ibrahimpatnam, Vijayawada, 3.5 years (3-12-2001 to 12-07-2005).
- Worked as faculty for 6 months in NOVA College, Ibrahimpatnam, and Vijayawada (10-06-2001 to 2-12-2001).

- Guest Faculty at Department of Commerce and Management, Acharya Nagarjuna University, Guntur.

Areas of Interest

Principles of Management, International Business, Human Resource Management, Services Marketing, Managerial Economics, Business Environment, Industrial Relations and Labour Legislation, International HRM, Organisational Behaviour, Human Resource Planning and Entrepreneurship Development.

Additional Responsibilities: Coordinator of

- Entrepreneurship Development Cell,
- Research Cell
- IPR Cell
- In-charge of NAAC Criterion III

- **Program Administrator: The U.S. Department of State sponsored English Access Microscholarship Program.**

Resource Person:

- Resource person for ICSSR – SRC funded 3-day virtual national conference on “Towards Atmanirbhar Bharath: Realization of a Five Trillion Dollar Economy”, held from 24th – 26th May 2022, organized by the Department of Economics, Maris Stella College.
- Motivational Speaker for Swavalamban Sashakt, Webinar Series held by Confederation of Women Entrepreneurs (COWE) in Collaboration with Small Industries Development Bank of India (SIDBI), on 10th August, 2022.
- Resource Person for Student Induction Programme – “Deekshaarambh” for Under Graduate students on “Getting to Know One Another” organized by the Maris Stella College, Vijayawada on 29th September, 2022.
- Resource Person for two-day National Conference on Emerging Trends in Business Management, organized by Andhra Loyola College, Vijayawada on 23rd and 24th February 2023.

Membership

Member in Indian Academic Researchers Association, Tiruchirapalli, Tamilnadu.

Project Works

Guided 218 MBA projects, of Acharya Nagarjuna, Andhra, Dravidian and Krishna Universities.

Mentor: Mentor to Dr. Lehya, student of MBA Hospital Administration, BITS, Hyderabad.

Programmes Organised

- **Chief coordinator** of 13 National Level Management Meets organised by the Department of MBA, Maris Stella College, Vijayawada.
- **Convener** for UGC supported one-day National Seminar on “**Global Business – A Paradigm Shift**” held on 23 February 2018, by the department of MBA.
- **Convener** for one-day workshop on “**Intellectual Property Rights in Indian Scenario: Current Perspectives and Future Challenges**”, organized by the department of MBA in Collaboration with (IQAC) on 16th November 2019.
- Convener for one-day Webinar on “**Publication of Quality Academic Research in Peer Reviewed Journals**” on 6th June, 2020.
- Coordinator for online quiz held on 18th and 19th December, 2020.
- Convener for one-day International Webinar on “**Breaking the Glass Ceiling – Rise of Women as Leaders**”, on 8th March, 2021.
- Convener for one-day orientation programme on “**Innovation and Intellectual Property Rights for Academic Community Growth and Institutional Benefits**”.
- Coordinator for one-day National Webinar organized in association with the Department of Commerce and Business Management, Krishna University on “**Sustainable Entrepreneurship Development and Institutional Support for MSMEs**”, on 28th August, 2021.
- For the holistic development of MBA students, organised several workshops and guest lectures.

Paper Presentations at Seminars, Webinars and Conference Proceedings:

1. Presented paper on “Management Education – A Paradigm Shift” at UGC sponsored national conference at TJPS college, August 2006, Guntur.

2. Presented paper in a one-day national conference on Talent Management organised by PVP Siddhartha College, sponsored by ICSSR in February 2010.
3. Presented paper on “Globalization and Challenges for Managers” at KBN College.
4. Presented paper on “Foreign Direct Investment in Retail Sector- Opportunities and Challenges” at Krishna University, Machilipatnam on 24/4/2014.
5. Presented paper on “Talent Management and Succession Planning” in one day International Seminar on “Transforming Organisations Through Talent Management” on 18th November 2014 at VR Siddhartha College, Kanuru, Vijayawada.
6. Attended a “Seminar on Role of Technology and Innovation in Education Sector” organised by Confederation of Indian Industries on 18th March 2014.
7. Attended and presented paper in International conference on Industrial Relations and Human Relations Management at ANU, Guntur, organised by the MHRM department from 5th to 8th February 2015.
8. Presented paper on “Corporate Social Responsibility of Health Care Services” at Global Summit on Corporate Social Responsibility, a 3 day international seminar organised by the department of MBA, ANU, Guntur, from 29th -31st March 2017.
9. Presented paper on “Environmental Accounting – An Indian Perspective”, at an ICSSR sponsored National Seminar organized by KBN College, on 8th and 9th December, 2017.
10. 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.
11. 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.
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 February 14th & 15th 2020.
13. 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.

14. Presented paper in International Conference, INFES-2020, on “Contribution of Management Education in Enhancing Skill Sets”, held on 28th and 29th December 2020.
15. Presented paper in Two Day Virtual National Conference on “Impact of Covid-19 on Women in Rural India on 22nd and 23rd December 2020 organised by Department of Economics, Maris Stella College.
16. Participated in one-day national commerce webinar on “Impact of Covid-19 on Indian Economy” on 16th May, 2020 organised by Sir CR Reddy College, Eluru, AP.
17. Participated in one-day national webinar on “Impact of Covid- 19 on Indian Economy: Survival Strategies for Banking Education, Pharma and Retail Sectors conducted by SRR and CVR Govt. Degree College, Vijayawada on 19th May, 2020.
- 20 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.
21. 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, 2021.
22. Presented paper on “**Awareness of Consumers towards Green Marketing Practices**”, **in the International Conference on Renaissance-2021**, organized by the Department of Business Management, Christ University, on 6th 7th August, 2021.
23. Presented paper on “**Performance and Recovery of Tourism Industry during Pandemic – The Way Forward**” in the International Conference on Renaissance-2021, organized by the Department of Business Management 6th 7th August, 2021.
24. 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 23rd and 24th February 2023.

25. 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 23rd and 24th February 2023.
26. 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 03rd-04th March, 2023.
27. 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 03rd-04th March, 2023.
28. Presented paper on “Business Transformation-Beyond 2022” in two-day UGC Sponsored National Seminar on “Emerging Trends in Global Business, Acharya Nagarjuna University” on 24th and 25th March 2023.
29. 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 24th and 25th March 2023.

FDPs, PDPs and Workshops:

1. Attended a symposium conducted by Forum for Free Enterprise on 12-09-2011.
2. Attended a two-week Faculty Development Program sponsored by AICTE at P.B. Siddhartha Arts College, Vijayawada in June 2012.
3. Attended one-week workshop on Counseling at Maris Stella College from 6th August to 12th August 2013.
4. Attended a 3- day FDP at Andhra Loyola Institute of Engineering and Technology on “Challenges and Trends in Management Education” from 28/7/16 to 30/7/16.
5. Attended an Orientation workshop for HOD’s by AP Skill Development Corporation, on Supply Chain Management and Digital Marketing.
6. Participated in one day FDP on “GST and student’s employability” on 5th Jan 2017 at Acharya Nagarjuna University organised by Department of MBA.

7. Participated in the U.G.C Autonomous grant sponsored 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.
8. 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.
9. Participated in the Two-Day UGC Sponsored National Workshop on Corporate Happiness Management organized by Department of HRM, Acharya Nagarjuna University, Guntur, on 8th & 9th February, 2019. Presented a paper titled “Role of Talent Management in Corporate Happiness Management” in the workshop.
10. Attended one workshop on “Intellectual Property Rights (IPR)-in Higher Education- Issues and Challenges” on 13th September, 2019 at TJPS College Guntur.
11. Attended 3-day national workshop on “Constructive Alignment and Out Come Based Education” held at Maris Stella College from 21st to 23rdOctober, 2019.
12. Attended one-day work shop on Employability and Entrepreneurship organized by the Department of Business Administration, Maris Stella College, on 24th February 2020.
13. Attended 3-day national workshop on “Constructive Alignment and Out Come Based Education” held at Maris Stella College on 2nd&3rd December, 2019.
14. Attended Online Refresher Course in MBA-PPC (Management, Business, Administration, Present and Post Crisis from 14th April to 4th May for 21 days in organized by SA College of Arts and Science, Chennai, Tamil Nadu.
15. Attended a 5 day online FDP on “Innovative Business Strategies Post Covid – 19” from 8th to 12th June 2020, KITS College.
16. Attended an online workshop organized by AICTE on Universal Human Values and Professional Ethics from 5-10-2020 to 9-10-2020.
17. Attended an online course on “Sustainability Commitment in Educational Campuses”, on 16th and 17th July, 2020.
18. Attended 5 days online FDP on Universal Human Values and Professional Ethics organized by AICTE from 5th October to 9th October, 2021.

19. Attended “One month International Research and Methodology Workshop on Free Publication of Qualitative and Quantitative Research Paper in Peer Reviewed Journal” from 12th November to 14th December, 2020.
20. Attended a “One-week National Level Faculty Development Programme on Effective & Quality Research Writing” from 7th to 13th June 2020, by Patrician College of Arts & Science, Chennai.
21. Completed online certificate course in English - Grammar & Punctuation in Course Era.
22. Completed one-day online workshop on Basic Introduction to Moodle on 9th May, 2020.
23. Completed one week online FDP on Entrepreneurship: Research, Critical Thinking and Innovation held from 22nd to 28th April, 2020, organized by Indian Academic Researchers Association (IARA), Tamil Nadu.
24. Participated in one-day national commerce webinar on “Impact of Covid-19 on Indian Economy” on 16th May, 2020 organised by Sir CR Reddy College, Eluru, AP.
25. Attended and Completed online workshop on Video Content Creation organized by IQAC, Marian College, Kuttikkanam, from 15th to 17th April.
26. Participated and completed one week online FDP on Research Methodology in Social Sciences from 6th to 12th April organised by IARA.
27. Attended 5-day International workshop on Emotional Management” from 9th to 13th April, organized by MANOBITHI, A Unit of Indian Institute of Mother and Child Welfare, Kolkata, West Bengal.
28. Participated in “Research Outcomes: Technical Paper Writing, Research Proposal, Patent Filing” webinar conducted by Data Teach.ai on April 2020.
29. Participated in five-day online workshop in “Digital Assessment through Examineer Software” from 17th- 21st August 2020, organised by IQAC, Maris Stella College, Vijayawada.
30. 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.
31. 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.

32. Participated in one week FDP on “The Art of Effective Online Teaching for Management Faculty”, from 3rd to 9th July 2021, organized by the Department of Business Administration, BNM Institute of Technology, Bengaluru.
33. Participated in one day FDP on “How to conduct the Student Induction Program SIP”, on 20th September 2021, organized by All India Council for Technical Education (AICTE).
34. Participated in ICSSR Sponsored Two-day Webinar on “A Study on Blending Remote Teaching and Learning Strategies among Urban and Rural Colleges”, by NRI Institute of Science and Technology on 2nd and 3rd July, 2021.
35. Participated in “One Day Workshop on NAAC and NBA Accreditation” on 14-11-2021, organized by EduCorp Centre for Research and Advanced Studies.
36. Participated in one week FDP on Design Thinking organized by the Department of Business Management, Krishna University, Machilipatnam from 17th to 23rd August, 2022.
37. Participated in one week FDP on Research Methodology and Data Analytics in Business Management organized by Department of Business Management, Krishna University, Machilipatnam from 25th to 30th August, 2023.

Examiner, Judge and Board of Studies (BOS) member

- Question Paper Setter for different autonomous colleges in the state.
- Invited as a judge for paper presentation contest conducted at Montessori Mahila Kalasala by the Department of MBA on 37-11-2010.
- External examiner for MBA viva-voce exam to Lakki Reddy Bal Reddy College of Engineering on 2-10-2010.
- External examiner for MBA viva-voce exam at Nimra College of Business Management, Ibrahimpatnam, on 19-09-2011.
- External examiner for MBA viva-voce exam at Nimra College of Business Management on 9/1/2014.

- Co-chairperson for APSCHE sponsored national conference on: "Micro Finance" held at Krishna University, Machilipatnam.
- External Examiner for MBA viva-voce exam at R.K. College of Engineering on 6/2/2014.
- Invited as a Judge by Andhra Loyola College for "BHAVANA" – a cultural fest on 5/2/2014.
- Attended BoS as subject expert at KBN College on 26/2/2014 in the department of UG department of Business Management.
- Attended BoS at Andhra Loyola College in BBM department as subject expert on 27th March 2015.
- Attended BoS at Andhra Loyola College in BBM department as subject expert on 25/2/2016.
- Attended BoS as subject expert in M. Com department at KBN College on 12th July, 2017.
- Attended BoS as subject expert for BBM course in Andhra Loyola College and M. Com course at KBN College on 22/2/2018.
- External examiner for MBA Viva voce examination at QIS College, Ongole, on 9th June, 2019.
- Attended BoS as subject expert at Andhra Loyola College in BBM Department on 20th June 2020.
- Attended BoS as subject expert at Andhra Loyola College in BBM Department on 20th January, 2021.
- External Examiner for Project Viva-Voce for BBA students on 3rd March 2021 at PB Siddhartha College of Arts and Science, Vijayawada.
- Attended BoS as subject expert at Andhra Loyola College in BBM Department on 8th June, 2021.
- External Examiner for MBA Viva Voce on 11th October, 2021 at PVP Siddhartha College of Engineering and Technology.
- Attended BoS as subject expert at Andhra Loyola College in BBM Department on 6th January, 2021.

- Attended BoS as subject expert at Andhra Loyola College in BBM Department on 16th June, 2022.
- Member BoS, Department of Business Management, Krishna University Machilipatnam.
- Attended BOS of Commerce at Krishna University, Machilipatnam on 9th September, 2022
- Attended BoS as subject expert at Andhra Loyola College in BBM Department on 17th November, 2022.
- Invited as a Judge for JAM and Extempore at VR Siddhartha Engineering College, AFOSEC on 25th January 2023.
- Subject Expert for vetting the Commerce syllabus in APSICHE, March 2023.
- Examiner for viva-voce in the department of Bachelor of Business Administration, PB Siddhartha College, Vijayawada.
- Attended BoS as subject expert at Andhra Loyola College in BBM Department on 6th June, 2023.
- Attended BoS, Department of Business Management, Krishna University, Machilipatnam on August 11, 2023.
- Attended PG BoS, the Department of Commerce, Krishna University, Machilipatnam on September 12, 2023.

Publications

1. **“Perception and Attitude of Employees Towards HRD Practices in Indian Public Sector Organizations”**, 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).
2. **Employee Satisfaction on Welfare Measures - An Empirical Study with Special Reference to Sessa 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.

3. **“Influence of Demographic Variables on Employees and Implications of HRD Practices”** in International Journal of Business Administration and Review of Volume III, Issue – 9, Impact factor 3.072 (Jan – March, 2015).
4. **“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.
5. **“Human Resource Management In Healthcare Sector: A Study With Special Reference to Select Corporate Hospitals in CRDA (Formerly VGTM), 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.
6. **“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.
7. Published paper on **“Smart Cities – Strategy for Sustainable Development”** in ISBN:978-93-5391-910-8
8. Published a paper on **‘Assessing Entrepreneurial Capabilities among Management Graduates’** in UGC care listed Journal, Our Heritage, ISSN-0474-9030, Vol-68, Issue-1January 2020.
9. 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.
10. 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.
11. 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.
12. 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.

13. 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.
14. Published paper on "**Perception of Consumers Towards Eco Friendly Products – A Case Study of Vijayawada City** in An UGC-CARE Approved Group-I Journal, *Mukt Shabd Journal*
15. "**Employee Engagement Practices Implemented by Superior in Motivating and Engaging the Employee**", Vol.51 No.2 (IV) in Anvesak, A bi-annual Journal, UGC Care Group - , ISSN: 0378 – 4568, July-December, 2022, IF: 6.20.
16. "**Awareness of Consumers Towards Green Marketing Practices**", Vol. IX, Issue 32, **Research Explorer – A Blind Review & Refereed Quarterly International Journal**, July – September 2021, ISSN: 2250-1940(P), 2349-1647(O).
17. "**Performance and Recovery of Tourism Industry During Pandemic – The Way Forward**", Vol.XII, Issue 49, SELP Journal of Social Science – A Blind Review & Refereed Quarterly International Journal, July – September 2021, ISSN: 0975-9999(P), 2349-1655(O)
18. 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.
19. 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.
20. Published paper on "**Impulse Buying Behaviour of Consumers-An Empirical Study**", *Madhya Bharti -Humanities and Social Sciences*, Peer Reviewed Refereed UGC Care Listed Journal, Impact Factor: 6.4, Vol-83, ISSN: 0974-0066, (January-June) 2023, Page No's:110-115.
21. Published paper on "**Factors Impeding the Career Advancement of Women in the Corporate Sector-An Empirical Study**", *Phalanx- A Quarterly Review for Continuing Debate*, Peer Reviewed Refereed UGC Care Listed Journal, Impact Factor: 5.6, Vol-18, No.1, ISSN:2320-7698, (January-March) 2023, Page No's:133-138.

22. Published paper on **“Perception of Women towards the Glass Ceiling- An Empirical Study”**, Journal of The Asiatic Society of Mumbai, UGC Care List Group-I Journal, Impact Factor:5.29, Vol-97, No.1, ISSN:0972-0766, January 2023, Page No’s:118-123.
23. Published paper on **“Customer Satisfaction on Service Quality Dimensions in Airlines”**, Phalanx- A Quarterly Review for Continuing Debate, Peer Reviewed Refereed UGC Care Listed Journal, Impact Factor: 5.6, Vol-17, No.4, ISSN:2320-7698, (October-December) 2022, Page No’s:153-157.
24. Published paper on **“Glass Ceiling Factors Affecting Women’s Career in Corporate Organizations: A Case Study”**, Journal of The Asiatic Society of Mumbai, UGC Care List Group-I Journal, Impact Factor: 5.29, Vol-96, No.12, ISSN: 0972-0766, (December) 2022, Page No’s:124-128.

Chapter Publications in Edited Books

1. Published chapter **“Brand Loyalty: A Strategic Tool for Hyper Competitive Markets”** for the edited book titled **“Strategic Tools in Trade and Business”**, in March 2023.
2. Published chapter **“Influencer Marketing: Growth Strategy for Business Development”** for the edited book titled **“Strategic Tools in Trade and Business”**, in March 2023.
3. Published chapter **“Novel Business Strategies: Success Tools for Business Development”** for the edited book titled **“Strategic Tools in Trade and Business”**, in March 2023.
4. 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.
5. 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.
6. Published chapter **“Entrepreneurial Opportunities during Covid-19”** in the book **“Entrepreneurship Amidst Pandemic COVID-19”** ISBN No. “978-93-89914-95-5” on 29th December 2020.

7. 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, Weser Books.
8. 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, Weser Books
9. 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, National Press Associates.
10. 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, National Press Associates.

Personal Profile

Spouse: **Dr. A.Y.Rao**,
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References

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2. **Prof. V. Narasimha Rao**,
Director & HoD, Department of Business Management
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