

Maris Stella College (Autonomous), Vijayawada

Commerce and Management studies

Profile of K. Swetha Priya Kumari

Name: K. Swetha Priya Kumari

Educational Qualification: M.com, MHRM, (PGDFM)

Designation: Lecturer

Years of experience: 3 years

Maris Stella College: 3 years

Other Institutions: 0 Year

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Languages Known: Telugu and English

Areas of Interest: Accounts, Financial Management & Human Resource Management

Academic Contribution: Nil

Academic Profile

Refresher Courses/Orientation Courses/Short Term Courses Attended:

- Attended Online Short Term Training Programme on "Writing Quality Research Paper and Proposal held during 6th to 10th July 2021.

Research Publications:

- A Study on Use of ICT and Process reforms for higher education - Paper got published in UGC Care list.
- A Study on Fintech: The New Financial Revolution in Indian Financial Service Sector - Paper got published in UGC Care List Group -I with ISSN: 0972-0766
- A Study on Augmented Reality in Shopping: Is it Gimmick or Real - Time Experience? - Paper got published in UGC Care List Group I with ISSN: 0972-0766



- ‘A Study on Factors Influencing Work-Life Balance among Employed Women in Vijayawada’ published in 1st National Conference on Design Thinking: Trans-Disciplinary Challenges & Opportunities | 7-8 July 2023
- ‘A Study on Personal Finance among Gen-Z Special Reference to Under-graduate Students of Maris Stella College, Vijayawada’ published in European Economic Letters, ISSN 2323-5233, Vol 13, Issue 3 (2023)

Paper Presentations:

- Presented a Paper on IPR (Patent invention, procedure and protection) on 28th & 29 February 2020
- Presented Paper titled ‘From Traditional to Tech-savvy: A Comparative Study of SBI & HDFC Banks in the Fintech Era’ for National Conference conducted by Mount Carmel College

Research Projects: Nil

Books Published/Chapters in Books:

- Unleashing Innovations: Role of AI in Marketing Strategies for edited book titled ‘Applications of AI in Emerging Research and Education; published by Annamalai University.

Research Guideship: Nil

Workshops/Seminars/Webinars/Conferences Attended:

- Participated in the United Board sponsored Phase I: Five - day Virtual Capacity Building Workshop on “Research & Publications in Service Learning Programs” during 9 - 13 Jan, 2023 organized by the IQAC, Maris Stella College.
- Participated in ICSSR - SRC funded Three - day Virtual National Conference on “Towards Aatamanirbhar Bharath: Realisation of a Five Trillion Dollar Economy” held from 24th - 26th of May 2022 organised by the Department of Economics, Maris Stella College.
- Participated in a Three - day National Webinar on “ Project/Research Synopsis and Proposal Writing” organised by the ALC - ELT Centre and Department of English, Andhra Loyola College, Vijayawada from 23-05-2022 to 25-05-2022.

- Attended webinar on " We think Digital - Digital Shakith 3.0 on 28th September 2021.
- Participated in a three day webinar on "Online Safety of Women from Sexual Exploitation and Human Trafficking held from 17th - 19th August 2021.
- Attended a National webinar on Commerce through Ages; A historical perspective on 5th July 2021 Organized by Andhra Loyola College.
- Participated in the ICSSR sponsored Two - Day webinar during 2nd & 3rd July 2021.
- Participated in the National Webinar on Green Accounting Practices in India held on 26th March 2021.
- Participated in National Webinar on "Breaking the glass Ceiling - Rise of women as leader on 18th March 2021.
- Participated in the workshop on Capacity Building in Higher Education held on 5th & 6th March 2021.

FDPs/Training Programs Attended:

- Participated in the Two - day Professional Development Programme: workshop on 'professionalism, work ethics for professional growth' from 11th to 12th November, 2022 Organised by the IQAC, Maris Stella College.
- Participated in the International Virtual Faculty Development Programme on "Research Writing" organized by Andhra Loyola Institute of Engineering Technology, Vijayawada from 26th to 30th June 2022.
- Participated in Virtual One Week Faculty Development Programme on "Digital Marketing" from 24th to 28th May, 2022 organised by the Department of Management Studies, G H Raison College of Engineering, nagpur
- Attended Virtual Faculty Development Programme on "Concepts and S-L Models" Organized by IQAC, Maris Stella College, Vijaywada from 07/02/2022 to 11/02/2022
- Attended Three - Day Virtual Professional Development Programme on 'Motivation Practical Tips, Strategies and Skills' organized by the IQAC from November 18th to 20th, 2021
- Participated in Five - day Faculty Development Programme on "OER and Publishing of Interactive Content Using H5P" held from 26th to 30th July, 2021 organized by the IQAC, Maris Stella College

Membership in Professional Bodies: Nil

Recognition/Awards: Nil