PROFILE

G. VijayaJyothi

MBA.
Assistant Professor

Department of Business Administration

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Academic Qualifications

- MBA, 1st Division from C.R.Reddy.College,ELURU , affiliated to Andhra University. (2005-2007)
- BA Computers, 1st Division (Maths, Statistics, Computers) from KBN college, affiliated to Acharya Nagarjuna University
- Intermediate, 1st Division from Nalanda Jr.College Vijayawada
- 10th Standard, 1st Division from Atkinson Higher Secondary School, Vijayawada

Work Experience:

Total number of years of experience – 9 years

A multifaceted career, blending both corporate experience and academic excellence

Currently working as Assistant Professor in MarisStella from July 14th 2025

Worked as Assistant Professor in Department of Business Administration at Maris Stella college June 2017 - July 2021.

Worked as Assistant professor in Department of Business Administration at SRK Institute of Technology April 2010 - November 2011

Worked as HR Recruiter at NeoSolutions from June 2007 to August 2009.

Areas of Interest:

- Marketing Management
- Retail Management
- Strategic Management
- Managing Banks and Financial Institutions
- Organisational Behaviour
- International Human Resource Management
- Retail Management
- Services marketing
- Principles of Management
- Managerial Communication
- Production and Operation Management
- Human Resource Planning
- Entrepreneurship
- Business Research.

Additional/ Academic Responsibilities:

- Member in Grievance cell at SRK 2010
- Member in Cultural club at MarisStella 2018-2020
- Co-Organizied a National level Seminar at MarisStella 2017
- Co-Organizied Management fest Samanvay 2025

Resource Person:

Invited as the Guest of Honor at Nalanda Education Institution, Vijayawada, on the occasion of National Mathematics Day.

Project Works

- Guided around 25 MBA student projects for Krishna University
- Guided around 25 MBA student projects for JNTUK.
- Guided around 12 BBA student projects for Krishna University
- Mentored around 60 students

Workshops and FDPs:

- Attended a three-day workshop on Leadership in the Age of Artificial Intelligence (AI), from 18-20 June 2026 at St. Francis College for Women, Hyderabad.
- Participated in Three days Online Workshop on Research Methodology and Data Analysis-A Smart Learning organized by Star International Foundation for Research and Education from 5-7 February, 2026.
- Participated in a Five Day Online National FDP on "21st Century Research Excellence: From Proposals to Publication in a Digital World" from August 11th to 15th 2025
- Workshop on Sensitization on NEP organized by Central University of Andhra Pradesh, Ananthapuramu from 10-11-2025 to 19-11-2025.

- Attended a six-day online MDP programme on " Empowering Entrepreneurs Building Future" from 29th April 2024 to 4th May 2024 organised by Department of Management studies"Sridevi Women's Engineering College", Hyderabad.
- Attended a two- day National level Workshop on "Recent Technological Innovation in Teaching Learning and Evaluation for Quality Higher Education" organized by "Nesamony Memorial Christian College" Marthandam, Tamil Nadu on 18th and 19tht March 2019.
- Attended FDP on "Developing Moodle enabled Blended Learning Course" on 8th and 9th November, 2019.
- Completed a five-day programme on "Introduction to Technology - Enabled learning" organized jointly by "Commonwealth of Learning and Athabasca University, Canada.
- Attended a two-day training programme on "Effective Classroom Tools for Education" organized by IQAC, Maris Stella on 15th and 16thh October,2018.
- Attended FDP organized by "HR foot Print in association with NHRD Network" on 12th October, 2018.
- Presented a paper on "Intellectual Property Rights – Issues and Challenges" at a UGC Sponsored National Seminar organized by KBN college Krishna University on 23rd November, 2018.
- Attended a one-day seminar in "National Seminar on Logistics" organized by "Andhra Pradesh State Skill Development Corporation" on July, 2017.
- Participated in a five-day programme on "Instructional Design and delivery Systems" organized by "National Institute of Technical Teachers Training and Research" from 1st June 2010 to 5th June, 2010.

Seminars, Journal Publications and Conference Proceedings:

- Presented a Paper on "Queens Without Crowns - Rereading Women Power in Andhra Mahabharata to Understand Women Empowerment and Leadership" in a Two - Day International Conference on Bharatiya Parampara - Telugu Sahityam, published in

International Journal of Multidisciplinary Educational Research, with ISSN number 2277-7881 Volume 15, Issue 2(1) 581-587, February 2026.

- Presented a Paper on “Revisiting Fayol’s Principles of Leadership through the Andhra Mahabharatamu: A Conceptual Framework for Ethical and Effective Leadership”, in a Two - Day International Conference on Bharatiya Parampara - Telugu Sahityam, published in International Journal of Multidisciplinary Educational Research, with ISSN number 2277-7881 Volume 15, Issue 2(1) 569-575, February 2026.
- Published a paper on “Best HR Practices in Retail Industry: Big Bazar and Spencer’s” in “International Journal for Research in Engineering Application & Management” Volume5 Issue10 Jan 2020.
- Presented a paper on “Attrition” at Confluence 2007 at ICFAI College (at Student level).