
Dr. R PADMAJA

Assistant Professor (Senior Scale), Department of Business Management,
Krishna University

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ACADEMIC PROFILE

Ph.D	Andhra University	2006	Thesis: Marketing of Newspapers – A Study of Selected Newspaper Organizations, Intermediaries and Readers in Visakhapatnam City
MBA	Nagarjuna University	1993	Subject: Marketing
PG Diploma	Annamalai University	2006	Subject: Financial Management
PG Diploma	Andhra University	2004	Subject: Personnel Management
Diploma	NILEM	2004	Subject: International Business
Diploma	APTECH	1999	Subject: Systems Management
B.Sc	Andhra University	1990	Subject: CBZ

*** QUALIFIED NET AND SLET IN 1997**

TEACHING PROFILE

TOTAL EXPERIENCE – 22 YEARS

Oct, 2013 – As on date	Assistant Professor (Senior Scale) , Department of Business Management, Krishna University, Machilipatnam, A.P., India.
Oct , 2009 – Oct, 2013	Assistant Professor , Department of Business Management, Krishna University, Machilipatnam, A.P., India.
Dec, 2007 – Sep, 2009	Professor , Visakha Institute for Professional Studies, Visakhapatnam, A.P., India
Aug, 2007 – Nov, 2007	Professor , Avanthi Educational Institutions, Visakhapatnam, A.P., India
Feb, 2007 – Jul, 2007	Professor , Visakha Institute for Professional Studies,

	Visakhapatnam, A.P., India
Sep, 2005 – Jan, 2007	Reader , Visakha Institute for Professional Studies, Visakhapatnam, A.P., India
Oct, 1998 – Aug, 2005	Lecturer , Visakha Institute for Professional Studies, Visakhapatnam, A.P., India
Oct, 1997 – Oct, 1998	Part-time Lecturer , Visakha Institute for Professional Studies, Visakhapatnam, A.P., India.

ADMINISTRATIVE EXPERIENCE

27 Jan, 2020 – As on date	Director (I/c) , Directorate of Admissions, Krishna University
19 Jul, 2014 – As on date	Head (I/c) , Department of Commerce, Krishna University
29 Jul, 2017 – 26 Jan, 2020	Coordinator , College Development Council, Krishna University
27 Feb, 2013 – 27 Feb, 2014	Coordinator , Women Empowerment Cell, Krishna University
10 Nov, 2010 – 22 Oct, 2011	Special Officer , Examination Cell, Krishna University
01 Jan, 2009 – 30 May, 2010	Library In-charge for Business Management, Krishna University
30 Jun, 2008 – 09 Oct, 2009	Principal , Visakha Institute for Professional Studies, Visakhapatnam
01 Jul, 2003 – 30 Jun, 2008	Head , Department of Business Management, Visakha Institute for Professional Studies, Visakhapatnam

RESEARCH EXPERIENCE

Research Guidance	Ph.D Awarded	5
	MPhil Awarded	1
Research Profile	Books	2
	Chapters in Edited Books	12
	Research Publications	38

FACULTY DEVELOPMENT PROGRAMS

- ❖ Attended **AICTE** sponsored *Faculty Development Programme* organized by AIMS, Visakhapatnam from 15th Dec 2000 to 6th Jan 2001.
- ❖ Attended **AICTE** sponsored *Faculty Development Programme* organized by Integral Institute of Advanced Management, Visakhapatnam from 14th May 2004 to 26th May 2004.
- ❖ Participated in **UGC** sponsored *Refresher course* in the subject of **Commerce and Management** from 8th July 2004 to 28th July 2004 held at UGC Academic Staff College, A.U., Visakhapatnam.
- ❖ Participated in **UGC** sponsored *Refresher course* in the subject of **Commerce and Management** from 5th Jan 2005 to 25th Jan 2005 held at UGC Academic Staff College, A.U., Visakhapatnam.
- ❖ Participated in **UGC** sponsored *Orientation course* from 9th May 2005 to 5th June 2005 held at UGC Academic Staff College, A.U., Visakhapatnam
- ❖ Attended **AICTE** sponsored Faculty Development Programme on **Insurance Management** organized by AIMS, Visakhapatnam from 23rd Jan 2006 to 6th Feb 2006.
- ❖ Participated in **UGC** sponsored *Orientation course* in the subject of **Commerce and Management** from 8th May 2012 to 4th June 2012, held at UGC Academic Staff College, A.U., Visakhapatnam.
- ❖ Participated in **UGC** sponsored *Refresher course* in the subject of **Commerce and Management** from 26th June 2013 to 16th July 2013 held at UGC Academic Staff College, Andhra University, Visakhapatnam.
- ❖ Participated in **UGC** sponsored *Refresher course* in subject of **Social sciences** from 19th May 2017 to 8th June 2017, held at H.R.D.C (UGC Academic Staff College), University of Hyderabad.

BOOKS

- ❖ **Dr. R. Padmaja**, '*Marketing of Newspapers*', Kanishka Publishers, New Delhi in 2008.
Book placed in
 - Library of Congress, Washington DC, USA.
 - National Institute of Mass Communication and Journalism, Ahmadabad.
 - University of Minnesota Library, Minnesota, USA.

- Singapore Open Library- OL6779467M
 - Andhra University, Department of Journalism and Mass Communication Library, Visakhapatnam, Andhra Pradesh, India.
 - Christ University, Bangalore, Karnataka, India.
- ❖ **R.Padmaja, Madhu Padala, K.Ratna Manikyam, ‘Advertising and Media Planning’** (AP Univ, 2017), Himalaya Publishers, ISBN No. 978-93-5273-394-1, 172 pages.

CHAPTERS IN EDITED BOOKS

- ❖ Dr. D.V.R. Murthy, **Dr. R. Padmaja**, ‘*Media Research*’, Kanishka Publishers, New Delhi in 2008. (ISBN).
- ❖ Dr. R. Padmaja, ‘**English for Business Management in present scenario**’, *English for specific purposes*, Department of English, Krishna University. (ISBN-81-7851-092-8), Pp: 77-82.
- ❖ Dr. R. Padmaja, ‘**Management Education in India – Challenges and Opportunities**’, *Management Education in India – Challenges and Opportunities*, Department of Business Management, Telangana University during 21-22th October, 2011, (ISBN-978-81-920425-1-0), Pp: 163-165.
- ❖ Dr. R. Padmaja, ‘**Green Marketing in India-Challenges and Opportunities**’, *Emerging Trends in Marketing*, Dept of Business Management, Nalgonda University, ISBN-978-81-921579-2-4, Pp: 1-7.
- ❖ Dr. R. Padmaja, ‘**Customer Satisfaction Towards Life Insurance Policies**’, *Management Practices in Global Perspectives*, Edited by Dr. Y. Subbarayudu, Yogi Vemana University, Paramount Publishing House, (ISBN), Vol: 01, 2012., Pp: 163-165.
- ❖ Dr. R. Padmaja, ‘**A Study on Stress among College going students with special reference to Visakhapatnam City**’, *Enhancing Competitive Advantage through Strategic HRM*, Edited by Prof.L.Anuradha, Department of Business Management, V.R. Siddhartha College of Engineering, Vijayawada , (ISBN-978-81-923134-1-2), Vol: 01, 2012.
- ❖ Dr. Padmaja, ‘**Stress and Health Management in Indian Scenario**’, *Quality of Life and Globalization: Effective Self care Interventions*, Archers & Elevators Publishing House, Bangalore’. ISBN: 978-81-923134-0-1.
- ❖ Dr. R. Padmaja, ‘**Girl Education in India**’, *Sustainable Development of Women-Issues and Problems*, Edited by D. Pullarao, Managalam Publications, Pp: 105-120. (ISBN-978-93-81142-88-2).

- ❖ Dr. R. Padmaja, 'Empowering women through Micro Finance- An empirical study with special reference to Machilipatnam, Krishna D.t, Andhra Pradesh', *Empowerment of women in India, New Strategies (2014)*, Pp: 135-144.
- ❖ Dr. R. Padmaja, 'Financial Inclusion: A Critical Analysis of Health Insurance in Indian context', *Global Recession, Recovery and Resurgence, An opportunity, Challenges and Strategic for sustainable growth in India edited by Atul Bansal (2014)*, ISBN-978-93-82816-15-7, Pp: 365-374.
- ❖ Dr.R.Padmaja, 'Urban Transformation of India through Smart Cities', *Transforming India (2019)*, Pp:91-93. (ISBN – 978-93-5391-910-8)
- ❖ K.Padmavathi Nageswaramma, Dr.R.Padmaja, 'A Study on Impact of Training Practices on Employee Productivity: A Comparitive Study', *Transforming India (2019)*, Pp:122-127. (ISBN – 978-93-5391-910-8)

RESEARCH PUBLICATIONS (International and National Publications)

- ❖ Dr. R. Padmaja, 'A Study of Customer Relationship Management in Banks with special reference to Bank of India, Hyderabad', *Advances in Management* Vol.3 (11) issue, November 2010, Pp: 35-40. (ISSN).
- ❖ Dr. Padmaja, 'A study to determine the effectiveness of the Electronic Industry' was published in *International Journal of Research in Commerce, IT and Management*, Vol No.1(2011), Issue No 5 (October), Pp: 118-124. (ISSN 2231-5756).
- ❖ Dr. R. Padmaja, 'A study on Job Satisfaction in United India Insurance Limited', *The International Journal's Research Journal of Social Science and Management*, Vol: 01, Number 8, Dec-2011: RJSSM, Pp: 122-124.
- ❖ Dr. R. Padmaja, 'Waste Management Practices in India', *International Research Journal of Business and Management – IRJBM*, (ISSN: 2322 – 083X), *Double blinded peer-reviewed Journal*, SJIF Impact Factor: 4.192, Vol. IX January - 2016 Issue – 1, Pp: 16-19.
- ❖ Savanam Chandra Sekhar and R. Padmaja, **Comprehending rural market Environment**, *African Journal of Marketing Management*, Vol. 6, No.8, Dec 2014, (ISSN 2141-2421), **Peer reviewed open access journal**, Pp: 104-109.
- ❖ Savanam Chandra Sekhar, R. Padmaja, 'Why FMCG Companies go rural?' *International Journal of Advanced Research in Management and Social Sciences* (ISSN: 2278-6236), **Vol.2.Issue.4, November 2014, Pp: 10-14**, SJ Impact Factor (2012): 2.210 SJ Impact Factor (2013): 4.400

- ❖ **Dr. R. Padmaja**, Ch. Krishnudu, '**Life Insurance-A Study of Perceptions of Rural policy holders**', *Business Analyst* (National Journal), Vol 1, July-Dec 2007, Pp: 17-22.
- ❖ Dr. R. Padmaja, '**Foreign Direct Investment in Indian Newspaper Industry**', '*NIST Journal of Management*', Vol 1, July-Dec 2007, Pp: 17-22.
- ❖ Dr. R. Padmaja, '**Customer Perceptions Towards Insurance Policies**', *BIFT's Journal of International Trade and Management (ISSN-0975-1378)*, Vol III, No. 1,2, Pp: 6-18.
- ❖ Dr. R. Padmaja, '**Price wars in Newspaper Industry**', *Readershelf Magazine*, Vol 6, issue 5, May 2010, Pp: 8-9. (RNI)
- ❖ Dr. R. Padmaja, '**Work Stress and Employee Health**', *Orient Journal of Law and Social Sciences*, Vol .4, Issue 10, Sep 2010, Pp: 17-25. (ISSN).
- ❖ R. Padmaja, '**Customer Relationship in Banking Industry**', *Readershelf Magazine*, Vol 6, issue 5, May 2010, Pp: 39-42 (RNI)
- ❖ Dr. R. Padmaja, '**Competency Mapping in Present Scenario**', *Orient Journal of Law and Social Sciences*, Vol .4, Issue 12, Sep 2010, Pp: 58-67. (ISSN).
- ❖ Dr. R. Padmaja, '**Business Ethics in present Scenario**', *HRD Times*, Vol.13, Feb 2011, Pp: 6-7, (ISSN-0976-7401).
- ❖ Dr. R. Padmaja, '**Media Ethics**', *HRD Times*, Vol.14, N0-8, Aug 2012, Pp: 11-12, (ISSN-0976-7401).
- ❖ Dr. R. Padmaja, '**Value Based Leadership**', *Southern Economist*, Vol 49, Feb 01, 2011, Pp: 8-10. (ISSN-0038-4046)
- ❖ Dr. R. Padmaja, '**Challenges of Women Entrepreneurs in India**' *Southern Economist*, Vol 50, No.10, Sep 15, 2011, Pp: 9-11, (ISSN-0038-4046).
- ❖ Dr. R. Padmaja, '**Women problems and Empowerment**', *HRD Times*, Vol 13, Sep 2011, (Pp: 24-25), (ISSN-0976-7401).
- ❖ Dr. Padmaja, '**College Student Stress and Causal factors and Coping Strategies**' *Orient Journal of Law and Social Sciences*, Vol .V, Issue 7, June 2011, Pp: 44-54, (ISSN).
- ❖ Dr. R. Padmaja, '**Skill Development for employability in India**', *ANU Journal of Commerce and Management*, Vol. III, No. 1&2, Jan-Dec 2011, Pp: 85-91. (ISSN 0976-0857).
- ❖ Dr. R. Padmaja, '**The Influence of Consumer Behaviour on Ambica Agarbathies**', *International Journal of Multi disciplinary Educational Research*, Bi-annual, Vol 1, Issue 2, June 2012, Pp: 361-369. ISSN: 2277-7881.

- ❖ **Dr. R. Padmaja**, Savanam Chandra Sekhar, ‘**Agricultural Marketing in India**’ The *Chanakya*, Journal of RIMS 2010 Vol X, Issue-2, Pp: 09-16.
- ❖ Dr. R. Padmaja, ‘**Media Ethics**’, *HRD Times*, Vol.14, N0-8, Aug 2012, Pp: 11-12. *ISSN-0976-7401*.
- ❖ Dr. R. Padmaja, **Agri-Business in India: Challenges and Opportunities**, *Kisan World*, Vol 40, N0.4, April 2013, Pp: 61-62. *ISSN: 0971-9229*
- ❖ Savanam Chandra Sekhar & **R. Padmaja**, ‘**Rural Demographics of India**’, *The Indian Journal of Industrial Relations*, Vol. 49, No. 1, July 2013. (ISSN No. 0019-5286), Pp: **157-164**.
- ❖ Savanam Chandra Sekhar, **R. Padmaja**, ‘Usage and recall of FMCG brands by rural consumers and relevant facts’, *Journal of Economics and Business Research*, Vol 21, No.1, 2015. (ISSN-2068-3537), Pp: 108-125.
- ❖ Savanam Chandra Sekhar, **R. Padmaja**, ‘FMCG Brand Awareness and Positioning in Rural Consumers’, *The Asian Economic Review*, Journal of Indian Institute of Economics Vol 57, Dec 2015, **ISSN 0004-4555**, Pp: 137 -148.
- ❖ Dr. R.Padmaja, ‘Consumer Awareness Towards Green Products With Special Reference To Machilipatnam Town, Krishna District, Andhra Pradesh, India’, *International Journal of Research and Analytical Reviews*, Vol 6, June 2019, **E-ISSN 2348-1269**, Pp: 713-725.

PAPERS PRESENTED IN THE SEMINARS

- ❖ Paper titled ‘**Fostering Social Sector Business: A Critical Analysis of Health Insurance in India**’ was presented in the UGC National Seminar on “*60 Years of India Economic Planning: Issues and Challenge*” on 15th Nov’08, Organised by Sir CR Reddy College, Eluru.
- ❖ Paper titled ‘**Health Insurance in India**’ was presented in **International Seminar** on ‘*Recent trends in Capital Markets and Financial Innovations*’ on 19th and 20th January, 2008 organised by Bharatidasan University, Trichy, Tamilnadu and published in **Souvenir**.
- ❖ Attended International Conference on ‘**Global Economic Turbulences: Shifts in Business Structures & Systems**’ organized by Gitam Institute of Management, Gitam University, Visakhapatnam and presented paper on ‘Health Insurance –Comparative Study’ on 12-14th July, 2009.

- ❖ Attended National Seminar on ‘**Dynamics of Banking sector Reforms: Emerging Issues, Challenges and Strategies**’ and **presented** paper on ‘Customer Relationship Management in Service Industry’ on July 19-21, 2009.
- ❖ Attended International Conference on *Doing Business in India*, Organized by IFIM Business School, Bangalore and **presented** paper on ‘**Customer Relationship in Banking Industry**’ on 17-18th December 2009.
- ❖ Attended International Conference of the Indian Academy of Applied Psychology on *Quality of Life and Globalization: Effective Self care Interventions* organized by Department of Psychology and Para Psychology, Andhra University, Visakhapatnam, and **presented** a paper on ‘**Work Stress and Employee Health**’ on 9th and 10th October 2010.
- ❖ Attended two day National Seminar on ‘**Globlization and the Indian Economy**’ in October, 2010 organized by The Hindu College, Machilipatnam and presented paper on ‘*FDI in Retailing*’.
- ❖ Attended National Seminar ‘**Dynamics of HR tools for Competitive advantage**’ on 19-20 November, 2010 and presented a paper on ‘*Competency Mapping in present Scenario*’ organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam.
- ❖ Attended two days National Seminar on ‘**English for Specific Purposes** during 4th-5th Feb 2011 organized by Krishna University, Machilipatnam and presented a paper on ‘*English for Business Management*’.
- ❖ Attended International Conference on “**Managing in turbulent Times: Creativity, Innovation, Entrepreneurship, Leadership and features**” (NICOM-2011) and presented paper on *Value Based Leadership* on 06-08, 2011 organized by Nirma University, Ahmedabad.
- ❖ Presented paper titled ‘**Media Ethics**’ in the National Seminar on *Media trends and Ethics - 2011*, organized by Krishna University, Machilipatnam on 20th -21st March 2011.
- ❖ Paper titled ‘**An Assessment of Girl Education in India**’ was presented in the National Seminar on organized by Centre for Study of Social Exclusion and Inclusive Policy, Andhra University, Visakhapatnam during 24th-25th March, 2011, Visakhapatnam.
- ❖ Paper titled ‘**Problems of Women Entrepreneurs**’ was presented in the U.G.C. Sponsored National Seminar on *Management of MSMEs in the LPG and ICT era*, organized by Department of Commerce and Management Studies, Andhra University during 30-31 March, 2011 at A.U. Campus, Visakhapatnam.

- ❖ Paper titled '**Role and Responsibilities in Improving Standards in Higher Educational Institutions**' was presented in the State Level Seminar on ***IQAC-Role and Responsibilities in improving Standards in Higher Educational Institutions*** organized by IQAC, A.V. College of Arts, Science, Hyderabad on 8th September, 2011.
- ❖ Paper titled '**Management Education in India – Challenges and Opportunities**' was presented in the National Seminar on ***Management Education in India – Challenges and Opportunities*** organized by Department of Business Management, Telangana University during 21-22th October, 2011.
- ❖ Paper titled '**HR Role in Handling Workplace Bullying Issues**' was presented in the National Seminar on ***Dynamics of Industrial Relations in India – Emerging Challenges and Strategies*** organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam during 11-12th November, 2011.
- ❖ Paper titled '**Globalization Challenges faced by Present Educational Institutions**' was presented in the National Seminar on ***Emerging Challenges and Strategies for Service Sector*** organized by Department of Management Studies, Adikavi Nannaya University, Rajahmundry during 08-10th December, 2011.
- ❖ Paper titled '**Indian Banking Industry-Past, Present and Future**' was presented in the National Seminar on ***Insulating India from Global Banking Problems: Issues & Challenges*** organized by Department of Commerce, Andhra Layola College, Vijayawada on 11th -12th January, 2012.
- ❖ Paper titled '**Skill development for Employability in India**' was presented in the U.G.C. Sponsored National Seminar on ***Skill Development and Life Long Learning*** on 20th-21th Jan 2012, organized by Department of Life Long Learning, Acharya Nagarjuna University, Guntur.
- ❖ Paper titled '**Green Marketing in India-Challenges and Opportunities**' was presented in the National Seminar on ***Emerging Trends in Marketing***, organized by Department of Commerce, Mahatma Gandhi University, Nalgonda, during 10th -11th February, 2012.
- ❖ Presented paper titled '**Micro finance- Reaching and Empowering women**' in the National Seminar on ***Micro finance-Women empowerment*** organized by Krishna University, Machilipatnam on ', Track-3, on 17-18, Feb 2012.
- ❖ Paper titled '**Branding in Human Resources**' was presented in the National Conference' on ***Branding – A Strategic Tool for Corporate Success***, organized by School of Management Studies, University of Hyderabad, on 23rd February, 2012.

- ❖ Paper titled '**FDI and its impact on Retailing**' was presented in the National Seminar on *Organised Retailing in India: Challenges and Strategies*, organized by Department of Business Management, V.R. Siddhratha Engineering College, Vijayawada, on 24th February, 2012.
- ❖ Paper titled '**Customer Satisfaction towards Life Insurance policies**' was presented in the National Seminar on *Emerging Management Practices in Global Perspectives*, organized by Department of Business Administration, Yogi Vemana University, Kadapa, during 6th-7th March, 2012.
- ❖ Paper titled '**Child Labor in India**' was presented in the National Seminar on *Child Protection Concerns and Challenges*, organized by Centre for Study of Social Exclusion and Inclusive Policy, Andhra University, Visakahapatnam during 16th-17th March, 2012.
- ❖ Paper titled '**Agricultural Marketing in India**' was presented in the National Conference on *Research Issues in Business Management of 21st Century*, organized by Department of Business Administration, St. Ann's College of Engineering and Technology, Chirala on 24th, March, 2012.
- ❖ Paper titled '**Role of Knowledge Management in Higher Educational Institutions**' was presented in the U.G.C. Sponsored National Seminar on *Knowledge Management, Issues and Challenges for 21st Century*, 28th March 2012, organized by Department of Commerce and Business Administration, Acharya Nagarjuna University, Guntur.
- ❖ Paper titled '**Talent Management in Present Scenario**' was presented in the National Seminar on *Building Human Capital*, organized by Department of Business Administration, P.V.P. Siddhratha Institute of Technology, Vijayawada on 29th, March, 2012.
- ❖ Paper titled '**Stress Management in Indian Scenario**' was presented in National Seminar on *Stress Management at work Place* on 20th April 2012 at V.R. Siddhratha Engineering College, Vijayawada.
- ❖ Paper titled '**Empowering Women through Microfinance-An Empirical study with special reference to Machilipatnam, Krishna District, Andhra Pradesh**' was presented in two day National Seminar on *Changing Scenario of Human Resources in India* during 18-19th October 2012, sponsored by UGC and APSCE organized by Bommidala Department of Human Resource Management, Acharya Nagarjuna University, Guntur.
- ❖ Paper titled '**Retail Banking Services in India**' was presented in National Seminar *Inclusive Banking System in India: Problems and Prospects* 2013, during *March 8-9, 2013*, organised by Department of Commerce, Noble College, Machilipatnam.

- ❖ **Paper titled ‘Service Quality Maintenance and in Higher Educational Institutions’ was presented in International conference on *Research issues in Business Management* on 8th March, 2013 by GITAM school of International Business, GITAM University, Visakhapatnam.**
- ❖ Paper titled ‘**Factors influencing buying behavior of the rural consumer**’ was presented in National Seminar on *Strategic Quality Management* on 5th-6th, April 2013 by St. Ann’s College of Engineering and Technology, Chirala.
- ❖ Paper titled ‘**English Language in Global Scenario**’ was presented in National conference on *Globalization in English Studies* on 6th and 7th Feb 2013 by Dept. of English, Krishna University, Machilipatnam.
- ❖ Paper titled ‘**Accounting Education in India**’ was presented in 36th *All India Accounting Conference and International Seminar* during 11-12th, Jan 2014, organized by Department of Commerce and Management, Andhra University and Indian Accounting Association, Visakhapatnam.
- ❖ Paper titled ‘**Room for Growth of FMCG Companies: Rural and Global**’ was presented in the National Seminar on ‘*Opportunities in Rural Marketing*’ during 21-22 February 2014 organized by Gitam University, Gitam Institution of Management, Department of Marketing, Visakhapatnam.
- ❖ Paper titled ‘**Impact of FDI on Indian Banking sector- A blessing in disguise**’ was presented in Two day National Seminar on ‘*FDI in service sector in Emerging economy: Opportunities & Challenges*’ on 24th April, 2014, organized by faculty of Commerce and Management, Krishna University in association with APSEHE, Hyderabad.
- ❖ Paper titled ‘**A study on FDI in Education**’ was presented in Two day National Seminar on ‘*FDI in service sector in emerging economy: Opportunities & Challenges*’ on 25th April, 2014, organized by faculty of Commerce and Management, Krishna University in association with APSEHE, Hyderabad.
- ❖ Paper entitled ‘**A Study on women entrepreneurship-A case study in Machilipatnam**’, was presented during the UGC sponsored International seminar on ‘*Women Entrepreneurship- A Global Perspective*’ during 6-7, August 2014 at K.B.N. College, Vijayawada, Andhra Pradesh, India.
- ❖ Paper titled ‘**Implementation of Talent management in India**’ was presented in one day International Seminar on 18th November 2014, on ‘*transforming organizations through*

Talent management’ in the Department of Business Management, VR Siddhartha Engineering College, Vijayawada.

- ❖ Paper titled ‘**Rural performance of FMCG’s in Economic slowdown**’ was presented in National Conference on *Emerging trends in Business and Industrial management-2K14 (ETBIM-2K14)* on 30th December 2014, organized by the Department of Business Administration, St. Ann’s College of Engineering & Technology, Chirala, Andhra Pradesh.
- ❖ Paper titled ‘**Changing trends in Indian Rural Market**’ was presented in Two day National Seminar on ‘*Indian Rural Economy and Employment- Importance, Issues and Challenges*’ during 23-24th February 2015, organized by Department of Commerce, Government Degree College, Razole.

- ❖ Paper titled ‘**Challenges in Rural Marketing and New rural India**’ was presented in National Seminar on *Rural Marketing and Rural Consumerism-Road map towards sustainable Rural India* on 24th & 25th April 2015 sponsored by APSCHE, Hyderabad, organized by Department of Management Studies, T.J.P.S. College, (P.G. courses).
- ❖ Paper titled ‘**An empirical study on compensation effectiveness on Quality of Work Life: A Case Study in Guntur**’ was presented in the National Seminar on *HRM: Exploring new dimensions* during 12-13 December 2015, held at Bommidala Department of Human Resource Management, Acharya Nagarjuna University, Guntur.
- ❖ Paper titled ‘**FMCG market at Glance**’ was presented in National Conference on *Emerging trends in Eco-friendly Marketing* on 19th December 2015, organized by the Department of Business Administration, St. Ann’s College of Engineering & Technology, Chirala, Andhra Pradesh.
- ❖ Paper titled ‘**A Study on Technology Advancement and Human Resource Performance**’ presented in Two day International Seminar on *Human Resource Management In Digital Age* during 24-25 February, 2018 sponsored by UGC and ICSSR, organized by Department of Human Resource Management, Acharya Nagarjuna University, Guntur, Andhra Pradesh.
- ❖ Paper titled ‘**Impact of Employee Perceive HR Practices on Employee Engagement in Vizag Steel Plant**’ presented in Two day National Seminar on *Human Resource Management and Inclusive Growth in 21st Century: Concerns and Challenges* during 27th and 28th February 2018, organized by Department of Commerce and Management Studies and CSSEIP, Andhra University, Visakhapatnam.

SEMINARS/WORKSHOPS PARTICIPATED

- ❖ **Participated** in a Seminar on ‘**Computing in the Global Village**’, Organized by Visakha Institute for Professional Studies, Visakhapatnam on 17th March 2002.
- ❖ **Participated** in a National Seminar on ‘**HRM and Global Perspectives**’, Organized by National HRD Network, Visakhapatnam on 28th December 2003.
- ❖ **Participated** in a U.G.C. sponsored National Seminar on ‘**Entrepreneurship Development in the Globalized Environment-Opportunities and Challenges**’ Organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam on 18th July, 2005. Participated in a National Seminar on ‘**Quality Assurance and Accreditation**’ Organized by All India Management Association and Department of Commerce and Management Studies, Andhra University, Visakhapatnam on 23rd July, 2005.
- ❖ **Participated** in a National Conference on ‘**Management Education**’ Organized by All India Management Association and Department of Commerce and Management Studies, Andhra University, Visakhapatnam on 30th July, 2006.
- ❖ **Participated** in the National Seminar on *Recent Trends in Information and Communication Technology* organized by Department of Computer Science, Krishna University during 07-08th January, 2012.
- ❖ **Participated** in the International Conference on International Conference on Recent trends in Training and development during 6th-7th February 2014, organized by Jawaharlal Nehru Technological University, School of Management Studies, Hyderabad.
- ❖ **Participated** in Two day NAAC awareness workshop on ‘Role of Assessment and Accreditation in enhancing Quality of Higher Education’ during 5-6, February 2015 organized by CDC and Internal Quality Assurance Cell, Krishna University, Machilipatnam.
- ❖ **Participated** in 5th National Conference of Telugu Linguist’s Forum, Krishna University, Machilipatnam, in association with Bharatiya Bhasha Samiti, Mysore and Telugu Bhasha Sastragnula Vedika, Hyderabad.
- ❖ **Participated** in workshop on open educational resources for development during 2-5 March 2015, organized by Common Wealth Educational Media Centre for Asia, New Delhi in collaboration with Krishna University, Machilipatnam, Andhra Pradesh.

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS

- ❖ Life member for Indian Commerce Association. (AP 335).

- ❖ Life member for Kisan World – A journal of Agricultural & Rural Development.(179).
- ❖ Life member in Indian Society for Applied Behavioral Science (LA-193).
- ❖ Annual member for All India Management Association. (2012 11290)
- ❖ Member in MSI (Marketing Science Institute, Cambridge)
- ❖ Life member in Indian Accounting Association. (VS-167)

PROFESSIONAL RECOGNITION

- ❖ Co-convener for the National Seminar organized by Krishna University, Machilipatnam on '*Micro finance-Women empowerment*', on 17-18, Feb 2012.
- ❖ Invited as Chief Guest for Women's Day celebrations on 08-03-2011, and addressed the Women employees in **Bharat Electronics Limited, Machilipatnam**.
- ❖ Reviewer for 'The Indian Journal of Commerce & Management Studies' (IJCMS), (Indexed online peer review open access journal).
- ❖ Co-convener for Two day National Seminar on 'FDI in service sector in emerging economy: Opportunities & Challenges' during 24-25 April, 2014, organized by faculty of Commerce and Management, Krishna University in association with APSEHE, Hyderabad.
- ❖ Co-convener for Vidusha -2K14, National level management meet on 29th April 2014, organized by Department of Business Management, Krishna University, Machilipatnam.
- ❖ Invited as resource person **Bharat Electronics Limited, Machilipatnam** and addressed the Women employees on women empowerment on 18-08-2015.
- ❖ Associate Editor for the book on Foreign Direct Investment in emerging economy: Opportunities & Challenges.
- ❖ Resource person for National Institute for Micro, Small & Medium Enterprises (ni-msme) on 25th Jan 2014.

(R.PADMAJA)