

Dr Madhavi Sripathi

Department: Department of Business and Management Studies

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Residential Address:

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Academic Qualifications:

MBA (Marketing & Systems) and Ph.D

Academic Rewards / Achievements:

- **Associate Editor** of “GEC’s International Journal of Innovation Technology and Management” ISSN **2394 – 594X**. Published by Department of Business and Management Studies, Gudlavalleru Engineering College.
- Qualified “AP SET - 2019” in Management Discipline

Professional Experience:

Designation	Institution	Period
Associate Professor	Gudlavalleru Engineering College	2010 to till date

Industry Experience:

Designation	Industry	Period
Customer Service Executive	Aircel, Hyderabad	2009 - 2010

Projects Guided:

PhD	Post Graduation	Under Graduation
Nil	100	NA

Specialization: Marketing & Systems

Research Papers / Books:

Books Published in Publications:

- Published a Paper titled, “Indian Enterprises Initiatives on Corporate Social Responsibility: A Suggested Framework” in “Good Corporate Governance in India and Challenges”, ISBN: 978-2-12-345680-3, in the year 2015.

Papers Published in Journals:

1. Published a Paper titled, “Technological Innovation in Payment System – Indian Commercial Banks” in Journal of Resource Management and Technology, ISSN: 0745-6999, Vol.11, Issue 0, 45 -52, January 2020.
2. Published a paper titled, “Socio Economic Profile of Imitation Jewellery Manufacturers in Machilipatnam” in International Journal of Management Research & Review, ISSN: 2249-7196, Vol.6, Issue 1,38-43, January 2016.
3. Published a paper titled, “Organized Retailing in India & Its Challenges” in International Journal of Management Research & Review, ISSN: 2249-7196, Vol.5, Issue 9,691-701, September 2015.
4. Published a paper titled, “Problems of Indian Jewellery Industry” in International Journal of Management Research & Review, ISSN: 2249-7196, Vol.5, Issue 8,623-628, August 2015.
5. Published a paper titled, “Advertising Practice & Creative Strategy: The Dark Side of the Creativity” in Global Journal of Commerce & Management Perspective, ISSN: 2319-7285, Vol.3 (5):153-157, October 2014.
6. Published a paper titled, “Emerging trends in India: Green Marketing” in International journal of Management Sciences, Vol.2, No.12, 2014, 552-560.

7. Published a Paper titled, "Fish consumption behavior in west Godavari district, AP, India" in "Research journal of management sciences", ISSN: 2319-1171, VOL.3 (5), 1-5, May 2014.
8. Published a Paper titled "Service quality measurement in Paper Distribution: A Comparative study of perceived and expected service with application of Analytical Hierarchy Process Model" in "The International Journal of Management", ISSN: 2277-5846, Vol 3, Issue 2, April 2014.
9. Published a Paper titled "The Role of Store Environment and Atmospherics in Consumption Experiences" in International Journal of Management Research and Review, ISSN: 2249-7196, Vol.4, Issue 3, No.4, and March 2014.
10. Published a paper titled "Impact of visual merchandising on consumer behavior towards women apparel" in IJMRBS, Vol.2, No.4, October 2013.
11. Published a paper titled "Prediction of Churn Behavior of Bank customers using Data mining tools" in Indian journal of marketing, volume 42 Issue 9; ISSN 0973-8703, Sept 2012.

Papers Published in Conferences/Workshops:

- Presented a paper titled, "Deceptive Advertising" at a One day National Conference on "Integrated Marketing communication Strategy" at Hyderabad Business School, Gitam University, 2014.
- Presented a Paper at NABARD sponsored Two Day National seminar titled "Foreign Direct Investment in Retail in India" at Krishna University, 2014.
- Presented a paper titled, "Consumer dynamics and marketing strategies in a globalized era" in International conference on marketing strategies in globalised economic era perspectives and challenges, Hyderabad,2013.
- Presented a Paper at NABARD sponsored National seminar titled "A Tool for Poverty Reduction: Market segmentation" at Krishna university,2012.

List of Workshops organized:

- Organised A Two-day National Level Management Meet – Spartans 2k20 on 6th & 7th March, 2020.
- Organised A Two-day National Level Management Meet – Spartans 2k19 on 7th & 8th February, 2019.
- Organised A Two-day National Level Management Meet – Spartans 2k18 on 2nd & 3rd February, 2018.
- Organised A Two-day National Level Management Meet – Spartans 2k16 on 18th & 19th October, 2016.
- Organised A Two-day National Level Management Meet – Spartans 2k15 on 20th & 21st November, 2015.
- Organised A Two-day State Level Management Meet – Agnishika-12 on 9th & 10th November, 2012.

List of Workshops /Conferences /Seminars Attended:

- Participated in Online Quiz on New Education Policy –2020 organized by Soundarya Institute of Management & Science on 19th August, 2020.
- Participated in A National Webinar on Effective Use of Library E-Resources organized by St. Ann's Degree College for Women & St. Ann's P.G. College for Women on 13th August, 2020.
- Participated in A National Level Webinar on “Intellectual Property Rights & Patents – A View” organized by IQAC, Gudlavalleru Engineering College, Gudlavalleru held during 10– 12th August 2020.
- Participated in AICTE Sponsored National level one-week STTP on Orientation and pedagogy for curriculum: Good Teaching Practices, organized by Smt. Kishoritai Bhojar College of Pharmacy from 3rd August, 2020 to 8th August 2020.
- Participated in A One-day International Level FDP on Case Study analysis and writing skills organized by BITS Vizag on 28th July, 2020.
- Participated in A 3-Day National FDP: Trends in Management Education and Research organized by Gudlavalleru Engineering College from 24th July, 2020 to 27th July, 2020.

- Participated in IQAC initiated UGC Sponsored National Webinar on Impact of COVID-19 on Higher Education, Trans-disciplinary Research and Employability organized by KLE Society's S Nijalingappa College on 23rd July,2020.
- Participated in A 3day National Level FDP on Outcome Based Education organized byRai University, Ahmedabad, Gujarat from 22nd July, 2020 to 24th July, 2020.
- Participated in A National Webinar on The impact of COVID -19 on Educational Institutions after lockdown by Audisankara Group of Institutions on 16th July, 2020.
- Participated in An International FDP on Academic Publication Strategy – Planning & Execution organized by AdikaviNannaya University, MSN Campus on 10th July,2020.
- Participated in A Two-Week FDP on GIST 2020(Guidance in Innovation, Science & Technology)organized by Make India Proud – Non ProfitableOrganization from 8th July,2020 to 23rd July,2020.
- Participated in A National Level Webinar on Funding Projects, Consultancies and Book writing organized by Vimal Jyothi Engineering College, Chemperi , Kannur , Kerala, on 8th July,2020.
- Participated in A 3-Day National Level FDP on New Challenges in Business Management- A Strategic Approach organized by Andhra Loyola Institute of Engineering and Technology from 8th July ,2020 to 10th July,2020.
- Participated in A National Level webinar on Reflect, Reboot & be relevant for tomorrow organized by Thakur college of Science & Commerce on 6th July, 2020.
- Participated in A National Level webinar on Strategic management for changing times organized by Narasaraopeta Engineering College on from 6th July, 2020.
- Participated in A National Level FDP on Cross Cultural Management Mechanics in MNC's organized by Rise Krishna Sai Prakasam Group of Institutions, Ongole, from 3rd July,2020 to 5th July,2020.
- Participated in An International Level Webinar on Research Paper Publication in Indexed Journals organized by ArulmiguPalaniandavar Arts College for Women, Palani, on 13th June,2020.
- Participated in the Online National Webinar on “Reflect, Reboot and Be Relevant for tomorrow” organized by Thakur College of Science and Commerce on 6th June, 2020.

- Participated in the One Week International Faculty Development Programme(Online) on “Synergia to Revitalise, Reform, and Refresh ourselves as Agents to Ensure Quality Education” organized by Auxilium College, Vellore, from 1st June to 7th June,2020.
- Participated in a Mode of Internship in Management Course during Present Covid-19 Scenarioorganized by Lakkireddy Bali Reddy College of Engineering, Mylavaram on 31st May, 2020.
- Participated in National Level webinar on Technology enabled teaching and remote learning organized by St.Ann’s College for Women held on 30th May, 2020.
- Participated in the Online FDP on “Impact of covid-19 on commodity Sector” organized by Anantha Lakshmi Institute of Technology and Sciences, Ananthapur held during 28th May to 30th May, 2020.
- Participated in a National Level E-Quiz on organized by Journal of Advanced Research in Technology and Management Scienceson 27th May, 2020.
- Participated in anInternational Level webinar on Covid 19 and Global Challenges organized by VELS Institute of Science, Technology &Advanced Studies on 27th May, 2020.
- Participated in a National Level webinar on Management Education – Post Covidorganized by LBRC Association with AIMS (AP Chapter) on 26th May, 2020.
- Participated in a One-weekNational Level FDP on Emerging Challenges in Core Management organized by Santhiram Engineering College, Nandyal from 23rd May, 2020 to 29th May, 2020.
- Participated in National webinar on Green Building Technologyorganized by Chennai Institute of Technologyon 21st May, 2020.
- Participated in a National Level FDPon GST using Tally Release 6.6organized by PB Siddhartha College of Arts & Science and Tally education on 15th May, 2020.
- Participated in a National Level E-Quiz on Research Methodology organized by MangalayatanUniversity , Aligarh on 15th May, 2020.
- Participated in a National Level E-Quiz on Basics of Computer and IT Skillsorganized by Shre L.R. Tiwari College of Engineering on 12th May, 2020.
- Participated in a National Level Faculty Program on NBAorganized by Bharati Vidyapeeth College of Engineering, Navi Mumbaion 12th May, 2020.

- Participated in a National Level E- Quiz on Awareness of Covid-19 organized by Shivlingeshwar College of Pharmacy, Almala, Maharashtra on 12th May, 2020.
- Participated in a National Level Webinar on Virtual Classroom Management using Microsoft Teams organized by LBRC Engineering on 11th May, 2020.
- Participated in a National Level webinar on Opportunities for Start Ups in Current Situation organized by Chennai Institute of Technology on 8th May, 2020.
- Participated in a National Level NAAC Awareness Programme for Faculty organized by Marathwada Mitramandal's Institute of Technology from 8th May, 2020 to 14th May, 2020.
- Participated in a National Level E- Quiz on Introduction to Public Relation Marketing organized by Sri Krishna Aditya College of Arts and Science on 5th May, 2020.
- Participated in National webinar on "Levers of Digital Industry" organized by Chennai Institute of Technology on 1st May, 2020.
- Participated "A One-day National level FDP on Awareness of Publication Ethics and Anti-Plagiarism tools for thesis writing" organized by Ramachandra College of Engineering on 7th March, 2020.
- Participated in the workshop on "Case study on Warren Buffet Challenge – World's most successful and wealthiest and investor" at Madhu Malaxmi Chambers, Vijayawada, 2019.
- Participated in the workshop on "Evaluating Students Performance and Designing Question Papers" from 25-2-2019 to 01-03-2019 at Gudlavalleru Engineering college organized by NITTTR.
- Attended A Two-Day National level FDP: Perception & Perspectives of Pedagogy – The role of Case study in Management Education, 17/08/2018 & 18/08/2018 organised by Gudlavalleru Engineering College.
- Participated in a 3-day Entrepreneurship awareness camp organized by entrepreneurship Development cell (sponsored by AICTE, New Delhi), Gudlavalleru engineering college, Gudlavalleru on 4th, 5th & 6th September, 2010.
- Participated in a Personality development program organized at Gudlavalleru engineering college, Gudlavalleru on 7th Jan 2011.
- Participated in a 3-day Entrepreneurship awareness camp organized by entrepreneurship Development cell (sponsored by AICTE, New Delhi), Gudlavalleru engineering college, Gudlavalleru in 2011.

Certifications: Nil

- LEARNTHON 2.0 : 7days online certificate course on”Art of Business” from 13th -19th July,2020.
- ICTACADEMY certificate course on Digital Teaching Techniques from 29th June,2020 to 4th July,2020.
- Research Academy & Elseviercertificate course on Writing a persuasive cover letter for your manuscript module – May 2020.
- Research Academy & Elsevier certificate course on How to produce highly visible research: Useful tips for researches module – May 2020.
- Research Academy & Elsevier certificate course on How to conduct evidence-based research module – May 2020.
- NPTEL Certificate Course on Marketing Management – I : September,2019.
- Start up India learning program course powered by UpGrad solutions & Invest India, National Investment Promotion Agency, July, 2019.

Guest Lectures Delivered: Nil

Membership In Professional Bodies:

HMA Individual Member Segment, Hyderabad Management Association since August,2020.

Consultancy Activities: Nil

Grants Fetched:

UGC sponsored Minor Research Project on the topic, **“Changes in consumer buying behavior with theadvent of organized retailing”**in the year 2015.
