

Ms.T.S.Leelavati

Department : Department of Business and Management Studies
College : Gudlalleru Engineering College
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RESIDENTIAL ADDRESS:

Bhaskarapuram, Machilipatnam-521001, Krishna District, A.P., India.

ACADEMIC QUALIFICATIONS: MBA, PGDCA, UGC-NET, (PhD).

ACADEMIC REWARDS / ACHIEVEMENTS:

- Top 1% with Gold grade for NPTEL Certificate Course on Sales and distribution management- April, 2019.

PROFESSIONAL EXPERIENCE:

Designation	Institution	Period
Assistant Professor	Gudlalleru Engineering College	June 2014-Till date
Assistant Professor	K L Deemed to be University	June 2013-May 2014
Assistant Professor	Gudlalleru Engineering College	June 2011-April 2013

PROJECTS GUIDED:

PhD	Post Graduation	Under Graduation
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SPECIALIZATION: Human resource Management and Marketing Management

PAPERS PUBLISHED IN JOURNALS:

1. Published a research paper in an International Journal titled "*Impact of Visual Merchandising on Consumer Behavior towards Women Apparel*" in International Journal of Management Research and Business strategy- Oct 2013.
2. Published a Research paper in Asia pacific journal of Research titled "*Factors Affecting Employee Attrition - A Challenge for Indian Retail Industry*" in Volume: 6, Issue: 2, April, 2017 with ISSN: 2320-5504, Impact Factor 6.58.
3. Published a Research paper in International Journal of Emerging Technologies and "

Innovative Research, titled "*Impact of Demographic factors on Emotional Intelligence-an empirical analysis*" in Volume: 6, Issue: 6, June, 2019 with ISSN: 2349-5162, Impact Factor: 5.87.

4. Published a research paper in International Journal of Multidisciplinary Educational Research on '*Can emotional intelligence be developed?*' (7(8)), 104.

5. Published a research paper in International Journal of Multidisciplinary Educational Research titled "*Recent Trends in HRM-Challenges and Concerns of a Modern Day HR*" in Volume: 6, Issue: 2, February, 2017 with ISSN: 2277-7881, Impact Factor 4.527, Index Copernicus Value 5.16 & International Scientific Indexing Value: 2.286.

6. Published a research paper in International Journal of Management Research and Review titled "*The new era of Marketing: Mobile Marketing*" - Dec 2015/volume 5/Issue 12/ISSN 2249-7196.

7. Published a paper in Journal of Resource Management and Technology on *Green Human Resource Management Practices And Implementation In Organisations*

PAPERS PUBLISHED IN CONFERENCES/WORKSHOPS:

- Presented paper in International conference on marketing strategies in Globalised Economic Era Perspectives and Challenges, paper titled "*Consumer Dynamics and Marketing Strategies in a Globalized Era*", Hyderabad.
- Presented a paper at APSCHE sponsored two day National Seminar on "*Microfinance- Pathway to women empowerment*", organized by Department of Business Management Krishna University-Feb 2012.

BOOKS PUBLISHED: --

LIST OF WORKSHOPS /CONFERENCES /SEMINARS ATTENDED:

Participation in Seminars/Conference/Workshops/FDPs:

- Participated in a workshop on "*Women –Financial Awareness*" organized by CII Women wing at Loyola college, Vijayawada.2014
- Attended a Faculty Development Programme by VoicuSucala, Professor, and Glasgow University Romania on "*Critical Management Studies*" in 2014.

- Attended a Two-day Faculty Development Program organized by Department of Business and Management Studies on “Effective Class Management and the Role of Communication” on 8th & 9th October, 2015.
- Participated in a workshop on “*Performance Management*” at Hotel Fortune Murali Park, Vijayawada organized by CII, Vijayawada on 24th April 2015.
- Attended a two-day International conference on “*Emerging Global Business Opportunities*” organized by ALEAP on 29th -30th May 2015
- Participated in One day workshop on NPTEL awareness program organized by Gudlavalleru Engineering college in association with NPTEL,IIT Madras on 6th Dec 2018
- Participated in Two day workshop on leadership opportunities for professional women organized by Efftronics Systems Pvt Ltd Vijayawada on 27th to 28th October 2018
- Participated in NPTEL FDP on Sales and Distribution Management organized by MHRD NPTEL in April 2019
- Participated in a National webinar on “*Enhancing Research Effectiveness using Scopus, Science direct and Mendeley*” Kurukshetra University, kurukshetra, Haryana, 1st May 2020
- Participated in a national webinar on Virtual classroom Management organized by LBRCE, Mylavaram on 11th May 2020
- Participated in a national Workshop on effective and efficient online teaching in the age of corona organized by IIT Bombay on 16th May 2020
- Participated in International webinar on Webinar on Covid 19 and challenges organized by VELS College Chennai on 27th May 2020.
- Participated in National seminar on Technology enabled teaching and remote learning organized by St Ann’s college for women Hyderabad on 30th may 2020.
- Participated in The Two-Day E-FDP on “Virtual Teaching-Learning MOODLE the Efficient Way” organized by Dr. M.G.R. Educational and Research Institute on 29th to 30th May 2020 , Chennai.

- Participated in National Webinar on Strategic management for changing time organized by Narasaraopet engineering college on 6th June
- Participated in a National FDP on Cross Cultural Management Mechanics in MNCs” organized by RISE College Ongole 3rd to 5th June 2020
- Participated in One Day International Faculty Development Program On "Academic Publication-strategy –execution” organized by Aadikavi Nannaya University,MSN campus Kakinada 10th June 2020
- Participated in a Two day international webinar on ‘New normal for Gen Z’ organized by VET college Bangalore 9th and 10th June 2020
- Participated in a Three day online FDP on New challenges in Business Management, organized by Andhra Loyola Institute Of Engineering & Technology, Vijayawada 8th to 10th June 2020
- Participated in a Three day FDP Trends in Management Education organized by Gudlavalleru Engineering college 24th to 27th July
- Participated in AICTE Sponsored STTP on Orientation and Pedagogy for curriculum: Good Teaching Practices organized by SKBC Pharmacy College, Maharastra 3rd to 8th August 2020.

CERTIFICATIONS:

NPTEL Certificate Courses on

Sales and Distribution Management - April, 2019.

MEMBERSHIP IN PROFESSIONAL BODIES:--

CONSULTANCY ACTIVITIES: --

GRANTS FETCHED: ---
