

Susmitha Kunchaparthy

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RESIDENTIAL ADDRESS:

Susmitha kunchaparthy

H.No.: 10/260, Balaramunipeta, Machilipatnam, Krishna District, A.P., India.

ACADEMIC QUALIFICATIONS: MBA,(Ph.D)

ACADEMIC REWARDS / ACHIEVEMENTS:

- Secured Elite + Silver grade for NPTEL Certificate Course on Decision Making using Financial Accounting-October, 2019
- Secured Elite + Silver grade for NPTEL Certificate Course on Financial Statement Analysis and Reporting- March, 2019.
- Got ratified under JNTUK University in the year 2019.

PROFESSIONAL EXPERIENCE:

Designation	Institution	Period
Assistant Professor	Gudlavalleru Engineering College	July2013-Till date
Assistant Professor	Global Institute of Management & Technology	March2011- March 2012

PROJECTS GUIDED:

PhD	Post Graduation	Under Graduation
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SPECIALIZATION: Finance & Marketing

RESEARCH PAPERS / BOOKS

PAPERS PUBLISHED IN JOURNALS:

International Journals

- Published a Research paper in Journal of resource Management and Technology (JRMAT) titled "Technological Innovations in Payment Systems - Indian Commercial

Banks” in Volume:11, Issue: 1, January2020 with ISSN: 0745-6999, Impact Factor 6.35.

- Published a Research paper in International Journal of Creative Research Thoughts (IJCRT) titled “Investment preferences of Salaried Women Employees” in Volume: 6, Issue: 1, January2018 with ISSN: 2320-2882, Impact Factor 5.97.
- Published a Research paper in International Journal of Multidisciplinary Educational Research (IJMER) titled “A comparative Study on Performance of Non-Performing assets in Public sector and Private sector banks” in Volume: 6, Issue: 4(5), April, 2017 with ISSN: 2277-7881, Impact Factor 4.527.

PAPERS PUBLISHED IN CONFERENCES/WORKSHOPS:

- Presented a paper in Two day National Seminar on Indian Economic Turnaround – Challenges and Prospects, paper titled “*PMJDY-Issues and Challenges*” 9th,10th February 2017, Sir C R Reddy College –Eluru.
- Presented a paper at one day National Seminar on “**Journey of Woman from Home to Board Room**” organized by Department of Business Management, Vijaya Institute of Management Sciences for women, Vijayawada – March 2016.

LIST OF WORKSHOPS /CONFERENCES /SEMINARS ATTENDED:

- Participated in a National Level webinar on ““Intellectual Property Rights & Patents - A View” organized by IQAC, Gudlavalleru Engineering College, Gudlavalleru,10-08-2020 to 12-08-2020.
- Participated in a 3-Day FDP “**New Challenges in Business Management- A Strategic Approach**” organized by Andhra Loyola Institute of Engineering and Technology, 08/07/2020 – 10/07/2020.
- Participated in FDP “**Academic Publication Strategy – Planning & Execution**” organized by Adikavi Nannaya University, MSN Campus, 10/07/2020
- Participated in One Day Faculty Development Program Webinar on “*COVID- 19 New Challenges & Strategies for Consumer Protection*” organized by Department of Commerce, Sri Durga Malleswara Siddhartha Mahila Kalasala on 04th July 2020.
- Participated in a national webinar on “**Step by Step Approach for Investing in Stock Markets**” organized by Hindu College of management, 01-07-2020.
- Participated in One week International FDP on “**Synergia to Revitalise, Reform and Refresh Ourselves as Agents to Ensure Quality Education**” organized by Auxilium College in association with VIT – AP, from 01/07/2020 – 07/07/2020

- Participated in a Three day FDP on **“Trends in Management Education”** organized by Gudlavalleru Engineering college, 24th to 27th July 2020.
- Participated in a national webinar on **“Impact of COVID in Engineering Education”** organized by Gudlavalleru Engineering College on 09-06-2020.
- Participated in Two Day National Level Webinar on **“New Normal for Gen Z”** organized by V.E.T.First grade College, 9th & 10th June,2020.
- Participated in National Webinar on **“Strategic management for changing time”** organized by Narasaraopet engineering college on 6th June,2020
- Participated in Three Day online Faculty Development Program **“Cross Cultural Management Mechanics in MNCs”**. Organized by Rise Krishna Sai Prakasam Group Of Institutions, Ongole from 03-06-2020 to 05-06-2020.
- Participated in a national webinar on **“Mode of Internship in Management Course during Present Covid-19 Scenario”** organized by Lakkireddy Bali Reddy College of Engineering, Mylavaram on 31/05/2020.
- 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 International webinar on **“Webinar on Covid 19 and challenges”** organized by VELS College Chennai on 27th 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 a national webinar on **“Virtual classroom Management”** organized by LBRCE, Mylavaram on 11th May 2020.
- Participated in Three Day online Faculty Development Program on **“Impact of covid-19 on commodity sector”** organised by Ananatha Lakshmi Institute of Technology and Sciences, from 28-05-2020 to 30-05-2020.
- Participated in a national webinar on **“Introduction to Public Relation Marketing”** organized by Sri Krishna Aditya College of Arts and Science on 05/05/2020.
- Participated in a national webinar on **“Opportunities for Start Ups in Current Situation”** organized by Chennai Institute of Technology on 08/05/2020.

- Participated in a FDP on **“GST using Tally Release 6.6”** organized by PB Siddhartha College of Arts & Science and Tally education pvt.ltd on 15/05/2020.
- Participated in a national webinar on **“Managing Your Finances and investments in COVID-19”** organized by VEI Tech High Tech on 27-05-2020.
- Participated in One Week Online Workshop on **“Data Analysis & Optimization Techniques using Spread Sheets”** organized by Eswar College of Engineering from 08-05-2020 to 13-05-2020.
- Participated in Two-day National Level FDP on **“ Modern methods for Teaching-Learning Practices”** organized by Krishna University from 12-05-2020 to 13-05-2020
- Participated in One day FDP on **“Awareness of publication Ethics and Anti-Plagiarism Tools for Thesis Writing”** organized by Ramachandra College of engineering, on 07-03-2020.
- 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.
- Participated in a Two – day Faculty Development Programme on **“Perception & Perspectives of Pedagogy – The Role of Case study in Management Education”** organized by GEC, Gudlavalleru, 17th & 18th August, 2018.
- Participated in International Faculty Development Programme, **“Strategic Edge – The Stanford Way”** organized by KLU Business School, 5th January 2017.
- Participated in Two-day Faculty Development programme on **“Thresholds and Absolutes in Management Education- HR, Marketing and Finance”** organized by GEC, Gudlavalleru, 7th & 8th July, 2017.
- Participated in a Three – day faculty Development Programme on **“Research Methodology”** organized by GEC, Gudlavalleru, 18th & 20th December, 2017.
- Participated in Two– day faculty Development Programme on **“Effective Class Management and The Role of Communication”** organized by GEC, Gudlavalleru, 8th & 9th October, 2015.
- Participated in a workshop on **“Training Teachers for Excellence”** in Gudlavalleru Engineering College, Gudlavalleru.

- Participated in a 2-day workshop on “**Research Methodologies**” in K.B.N.College, Vijayawada.

CERTIFICATIONS:

NPTEL Certificate Courses on

- **Financial Statement Analysis and Reporting-** March, 2019
- **Decision Making using Financial Accounting-**October, 2019
- **How to Produce highly visible research: Useful tips for Researchers -**
05/05/2020
- **How to conduct evidence-based research module-** 05/05/2020
- **Art of Business-Online Certification Course -**13-07-2020 to 19-07-2020.
