




ANDHRA LOYOLA INSTITUTE OF ENGINEERING AND TECHNOLOGY


(Approved by AICTE, New Delhi & Affiliated to JNTU Kakinada)

Accredited by NAAC & An ISO 9001:2015 Certified Institution

ITI Road, ALC Campus, VIJAYAWADA - 520 008 :: Website : www.aliet.ac.in :: Ph : 0866 - 2476161

FACULTY PROFILE

<p>Name of the Faculty</p>	<p>GUMMADI LALITA MADHAVI</p>	
<p>Designation</p>	<p>Assistant Professor</p>	
<p>Department</p>	<p>MBA</p>	<p>Date of Birth 25/09/1987</p>
<p>Date of Joining the Institution</p>	<p>01/04/2023</p>	<p>Native place Vijayawada, Krishna District, Andhra Pradesh</p>
<p>Academic Qualification with Class/Grade</p>	<ul style="list-style-type: none"> • Presently Pursuing Ph.D. from Acharya Nagarjuna University, Guntur. • MBA (HR & Marketing) from Acharya Nagarjuna University, First class with distinction (70%), 2011. <p>Pursuing Doctorate-Human Resource Management Title -A Study on Retention Strategies and Talent Management with reference to pharmaceutical industries of Krishna and Guntur Districts.</p>	
<p>Employee ID</p>	<p>ALIET-23-07</p>	
<p>E-mail / Mobile</p>	<p>gummadilalitha@gmail.com 7799209460</p>	
<p>Total Experience in Years</p>	<p>Teaching: 11 years</p>	<p>Industry: 01</p>
<p>Papers Published in Journals</p>	<p>UGC: 03 Non-UGC: 13</p>	
<p>Training & Faculty Development Programmes attended</p>	<p>Certified Training Programmes:02, Faculty Development Programmes: 17</p>	
<p>Papers presented in Conferences</p>	<p>International: 03 National: 01</p>	<p>Workshops:05</p>
<p>Projects Guided at Masters Level</p>	<p>Projects at Masters Level: 91</p>	
<p>Board of Studies Member</p>	<p>Andhra Loyola Institute of Engineering and Technology, Vijayawada, Andhra Pradesh.</p>	
<p>Subjects handled for Post Graduate Students:</p>	<ul style="list-style-type: none"> • Consumer Behaviour and Marketing Research • Performance & Reward Management • Marketing Management 	

(MBA & MCOM)	<ul style="list-style-type: none"> • Advanced Banking • Sales & Distribution Management • Human Resource Development • Personality Development Lab • Business Law • Industry and Business Domain Analysis • International Human Resource Management • Global Human Resource Management • Entrepreneurship Development and Business Models • Corporate Governance • Services Marketing • Advertising and Brand Management • Business Communication Skills • Human Resource Management • Strategic Human Resource Management
Subjects handled for B. Tech Students: 2011-2014	<ul style="list-style-type: none"> • Managerial Economics and Financial Analysis • Management Science • Intellectual Property Rights and Patents
Conferences/ Seminars / Workshops / FDP Organised @ ALIET	01
Any other Achievements	<p>100+ MOOCs Certifications on various streams in Coursera, Edx, LinkedIn, Alison, Class Upon. Great Learning etc.</p> 
Whether Ratified by University (Yes/No)	NO
<p>List of Publications in Scopus, Web of Science, UGC Care, UGC & Non-UGC Journals: 15</p>	
<p style="text-align: center;"><u>Academic Year: 2021-22</u></p> <p>1. Published an article “Role of NABARD in Agriculture and Rural Economy – An Overview” in International Conference ICGIM' 2022 as Edited Book Titled, "Emerging Applications And Smart Systems Based on Block chain Technology" (ISBN: 978-81-953592-1-9)</p>	

2. Published an article “Role of Entrepreneur in Development of Indian Economy” in ISSN Journal “Internal Journal of Commerce” published by Global Association of Commerce & Management, Salem with ISSN: 2394-9597 Vol.2 January – June 2015 in page no.295-297.

Academic Year: 2020-21

3. Published an article “A study on Fintech Innovations in Digital Banking Sector- Indian Context with ISBN No: 978-93-86388-38-4 organised by Aurora Degree College.
4. Published an article on UGC Sponsored National Seminar on Changing Dimensions in COVID Era Strategies for formulation and implementation organised by Department of Commerce & Management, KBN College, Autonomous, Vijayawada in Collaboration with Krishna University, Machilipatnam on 22nd and 23rd June ,2020.

Academic Year: 2019-20

5. UGC sponsored National seminar on Global Business - A Paradigm Shift, Maris Stella College, VZA (Role of Entrepreneurship in economic development).
6. Published an article “A Study on Open Talent Spectrum for Meeting Future Requirements” in changing business Landscape in association with NHRD Network, Vijayawada Chapter, organised by P.B. Siddhartha College of Arts and Science on 23rd March, 2019.

Academic Year: 2018-19

7. Published an article in National Seminar on Future of Work (FoW) in Changing Business Land Scape in association with NHRD NETWORK, Vijayawada Chapter. 23 March 2019, Organized by Department of Commerce & Business Administration.
8. Participated and presented a paper titled “HRM Global Competitiveness” in a National Seminar sponsored by UGC - “Global Business- A Paradigm Shift” organised by Maris Stella College, on 23rd February, 2018.
9. Published an article “Role of Entrepreneur in Economic Development” published in “Global Business - A Paradigm Shift” with ISBN 978-81-92060975 in 2018.
10. Published an article “GST in India” published in “Challenges of New India - Realizing a Billion Aspirations” with ISBN 978-93-5288-084-3 in 2018.

Academic Year: 2017-18

11. Published an article “HRM and Innovation Management” published in “Innovation Management: A Strategic Imperative for Growth” by Department of Business Administration, P.B. Siddhartha College of Arts & Science, Vijayawada with ISBN 978-93-5268-742-8 in 2017.
12. Participated and presented a paper titled “Goods and Services Tax” in a National Seminar sponsored by National HRD Network Vijayawada Chapter - Challenges of New India – Realizing a Billion Aspirations organised by Prasad V Potluri Siddhartha Institute of Technology, on 30th January, 2018.

Academic Year: 2016-17

13. Published an article “E-Governance Initiatives” published in “The Fourth Industrial Revolution – Impact on Business, Government & Society” by Department of Business Administration, P.B. Siddhartha College of Arts & Science, Vijayawada with ISBN: 978- 93-5267-483-1 February, 2017 in page no.146-155.

Academic Year: 2014-15

14. Published an article “Evolution of Corporate Governance in India” in ISBN Book “Enhancing Competitiveness for Business Excellence” published by G. K. Publisher, Chennai 2015 with ISBN: 978-93-81208-44-1 in page no.377-383.

Academic Year: 2012-13

15. Participated and presented a paper titled “Talent retention strategies” in a National Seminar on Utilising Human capital, A way forward to Nation's Prosperity, sponsored by Indian Council of Social Science Research, Ministry of HRD, New Delhi organised by PVPSIT on 29th March 2012.

Papers presented in International and National Conferences: 04

Academic Year: 2020-21

1. Published an article “A Study on Talent Management and Retention Strategies with respect to Pharmaceutical Industry” in International Conference ICGIM'2022 as Edited Book Titled, "Emerging Applications and Smart Systems Based on Block chain Technology" (ISBN: 978-81-953592-1-9)
2. Paper published in THE IASMS Journal of Business Spectrum Volume XIII, No 1 July 2020 on The Title: “A Study on Global Talent Mobility with respect to HR functions in Post Pandemic” with ISSN No. 0974-8016, organised by IA school of management studies.

3. Paper published in National E Conference on Advances in Science, Technology, Commerce and Management on 29th and 31st July, 2020. On the paper title: “A Study on Fintech Innovations in Digital Banking Sector-Indian Context” with ISBN NO 978-93-86388-38-4 organized by Auroras Degree and PG College, Hyderabad.

Academic Year: 2015-16

4. Published an article “Role of Entrepreneur in Development of Indian Economy” in ISSN Journal “Internal Journal of Commerce” published by Global Association of Commerce & Management, Salem with ISSN: 2394-9597 Vol.2 January – June 2015 in page no.295- 297.

Certified Training Programmes: 02

Academic Year: 2022-23

1. Participated in 5 Day Faculty Development Program on Microsoft Power BI Data Analyst Associate conducted by ICT Academy on 25 Jul 2022 to 29 Jul 2022 at Parvathaneni Brahmayya Siddhartha College of Arts & Science.

Academic Year: 2020-21

2. Participated & received certificate for successful completion of all requirements of one-week online Certificate Course on Digital Teaching Techniques organized by ICT Academy from 26 Oct 2020 to 31 Oct 2020.

Faculty Development Programmes Attended: 19

Academic Year: 2022-23

1. Attended 3 Day National Level FDP on “Universal Human Values” organised by Mechanical Department of Andhra Loyola Institute of Engineering and Technology from 13-07-2023 to 15-07-2023.
2. Organised and Attended 5 Day National Level FDP on “Skills Reengineering in Business Management” organised by Andhra Loyola Institute of Engineering and Technology from 23-05-2023 to 27-05-2023.

Academic Year: 2021-22

3. Attended & participated in 10 Hours of Faculty Development Program on Creative Thinking (Online Live FDP) conducted by ICT Academy on 16 Mar 2021 to 20 Mar 2021.

Academic Year: 2020-21

4. Attended 3 Day National Level FDP on New challenges in Business Management- A Strategic Approach organised by Andhra Loyola Institute of Engineering and Technology from 8-06-2020 to 10-06-2020.
5. Attended 3 Day FDP on Mentoring Skills organised by Maris Stella College, Vijayawada, Andhra Pradesh from 01-06-2020 to 03-06-2020.
6. Attended 2 Day FDP on Significance of Online Learning tools post COVID-19, organised by Andhra Loyola College, Vijayawada, from 12-06-2020 to 13-06-2020.
7. Attended 7 Days International Level Online FDP Webinar Series, organised by Sengunthar Arts and Science College, Namakkal Dt., Tamil Nadu, from 17.06.2020 to 23.06.2020.
8. Attended The Emerging Online Education, Post COVID 19 – Role of Teachers and Students, organised by Internal Quality Assurance Cell (IQAC), Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada on 19-06-2020.

Academic Year: 2019-20

9. Attended One-week FDP on Moodle (Open-Source Learning Management System) 3.7 conducted in association with P. B. Siddhartha College of Arts and Science and with support from Techvictus Consultancy Services Pvt. Ltd organised by IIT, Guwahati.
10. Attended 2-day FDP on “Improving Your Research Visibility – Research Impact and Metrics” organised by Velalar College of Engineering and Technology from 11-05-2020 to 13-05-2020.
11. Attended one day FDP on “GST using tally release 6.6 organised by TALLY” on 15-05-2020.
12. Attended National Level FDP on tools for online classroom post covid-19 organised by P.B. Siddhartha College of Arts and Science from 18-05-2020 to 20-05-2020.
13. Attended FDP on Recent Trends in Taxation organised by Sri Durga Malleswara Siddhartha Mahila Kalasala on 23-05-2020.
14. Attended 5 Days Online FDP on Introduction to Data Science organised by Guntur Engineering College, Kakinada from 18-05-2020 to 22-05-2020.
15. Attended FDP on “The Seven Habits of Highly Effective People, by Stephen Covey” organised by Veltech Ranga Sanku Arts College on 27-05-2020.

Academic Year: 2018-19

16. Attended for One day Faculty Development Program conducted by HR Footprints in association with NHRD Network, Vijayawada Chapter at P. B. Siddhartha College of Arts and Science on 12th October, 2018.

Academic Year: 2017-18

17. Participated One Day Faculty Development Program on “The Faculty Knowledge Sharing Program” organized by ICFAI Business School during 26 July, 2018.
18. Participated Two Day Faculty Development Program on “Paradigms of Education – Role of a Teacher and Effective Teaching” organized by School of Management Studies, Lakireddy Bali Reddy College of Engineering, Mylavaram during 17-18 July, 2018 in association with AIMS – AP Chapter, Academic Year: 2016-17.
19. Effective Class Room Management, Impactful Teaching, Innovative Instructional Strategies and Citizen Social Responsibility were the topics covered in the FDP on Effective Teaching organised on 24th October, 2016. Eighty-six faculty members from eight different colleges participated. Prof M L Sai Kumar, Former Dean, Institute of Public Enterprise was the Chief Resource Person.

Workshops Attended: 05

Academic Year: 2020-21

1. Attended workshop on Panel Discussion on Envisioning the role of BFSI Sector in Sustenance of Indian Economy at School of Management Studies, Noida on 08-08-2020.
2. Attended Two days National Workshop on “MCDM (Multi-Criteria Decision Making) Applications” organised by Department of Management, Vignan’s Foundation for Science, Technology & Research, Vadlamudi, INDIA from 28-08-2020 to 29-08-2020.

Academic Year: 2019-20

3. Attended One Day Online National Level Workshop on “Strategies and Employment Opportunities for Faculty and Management Students” at Lingayas Institute of Management and Technology on 30-05-2020.

Academic Year: 2018-19

4. Attended One day Workshop on “Learning Management System” Sponsored by Siddhartha Academy of General and Technical Education. Organized by Internal Quality Assurance Cell. P.B. Siddhartha college of arts and science on 22/07/2018.
5. UGC Sponsored National Workshop on “Intellectual Property rights – Issues and Challenges” in collaboration with Krishna University organized by PG department of Commerce and Business administration by KBN College on 23/11/2018.

International Webinars Attended: 07

National Webinars Attended: 48

Academic Year: 2023-24

1. Attended an Inspiring Young Leaders Webinar titled “Financial Sector - Catalyst for Development of Emerging Economies” organized by Association of Indian Management Schools (AIMS) on 02/06/2023.

Academic Year: 2022-23

2. Attended One Day National Webinar on “Managing Personal Finance and Wealth Creation” organized by Sri Durga Malleswara Siddhartha Mahila Kalasala in Collaboration with Association of Mutual Funds of India on 07/09/2022.

Academic Year: 2021-22

3. Attended a National Webinar on Tips on literature search and writing scientific papers organised by R & D Cell, PBSC on 24-06-2021.
4. has participated in the International Webinar on “HR Challenges and Responses - Under Global Pandemic” organized by the Internal Quality Assurance Cell (I.Q.A.C.) in association with Department of Commerce & Bachelor of Management Studies of the College on Saturday, 13th June, 2020.
5. Attended a National Webinar on Analytics for Business Excellence organised by Dept. of Commerce and Business Administration, PBSC, P V P. Siddhartha Institute of Science and Technology on 06-07-2021.

Academic Year: 2020-21

6. Attended a National Webinar on “Intellectual Property rights- key for achieving academic excellence” organised by Dept. of Commerce and Business Administration PBSC on 26-02-2021.
7. Attended and received certificate for participating in the Online Super Session on Improving the Skill Set & Changing the Attitude Expert session by Dr. Ramesh Prabbha conducted on 05 June 2020 by ICT Academy.
8. Attended an International Webinar on HR Today on Designing the future of Work organised by St. Joseph College for Women, Visakhapatnam on 03-06-2020.
9. Attended an International Webinar on HR Challenges and Responses - Under Global Pandemic, organised by Tolani College of Commerce, Andheri East, Mumbai-400093, on 13-06-2020.
10. Attended an International Webinar on Real Life Experiences of Cities Around the World: Impacting Health, Economies, Education and Social Dislocation" organised by Noida International University Yamuna Expressway, Gautam Buddh Nagar, Gr. Noida (Up), India on 16-06-2020.

11. Attended an International Webinar on Statistical Data Analysis Tools: SAS & SPSS, organised by Department of Statistics, S.G.Govt. Degree & P.G College, Piler, Chittoor district, Andhra Pradesh, on 09-08-2020.
12. Attended a National Webinar on Challenges and Importance of E-Waste Management organised by Srinidhi Institute of Science and Technology, Hyderabad on 01-06-2020.
13. Attended a National Webinar titled “Protecting Your Savings and Investments During Global Recession organised by Fin mark on 02-06-2020.
14. Attended a National Webinar titled “Creative Writing of Research Proposals and Articles” organised by Adi Kavi Nannaya University on 04-06-2020.
15. Attended a National Webinar titled, “Trends in socio economic and educational scenario post covid-19” organised by CH.S. D.St. Theresa’s College for Women on 04-06-2020.
16. Attended a One Day National Webinar On “Art of Mind Management” organised by Vivekananda College of Arts and Sciences for Women, Tamil Nadu on 04-06-2020.
17. Attended a National Webinar titled “Protecting Environment- Our Responsibilities” organised by Government of Andhra Pradesh, Science City of AP on 05-06-2020.
18. Attended a National Webinar titled “Improving the Skill Set & Changing the Attitude” organised by ICTACADEMY-Sky Campus, on 5-06-2020.
19. Attended a National Webinar on “Macro Economic Scenario...Changing Dynamics” organised by Telangana Social Welfare Residential Degree College for Women, Khammam on 06-06-2020.
20. Attended a National Webinar on “English Language: The Hard Journey through Centuries” organised by JMJ College For Women (Autonomous), Tenali, on 06-06-2020.
21. Attended a National Level - Live Webinar On “Advancing the Future to Thrive in Next Normal” organised by Basaveshwar Engineering College (Autonomous), Bagalkot on 06-06-2020.
22. Attended a National Webinar on " Digital Divide" of The Webinar Series "Rural Prospective on Sustainable Digital Inclusive Growth (SDIG 4.0)"organized by TARU Foundation on 08-06-2020.
23. Attended a National Webinar on “Analytics in Market Research” organized by Aurora's Degree & PG College on 11-06-2020.
24. Attended a National Webinar “COVID-19 and Digital Transformation” organized by NTVS’S Gajmal Tulshiram Patil Arts, Commerce and Science College Nandurbar Maharashtra on 11-06-2020.
25. Attended One Day National Webinar on “Corporate Social Responsibility in Marketing” organized by Mother Gnanamma Womens College of Arts and Science, Tiruchirapalli on 15-06-2020.

26. Attended a National Webinar on “Recent Trends in Capital Market” organized by The American College, Madurai on 15-06-2020.
27. Attended a National Webinar on “Design Thinking” organized by Mahindra Engineering College, Nammakal on 18-06-2020
28. Attended a National Webinar titled “Role of Incubators in Entrepreneurship - Academic Perspective”, Impact Lecture Series-2 organized by Institution’s Innovation Council (IIC), CMR Technical Campus, Hyderabad, Telangana on 20-06-2020.
29. Attended a National Webinar titled “NAAC Accrediation process for Autonomous Colleges” organized by Rathinam College of Arts and Science, Coimbatore on 21-06-2020.
30. Attended a National Webinar titled “Boost your Immunity with yoga to combat with COVID-19” organized by Mannaniya College of Arts and Science, Thiruvanthapuram on 21-06-2020.
31. Attended a National Webinar titled “Emerging Trends in the Post-COVID World – Role of AI and ML” organized by ICFAI Business School, Bangalore on 21-06-2020.
32. Attended a National Webinar on “Changing Dimensions of Business Environment in COVID-19 Era –Strategies for Formulation and Implementations” organized by K. B. N. College Autonomous, Vijayawada from 22-06-2020 to 23-06-2020.
33. Attended a National Webinar on “Export Competitiveness of Indian Textile Industry” organized by Alagappa University, Karaikudi on 26-06-2020.
34. Attended a National Webinar on “Enterprise Leadership – The Need of Time” organized by S. M. R. K fine Arts, B.K Commerce and A.K. Home Science Mahila Mahavidyalaya, Nashik on 28-06-2020.
35. Attended a National Webinar on “Parenting Suggestions to Overcome Pandemic Stress” organized by Vivekananda College of Arts and Sciences for Women, Tiruchengode, Namakkal Dt., Tamil Nadu on 02-07-2020.
36. Attended a National Webinar on “NIRF & AISHE: Role of Teachers” organized by Nevjabai Hitkarini College, Bramhapuri on 02-07-2020.
37. Attended a National Webinar on “Career Advancement Scheme (CAS) for promotion of teachers & Filling of API forms” organized by Nevjabai Hitkarini College, Bramhapuri on 03-07-2020.
38. Attended a National Webinar on “Covid-19 and Impact on Children” organized by Sengunthar Arts and Science College, Namakkal Dt, Tamil Nadu on 20-07-2020.
39. Attended a National Webinar on “IT Enabled Services - Competitive Advantage & Challenges for India” organized by Prasad V. Potluri Siddhartha Institute of Technology, Vijayawada, Andhra Pradesh, on 22-07-2020.
40. Attended a National Webinar on “Career Opportunities in future” organized by Andhra Loyola College, Vijayawada on 24-07-2020.

41. Attended a National Webinar on “Management Education and COVID-19- An Analysis” organized by Swarna Bharathi Institute of Science and Technology, Khammam, Telangana on 25-07-2020.
42. Attended a National Webinar on “Changing Dimensions in Entrepreneurship” organized by Andhra Loyola College, Vijayawada on 27-07-2020.
43. Attended a National Webinar on “Expectations of Job Markets in Disruptive Technologies” organized by Sai Spoorthi Institute of Technology, Khammam, Telangana on 30-07-2020.
44. Attended a National Webinar on “Future of Work: The Emerging Challenges for Business, Government and Society” organized by Department of Business Administration, P V P Siddhartha Institute of Technology & The Department of Business Administration, P. B. Siddhartha College of Arts & Science, Vijayawada in association with NHRD Network, Vijayawada Chapter.
45. Attended a National Webinar on “Digital Marketing” organized by Department of BBA of Andhra Loyola College, Vijayawada, AP-520008, on 06-08-2020.

Academic Year: 2019-20

46. Attended National Webinar on Solid Waste Management organised by Department of R& D and J.N.N.I.E. IIC on 23/05/2023.
47. Attended National Webinar on Composite Materials Management organised by Department of R& D and J.N.N.I.E. IIC on 24/05/2023.
48. Attended International Webinar Series- Earn through online translation organised by Kongu arts and science College on 21-05-2020.
49. Attended International Webinar on Personal Branding, organised by P.B. Siddhartha College of Arts and Science, on 23-05-2020.
50. Attended a National Webinar on Basic Structure of Indian Constitution: Interesting & Rare facts about Kesavanandha Bharathi v. state of Kerala organised by Legal Desire knowledge Series on 17-05-2020.
51. Attended a National Webinar on Leadership Development Programme on "COVID-19 Pandemic: Transformation Through Heartful Leadership" organised by R V Institute of Management on 23-05-2020.
52. Solid Waste Management Webinar organised by JNN Institute of Technology on 23-05-2020.
53. Composite Materials Management organised by JNN Institute of Technology on 24-05-2020.
54. 4-day Tax Quest- Fundamentals of Tax and GST organised by Sona College of Arts and Science from 24-05-2020 to 27-05-2020.

55. "Touching Sky Without Fear" (UAV - Unmanned Aerial Vehicle) organised by Potti Sriramulu Chalavadi Mallikarjuna Rao College of Engineering & Technology on 27-05-2020.

G. LALITA MADHAVI

Assistant Professor- MBA