

Dr. Vijaya Bhaskar Reddy Meegada

**Current Affiliation: Associate Professor of Management, KSRM
College of Engineering, Kadapa, Andhra Pradesh-516003**

**Education Qualifications**

- ✚ Ph.D. in Economics from S V University, Tirupati - AP (2008)
- ✚ M.Phil. in Economics from S V University, Tirupati - AP (2006)
- ✚ MA in Economics from S V University, Tirupati - AP (2003)

Doctoral Theses Guided

- 02 Ph.D. scholar awarded at JNTUA (2020, 2023)
- 01 Guiding Ph.D. Students (Continuing) at JNTUA
- 60 PG Students for Dissertation at SITAMS

Academic Experience

- ❖ **Associate Professor:** Department of Science & Humanities, KSRM College of Engineering from 19-08-2024 to till date
- ❖ **Associate Professor:** Department of Science & Humanities, Sreenivasa Institute of Technology and Management Studies from 06-03-2023 to 18-07-2024
- ❖ **Associate Professor:** Department of Commerce and Management, SDHR Degree and PG College from 18-06-2021 to 28-02-2023
- ❖ **Associate Professor:** Department of MBA, SITAMS from 01-07-2016 to 17-06-2021
- ❖ **Assistant Professor:** Department of MBA, SITAMS from 18-08-2008 to 30-06-2016

Orcid ID:

0009-0000-9132-3742

Scopus ID:

57215220893,
57213771648
58811094800

Vidwan Id:

479402

Google Scholar ID:

_b26sscAAAAJ)

Research Gate:

[https://www.researchgate.net/pr
ofile/Vijay-Bhaskar-Reddy-
4/research](https://www.researchgate.net/profile/Vijay-Bhaskar-Reddy-4/research)

Membership

1. Life Member in Andhra Pradesh Economic Association
2. Life Member in International Association of Engineers (IAENG)

Ratification

- 2013- Assistant Professor, Department of Economics, J.N.T. University Anantapur,

Administrative Experience

1. NAAC Coordinator in SDHR Degree and PG College and secured "A" Grade
2. Member in NBA in college level committee SITAMS
3. Member in NAAC in college level committee in SITAMS
4. Member in Placement Cell
5. Member in Curriculum

Research Publications

- ✚ Scopus Indexed Papers: **7**
- ✚ UGC approved Papers: **11**
- ✚ Peer Reviewed/Referred Papers : **26**
- ✚ Papers Published in Edited Books: **14**

<p>Development Cell</p> <p>6. Member in Anti-Ragging Committee</p> <p>7. Member in Students Project Committee</p> <p>8. Member in College Discipline Committee</p> <p>9. Member in College Sports Committee</p>	<p>📖 Book Publications – 08</p> <p>📄 Patents Published : 02</p> <p>📄 Design Patents : 01</p> <p>📄 Papers presented in National/International Conferences & Seminars : 27</p> <p>📄 Papers Presented in Referred Proceedings : 04</p>
<p>Citations</p> <p>Research Gate</p> <p>📄 No.of Citations: 28</p> <p>📄 No. of h-index : 03</p> <p>Google Scholar</p> <p>📄 No.of Citations: 32</p> <p>📄 No. of h-index : 03</p>	<p>Question Paper Setter</p> <ul style="list-style-type: none"> ➤ Madanapalli Institute of Technology and Sciences, Madanapalli ➤ Reva University, Bangalore ➤ SV College of Engineering, Tirupati
<p>Seminars Organized</p> <ul style="list-style-type: none"> ➤ Seminars Organized as Organizing Secretary: 02 	<p>Workshops Attended</p> <ul style="list-style-type: none"> ➤ Workshops/ Training Programs Attended: 04
<p>Indian Examiner for Ph.D Thesis Evaluation</p> <p>📄 Bharathiar University</p>	<p>External Examiner</p> <ul style="list-style-type: none"> ➤ Madanapalli Institute of Technology and Sciences ➤ Jawaharlal Nehru Technological University, Anantapuram ➤ Reva University, Bangalore
<p>MBA Project Viva-voce Examiner</p> <ul style="list-style-type: none"> ➤ Jawaharlal Nehru Technological University, Anantapuram 	<p>FDPs Attended</p> <p>📄 I Week FDP : 1</p> <p>📄 2 Week FDP : 1</p>
<p>Organized Alumni Meet</p> <ul style="list-style-type: none"> ➤ No.of Alumni Meet Organized : 2 	<p>Attended Workshops During the Covid-19</p> <ul style="list-style-type: none"> ➤ Wokshops Attended : 3
<p>Attended Webinars During the Covid</p> <ul style="list-style-type: none"> ➤ National Webinars : 78 ➤ International Webinars : 11 	<p>FDPs Attended During the Covid-19</p> <ul style="list-style-type: none"> • 1 day FDP : 4 • 3 days FDP : 1 • 5 days FDP : 2 • 7 days FDP : 8
<p>Online Courses Completed During Covid-19</p> <ul style="list-style-type: none"> • Online Courses Completed : 8 	<p>Quiz's Participated During the Covid</p> <p>Quiz's Participated : 12</p>
<p>Personal Information</p>	<p>Date of Birth</p>

Phone: 6302344096, 8008134405 E-Mail: mvbr435@gmail.com, mvbreddy1979@gmail.com	▪ 01-01-1979 Permanent Address # 98/127,Venkatagari Palli Village Mamilla Palli Post, C.K.Denni Mandal YSR Kadapa District – 516004
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Papers Published in Scopus Indexed

1. Dr.M.Vijaya Bhaskar Redd., (2025), Navigating Ethical Leadership: Mitigating Employee Cynicism and Enhancing Organizational Integrity in Tech-Driven Sectors, (With C Jyoshna, Patcha Bhujanga Rao, Preethi.I), New Horizons in Leadership: Inclusive Explorations in Health, Technology, and Education, Chapter – 2, pp: 33-59, IGI Global, DOI: 10.4018/979-8-3693-6437-6.
2. Dr.M.Vijaya Bhaskar Reddy., (2024), The Application of Neuroscience in Leadership Development (With Patcha Bhujanga Rao, Preethi.I & N.Sathyanarayana), Building Organizational Resilience With Neuroleadership, Chapter – 8, pp: 113-129, IGI Global, DOI: 10.4018/979-8-3693-1785-3.
3. Dr.M.Vijaya Bhaskar Reddy., (2023), The Role of Sustainable Leadership in Ensuring Long-Term Success (With M.Beena & Patcha Bhujanga Rao) Data-Driven Intelligent Business Sustainability, Chapter – 17, IGI Global, pp: 248-261, DOI: 10.4018/979-8-3693-0049-7.
4. Dr.M.Vijaya Bhaskar Reddy., (2023), Gender Perspective of Women in Media: A Study (with Dr.T.Chaitanya), Journal of Korean Academy of Psychiatric and Mental Health Nursing, Vol.5. No.4, pp:191-199, ISSN: 2288-4653
5. Dr.M.Vijaya Bhaskar Reddy., (2019), A Study on Performance Appraisal with Special Reference to Heritage Foods Private Limited (with Dr.T.Narayana Reddy & I.Venugopal), International Journal of Advanced Science and Technology, Vol.28, No.19, pp:27-36, ISSN:2005-4238.
6. Dr.M.Vijaya Bhaskar Reddy., (2019), A Model of Sales Force Management for Managing and Maintaining Sales Force Effectively (with Dr.T.Narayana Reddy & I.Venugopal), International Journal of Advanced Science and Technolog, Vol.28, No.19, pp:21-26, ISSN:2005-4238.
7. Dr.M.Vijaya Bhaskar Reddy., (2019), A Study on Fast Moving Goods Sector- A Comparative Study on Dairy and Soft Drink Products (with Dr.T.Narayana Reddy & P.Lokesh Muni Kumar), International Journal of Advanced Science and Technology, Vol.28, No.19, pp:21-26, ISSN:2005-4238

Papers Published in UGC Approved Journals

1. Dr.M.Vijaya Bhaskar Reddy., (2021), Electronic-Customer Relationship Management in Banking Sector with Special Reference to Chittoor District (With Dr.P.Bhujanga Rao), IOSR Journal of Business and Management, Vol.23, Issue.8, pp:21-30, Ser -IV(August 2021), ISSN:2278-487X.
2. Dr.M.Vijaya Bhaskar Reddy., (2020), A Study on Consumer Taste and Preferences towards Dairy and Soft Drinks Products with Special Reference to Chittoor District of Andhra Pradesh (with Dr.T.Narayana Reddy & P.Lokesh Muni Kumar), Studia Rosenthaliana (Journal for the Study of Research), Volume XII, Issue XII, December-2020, pp:106-113, ISSN NO: 1781-7838
3. Dr.M.Vijaya Bhaskar Reddy., (2020), A Study on Satisfaction levels of Employees on Motivation in Navya Foods at Mudigolam (with Dr.T.Narayana Reddy & I.Venugopal), IOSR Journal of Business and Management (UGC Approved), Volume 22, Issue 6. Ser. I, PP 01-07, e-ISSN: 2278-487X
4. Dr.M.Vijaya Bhaskar Reddy., (2019), A Study on Compensation Management in ECHIDNA Soft Pvt Ltd (with Dr.T.Narayana Reddy & I.Venugopal), A Journal of Composition Theory(UGC Approved: 18482), Vol. XII, Issue.XI, pp:762-775, November 2019. ISSN: 0731-6755.
5. Dr.M.Vijaya Bhaskar Reddy., (2019), The Importance of Compensation Management for Improving the Performance of Sales Force (with Dr.P.Bhujanga Rao and I Venugopal), International Journal of Research(UGC Approved: 63072), Vol.III, Issue. II, pp:1170-1177, February 2019. ISSN:2236-6124.
6. Dr.M.Vijaya Bhaskar Reddy., (2018), Employee Job Satisfaction in Food Industry: A Case Study of New Ranga Foods Private Limited (with Venugopal), International Journal of Research in Social Sciences (UGC Approved: 48887), Vol.8, Issue.11, pp:664-679, November 2018. ISSN:2249-2496.
7. Dr.M.Vijaya Bhaskar Reddy., (2018), A Study on the Importance of Soft Drinks and Dairy Products with Special Reference to Chittoor District of Andhra Pradesh (with Dr.T.Narayana Reddy& P.Lokesh Muni Kumar), Review of Research(UGC Approved: 48514), Vol.8, Issue.2, pp: 1-3, November 2018. ISSN No: 2249-894X.
8. Dr.M.Vijaya Bhaskar Reddy., (2018), Mutual Funds Investment Plans in India (with Dr.T.Narayana Reddy and M.Venkataramana), International Journal of Management, IT & Engineering (UGC Approved: 46823), Vol.8, Issue.9(1), pp:163-169, September 2018.

ISSN:2249-0558.

9. Dr.M.Vijaya Bhaskar Reddy., (2017) A Study on Awareness of Investors about the Mutual Funds Investments in Rayalaseema Region, Andhra Pradesh (with Dr.T.Narayana Reddy& M.Venkata Ramana), Emperor International Journal of Finance and Management Research (UGC Approved: 45308), Vo.III, Issue.1, ISSN: 2395-5929.
10. Dr.M.Vijaya Bhaskar Reddy., (2016), Employees Grievances: with Special Reference to Software Sector in Bangalore City (with Dr.T.Narayana Reddy& P.Lokesh Muni Kumar), Review of Research(UGC Approved: 48514), Vol.6, Issue.1, pp: 1-12, October 2016. ISSN No: 2249-894X
11. Dr.M.Vijaya Bhaskar Reddy., (2015), A Study on Talent Management and Staff Retention in Dairy Industry (with G.Malyadri & S.Khoozital Kubara), Review of Research(UGC Approved: 48514), Vol.4, Issue.8, pp: 1-11, May 2015. ISSN No: 2249-894X

Papers Published in Referred/Peer-Reviewed Journals

1. Dr.M.Vijaya Bhaskar Reddy., (2023), A Study on Impact of Advertising on Consumers Buying Behaviour with Reference to FMCG Products (With Dr.P.Bhujanga Rao and Mrs. Preethi.I), International Journal of Science and Research (IJSR), Vol.12, Issue.7, PP:1114 – 1118, ISSN:2319 - 7064
2. Dr.M.Vijaya Bhaskar Reddy., (2023), The Role of Women in Leadership Positions and their Effects on Corporate Culture (With Dr.P.Bhujanga Rao), International Journal of Science and Research (IJSR), Vol.12, Issue.5, PP:701 – 706, ISSN:2319 - 7064
3. Dr.M.Vijaya Bhaskar Reddy., (2023), Issues and Emerging Challenges for NEP 2020 (With Dr.P.Bhujanga Rao & G.Keerthi), International Journal of Scientific Research in Engineering and Management (IJSREM), Vol.7, Issue.5, ISSN:2582 – 3930
4. Dr.M.Vijaya Bhaskar Reddy., (2018), Investor Concern on Indian Mutual Funds Investment (with Dr.T.Narayana Reddy and M.Venkataramana), Asia Pacific Journal of Research, Vol.1, Issue.XCIV, pp:62-65, ISSN:2320-5504.
5. Dr.M.Vijaya Bhaskar Reddy., (2017) A Study on FMCG's Sales Promotion: with Special Reference to Biscuits Products (with Dr.T.Narayana Reddy& P.Lokesh Muni Kumar),North Asian International Research Journal of Multidisciplinary, Vol.3, Issue.5, pp:3-14, ISSN: 2454-2326.
6. Dr.M.Vijaya Bhaskar Reddy., (2016), Employee Engagement with special Reference to Dairy Sector (with Dr.P.Chakradhar & P.Lokesh

Muni Kumar), Indian Streams Research Journal, Vol.6, Issue No.6, pp.1-7, July 2016, ISSN:2230-7850.

7. Dr.M.Vijaya Bhaskar Reddy (2016), Investor's Perception towards Mutual Funds (with M.Venkata Ramana & Dr.T.Narayana Reddy), Primax International Journal of Finance, July Special Issue, pp:114-119, ISSN: 2348-0475.
8. Dr.M.Vijaya Bhaskar Reddy.,(2014), Intervention in Protection of Child Labourers in India (T.Chaitanya), Indian Streams Research Journal, Vol.5, Issue.3,PP:1-8, April 2015, ISSN: 2230-7850.
9. Dr.M.Vijaya Bhaskar Reddy., (2014), A Study on Organizational Climate in Engineering Companies (with S.Khoozital Kubara., Dr.M.Chinna Swami Naidu & Siva Priya), Journal of Golden Research Thoughts, Vol.4, Issue.6, December2014. ISSN No:2231-5063
10. Dr.M.Vijaya Bhaskar Reddy., (2014), A Study on Industrial Relations in Sugar Industry (with S.Khoozital Kubara., Dr.M.Chinna Swami Naidu & T.Partha Sarathy),, International Journal of Scientific Research,Vol.3, Issue.12, PP: 4-5, December 2014, ISSN: 2277-8179.14
11. Dr.M.Vijaya Bhaskar Reddy., (2014), A study on Industrial Relations in Sugar Industry: A Case Study of Chittoor Cooperative Sugar Factory Limited (with S.Khoozital Kubara., Dr.M.Chinna Swami Naidu & Dimple),, Indian Streams Research Journal, Volume-4, Issue-10, pp: 1-8, Nov-2014, ISSN: 2230-7850.
12. Dr.M.Vijaya Bhaskar Reddy., (2014), A Study on Stress Management in Manufacturing Sector (with S.Khoozital Kubara., Dr.M.Chinna Swami Naidu), IFRSA Business Review, Vol.4, Issue 1, pp: 105-112, March 2014, ISSN: 2249-5444.
13. Dr.M. Vijaya Bhaskar Reddy.,(2014), Employee Absenteeism: A Case Study of Hindustan Coco Cola Beverages Private Limited (with S. K. Avez., & P. Chakradhar), Golden Research Thoughts, Vol.3, Issue.12, June.2014. ISSN No:2231-5063
14. Dr.M. Vijaya Bhaskar Reddy., (2014), Perception of Foreign Exchange Investors at Angel Broking Limited, Hyderabad (with T.Kusuma), Sankhya International Journal of Management & Technology, Vol.3, Issue-II(A), pp: 287-289, Feb-2014, ISSN: 0975-3915.
15. Dr.M.Vijaya Bhaskar Reddy.,(2013). Problems of Child Labour in Hotel Industry in Tirupati, Andhra Pradesh(with T.Babji Reddy), Journal of Man and Life, Vol.3, Issue 3-4, pp:67-78, July-December 2013, ISSN: 0972-4109.
16. Dr.M.Vijaya Bhaskar Reddy., (2013). A Study on Health Status of Child Labour(with T.Chaitnya & K.Rajasekhar), Indian Journal of Social

Development, Vol.12, No.2, pp:253-268, July-December 2013, ISSN: 0972-3692.

17. Dr.M.Vijaya Bhaskar Reddy., (2013). Organizational Climate in Cement Industry: A Case Study of Panyam Cements (with K.Haritha & Dr.S.E.VSubrahmanyam), International Journal for Management Science and Technology, Vol.1, Issue.10, pp:5-18, December 2013, ISSN: 2320 -8848.
18. Dr.M.Vijaya Bhaskar Reddy., (2013). A Study on Emotional Intelligence in Gomathy Spinners Private Limited (with J.Venu Gopal Reddy., & G.Kavya), Indian Journal of Applied Research, Vol. 3, Issue.9, pp: 328-330, Sep 2013, ISSN: 2249-555X.
19. Dr.M.Vijaya Bhaskar Reddy., (2013). Derivatives on Option Trading Strategy (with T.Kusuma & M.Varalakshmi), EXCEL International Journal of Multidisciplinary Management Studies, Vol No.3, Issue.11. pp:97-109, November 2013, ISSN: 2249-8834.
20. Dr.M.Vijaya Bhaskar Reddy.,(2013). A Study on Stress Management in Manufacturing Sector (with Dr.S.E.VSubrahmanyam & G.Sonia), ZENITH International Journal of Business Economics & Management Research (UGC Approved: 49368), Vol.3(10). Pp: 144-150, October 2013, ISSN:2249 – 8826.
21. Dr.Vijaya Bhaskar Reddy, M., (2012). A Study on Performance Appraisal in Tirumala Milk Products Private Limited, Palamaner (with T.Hima Bindu & K.Haritha),. IFRSA Business Review, Vol.2, Issue.2. pp: 183-189, June 2012, ISSN: 2249 - 5444.
22. Dr.Vijaya Bhaskar Reddy, M., (2012). A Study on Training Needs Assessment in TASA Foods Private Limited, Chittoor (with Nagarjuna, T.I., & Yella Reddy, B.), IFRSA Business Review, Vol.2, Issue.3. pp: 275-283, September 2012, ISSN: 2249 - 5444.
23. Dr.Vijaya Bhaskar Reddy, M., (2012). A Study on Emotional Intelligence with Reference to BHEL, Ranipet (Haritha, K., & Neeraja, K.). Advances in Management. Vol.4, No.10, pp: 27-34, June 2012, ISSN: 0974 - 2611.
24. Dr.M.Vijaya Bhaskar Reddy., (2012). A Study on Analyzing Financial Health of Jain Irrigation Systems Ltd, Chittoor by Using “Z” Score Model (with T.Kusuma), IFRSA Business Review, Vol.2, Issue.4. pp: 400-402, December 2012, ISSN: 2249 - 5444.
25. Dr.Vijaya Bhaskar Reddy, M., (2011). A Study on Organizational Behaviour with Reference to Amara Raja Batteries Limited (with Haritha, K., & Subrahmanyam, S.E.V). Advances in Management, Vol.4, No.10, pp:37-47, ISSN: 0974 - 2611.

26. Dr.Vijaya Bhaskar Reddy, M., (2009). Does Indian Public Sector Banks Persist Profits? A Pre and Post Reform Period Analysis (with Siva Reddy, K., & G.Haranath). Anvesak. Vol.38, No.2. pp:59-63.

Papers Published in ISBN Edited Books:

1. Dr.M.Vijaya Bhaskar Reddy., (2016), A Study on Factors Influencing Mutual Fund Investment in India (with Venkata Ramana.M), Ideation-Evolving Trends in Commerce, Management, Arts & Science, Edited by Dr.Guru Basava Aradhya.S, Vol.1, Issue.1, pp:33, ISBN: 978-93-85640-51-3.
2. Dr.M.Vijaya Bhaskar Reddy., (2015), Millennium Development Goals and Rayalaseema (with P.Chakradhar & J.Venugopal Reddy), Development Scenario of Rayalaseema, edited by A.Ranga Reddy, Vol.1, Issue.1, pp:219-228, ISBN:81-8324-531-5.
3. Dr.Vijaya Bhaskar Reddy, M., (2013). A Study of Social Competence in High School Children (with Nagarjuna, T.I., & Yella Reddy, B), In Anjana Kaul(eds), Teaching Pedagogy: Current Issues. New Delhi Publishers. New Delhi. ISBN: 978-93-81274-34-7.
4. Dr.Vijaya Bhaskar Reddy, M., (2013). Study of Moral Judgment of Intermediate Students in relation to Socio-Economic Status(with Yella Reddy. B & Nagarjuna, T.I). In Anjana Kaul(eds), Teaching Pedagogy: Current Issues. New Delhi Publishers. New Delhi. ISBN: 978-93-81274-34-7.
5. Dr.M.Vijaya Bhaskar Reddy., (2013), Corporate Governance-A Case of Infosys, Corporate Governance Emerging Issues and Global Challenges (with Haritha.K), Edited by Himachalam Dasaraju, Excel India Publishers, New Delhi, pp:141-147, ISBN:978-93-82062-85-1.
6. Dr.Vijaya Bhaskar Reddy, M., (2013). A Study of Value Oriented Education of DIET Students in Relation to Intelligence (with Nagarjuna, T.I., & Yella Reddy, B). In Anjana Kaul(eds), Teaching Pedagogy: Current Issues. New Delhi Publishers. New Delhi. ISBN: 978-93-81274-34-7.
7. Dr.M.Vijaya Bhaskar Reddy., (2012). Global Financial Crisis: Impact on India (with T.Hima Bindu & K.Haritha), In Dr.P.S.Chary(Edited), Global Financial Crisis- Impact on Economy, ISBN: 978-93-5087-236-9.
8. Dr.M.Vijaya Bhaskar Reddy., (2012). Global Financial Crisis: Impact on Information Technology Industry (with Dr.S.E.V.Subrahmanyam & P.Madhu Vani), In Dr.P.S.Chary(Edited), Global Financial Crisis-Impact on Economy, pp: 124-136, ISBN: 978-93-5087-236-9.
9. Dr.M.Vijaya Bhaskar Reddy., (2012). Teamwork and Employment

Involvement in Glory Boys Apparel Pvt Ltd (with J.Venu Gopal Reddy., K.Haritha., & T.Hima Bindu). Governance for Excellence, Edited by Dr. C. Selvaraj, Prof. K. C. John Sasi Kumar, Prof. K. Rajamani, JM International Publishers, Madurai. ISBN: 978-81-925487-9-1

10. Dr.Vijaya Bhaskar Reddy, M., (2012). Amartya Sen on Globalization (with Subrahmanyam, S.E.V). In Anil Kumar Thakur & Indeerjeet Singh (eds), Economic Thoughts of Amartys Sen. Regal Publications. New Delhi. ISBN: 978-81-8484-149-7.
11. Dr.Vijaya Bhaskar Reddy, M.,(2012). Stress Due to Over Work-loaded Jobs (with Sheik Mohamed & J., Chitti Babu, P.). In Subrahmanyam, S.E.V., Vijaya Bhaskar Reddy, M., Haritha, K., & Hima Bindu, T (eds), Recent Trends in Management, Vol.1. Serials Publications. New Delhi. ISBN: 978-81-8387-553-0.
12. Dr.Vijaya Bhaskar Reddy, M.(2012). Impact of Tourism Industry on Indian Economy (with Karimulla, S.K.). In Subrahmanyam, S.E.V., Vijaya Bhaskar Reddy, M., Haritha, K., & Hima Bindu, T (eds), Recent Trends in Management, Vol.2. Serials Publications. New Delhi. ISBN: 978-81-8387-553-0.
13. Dr.Vijaya Bhaskar Reddy, M., (2011). Global Financial Crisis and its Impact on Indian Economy (Subrahmanyam, S.E.V., & Balaji, T). In Devasena Naidu, P(eds), Global Economic Meltdown and Indian Economy. Global Research Publications. New Delhi. ISBN: 978-81-89630-36-2.
14. Dr.Vijaya Bhaskar Reddy, M., (2011). Development of Small Scale Industry in Andhra Pradesh: A Study with Reference to Rayalaseema Region (with Haritha, K., & Subrahmanyam, S.E.V). In Pratima Varma(eds), Global Impact on Indian Management. Excel India Publishers. New Delhi. ISBN: 978-93-81361-15-3.

Book Publications

1. Vijaya Bhaskar Reddy Meegada (2025), Digital Marketing (with C Jyoshna, P.Chakradhar & T. Yamini). Iterative International Publishers (ISBN: 978-93-6252-200-9), Chikmagalur.
2. Vijaya Bhaskar Reddy Meegada(2018), Business Economics (with K.Srinivasulu & V.Murali Krishna.). Seven Hills International Publications (ISBN: 978-93-80831-43-5), Hyderabad.
3. Vijaya Bhaskar Reddy Meegada(2015), Emotional Intelligence Vs Job Satisfaction (with J.V.Balasubramanian & Alisha Mohammad.). Scholars Press (ISBN: 978-3-639-70569-0), Germany.
4. Vijaya Bhaskar Reddy, M(2013)., Employee Relations in Sugar

Industry (with Nagarjuuna T.I., Deepa Galla.). Lambert Academic Publishing (ISBN: 978-3-659-49517-5), Germany.

5. Vijaya Bhaskar Reddy, M(2012). Child Labour in Hotel Industry: A Case Study of Tirupati and Tirumala. Lambert Academic Publishing (ISBN: 978-3-8484-2071-1), Germany.
6. Vijaya Bhaskar Reddy, M(2012)., Recent Trends in Management (with Subrahmanyam, S.E.V., Haritha, K., & Hima Bindu, T.). Serials Publications (ISBN: 978-81-8387-553-0). New Delhi.
7. Vijaya Bhaskar Reddy, M(2012)., A Study on Organizational Climate (with Haritha, K., Subrahmanyam, S.E.V.). Lambert Academic Publishing (ISBN: 978-3-659-25675-2). Germany.
8. Vijaya Bhaskar Reddy, M(2012)., Stress Among Primary School Teachers (with Nagarjuna, T.I., & Yella Reddy, B.). Lambert Academic Publishing (ISBN: 978-3-659-29823-3). Germany.

Patents:

1. Artificial Intelligence based Stress Detection Device (Design No: 429414-001)
2. Framework for Evaluating Leadership Effectiveness in Strategy Implementation within Manufacturing Sectors (Application No: 202441066047)
3. System for Enhancing Employee Engagement in Green Initiatives through Dynamics Feedback Mechanisms (Application No: 202541006219A)

Doctoral Theses Guided

Recognized Research Guide for Ph.D. in Management, Sreenivasa Institute of Technology and Management Studies, affiliated to JNTUA from 2013

1. Award of Ph.D Degree in Management to Mr.P.Lokesh Muni Kumar entitled “A Study on Consumer Behavior Towards Dairy and Softdrink Beverages With Special Reference To Chittoor District” from JNTUA in November 2023
2. Award of Ph.D Degree in Management to Mr.M.Venkata Ramana entitled “Evaluation of Mutual Funds: A Comparative Study on Select Funds of Public and Private Sector Companies ” from JNTUA in March 2020

Faculty Development Programme:

1. A Owo week Faculty Development Programme on How to Write & Publish a Research Paper held at Narayana Engineering College, Nellore, 19th -24th January, 2019.
2. A Two week Faculty Development Programme on Effective Teaching, held at Vemu Institute of Technology, 8th – 21st December, 2016.

International Conferences Attended:

1. Vijaya Bhaskar Reddy, M.,(2024). Green HR: Empowering Circular Economies Through People and Processes" in International Conference on "Circular Economy and Artificial Intelligence for a Sustainable Future on 02-12-2024 conducted by Jain University, Bangalore
2. Vijaya Bhaskar Reddy, M.,(2018). A Model of Sales Force Management for Managing and Maintaining Sales Force Effectively at SITAMS International Conference on Innovations in Engineering, Technology and Science was held during 28-29th Octber 2018. Organized by Sreenivasa Institute of Technology and Management Studies, Chittoor, Andhra Pradesh.
3. Vijaya Bhaskar Reddy, M.,(2018). A Study on Fast Moving Consumer Goods Sector-A Comparative Study on Dairy and Soft Drink Products at SITAMS International Conference on Innovations in Engineering, Technology and Science was held during 28-29th Octber 2018. Organized by Sreenivasa Institute of Technology and Management Studies, Chittoor, Andhra Pradesh.
4. Vijaya Bhaskar Reddy, M.,(2018). A Study on Performance Appraisal with Special Reference to Heritage Foods Private Limited at SITAMS International Conference on Innovations in Engineering, Technology and Science was held during 28-29th Octber 2018. Organized by Sreenivasa Institute of Technology and Management Studies, Chittoor, Andhra Pradesh.
5. Vijaya Bhaskar Reddy, M.,(2018). Portfolio Investment Management: Overview of Risk and Return Conceptual Study at SITAMS International Conference on Innovations in Engineering, Technology and Science was held during 28-29th Octber 2018. Organized by Sreenivasa Institute of Technology and Management Studies, Chittoor, Andhra Pradesh.
6. Vijaya Bhaskar Reddy, M.,(2018). Sales Force Management: Challenges and Issues at International Conference on Emerging Trends in Business & Commerce was held during 6th Octber 2018. Organized by Department of Management Studies, Narayana Engineering College, Nellore, Andhra Pradesh.

7. Vijaya Bhaskar Reddy, M.,(2016). Investor's Perception towards Mutual Funds at International Conference Innovation, Entrepreneurship & Sustainable Value Chain in a Challenging Environment was held during 29-30th July at Tiruchirapalli, Tamilnadu.
8. Vijaya Bhaskar Reddy, M.,(2015). HR Strategies for Competency Building Strategies in Business and Technology for Sustainable Development at International Conference on Competency Building Strategies in Business and Technology for Sustainable Development was held during 20th February 2015, Organized by School of Management, Sri Ganesh School of Management, Salem, Tamil Nadu.
9. Vijaya Bhaskar Reddy, M., Venu Gopal Reddy, J., & Kusuma, T.(2012). Entrepreneurship and Innovation was Presented at International Conference on Emerging Leadership Paradigms: A Catalyst to Global Innovation was held during 20-22 September at Thrissur, Kerala.
10. Vijaya Bhaskar Reddy, M., Haritha, K., & Subrahmanyam, S.E.V (2011). Development of Small Scale Industry in Andhra Pradesh: A Study with Reference to Rayalaseema Region was presented at International Conference on Global Impact of Indian Management was held during 27-28 April at the Oxford College of Engineering. Bangalore. Karnataka.

Attended Referred Proceedings:

1. Vijaya Bhaskar Reddy, M.,(2018). Impact of Demonetization on Indian Economy was Presented XXXVI Annual Conference of Andhra Pradesh Economic Association (APEA) was held during 28th-29th March hosted by Sree Velagapudi Ramakrishna Memorial College, Nagaram, Guntur District.
2. Vijaya Bhaskar Reddy, M., & Subrahmanyam, S.E.V (2010). Amartya Sen on Globalization was Presented 93rd Annual Conference of the Indian Economic Association(IEA) was held during 27-29 December at Punjab University, Chandigarh.
3. Vijaya Bhaskar Reddy, M.,(2006). Progress of SHG's Bank Linkages in Andhra Pradesh Anti Poverty Programmes in Women Empowerment was Presented XXIV Annual Conference of Andhra Pradesh Economic Association (APEA) was held during 11-12 March hosted by Maris Stella College. Vijayawada. Andhra Pradesh.
4. Vijaya Bhaskar Reddy, M., & Santha Kumari, K.,(2005). Employment Guarantee in Rural India was Presented 88th Annual Conference of the Indian Economic Association (IEA) was held during 27-29 December hosted by Andhra University. Andhra Pradesh.

Papers Presented in National Seminars/Conferences:

1. Vijaya Bhaskar Reddy, M.,(2025). Empowering Educators: Transformative Strategies for Faculty Capacity Building in HEIs under NEP 2020 was held during 14-5 February 2025, Organized by VET First Grade College, Bangalore.
2. Vijaya Bhaskar Reddy, M.,(2019). The Importance of Compensation Management for Improving the Performance of Sales Force, was presented at National Conference on Strategies for Business Potentiality and Sustainability was held during 23rd February 2019, Organized by Department of Management Studies, Vidya Jyothi Institute of Technology, Hyderabad.
3. Vijaya Bhaskar Reddy, M.,(2018). Digital Marketing, was presented at National Seminar on Digitalization in Business Management: Impact & Challenges was held during 14th March 2018, Organized by Department of Management Studies, KMM Institute of Technology and Science, Tirupati.
4. Vijaya Bhaskar Reddy, M.,(2017). GST – A Boon or Bane in Indian Economy, was Presented at National Seminar on GST – A Boon or Bane was held during 6th and 7th December 2017, Organized by Department of Commerce, Yogi Vemana University, Kadapa.
5. Vijaya Bhaskar Reddy, M.,(2017). Service Marketing Mix in FMCGs Products, was Presented at National Conference on Services Marketing in Emerging Global Economy was held during 28th August 2017, Organized by Department of Management Studies, S.V.University, Tirupati.
6. Vijaya Bhaskar Reddy, M.,(2017). Socio-Economic Conditions of Small Hands with Reference to Tirupati City, was Presented at National Seminar on The Slavery of Small Hands in Indian Context: Problems and Prospectives, was held during 9th and 10th February, Conducted by Department of Economics, M.A.L.D Government Arts and Science College, Gadwal.
7. Vijaya Bhaskar Reddy, M.,(2016). A Study on Factors Influencing the Selection of Mutual Fund Company was Presented at National Seminar on Mergers & Acquisitions in Global Environment, was held during 24th March, Conducted by Department of Management Studies, KMM Institute of Technology and Science, Tirupati.
8. Vijaya Bhaskar Reddy, M.,(2016). A Study on Factors Influencing Mutual Fund Investment in India was Presented at National Seminar on Ideation-Evolving Trends in Commerce, Management, Arts & Science, was held during 24th February, Conducted by Department of Economics, Sri Gokula College of Arts, Science and Management, Kolar.

9. Vijaya Bhaskar Reddy, M.,(2016). Participated at National Seminar on Ideation-Evolving Trends in Commerce, Management, Arts & Science, was held during 24th February, Conducted by Department of Sri Gokula College of Arts, Science and Management, Kolar.
10. Vijaya Bhaskar Reddy, M.,(2015). Impact on Service Sector on Economic Development in India was Presented at National Seminar on Emerging Trends in Services Sector in India was held during 20th March 2015, Organized by Department of Commerce, Yogi Vemana University, Kadapa.
11. Vijaya Bhaskar Reddy, M.,(2015). Issues and Challenges of Banking and Financial Services in India: A Conceptual Study was presented at APSCHE Sponsored National Seminar on Contemporary Issues and Challenges of Banking and Financial Services in India was held during 27th and 28th February, Conducted by Department of Management Studies, Sree Vidyanikethan Institute of Management, Tirupati.
12. Vijaya Bhaskar Reddy, M.,(2013). Stress Management in Leather Industry: A Case Study of Khanna Associates, Ranipet was Presented at National Seminar on Recent Trends in Human Resource Development in India was held during December 14-15th conducted by Department of Economics, S.V.University, Tirupati.
13. Vijaya Bhaskar Reddy, M.,(2013).The Present Scenario of Rayalaseema in Andhra Pradesh was Presented at National Seminar on Structural Growth of Rayalaseema in Global Development was held during march 27-28 conducted by Department of Econometrics, S.V.University, Tirupati.
14. Vijaya Bhaskar Reddy, M.,(2012). Global Financial Crisis Impact on IT and Financial Sectors in Indian Economy was presented at 2nd International Conference on Global Research was held during 20th December at Stanford Welfare Organization, Vijayawada.
15. Vijaya Bhaskar Reddy, M.,(2012). Problems of Child Labour with Special Reference to Tirupati Hotel Industry was presented at National Seminar on Child Labour in India-Problems & Perspectives was held during 29-30 August at Department of Economics, Silver Jubilee Govt College(A). Kurnool. Andhra Pradesh.
16. Vijaya Bhaskar Reddy, M., (2012). A Study on India's Foreign Direct Investment was presented at National Conference on Sustainable Growth in Developing Economies-Challenges faced in Turbulent Times was held during 12th April at Department of Management Studies. Srinivasa Institute of Management Studies. Mangalore.
17. Vijaya Bhaskar Reddy, M., (2011). A Study of Social Competence in High School Children was presented at National Seminar on

Pedagogy-Trends in Teaching and Learning was held during 3-4 June. Faculty of Education. ICFAI University. Tripura.

18. Vijaya Bhaskar Reddy, M., (2011). Modern Agriculture System in India was presented at National Seminar on Bio-Cultural Diversity and Sustainable Development: Contemporary Issues and Consequences was held during 11-12 March at the Department of Anthropology, Sri Venkateswara University, Tirupati.
19. Vijaya Bhaskar Reddy, M., (2011). Stress Due to Work-loaded jobs was presented at National seminar on Recent Trends in Management was held during 28th December at Department of MBA. Sreenivasa Institute of Technology and Management Studies. Chittoor. Andhra Pradesh.
20. Vijaya Bhaskar Reddy, M., (2011). Impact of Tourism Industry on Indian Economy was presented at National seminar on Recent Trends in Management was held during 28th December at Department of MBA. Sreenivasa Institute of Technology and Management Studies. Chittoor. Andhra Pradesh.
21. Vijaya Bhaskar Reddy, M., (2010). Global Financial Crisis: Impact on Indian Economy was presented at National Seminar on Economic Meltdown and its Impact on Indian Economy was held during 24-25 March at the Department of Economics, Sri Venkateswara University. Tirupati.
22. Vijaya Bhaskar Reddy, M.,(2008). A Study of Consumer Protection in India was presented at National Conference on Emerging Trends in Consumer Protection and Welfare in Global Environment was held during September 20-21. Department of Commerce. Sri Venkateswara University. Tirupati.

Workshops and Training Courses Attended:

1. Participated in 5 Days International workshop on “Research Methodology” Conducted by Himalayan University on 17-09-2024 to 21-09-2024
2. Participated in 4 Days International workshop on “Research and Publication Ethics” Conducted by Himalayan University on 07-10-2024 to 11-10-2024
3. Two Day National Workshop on Emerging Trends in Higher Education: The Role of IQAC, Organized by Smt.N.P.Savithramma Government College for Women, Chittoor on 6-7th November 2019.
4. National workshop on Stock Markets Education, Organized by Department of Management Studies, Sreenivasa Institute of Technology and Management Studies on 31st July, 2018.

5. National workshop on Financing Decisions using Excel, Organized by Department of Management Studies, Sreenivasa Institute of Technology and Management Studies on 30th April to 1st May, 2018.
6. State Level workshop on Socio-Economic Factors of Farmers Suicide in India, was Presented at National Seminar on Farmers Suicides: Causes, Consequences and Preventive Measures, organized by Department of Economics, M.A.L.D Government Arts and Science College, Gadwal on 8-9th February 2017.
7. Training course in Research Methodology in Social Sciences (6-12 January 2007). Organized by Department of Economics. Sri Venkateswara University. Tirupati.
8. Workshop on Repositioning of Higher Education in Andhra Pradesh (6-7 January 2006) conducted by Directorate of Collegiate Education, Andhra Pradesh Hyderabad at Sri Venkateswara University. Tirupati.
9. Training Programme on Research Methodology course (14-16 October 2005). Organized by Department of Economics. Sri Venkateswara University. Tirupati.

National Seminar Organized:

1. Conducted a One day National Seminar of Recent Trends in Management in 28th December 2011 in the Department of MBA, Sreenivasa Institute of Technology and Management Studies, Chittoor.
2. Conducted a One day State Level Symposium and Management Congregation on Digital India 6th March 2018 in the Department of MBA, Sreenivasa Institute of Technology and Management Studies, Chittoor.

Organized Alumni Meet:

1. Organized alumni meet for 2008-2014 batches MBA students on 8th April 2017 in the Department of MBA, Sreenivasa Institute of Technology and Management Studies, Chittoor
2. Organized alumni meet for 2008-2010 batch MBA students on 4th July 2015 in 2011 in the Department of MBA, Sreenivasa Institute of Technology and Management Studies, Chittoor.

Continuing Education

1. Participated international webinar on “Bangladesh Crisis: Ramifications on India and South Asia” held on 19-09-2024, conducted by Department of Political Science and Public Administration, S V University, Tirupati
2. Participated awareness program on “National Intellectual Property Awareness Mission” on 06-08-2024, conducted by Intellectual

Property Office, India

3. Attended a National Webinar on “Wealth Creation through Financial Planning” Organized by Department of Commerce, Yogi Vemana University on 05-08-2024
4. A One Day National Level Online Faculty Development Programme on “Outcome Based Education Software”, Organized by VMedu Life Software Services, on 9th July 2020.
5. Attended five day Faculty Development Programme on “Teaching, Learning and Research in Literature & Language” on 1-5th July 2020, by the Department of English, Govt. V.Y.T.PG. Autonomous College, Durg.
6. Attended Three day Faculty Development Programme on “E-Learning Management System”, on 29th June 2020 to 1st July 2020, Organized by Yogivemana University, Kadapa.
7. Attended five day Faculty Development Programme on “Contemporary Research in Economics”, during 17th June 2020 to 22nd June 2020, Organized by Amity School of Economics, Amity University, Kolkata.
8. A Seven Days National Level Online Faculty Development Programme, Organized by SNMV College of Arts and Sciences and SNMV Institute of Management on 08-06-2020 to 15-06-2020.
9. A One Day National Level Online Faculty Development Programme on “Managing Your Finance & Investments During Covid-19”, Organized by Department of Management Science, Vel Tech High Tech Dr.Rangarajan Dr.Sakunthala Engineering College on 27-05-2020
10. A One week National Level Online Faculty Development Programme on “Outcome Based Education and Accreditation”, Organized by IILM College of Engineering and Technology, from 25th -29th May, 2020.
11. A Seven Days-International Level Faculty Development Program on “New Paradigms of Teaching” organized by the PG Department of Commerce with Computer Applications, from 22nd to 29th May, 2020.
12. A One week National Level Online Faculty Development Programme on “Mastering the Art of Handling Post Covid Challenges for Sustainable Development”, Organized by Faculty of Humanities and Sciences, Adayalampattu Phase II campus, Maduravoyal, Chennai from 19th - 23rd May 2020.
13. A One week National Level Online Faculty Development Programme on “Research Methodology: Tools & Techniques”, Organized by IILM College of Engineering and Technology, from 18th -22nd May, 2020.
14. A one Day online Faculty Development Programme titled

“Effectiveness of online learning and teaching in commerce” Organised by the Department of Commerce (SF), Pioneer Kumaraswamy College, Nagercoil, held on 16th May 2020

15. A one day Faculty Development Programme on “GST Using Tally Release 6.6” Organized by Department of Commerce, P B Siddartha College of Arts & Science & Tally Education Private Limited at 15th May 2020.
16. A One Week Faculty Development Programme on “Insights in to Quality Research and Innovation” organized by Research & Development Cell and Institution’s Innovation Council of Vivekanandha College of Engineering for Women from 13th - 20th May 2020.
17. A One week National Level Online Faculty Development Programme on “Innovation to Academicians”, Organized by Ramachandra College of Engineering, from 11th -16th May, 2020.
18. Certificate of Appreciation for participated in online Quiz on Management Studies “Micro Economics” organized by Department of Commerce on 6/19/2020 With Score of 85%
19. Certificate of Appreciation for Participating Quiz Program on “Covid-19”, Conducted by Swamy Shukdevanand PG College, Shahjahanpur, Utter Pradesh.
20. Certificate of Appreciation for participated in the “COVID-19 Awareness” Quiz conducted by Amity Institute of Biotechnology, Amity University Mumbai on 29-5-2020 and has successfully qualified the quiz with a score of 52%.
21. Certificate of Appreciation for participated in the E-Quiz on “Atmanirbhar Bharat – Strengthen the Future” Conducted by School of Entrepreneurship Skills, University of Jaipur, Atmanirbhar Bharat – Strengthen the Future on 29-05-2020.
22. Certificate of Appreciation for participated in the National Level E-Quiz on “Financial Accounting” Conducted by Department of MBA, PRR Institute of Management Studies, on 2-6-2020, with a passing score of 93%.
23. Certificate of Appreciation for participated in the Online Quiz on “Operations Management” Conducted by Department of MBA, Dr.K.V Subba Reddy School of Business Management, on 29-5-2020, with a passing score of 80%.
24. Certificate of Appreciation for participated in the A National Level Quiz on “Finance and Economics - May 2020”, organized by Department of Business Administration, Faculty of Arts & Science,

BIST, BIHER

25. Certificate of Appreciation for participated in the Faculty Awareness Programme Quiz on “Basic Economics”, organized by Dharmapuram Adhinam Arts College on 20-05-2020.
26. Certificate of Appreciation for participated in the Online Quiz on “Indian Economy” Conducted by Department of Economics, Government Arts College for Women, Sivagangai on May 2020.
27. Certificate of Appreciation for participated in the Online Quiz on “IFS Forensic Science”, Conducted by World Health Organization on 17-05-2020.
28. Certificate of Appreciation for participated in the Online Quiz on “Covid-19 Awareness Quiz”, Organised by PG Department of Commerce (SF), Jamal Mohamed College (Autonomous), Tiruchirappalli-620 020 on 6th May 2020.
29. Certificate of Appreciation for participated in the Online Quiz on “Be Ready to Fight Covid-19”, Conducted by Malti Jayanth Dalal Library of L S Raheja College of Arts and Commerce on 23-05-2020, with a passing score of 71%.
30. Successfully participated and secured 55 score on 13/6/2020 in the National Level Competition on “Information Technology & Business Management” in the domain of Management conducted by Department of Information Technology & Management of IMS Group from 11th - 15 th June, 2020.
31. Completed Online Course on “Basic Economics” On 29-5-2020 Conducted by Department of BBA (CA), Hindusthan College of Arts and Science, Coimbatore. Passing Score 80%.
32. Completed Online Course on “Enhancing Soft Skills”, on 27-05-2020 Conducted by Career Connect Academy, Chittoor.
33. Completed Online Course on “Enhancing Soft Skills”, Conducted by Department of Commerce, Sri Krishna Adithya College of Arts and Sciences, Coimbatore.
34. Completed online course on “Savings and Investments” offered by Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore.
35. Completed online course on “Fundamentals of Banking” offered by Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore on 07-05-2020, with score 84%.
36. Completed online course on “Financial Sources - Long Term Finance”

offered by Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore on 07-05-2020, with score 90%.

37. Completed online course on “Introduction to Research Methodology” offered by Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore on 06-05-2020, with score 100%.
38. Participating in the live webinar on “Winning Over Covid-Recruitment Initiatives by TCS”, Organized by Rungta Group of Institutions, on dated 12th July,2020.
39. Participating in the live webinar on “Post Covid- Apna Time Aayega” , Organized by Rungta Group of Institutions, on dated 11th July,2020.
40. Participated in the One Day National Level Webinar on “Matrix Method for System of Differential Equations” held on 11th July, 2020 organized by Internal Quality Assurance Cell (IQAC), SITAMS, Chittoor-517127.
41. Participated in the One Day National Level Webinar on “Contemporary Learning and teaching strategies to facilitate Higher order thinking post COVID-19” held on 10th July, 2020 organized by Internal Quality Assurance Cell (IQAC), SITAMS, Chittoor-517127.
42. Participating in the live webinar on “Covid-19 is an Opportunity”, Organized by Rungta Group of Institutions, on dated 4th July,2020
43. Participated in One Day National FDP Webinar on "COVID-19 New Challenges & Strategies for Consumer Protection" organised by the Department of Commerce, Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada on 04th July, 2020.
44. Participated in the Two Day Webinar on “Research during Corona Period for Students and Faculty Members” held during 29th & 30th, June 2020 organized by Internal Quality Assurance Cell (IQAC), SITAMS, Chittoor-517127.
45. Participated in the Webinar on “Journal Citation Reports ” held on 27th June 2020, organized by Research & Development Cell in association with Department of S&H, SITAMS, Chittoor-517127.
46. Participated in the Webinar on “Patent and it’s Importance in the Research” held on 25th June 2020, organized by Research & Development Cell in association with MCA Department, SITAMS, Chittoor-517127.
47. Participated in the Webinar Conducted for News Bank, Organized by Balini Infotech Pvt Ltd, on 25th June 2020.

48. Participated in the Webinar on “Research Aptitude and Publishing Research Papers”, Organised by Department of Commerce, C.Kandaswami Naidu College for Men, Chennai - 600102 held on 24th June, 2020.
49. Participating in the “Virtual Session on Mindfulness” with Dr. Ranjini Manian, Founder Chairperson, Global Adjustments Foundation, Chennai. The session was organized by Dr. MGR Educational and Research Institute on 23rd June 2020.
50. Participated in the Webinar on “Transformation in the Food Industry in times of Corona” organized by the Department of Hotel Management, Naipunnya Institute of Management and Information Technology, Pongam on 22th June 2020.
51. Participated in the webinar on "Yoga at Home and Yoga with Family" organised by NSS Cell & EBSB Club, Women's Polytechnic College, Puducherry, held on 21st June 2020.
52. Participated a webinar titled, "Moodle: Online Teaching Management Tool " organized by Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, on 18 June 2020.
53. Participated in a webinar “Intellectual Property Rights: Concept and Need” organized by Library in collaboration with IQAC, Asansol Girls' College, West Bengal, India on 16th June 2020.
54. Participated in the Webinar on “UGC-NAAC Accreditations Strategies in Institutions”, on 16th June 2020, Organized by MES College, Erumely, Kerala.
55. Participated in the Webinar on “The Impact of Covid-19 on the Educational Institutions after Lockdown”, on 16th June 2020, Audisankara Group of Institutions, Gudur.
56. Participated in the Webinar on “Guidelines for Research Paper Writing and Publishing” held on 12th June 2020 Organized by Department of Mechanical Engineering in association with Research and Development Cell at Sreenivasa Institute of Technology and Management Studies (SITAMS) Chittoor, Andhra Pradesh.
57. Participated in a webinar on “Introduction DEVOPS”, Organised by Sri Eshwar College of Engineering, Coimbatore on 11-06-2020.
58. Participated in a webinar on “Resume Writing”, Organized by M Rise Educational Services on 10-06-2020.
59. Participated in the online webinar on “Supply Chain Management Outlook” organized by Department of Business Administration, KBS,

KARE, Krishnankoil on 06th June 2020.

60. Participated in a National Webinar on “HR Strategies Aimed Covid-19”, on 6th June 2020, Organized by Prestige Institute of Management, Gwalior.
61. Participated in a National Webinar on “Strategies and Opportunities for Indian Industries - Post COVID – 19”, Organised by “Department of Business Management” , R.G.Kedia College of Commerce on 05-06-2020.
62. Participated in a National Webinar on “Experience an International BBA Curriculum”, Organized by VIT Business School, Chennai on 05-06-2020.
63. Participated in a National Webinar on”JOVE(Journal of Visualized Experiments), Organized by Balini Infotech Pvt Ltd on 4th June 2020.
64. Participated in a National Webinar on “Overview for Projects, R&D, Innovation and Patenting”, Conducted by IQAC, Narayana Engineering College, Gudur on 04-06-2020.
65. Participated in a Webinar on “How to Write a Research Paper”, Organized by IQAC, Sarojini Naidu Vanita Maha Vidyalaya, Hyderabad on 01-06-2020.
66. Participated Webinar on “Teaching of Indian Economic Development”, Organized by Commerce Meastor’s on 31-05-2020.
67. Participated in a National Level Webinar on “Moving forward through the challenges posed by Covid-19 in the manufacturing sector”, organized by CMS, Jain (Deemed-to-be University) on 30th May 2020.
68. Participated in the Webinar on “Developing Career Oriented Skills During Pandemic Period”, Organised by Department of Applied Science, RPS Group of Institutions, Mahendragarh, Haryana on 30-05-2020.
69. Participated a Webinar Series on “Online: The New Normal in Education”, Conducted by Swami Keshavanand Institute of Technology, Management & Gramothan, Jaipur on 30-05-2020.
70. Participated in a National Level Webinar on “Role of Online Teaching in Present Era”, Organized by RLS Memorial Degree College, Udham Singh Nagar, Uttarakhand on 28-05-2020.
71. Participated in a National Level Webinar on “Patent in Your Invention to Generate Value for Research”, Organized by Department of Library, K S Rangasamy College of Technology, Thiruchendur on 28-05-2020.
72. Participated in a National Level Webinar on “Publication in Scopus, Web of Science Indexed and ABDC rated Journals”, Organized by the

Research & Post Graduate Department of Commerce, Bharata Mata College on 27-05-2020.

73. Participated in Series of Webinars on “Quality Research & Entrepreneurial Activities”, Organized by Department of ECE, Annamacharya Institute of Technology and Sciences, Rajampet on 26-05-2020 to 28-05-2020
74. Participated in a National Level Webinar on “A Sustainable Response to Covid-19 – The New Normal”, organized by CMS, Jain (Deemed-to-be University) on 27th May 2020.
75. Participated in online webinar on “Forensic Science in Digital World & its Opportunities”, Organized by Sri Venkatesa Perumal College of Engineering & Technology Puttur on 27-05-2020.
76. Participated a National Webinar on “Role of Technology in Developing Sustainable and Resilient Supply Chains Under Covid-19 Scenario: A Vision for Self Reliant for India”, Organized by School of Management Sciences, Varanasi on 26-05-2020.
77. Participated a National Webinar on “Stock Exchange Operations and Opportunities in Financial Markets”, Organized by School of Business, Auro University, Surat on 25-05-2020.
78. Participated a National Webinar on “Data Analysis in a Management Research”, Organized by Department of MBA, St.Martins Engineering College, Secundrabad on 24-05-2020
79. Participated in Webinar on “A Career in Digital Technologies” Organized by Centre for Training And Development on 24-05-2020.
80. Participated in a National Webinar on “Managing Business in Uncertain Times”, Organized by School of Management Sciences, Varanasi on 24-05-2020.
81. Participated a National Webinar on “Investment Avenues Post Covid – 19”, Conducted by Sanskrithi School of Business on 23-05-2020.
82. Participated a National Webinar on “Higher Education Post Covid 19”, Organized by Rungta Group of Institutions on 23-05-2020.
83. Participated in a Webinar on Leadership Development Programme on “Covid-19 Pandemic: Transformation Through Heartful Leadership”, Organized by RV Institute of Management, Bangalore on 23-05-2020.
84. Participated in a National Level Webinar on “Gender Implications of COVID-19 Pandemic”, organized by CMS, Jain (Deemed-to-be University). on 23-05-2020.
85. Participated in a National Level Webinar on “Covid 19 Infodemic and Communication Challenges”, Organized by KIT Centre for Industry

Institute Interactions, KIT Coimbatore on 23-05-2020.

86. Participated in online webinar on “Sales force-Admin & Development”, Organized by Sri Venkatesa Perumal College of Engineering & Technology Puttur on 22-05-2020.
87. Participated in online webinar on “Brand U Development and Learning the Basics of Creating a Future with AI”, Organized by Global Institute of Technology, Jaipur on 22-05-2020.
88. Participating in the online session entitled “Managing your Finances & Investments During COVID 19”, Conducted on 21st May 2020, in collaboration with the Dept of Commerce - Shift 1 Stella Maris College, Chennai and Finmark Trainers India Pvt Ltd.
89. Participated in a National Level Webinar on “Impact of COVID on Entrepreneurship” organized by CMS, Jain (Deemed-to-be University), on 21-05- 2020.
90. Participated in a National Level Webinar on “Awareness of Government Examinations”, Organized by KIT Centre for Industry Institute Interactions, KIT Coimbatore on 21-05-2020.
91. Participated in a National Webinar on “Taking Research Forward During the Pandemic”, Organized by Loyala Institute of Frontier Energy, Loyala College Chennai on 20-05-2020
92. Participated in a National Webinar on “Career Opportunities in Management Post Covid-19”, Organized by Birla Global University on 20-05-2020.
93. Participated in a National Webinar on “Global Economic Scenario: A Boon or Bane for FDI and Supply Chain Management”, Organized by Department of International Business, Alagappa University on 20-05-2020.
94. Participated a Webinar Series on “Back to Basics: Health, Happiness and Peace”, Conducted by Swami Keshavanand Institute of Technology, Management & Gramothan, Jaipur on 20-05-2020.
95. Participated in a National Webinar on “Re Evaluating Covid-19 for New Business Opportunities”, Organized by Department of Economics & IQAC, Thakur College of Science & Commerce, Mumbai on 19-05-2020.
96. Participated a Webinar Series on “The Power of Collaboration: Research Technology & Business”, Conducted by Swami Keshavanand Institute of Technology, Management & Gramothan, Jaipur on 19-05-2020.
97. Participated a Webinar Series on “Beyond the Boundaries:

Reinventing Horizons”, Conducted by Swami Keshavanand Institute of Technology, Management & Gramothan, Jaipur on 17-05-2020.

98. Participated in Webinar on “Coronavirus Pandemic: Modes of Transmission and Spread, Biology of Virus, Mechanism of Infection, Preventive, Measures and Treatment”, organized by Department of Biotechnology, R.R. Institute of Modern Technology, Lucknow. held on 17-05-2020.
99. Participated in The National Webinar on the theme “Current Socio-Economic Challenges and Opportunities” Organized by Guhar on 16-05-2020.
100. Participated a National Webinar on “Impact of Covid-19 on Global Economy”, organized by Inspira Research Association (IRA), Jaipur & Indian Accounting Association (IAA) Jaipur Chapter on 15-05-2020.
101. Participated a National Webinar on “Opportunities of Medical Tourism in Kerala”, Organized by the IQAC, Al-Amen College, Edathala, Aluva on 15-05-2020.
102. Participated a National Webinar on “Future Entrepreneurs”, Organized by Dhanalakshmi Srinivasan Engineering College, Perambalur on 15-05-2020.
103. Participated a National Webinar on “Socio-Economic Impact of Covid 19 in India”, Organized by Mahamaya Govt Degree College, Dhanupur, Prayagraj on 15-05-2020.
104. Participated a National Webinar on “E-Learning Challenges and Opportunities”, Organized by Department of Education, Kavikulaguru Kalidas Sanskrit University, Ramtek, Maharashtra on 15-05-2020.
105. Participated a National Webinar Series on “Virtuosa 2020”, Organized by IQAC, KSMDDB College, Sasthamcotta, Kerala from 14-05-2020 to 20-05-2020.
106. Participated a National Webinar on “Impact Of Covid-19 On Indian Economy”, Organised by Department of Economics, Kristu Jayanti College (Autonomous), Bengaluru on 13th May, 2020.
107. Participated a National Webinar on “Selection of Appropriate Statistical Tools: A Critical Way for Successful Research” Organized by St’Mar’s College, Thoothukudi on 12-05-2020.
108. Participated a National Webinar on “Covid-19 and Kerala Economy- Impact on Small Scale Sector and Agriculture”, Organized by the IQAC, Al-Amen College, Edathala, Aluva on 12-05-2020.
109. Participated a National Webinar on “Opportunities and Challenges in Building a Learning Community Online”, Organized by the IQAC,

Al-Amen College, Edathala, Aluva on 11-05-2020.

110. Participated a National Webinar on “Semantic Web and its Application in Humanities and Social Sciences”, organized by Mizoram University on 06-05- 2020.
111. Participated in the National Webinar on “Use of Elsevier Tools in Research Workflow” organized by the Department of Commerce, University of Madras, Chennai and Elsevier on 05-05-2020.
112. Attending the International Webinar entitled “Pandemic COVID-19 and Survival of Indian MSMEs” held on 28th June, 2020 organized by Glocal School of Business & Commerce, Glocal University, Saharanpur, Uttar Pradesh, India.
113. Participated in the International Webinar “Current Trends in Media and Communication” on 20th June 2020, organized by Department of Media Studies, CMS, Jain (Deemed-to-be University), Bengaluru.
114. Participated in the International Webinar on “Capacity Building for Managers in Post Pandemic Scenario”, on 13-15th June 2020, organized by the Department of Management Studies, Central University of Haryana.
115. Participated in International Webinar Titled “Entrepreneurship & MSMEs" in the context of Covid19 pandemic” organized by Global College International Mid Baneshwor, Kathmandu, Nepal dated June 6, 2020.
116. Participated in International Level Online Panel Discussion an on Covid-19 Crisis: The Global Economy Reshaping on 4th June 2020 organized by CMS, Jain (Deemed-to-be University), Bengaluru.
117. Participated in International Webinar Titled “Lead Your Business Through Covid 19 Crisis”, Organized by Entrepreneur Development Cell and Institutions Innovation Council, P K R Arts College for Women, Erode, Tamilnadu on 30-05-2020.
118. Participated in International Webinar on “Employability Enhancement in Various Countries & Best Practices Worldwide”, Organized by Edukerron International on 28-05-2020.
119. Participated in International E-Seminar on “Invent the Future: The New Normal for Hospitality & Tourism”, Organized by Faculty of Hospitality, GNA University, Punjab on 27-05-2020.
120. Participated in International Webinar on “Re-thinking in Social Change in South Asia Amidst Covid-19”, Organized by Kamala Nehru College, University of Delhi on 21-05-2020.
121. Presented a paper entitled on “Challenges in a Digital Learning” a

Two Day International Seminar “E-pedagogy for the Digital Age”, Organized by Tamilnadu Teachers Education University, Karapakkam on 14-05-2020 and 15-02-2020.

122. Participated in International Webinar on “Distance/E-Learning”, Organized by Edukerron International on 13-05-2020.

123. Participated Two Day National Level Online Workshop on “Learning Management System ” Conducted during 8th – 9th July 2020, Organized by Department of Electronics & Communication Engineering, Siddhartha Institute of Engineering and Technology , Ibrahimpatnam, Telangana.

124. Participated in One Day Online National Level Workshop on “Strategies And Employment Opportunities For Faculty And Management Students”, Organized by Department of Management Studies, Lingayas Institute of Management And Technology, Vijayawada on 30-05-2020.

125. Participated in the 4-Day Online Workshop on “COVID-19: Resurgence of Entrepreneurship and Startups at Indian Glance”, Organized by Centre for Innovation, Incubation and Entrepreneurship Associated with Internal Quality Assurance Cell, Lakireddy Bali Reddy College Of Engineering from 25-05-2020 to 28-05-2020.

Professional Reference

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DECLARATION

I submit that all the above information is factually correct and true to the best of my knowledge and belief.



Dr.M.Vijaya Bhaskar Reddy