



Dr.Sridevi Maganti

M.B.A,M.Com,PGDHE,Ph.D.

(UGC- NET & AP-SET in MANAGEMENT)

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**Professional
Summary:**

Dedicated academic professional with 11 years of both teaching and research experience, successfully contributing to academic curriculum development and delivery, and expertise in providing instruction to Postgraduate students, adaptable to student needs and willing to change up teaching approaches to promote learning.

**Professional
Experience:**

Name of the Institution	Designation	Department	Duration
Adikavi Nannaya University MSN Campus, Kakinada, Andhra Pradesh	Assistant Professor (Ad-hoc)	Department of Commerce and Management Studies	3rd Aug 2018 to till date.
Andhra University MSN PG Centre, Kakinada, Andhra Pradesh	Research Scholar (Full Time)	Department of Management Studies	Jan 2014 to Apr 2019.
Andhra University MSN PG Centre, Kakinada, Andhra Pradesh	Teacher Associate	Department of Management Studies	June 2011 to May 2013.
Andhra University MSN PG Centre, Kakinada, Andhra Pradesh	Teacher Associate	Department of MHRM	Dec 2010 to May 2011.

Education:

Course	Specialisation	Name of the Institution	Year of Passing	Percentage/ Points
Ph.D. in Management Studies	Thesis Entitled "Factors Contributing Entrepreneurial Success of Small Scale Enterprises With Reference To East Godavari District of A.P., India".	Andhra University	April, 2019	-
Post Graduate Diploma in Higher Education (PGDHE)	-	Indira Gandhi National Open University (IGNOU)		
M.Com	Accounting	School of Distance Education, Andhra University	2014	68.8%
MBA	HRM & Marketing	Aditya Institute of PG Studies, Kakinada	2010	8.45 CGPA (Distinction)
B.sc	Biotechnology, Biochemistry and chemistry	Aditya Degree for Women, Kakinada	2008	76.88%
Intermediate	Bi.P.C	Pragathi Junior College, Kakinada	2005	94.2%
SSC	-	Srikanth Public School, Kakinada	2003	80%

Additional Qualifications:

Name of the Exam	Course	Organisers	Year
UGC-NET	Management	NTA	Dec, 2019
AP-SET	Management	Osmania University	July,2012

Certification Courses:

MOOCS	National Coordinator	Title of the Course	Duration	Percentage
SWAYAM	CEC-HNB Garhwal University, Uttarakhand.	Academic Writing	Jan-April,2020 (15 weeks course)	97%
SWAYAM	NPTEL-IIT ROORKEE	Managerial Skills for Interpersonal Dynamics	Jan-April,2020 (12 weeks course)	80% (Topper of the Course)
SWAYAM	Commonwealth of Learning(COL), Canada	Understanding Open Educational Resources	31st March,2020	95%
SWAYAM	NPTEL-IIT, Kharagpur	Performance and Reward Management	July to October, 2019 (12 week course)	85% + Elite (Silver Medal)

Skills:

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- Wide experience in providing assistance to the Head Professor.
 - Hands on experience at the post graduation level education facility.
 - Sound knowledge of teaching methodologies and online learning tools.
 - Remarkable ability to teach, inspire and develop young people towards Research.
 - Excellent written and Oral Communication Skills.
 - Strong Organisational Skills and Proficient with MS Office tools.

Subjects Taught:

MHRM : Business Environment, Management of technology and Productivity , HR Skills And Organisation Communications

MBA : Managerial Economics, Organisational Behaviour, Human Resource Management, Operations Management, Computer Applications in Management, Entrepreneurship and Small business Management, Compensation and Welfare management, Strategic Management, Performance Management and Counselling, International Human Resource Management.

M.Com : Business Economics, Marketing Management, Micro finance.

Book
Publications:

Title of the Book	Text book/ Reference Book/ Edited Book	Editorship/ Authorship/ Chapters Contributed/ Year	ISBN	Publisher
Business Economics	TextBook	Author/First Edition-August-2021	978-93-91117-19-1	Shree Publishing House, Visakhapatnam, A.P.
Business Environment	Reference Book	Co-Author/ First Edition-2021	978-93-82829-01-0	Spectrum Publications, Hyderabad
Managerial Economics	Text Book	Co-Author/ First Edition-2021	978-93-88196-56-7	Shree Publishing House, Visakhapatnam, A.P.
Role of Human Resource and Customer Relationship Management in the current scenario	Edited Book	Editor/First Edition-2021	978-81-948141-3-9	Association of Global Academician and Researchers, Tamilnadu.
Management-Principles, Processes and Practices	Text Book	Editor/First Edition-2020	978-81-948141-4-6	AIB and AGAR-Saliha Publications, Tamilnadu, India
Awareness of Post COVID-19	Edited Book	Editorial board member/First Edition-2020	978-938950784-7	Puducherry Academic Researchers Academy, Puducherry.
Emerging trends in Management and Information Technology	Edited Book	Book Chapter titled "Impact of Artificial Intelligence on Businesses:	978-81-947590-5-8	National Press Associates Publishing Co. Ludhiana, India.

		from Research, Innovation and market deployment in Business models"/First Edition-2020		
Handbook of Customer Relationship Management	Text Book	Co-Author/ CHAPTER-IV/ First Edition-2020	978-81-947377-9-7	AIB Saliha Publications, Tamilnadu, India
Trends in Business Communication	Text Book	Co-Author/ Chapter-I/ First Edition-2020	978-81-946014-2-5	Saliha Publications, Tamilnadu, India.

Details of Paper Publications:

Name of the Journal, Volume and Issue	Month/ Year of Publication	ISBN/ISSN	Title of the Paper	Impact Factor	Pages/Link
International Advanced Research Journal in Science, Engineering and Technology (IA RJSET) Vol 8, Issue 6	June/2021	ISSN (Online) 2393-8021 ISSN (Print) 2394-1588	E-Pharmacy in India during COVID-19 Pandemics: A Study on Digital Marketing Perspective	6.612	Page No:160-167 https://iarjset.com/papers/e-pharmacy-in-india-during-covid-19-pandemics-a-study-on-digital-marketing-perspective/
Journal of Education, Rabindra Bharati	March/2021	ISSN : 0972-7175	A Study on the Quality of Work Life with reference to		Page No:129-

University, UGC CARE-1 Journal Vol. : XXIII, No. :6(III), 2020 - 2021			Reliance Industries Limited,Gadimog a, Kakinada.		
International Journal of Disaster Recovery and Business Continuity, ESCI. Vol.11, No. 1.	June/2020	ISSN: 2005-4289	Interface Among Teamwork And Three Key Of Organisational Behaviour - An Empirical Study Amid Techs	-	Page No.: 2288-2296 http://serisc.org/journals/index.php/IJDRBC/article/view/26848
Mukt Shabd Journal,UGC Care list Group-1 Journal,Volume IX, Issue IV.	April/2020	ISSN: 2347-3150	Brand Awareness: A Case Study on TV Advertisements	4.6	PageNo : 2928-2932 http://shabdbooks.com/gallery/297-april2020.pdf
International Journal of Management, Technology And Engineering, UGC Approved Journal, Volume IX, Issue XI.	NOVEMBER /2019	ISSN NO : 2249-7455	Impact of Employee Participation On the Organization growth	6.3	Page No:662-671 http://ijamtes.org/VOL-9-ISSUE-11-2019/ https://app.box.com/s/5npswxn76fda2i7xw5watin732atdme8
Universal Review Journal, UGC Approved Journal,	JUNE/2019	ISSN:2277- 2723	Key Impact of ICT On Future Education	5.7	Page No : 1051-1061 http://unive

Volume VIII, Issue VI.					rsalreview.org/VOL-8-ISSUE-6-2019-1/
International Journal of Management, Technology And Engineering, UGC Approved Journal, Volume IX, Issue II.	FEBRUARY/2019	2249-7455	Analysis of E-Commerce Security Issues and Challenges	6.3	Page No: 2762-2772. http://ijamtes.org/VOL-9-ISSUE-02-2019-2/ https://app.box.com/s/voh6iuvj6bq9t56zy4v4a9mhdbvx3mi5
International Journal of Multidisciplinary Educational Research, Volume-6, Issue 9(1).	Sep-2017	ISSN: 2277-7881	Attributes of Entrepreneurial Success of small Scale Enterprises: A Case Study of East Godavari District, Andhra Pradesh	4.527	Page No:248-257
International Journal of Academic Research, Vol-4, Issue 9(1).	Aug-Sep, 2017	ISSN: 2348-7666	Conceptual and Empirical study on the successive factors of entrepreneurs	6.023	Page No: 42-51
International Journal of Academic Research, vol-2, issue 4(5)	Oct-Dec, 2015	ISSN: 2348-7666	Identification of training needs through effective competency mapping practices - A study	1.855	Page No:57-64 http://ijar.org.in/stuff/issues/v2-i4(5)/v2-i4(5)-a008.pdf

Seminar/
Conference/
Edited Book
Proceedings:

Title of the Seminar/ Conference/ Edited Book	National/ International	Organisers/P ublishers	Title of the Paper (Presented)	ISBN	Date of Seminar/ Conference
Recent trends in Commerce and Management	Edited Book	SCIENG Publications,T amilnadu	Digital Marketing: A Boon for Start-Ups	-	Dec, 2021
International webinar on listening and leading for transformatio n	10 days	PG Dept of Commerce & IQAC, YIMS, Palakkad, Kerala	The New Era of Digital Marketing (Pg-43)	978-81- 953779 -3-0	2nd - 13th Aug,2021
International E-Conference on Management, Science and Technology-2 021	Two Days International E- Conferenc e	Dept of Computer Science,Raja Bahadur Venkat Rama Reddy Womens College,Hyd and Global Conference Hub, Coimbatore.	E-Pharmacy in India during COVID-19 Pandemics:A Study on Digital Marketing Perspective	978-110 5-0153 28	29th, 30th May, 2021
Role of Human Resource Management in the Current Scenario- Customer Relationship Management	Edited Book	AGAR Publications, Tamilnadu	Relationship Marketing Implementation and Customer Relationship Management (Chapter-38)	978-81- 948141- 3-9	31st Jan,2021
Challenges of Virtual Teaching for Students from Tribal areas.	International E- Conferenc e	Central Tribal University,Vizi anagaram and Adikavi Nannaya University, Rajamahendra varam	Managing Human Resources in Higher Education	Challen ges of Online Learnin g-978- 93-922 57-11-7	16th,17th & 18th Dec,2020.

Virtual International Conference on Advancements in Research and Education (VICARE)	Three Day International E-Conference	Association of Global Academicians and Researchers (AGAR) and Association of Indian Biologists (AIB), Tamilnadu, India	A Review on Maintaining Work-Life balance during COVID-19”	978-81-946014-6-3	18th June,2020
Recent Innovations in Commerce, Management, Skill Development & e-commerce (CMSDE)	UGC Sponsored two-day National Seminar	P.R. Government college, Kakinada	Attrition and Retention Strategies	978-1-9812-4276-4	5th and 6th Dec,2017

- Participated in 2 day National Seminar on “Visakhapatnam- Chennai Industrial Corridor and Economic Development of A.P” Organised by Dept of Commerce and Management Studies, Andhra University under UGC-SAP-CAS-II Programme on 25th & 26th March,2019.

Seminars
Attended:

- Participated in the National Seminar on “Management Education: Challenges and Opportunities”, Conducted by “Aditya Global Business School”, Surampalam on 21st & 22nd April,2017.

- Presented a paper in a 2 day National seminar on “Rural Development: The Indian Experience” Organized by dept. Of Economics, V.S.M college, Ramachandrapuram on 16th & 17th Sep,2011.

Workshops:

Title	National / International	No of Days	Organiser	Date
National Education Policy 2020-Implementation Plan	National (ONLINE)	One Day	Swami Ramanand Teerth Marathwada	01st Oct, 2020.

			University, Nanded.	
Role of Artificial Intelligence in Industrial Automation and Agriculture.	International (ONLINE)	One Day	Dept of Computer Science, Adikavi Nannaya University MSN Campus, Kakinada.	21st Aug, 2020.
FINE TUNING RESEARCH PLANNING USING ELSEVIER TOOLS: SCIENCE DIRECT, SCOPUS AND MENDELEY	National (ONLINE)	One Day	Research Development Committee, K.J. Somaiya College of Science and Commerce in Collaboration with Elsevier	25 th April,2020.
RESEARCH METHODOLOGY WORKSHOP	National (ONLINE)	Three Days	REST Society for Research International (RSRI), Krishnagiri, Tamil Nadu	12th April, 2020 to 14th April, 2020.
INTELLECTUAL PROPERTY RIGHTS	National (ONLINE)	Two Days	Pandit Deendayal Petroleum University in association with IPPO	10 th & 11 th April,2020
ENRICHMENT OF NATURE TO THE YOUTH ENVIRONMENT IN THE GLOBALISATION	State Level	One day	AKNU MSN Campus in collaboration with Manikireddi health care foundation. Kakinada	3rd Feb, 2020
UGC Sponsored "INCOME TAX" (TAX RETURNS AND E-FILING)	State Level	One day	Dept of Commerce, P.R.Govt College, Kakinada	18th Dec,2019
DIGITAL MARKETING"	State Level	One day	Dept of Management Studies, Adikavi Nannaya University MSN Campus, Kakinada	19th Oct,2019

RECENT TRENDS IN COMMERCE AND MANAGEMENT	National	One day	Dept of Commerce and Management Studies, Adikavi Nannaya University, Rajamahendravaram	7th Sep,2019
SMALL AND MEDIUM ENTREPRENEURSHIP SKILLS DEVELOPMENT	National	One day	Dept of Commerce and Internal Quality assurance cell (IQAC), P. R. Govt College,Kakinada	5th Jan,2019
ENTREPRENEURSHIP-EMERGING TRENDS, OPPORTUNITIES AND CHALLENGES IN A.P. STATE	National	One day	Dept of Management Studies, Rajiv Gandhi Institute of Management & Science, Kakinada	8th Oct, 2015
INDUSTRY REQUIREMENT OF EMPLOYABLE SKILLS	National	One day	Ideal college of Arts and Science, Kakinada	5th Feb,2011

Title of the Program	Program Type	Organiser	Dates and Duration
I5 - INNOVATION, INCUBATION, INTRAPRENEUR, INVENTION & INTELLECTUAL PROPERTY	Short Term E-Training Programme (STTP : 2020 : 26/4 - 09/05)	Centre by IP Law (C-IPL) of SA Centre for Constructive Learning and Systematic Research to commemorating the World IP Day,S.A.College of Arts and Science, Chennai	26th April, 2020 to 09th May, 2020 (14 Days)

Refresher &
Orientation
Program:

MBA - PPC (MANAGEMENT, BUSINESS, ADMINISTRATION - PRESENT & POST CRISIS)	E-Refresher Programme	Continual & Advanced Learning Lounge (CALL), SA Curricula Advanced Support System, S.A. College of Arts and Science, Chennai	14th April, 2020 to 04th May, 2020 (21 Days)
Extended Contact Programme for Post Graduate Diploma in Higher Education(PGDHE)	Orientation Program	Study Centre,IGNOU,Visakhap atnam	17th to 26th May,2019 (10 Days)

Faculty
Development
Programs:

Title of FDP	National/ International	Organiser	Dates
PLAGIARISM -FREE RESEARCH REPORT WRITING	One Day National Level	Department of Master of Business Administration, QIS College of Engineering and Technology, Ongole	08th June, 2020.
INNOVATIONS TO ACADEMICIANS	One Week National Level Online FDP	Ramachandra College of Engineering, Eluru	11 th to 16 th May,2020
CHALLENGES AND STRATEGIES OF TEACHING IN POST COVID-19	Five-day National Level Online FDP	University College of Education, Adikavi Nannaya University, Rajamahendravaram in association with Young Researchers Forum, Mumbai, Maharashtra	11.05.2020 to 15.05.2020 (5:30PM)

ART OF EFFECTIVE TEACHING	Five Days	Excel college for commerce and science, komarapalayam	11.05.2020 to 15.05.2020 (10:30am)
DEVELOP THE ABILITY TO WRITE RESEARCH PROPOSAL	One day International FDP	AIMIT, Bengaluru	24 th April,2020
MANAGERIAL SKILLS FOR INTERPERSONAL DYNAMICS	Twelve week FDP Certified course (SWAYAM-NPTEL) (Equivalent to 1 & 1/2 FDP)	IIT,Roorkee	Jan-April, 2020
PERFORMANCE AND REWARD MANAGEMENT	Twelve week FDP Certified course (SWAYAM-NPTEL) (Equivalent to 1 & 1/2 FDP)	IIT,Kharagpur	July-October, 2019
Life skills education to protect intellectual property and Leverage Ethical behaviour	Two Week AICTE sponsored FDP	Dept of basic Science and humanities, Aditya Institute of technology and Management, Tekkali	10th to 23rd July,2019
Student Centred Teaching Methods and Strategies in Higher Education (SCTMSHE-2019)	One week FDP For Women	Teaching Learning Centre, NIT, Warangal	3rd to 8th June, 2019
Case study method of Teaching	Two day FDP	Dept of Commerce and Management	7th and 8th March,2019

		Studies, Adikavi Nannaya University, Rajamahendravaram	
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Webinars:

National/ International	Title of the Program	Organisers	Dates
One day National Webinar	COVID-19 MEDIA SERVICES	Media cell, Adikavi Nannaya University in collaboration with sakshi News paper, Andhrapradesh	27th June,2020
One day Webinar	ROLE OF ATMA NIRBHAR BHARAT ABHIYAN IN INDIAN ECONOMY DURING POST COVID-19 SCENARIO”	Dept of Economics of Adikavi Nannaya University and Vikrama Simhapuri University	16 th June,2020
One day Webinar	CORPORATE SOCIAL RESPONSIBILITY IN MARKETING	Dept of Business Administration, Mother Gnanamma Womens College of Arts and Science, Chennai	15 th June,2020
One day Webinar	EVIDENCE BASED PUBLIC POLICY AND POLICY RESPONSE OF THE INDIAN STATE TO COVID-19	Dept of Political Science, Adikavi Nannaya University, Rajamahendravarm	12 th June,2020
National Webinar	CREATIVE WRITING OF RESEARCH PROPOSALS AND ARTICLES	Dept of Physics, Adikavi Nannaya University, Rajamahendravaram	04 th June ,2020
National Webinar	HOW TO WRITE A RESEARCH PAPER	IQAC COVID'19 Cell of Mar Baselios Institute of Technology and Science (MBITS), Kothamangalam, Kerala	31 st May,2020

One day Webinar	OPEN ACCESS RESOURCES, TOOLS AND TECHNIQUES FOR RESEARCHERS	Dr.B.R.Ambedkar Central Library, Adikavi Nannaya University, Rajamahendravaram in association with Dept of Library and Information Science, Andhra University, Visakhapatnam	29 th May,2020
One day Webinar	NAAC ACCREDITATION PROCESS	IQAC and Dept of Commerce, Rathinam College of Arts and Science, Coimbatore	26 th May,2020
One day Webinar	COPING STRATEGIES FOR INDIA'S ECONOMY DURING POST COVID'19	Arun Jaitley National Institute of financial Management (NIFM), Faridabad and Adikavi Nannaya University, Rajamahendravaram	23 rd May,2020
One Day International Webinar	IMPACT OF POST COVID -19 ON INDIAN ECONOMY	Dept of Commerce, Rathinam College of Arts and Science, Coimbatore	23 rd May,2020
One day National Webinar	USE OF ONLINE RESOURCES IN TEACHING-LEARNING PROCESS	Department of Chemistry, Uka Tarsadia University, Gujarat	20 th May,2020
One day National Webinar	KNOWLEDGE BASED INNOVATIVE MSME SCHEMES FOR ACADEMIC INSTITUTIONS	IEEE Photonics society students Chapter, Mangalam College of Engineering, Kottayam, Kerala	16 th May,2020

International Webinar	ROLE OF EDUCATIONAL INSTITUTIONS IN RURAL DEVELOPMENT AFTER COVID-19	Department of Business Administration, Navarasam Arts and Science College for Women, Erode	16th May,2020
National level webinar	ROLE OF INSURANCE SECTOR IN COVID PANDEMIC SITUATION	Dept of Commerce with CA and BPS in association with Coimbatore Insurance Institute, Rathinam College of Arts and Science, Coimbatore	16 th May,2020
One Day webinar	LET'S GET BACK TO ROUTINE WITH EASE	Department of Business Administration, SRM Institute of Science and Technology	15 th May,2020
National Webinar	IMPACT OF COVID-19 ON GLOBAL ECONOMY	Inspira Research Association (IRA), Jaipur & Indian Accounting Association (IAA) Jaipur Chapter	May 15, 2020
Two-day Webinar	OUTCOME BASED EDUCATION	PEC-IQAC, Prathyusha Engineering College	14 th &15 th May,2020
One Day Webinar	TAX PLANNING FOR SALARIED EMPLOYEES	IQAC and SAI, Shri Shankarlal Sundarbai SHASUN Jain College for Women, Chennai	14 th May,2020

One Day Webinar	PERSONAL EFFECTIVENESS-NEED OF THE HOUR	Sakthi Institute of Information and Management Studies, Pollachi	14 th May,2020
One Day Webinar	IPR AND PATENT DRAFTING	IQAC, St. Peter's Institute of Higher Education and Research	14 th May,2020
One Day Webinar	DIGITAL MARKETING STRATEGIES FOR E-COMMERCE	Department of Commerce - PG & B.Com (B&I), G.T.N. Arts College (Autonomous), Dindigul	14th May, 2020
National Webinar	CURRENT SCENARIO OF E-COMMERCE BUSINESS	Dept of Commerce with CA, Rathinam College Of Arts And Science, Coimbatore	13 th May,2020
One Day Webinar	SELECTION OF APPROPRIATE STATISTICAL TOOLS: A CRITICAL WAY FOR SUCCESSFUL RESEARCH	Research Advisory Committee, St.Mary's College(Autonomous), Thoothukudi	12 th May,2020
One Day Online Seminar	RESEARCH METHODOLOGY AND ITS TOOLS	Department of Computer Applications, School of Computer, Information and Mathematical Sciences, B. S. Abdur Rahman Crescent Institute of Science & Technology	12 th May,2020

One Week Webinar	TEACHING LEARNING TOOLS FOR THE DIGITAL ERA	Department of Business Administration, Sri Ramakrishna College of Arts and Science for Women	11 th to 16 th May, 2020
National Webinar	DIGITAL TECHNOLOGY AND E-BASED LEARNING IN TVET	Colombo Plan Staff College	11th May, 2020
One Week Webinar	FACULTY AWARENESS PROGRAM ON NAAC ACCREDITATION	Rajgad Dnyanpeeth's Shri Chhatrapati Shivajiraje College of Engineering, Dhangawadi, Pune	10 th to 15 th May, 2020
One Day Webinar	WEBINAR SERIES ON COMBATING COVID-19 AWARENESS PROGRAMME	Nature Science Foundation, Coimbatore, Tamil Nadu	10th May 2020
National Webinar	IMPACT OF COVID ON ECONOMY AND MANAGEMENT OF FINANCES DURING THIS PERIOD	IQAC and School of Commerce, Shri Shankarlal Sundarbai SHASUN Jain College for Women, Chennai	04 th May,2020
One Day Webinar	VIRTUAL IEEE FACULTY CONCLAVE FOR NON-IEEE FACULTY MEMBERS	IEEE Bangalore Section	25 th April,2020
Four day Interactive webinar	SYSTEMATIC LITERATURE REVIEW-S.R.A.M. MODEL	enfolded by Dr.Hiren Patel	23 rd to 26 th April,2020
National Webinar	TEACHER TO EDUCATIONAL LEADER”	Colombo Plan Staff College	23 rd April, 2020

National Webinar	WORKFORCE DEVELOPMENT THROUGH CREDIBLE CBT ASSESSMENT	Colombo Plan Staff College	20 th April,2020
Four days Webinar	AN EFFECTIVE RESEARCH PAPER WRITING SKILL	Bhagwan Mahavir College of Commerce and Management Studies, Bhagwan Mahavir University, Surat	13 th to 16 th April,2020

Role	National/ International	Title of the Workshop/ Webinar	Organiser	Topic of Discussion	Date
Resource Person	One Week National FDP from 27th sep to 02nd Oct, 2021	Research Methodology in Social Sciences	Dept of Commerce and IQAC, Sir CR Reddy College, Eluru, AP	Writing up Research Proposal, Research papers and publication process.	02nd Oct, 2021
Paper Reviewer	2nd Global Multi track Virtual Conference And Global Excellence Awards	ARISE 2021(Advancing Research For Innovation, Sustainability and Enhancement)	Special Minds, India and Kiwi Miles, NewZealand.	-	24th-26th Sep

Additional Information:

Resource Person	One day National Conference	Commerce and Management in Next decade	Dept of Commerce, St.Thomas College, Thavalappara Konni, Kerala	The new era of Digital Marketing	25th Sept,2021
Resource Person	10 days International webinar 02nd Aug to 13th Aug, 2021	Listening and Leading programme 2021	PG Dept of Commerce, (sec-B.Com,CA) & IQAC, YIMS, Kerala	The new era of Digital Marketing	9th Aug, 2021
Resource Person	One day National webinar	Digital Marketing trends for 2021	Synergy club,BBA, Cauvery College for Women, Tiruchirapalli	Digital Marketing trends for 2021	6th July, 2021
Resource Person	4 days National Workshop from 21st to 25th May, 2021	Self Management	Presidency College, Berhampur, Odisha	Day-1:Management Adultery Day-3:Managing Digital Values Day-4: Managing Family Values	21st, 24th and 25th May, 2021
Zonal Committee Member	7 Days International level FDP	“Research Perspectives on New Age Technologies”	Dept Of Computer Science, Nallamuthu Gounder Mahalingam College, Pollachi,	-	3rd -10th Aug,2021
Guest Lecture	One day Online Guest	Digital Advertising	Dept of Commerce(UG &	Digital Advertising	5th July,2021

	lecture programme	and Marketing	PG), Sir CR Reddy College, Eluru.	and Marketing	
Resource Person	One Day National E-Workshop	The Importance of ICT and its tools	Dept of English, Saradha Gangadharan College, Velrampet, Puducherry	Importance of ICT in Higher Education	23rd July,2020
Resource Person	3 Day National Webinar from 13th to 15th July, 2020	Post Impact of Covid in Educational Sector	Dept of Commerce, MAR DIONYSIUS COLLEGE, Pazhanji, Thrissur, Kerala	Post COVID Career Opportunities to Higher Education Students	14th July, 2020
Resource Person	3 Day National Webinar from 22nd to 24th June,2020	Post Impact of Covid in Education Sector	Dept of Commerce, Yuvakshetra Institute of Management Studies, Ezhakkad, Kerala	Post COVID Career Opportunities For Graduates	24th June, 2020.
Resource Person	3 Day National Webinar from 29th to 31st May, 2020	Impact of HR Practices During and After COVID-19	Dept of Business Administration, Nallamuthu Gounder Mahalingam College, Pollachi,Coimbatore District	Effect of HR Practices During and Post Pandemic Period	30th May,2020
Zonal Committee Member	7 days International Seminar from 01st June to 7th June,2020	Strategic Roadmap Towards Industry 4.0”(Webinar Series)	Dept Of Computer Science, Nallamuthu Gounder Mahalingam College, Pollachi,	-	01st June to 7th June,2020

Programs Organised

Role	Program	Title of the Program	Organiser	Date
Advisory Committee	One day National Webinar	Federal Governance in India: Contemporary (COVID-19) Dimensions and Dynamics	Dept of Political Science and Public Administration, Adikavi Nannaya University MSN Campus, Kakinada	20th August, 2020.
Convenor and Organising Secretary	One day Online International Faculty Development Program	Academic Publication Strategy - Planning and Execution	Dept of Management Studies, Adikavi Nannaya University MSN Campus, Kakinada	10th June,2020
Convenor and Organising Secretary	One Day Online National Workshop	Future of Financial Research- A Transformation	Dept of Management Studies, Adikavi Nannaya University MSN Campus, Kakinada	20th May,2020

Achievements:

Award	Paper / Event	Organisers	Date and year
Topper of the Course	Managerial Skills for Interpersonal Dynamics	SWAYAM-NPTEL-II T-ROORKEE	31st Dec, 2020 (JAN-APRIL 2020 COURSE)
BEST PRESENTATION AWARD	A Review on Maintaining Work-Life balance during COVID-19	Virtual International Conference on Advancements in Research and Education (VICARE), Organised by Association of Global	18th June, 2020

		Academicians and Researchers(AGAR) and Association of Indian Biologists(AIB), Tamilnadu, India	
KEERTHI PURASKAR AWARD 2020	International Women's Day	Sri Manikireddi Health Care Foundation in collaboration with Indian Public Health Association, East Godavari District, at AKNU MSN CAMPUS	8th March,2020

Awards and honours for Social Activities:

- Received Appreciation from “Benevolent Trust” for the dedication and service done during COVID-19 pandemic time on 26th Aug,2020.

- Received “Award of Appreciation” from ‘Department for the welfare of differently abled, transgender and senior citizens’ , Govt of Andhra Pradesh for the efforts and services for the cause of senior citizens in East Godavari District, Kakinada on 1st Oct, 2019.

- Received Appreciation from “The Godavari Kala Kaumudi Foundation” on the eve of “Sri Krishna Jayanthi” at surya kalamandir, Kakinada on 23rd Aug,2019.

- Received “Sri Sri Prathibha Puraskaram - 2018” from Sri Sri Kalavedika for the extraordinary services rendered towards the welfare of the society.

- Received Appreciation from “ Krishna Pushkaralu-2016”, Govt of India, in recognition of dedicated service with commitment and diligence rendered in successful conduct of Krishna Pushkaralu-2016.

- Achieved 10th Rank in AU-RCET-2013

- Achieved State 12th rank in Intermediate I- Year end examination-2004.

- Founder Member and Life Member of International Association of Commerce and Management (IACM), Bestow Edutrex International LLP.

- Life Member in Society for Environment and Sustainable Development (SESD), New Delhi.

Professional Membership: - Life Member in "ASSOCIATION OF GLOBAL ACADEMICIANS AND RESEARCHERS (AGAR)", Tamil Nadu, INDIA with membership ID: AGAR-ELM262020 from 11.01.2021 onwards.

Personal Details: Name : Sridevi Maganti
Date of Birth : 25.11.1987
Sex : Female
Marital Status : Married
Nationality : Indian
Languages Known : Telugu, English
Permanent Address : D.No: 70-1-14, Opp Visakha Dairy,
Sarpavaram Junction, Kakinada-533003,
East Godavari District, Andhra Pradesh.

I hereby declare that the above information provided is true to the best of my knowledge.



(Dr. Sridevi Maganti)