



Name: Mrs.V.H.S.PALLAVI

Qualification: MBA, Osmania University

Present Designation: Lecturer,
Department of Commerce & Management
St Joseph's Degree College
Sunkesula Road, Kurnool

Teaching Experience:

13 years at St. Joseph's Degree College, Kurnool.

Subject Area:

Marketing & allied Subjects, Management & allied subjects, Project Work

Research Experience:

Pursuing Phd
PP.MAN.0765A
Rayalseema University, Kurnool

Research Guide:

Dr. G. RamaKrishna
Assistant Professor
Department of Business Studies
Rayalaseema University, Kurnool.

Research Topic:

“Customer Preferences and Satisfaction Levels towards Online Shopping- A Study of Rayalaseema region in Andhra Pradesh”.

Educational Qualification:

Course	Institution	Percent age
Post Graduation - MBA (HRM and Marketing)	Progressive College for PG studies affiliated to Osmania University Hyderabad	54%
Degree – B Sc Home Science	Government College for Women, Guntur	75%
Intermediate	Government College for Women, Guntur	75%
SSC	St. Ignatius English Medium School, Guntur	66%

Project Work in Post-Graduation:

Change Management-Assessing Employee Resistance and Readiness to change.

Allwyn – A unit of Voltas Ltd,A TATA Enterprise, Hyderabad.

Additional Responsibilities

1. Convener for Commerce & Management Quest 2016,2019, 2020,SJDC
2. Convener for Entrepreneurship Development Cell, 2019-2021 SJDC
3. Convener of Institution's Innovation Council, SJDC, 2022
4. Committee member for Women Empowerment Cell, SJDC
5. Committee member EISC, SJDC
6. Committee member in Criteria V, NAAC, SJDC

Certificate Courses

1. Vani Certificate course by Prasar Bharati(Broadcasting Corporation of India) Staff Training Institute, All India Radio 16th July to 20th July 2007
2. Innovation Ambassador Training – Foundation Level conducted by Ministry of Education’s Innovation Cell & AICTE during IIC Calendar Year 2021-22
3. Innovation Ambassador Training – Advanced Level conducted by Ministry of Education’s Innovation Cell & AICTE 2021-22during IIC Calendar Year 2021-22

Online Webinars Attended

1. International Webinar on Managing Services in the Era of Reshaping Opportunities, organized by Dept ok Commerce, Acropolis, Institute of Management Studies & Research, Indore on July 11th 2020.
2. Futurism & Prediction – improving estimates & long range forecasts organized by Association of Indian Management Schools on 8th July 2020
3. Innovation, Ecosystem & Incubation organized by The New College, Chennai on 28th July 2020.

Resource Person

1. Session on Orientation towards Entrepreneurship Development at 5 Day Entrepreneurship Development Program to student members of ED Cell, SJDC on 6th October 2021
2. Session on Awareness program on Institution’s Innovation Council & Smart India Hackathon to EDC & IIC students on
3. Session on Product development – from Idea to Most Viable Product at 6 Day Entrepreneurship Development Program to student members of ED Cell, SJDC on 4th August 2022
4. Workshop on Preparation of Project Report on Community Service Project held on 23rd July 2022 organized by Dept of Commerce & Management. SJDC

Papers Presented at National Seminars:

1. “Empowering Women is Empowering Nation”
ICSSR Sponsored 2-Day National Seminar on Globalization- A Strategy towards Women’s Empowerment conducted by Dept of Political Science, Govt College for Men, Kurnool. 24th& 25th September 2016.
2. “Entrepreneurs - the Need of the hour”, National Seminar on Entrepreneurship Development conducted by Dept of Commerce & Management, Sri Ramakrishna Degree& PG College, Nandyal.
7th to 10th September 2018
3. “E-commerce: a Paradigm shift in doing business”, National Seminar on Changing Dimensions in Marketing Scenario conducted by Dept of Commerce, Sri Krishna Devaraya University, Anantapur. 28th& 29th2018
4. “Consumer Protection and E-commerce”, National Seminar on Consumer Protection in India: Issues & Challenges conducted by Sri Venkateswara University, Tirupati 24th& 25th January 2019

Paper Publications:

1. Factors Motivating Online Shoppers,
IJRAR June 2019, Volume 6, Issue 2, (E-Issn 2348-1269, P- Issn 2349-5138)
2. Satisfaction Levels of online shoppers towards Promotional Deals,
Volume No. 10 (2020), Issue No. 01 (January),
IJRCM, Issn 2231-1009.

FDP'S Attended:

1. Faculty Knowledge Program conducted by ICFAI Business School - 2017.
2. Improved Teaching Methods conducted by ICFAI Business School- 2018.
3. ICSSR sponsored 12 day Capacity Building Program on Research Methodology, Data Analytics using SPSS & Academic Writing conducted by Sri Rayalseema University, Kurnool – 2019
4. The Usage of ICT as an effective Teaching Aid conducted by SJCQAC, ST Joseph's Degree College, Kurnool-15th February 2020
5. One week FDP on Research Methodologies, data analytics using SPSS & R conducted by Sanskrithi School of Business – 2020
6. 5-Week Faculty Development Program on MOODLE LMS organized by Dept of Computer Sciences 20th January to 18th February 2021

Conferences Attended:

1. Attended National Women's Parliament Amaravathi -2017Organized by Ministry of Youth Affairs & Government of AP
2. One day National Workshop on "Online AQAR: An ICT Integrated Approach for Quality Culture in HEI's", organized by IQAC, St Pious Degree College, Hyderabad on 9th March 2019

3. Two Day National Conference on: Innovative Mechanisms & Standards For Assuring Quality In HEI's (IAQHEI'20) conducted by KLU University-6th & 7th March 2020
4. Rural Entrepreneurship & Business Plan Orientation Workshop Conducted by National Rural Entrepreneurship Mission, Mahatma Gandhi National Council of Rural Education Government of India 8th,9th&10th November 2020
5. Institution's Innovation Council Regional Meet organized by Ministry of Education's Innovation Cell at Sreenidhi Institute of Science & Technology, Hyderabad 12th August 2022

Events Organized:

1. Convened Intercollegiate competitions at St Joseph's Degree College, Kurnool –
 - I. Commerce & Management Quest 2016
 - II. Commerce & Management Quest 2019
 - III. Commerce & Management Quest 2020
2. Organized a 5 day FDP on Entrepreneurship Education for English faculty, SJDC from 03-03-2021 to 05-03-2021
3. Organized a 5 day Entrepreneurship Development Program to student members of ED Cell, SJDC from 05-10-2021 to 09-10-2021

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Kurnool.

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