

## CURRICULUM VITAE-MALLELA JYOTHSNA 30.11.2015

### Academic Qualifications:

**AWARD** : Gold Medal from Andhra University for Best Thesis titled "A Study on Human Resource Management in a Public Sector Enterprise", 6<sup>th</sup> November 2006.

**Ph.D (2002)** :Andhra University, Visakhapatnam, India.

**MBA(2001)** :With First Class(65%),Andhra University,  
**(Spcl: HRM, Marketing)** Visakhapatnam, India.

**M.Com(1982)** :With First Class, Andhra University, Visakhapatnam.  
India.

**B.Com(1979)** : Maris Stella Collage, Vijayawada.

**Teaching Experience:** 25 years of teaching experience at UG and PG(MBA) level

### Administrative Positions

**1. Chairperson Research And Consultancy** - 2013 onwards.

**2.Present Position** :Head of Department of Marketing, GITAM Institute of Management, GITAM University.2013 till date.

**3.Board of Studies Chairperson** , Department of Marketing, GITAM Institute of Management, GITAM University, 2010.

**4.Programme Co-ordinator** -From October 2006 to August 2011-Head of Bachelor of Business Administration (Hons)

**5. Programme Co-ordinator** -From June 2008 to August 2011 Integrated MBA, GITAM Institute of Management GITAM Univesity.

**6.Associate Editor** – GITAM Journal Of Management from 2006 till date.

**7. Assistant Co-ordinator of Internal Quality Assurance Cell** of College of Management Studies.2004-06

**8. Member** –Center for Research in Public Policy.

**9. Life Member-** ( M-072)Indian Economic Association since 2012

## **Research and Consultancy**

*Ph.D* awarded in the year 2002

- Title of Thesis: “A Study of Human Resource Management in Public Sector Enterprise”
- Area of Study: Human Resource Management at Visakhapatnam Steel Plant
- Research Guide: Prof. Satya Raju, Professor at Dept. of Commerce and Management Studies, Andhra University, India.

Guiding 12 part time Ph.Ds

I Full time Ph.D

1 Full Time M.Phil.(awarded)

1 Part time M.Phil

Project report submitted for MBA Degree in 2001.

- Title of the Project Report: “Industrial Relations in a large Public Sector Enterprise”
- Area of Study: Human Resource Management.
- **Project Guide:** Supervised nearly 50 projects, at UG and PG levels as part of their curriculum.

**Research Experience : 12 Years**

**At Present- Guiding 12 part time Ph.Ds**

I Full time Ph.D

1 Full Time M.Phil.( Awarded)

1 Part time M.Phil

**Minor Research Project- Completed, August, 2011.**

Granted MRP under GITAM University. Topic being - Recent Trends In Work-Life Balance Among Women, with reference to Macon, USA. Submitted in September 2011.

**UGC Major Research Project - ongoing**

Project title: Work-Life Balance Among Women- A Study in Visakhapatnam District.( ongoing)

Funding agency: University Grants Commission, Total Funding: Rs 5,88,000

Duration : 2 years

## **International Research Experience**

1. **Joint Research Work**, September 9<sup>th</sup>, 2013 on “ A Conceptual Research on the Association between Celebrity Endorsement, Brand Image And Brand Equity”, University of Nebraska, Omaha, USA.

## **Consultancy**

1. Market Research Survey on Internet Service Users ( worth Rs 60, 000), 19-01-13 Duration : 3 months
2. Customer Satisfaction with reference to BSNAL landline customers in the urban and rural segments of Visakhapatnam district, 2008.
3. Training and Counseling in the Postal Department of Visakhapatnam.

ASPOs / IPOs of Postal Department of Visakhapatnam

Best Practices of Customer Relationship Management.

Ist Batch : On 25<sup>th</sup> and 26<sup>th</sup> March,2008

IInd Batch : On 28<sup>th</sup> and 29<sup>th</sup> March,2008

## **National Seminars Organized And Conducted**

1. Conducted National Seminar on ‘Emerging Trends in Marketing’, 1<sup>st</sup> and 2<sup>nd</sup> February, 2013.
2. Conducted National Seminar on ‘Opportunities in Rural Marketing’, 21<sup>st</sup> and 22<sup>nd</sup> February, 2014.
3. Conducted Seminar on Emerging trends in online Marketing, 7<sup>th</sup> September,2014.

## **Certificate Course Organized And Conducted**

Conducted Certificate course in Digital Marketing; 14<sup>th</sup>, 15<sup>th</sup>, 21<sup>st</sup>, 22<sup>nd</sup>, Feb and 1st

## **FDP Organized And Conducted**

Conducted FDP on Interactive Pedagogy for Teaching Marketing on 9<sup>th</sup> August, 2012.

## **Achievements**

1. Subject expert in Marketing, MBA, JNTU, Kakinada for setting question papers.
2. Paper setter for Krishna University, Machilipatnam. October, 2013. Subject – International Marketing.
3. Paper setter for Pre Ph D in Human Resource Management of Koneru Lakshmiiah University, 15 th February 2012. Paper evaluation for the same on 15 th March 2012.
4. Paper setter for Krishna University, Machilipatnam, 06-10-2015 -2 papers for MHRM students 1. Managerial Communication and Public Relations 2. Research Methodology .
5. Adjudication of thesis, Member of Board of Examiners to adjudicate the Ph.D. thesis Examiner in the University. Vinayaka Mission University, Salem, 2014.
6. Counselor: 3 years as Counselor, Management Programme, (2000- 2003) IGNOU, Visakhapatnam .
7. External Examiner for award of Ph.D Viva – Voce Examination on 21-04-14 in Vinayak Mission University, Salem , Tamil Nadu. Ph.D Thesis entitled “Effectiveness of HRD Climate in Commercial Bank of Ethiopia with Special Reference to Dire Dawa District , Ethiopia ”.
6. Selected (among many applications from different countries )by University of Nebraska, Omaha, USA for doing Joint Research Work, September 9<sup>th</sup>, 2013 on “ A Conceptual Research on the Association between Celebrity Endorsement, Brand Image And Brand Equity”.
7. Visiting Prof. University of Nebraska, Omaha, USA, Fall 2013.
8. Prepared 2 Blocks study material in Marketing Management ( Product and Promotion) for GITAM , Center for Distance Learning., 2014.
9. Member , panel of examiners in the area of Marketing, for B.Com ( Hons.) Commerce and Management, Anantapur Campus, Sri Sathya Sai Institute of Higher Learning, Puttaparthi. , Jan. 2015

## Research Papers Published

1. Employment Relations in a large Public Sector Enterprise, Indian Journal of Labour Economics, Vol.43, No. Oct-Dec, 2002, pp.1182
- 2.. Human Resource Functions in Public Sector Enterprise”, Journal of NIPM, Personal Focus, Bhubaneswar, May 2003.
3. HRM in Public Sector Enterprise, GITAM Journal of Management, Dec.2002.
4. Human Resource Development (HRD) in Public Service Units.” Indian Economic Panorama, Special Annual Issue 2007.
5. Paper titled “Best Practices: A Case Study Of College of Management Studies, Visakhapatnam.” Published in proceedings of Acharya Nagarjuna University, Guntur.
6. The Beauty Business: More than Skin Deep, Strategy, The Journal for Management Development, Dec.2008.
7. Review of book Sales Management, By U.C.Mathur, New Age International, GITAM Journal of Management, Vol.7 Jan-March, 2009, no 1.
8. Green Marketing: Opportunities and Challenges, National Seminar on Emerging Trends in Consumerism in India, Manickchand Pahade Law College, Aurangabad, 27<sup>th</sup> and 28<sup>th</sup> August, 2011.
9. Local Vs Foreign Made, Are Indians Ethnocentric? GITAM Journal of Management, Vol.9 No4 pp201-210, Oct-Dec 2011.
10. Book Review, Skilling Women for Work in Informal Sector, M.S.Ramanujam and J.S.Sondhi, 2010, Sri Ram Centre for Industrial Relations And Human Resources, New Delhi. GITAM Journal of Management, Vol.10 No2 pp246-248, April-June 2012.
11. Greener Attitude, Eco-Friendly Products and other Environmental Issues, Southern Economist, Volume 50, ISSN no.0038-4046, March 15, 2012, p.no.22-26.
12. Book Review GITAM Journal of Management, Volume 10, Oct-Dec. 2012, p292-293 Business Marketing Text and Cases by Krishna K. Havaladar, 2010 Tata McGraw Hill Education Private Limited, New Delhi .
13. Published paper on “Strategies for Successful Implementation of Financial Inclusion: A Study of an Integrated Model Linking Post-Office, Bank and MGNREGS Scheme”, in the book Financial Inclusion in India Challenges and Strategies, Excel Books, 2013.
14. Paper Published in GITAM Journal of Management, October-December 2014, Rural India Market Research: The Need for National Level Primary Data. More than just Corporate Research, a Social Cause, Dr. M. Jyothsna and K.V. Sajjan .

15. Paper Published ,” Impact of Technology on Employee Engagement – Detrimental or Beneficial?”, Pacific Business Review International, October 14<sup>th</sup>, 2014. **impact factor** 4.029 .

16.Paper Published “The Art of Identifying Potential Talent And Leadership -The Key To Competitive Advantage”, . Asia Pacific Journal, November,2014. **impact factor:0.673**

17.A Study On Stress Among Public And Private Sector Employees In Select Service Sectors , Intercontinental Journal Of Human Resource Research Review ,October- December 2014 ( Volume 2, Issue 4) **impact factor:0.615**

18.Role Of Mobile Phones In Influencing Productivity In Informal Sector,With Reference To Agricultural Sector, Journal Of Science, Technology And Management, 7 (4), 2014, 326-331.(Co-Authored)

19.“Store Choice Behavior Of Customers In Select Retail Outlets (A Study undertaken in Visakhapatnam, Andhra Pradesh)”International Journal Of Business And Administration Research Review (IJBARR) ,April- June -2015 **impact factor: 3.072(SJIF)** ISSN 2348 – 0653(Print) ISSN -2347-856X(Online), pp 162-165, Volume 2 Issue 10, quarterly.

20.“Customer Perception Towards Mobile Operators” International Journal of Management and Social Science Research Review , July 2015, **impact factor: 3.072** pp 258-261, E-ISSN 2349 – 6746 ISSN -2349-6738(Print),Vol. 1 Issue 13,

21. Trait Differences in Decision Making : A Comparison of Cultural Priorities between US-Based and Indian-Based Accountants, Journal of Business Diversity, Volume 15(1), PP48-54.A **USA based journal.**

22. Atal Pension Yojana (Apy) Whether An Elixir For Post Retirement Financial Security for possible publication in your journal.International Journal of Business And Administration Research Review. **impact factor: 3.072(SJIF)** ISSN 2348 – 0653(Print) ISSN -2347-856X(Online), Issue 11,pp 7-16, quarterly, July-Sep, 2015.

23.Young Consumers’ Online Shopping Preferences with Special Focus on Family Income, Origin and Gender of Students in Visakhapatnam", International Journal of Business And Administration Research Review. **impact factor: 3.072(SJIF)** ISSN 2348 – 0653(Print) ISSN -2347-856X(Online), Issue 11,pp 7-16, quarterly, Oct-Dec, 2015.( to be published).

24. “The Components of Ethical Decision Making: A Comparison of Decision Priorities in India, China, and the United States of America” Alex Sharland, Mohan Menon, and Jyothsna Mallela

Journal: JIBE  Neilson Journals Publishing

A **UK based journal** ( to be published).

### **Seminars And Conferences Attended & Presented Paper:**

1. Best Practices: A Case Study Of College of Management Studies, Visakhapatnam.” “ Strategies For Promoting Internal Quality Assurance Systems” St Teresa’s College, Elluru, 2008
2. Innovative Strategies & dynamic growth of public sector- a study on Rashtriya Ispat Nigam Ltd., Visakhapatnam and the Indian Railways.” International Conference on ‘‘Global Economic Turbulance: Shifts in Business Structures & Systems’’, 2009 GITAM Institute of Management.
3. Green Marketing: Opportunities and Challenges, National Seminar on Emerging Trends in Consumerism in India, Manickchand Pahade Law College, Aurangabad, 27<sup>th</sup> and 28<sup>th</sup> August, 2011
4. Special Economic Zones-Industrial Growth in Andhra Pradesh, Focus on Visakhapatnam Special Economic Zone, Andhra Pradesh Economic Association, 10<sup>th</sup>-11<sup>th</sup>, Feb, Tirupati, 2012.
5. Best Practices for the Implementation of Supply Chain Management, 9<sup>th</sup> National Conference on Supply Chain, 22<sup>nd</sup> September, 2012, at Gian Jyothi Institute of Management & Technology., Mohali, Punjab.
6. Strategies for Successful Implementation of Financial Inclusion: A Study of an Integrated Model Linking Post-Office, Bank and MGNREGS Scheme, National Conference on Emerging Trends in Marketing, GITAM Institute of Management.
7. Rural Marketing Revolution in India- The Information Technology Way, National Conference on Emerging Trends in Marketing, 1<sup>st</sup> & 2<sup>nd</sup>, February, 2013, GITAM Institute of Management
8. Rythu Bazars – Innovative direct marketing of agriculture products- problems and prospects, Andhra Pradesh Economic Association XXX II annual conference, 8<sup>th</sup> and 9<sup>th</sup> February, 2014, Vijayawada.
9. Cultural Differences in Decision Making: A Comparison of Priorities between US-Based and Indian-Based Accountants “**2014 AIB-SE, Miami, FL hosted by Florida International University, October 23-25, 2014**
10. Tribal Women Empowement Through Self Help Groups A Study in Seetahmpeta Mandal, Srikakulam, International Conference, Confederation of Women Entrepreneurs of India, 2004-2014, October 2014.
11. Paper Published in Proceedings of the - National Seminar Dec-21 -22, 2013. Identifying Potential Talent And Leadership -The Key To Competitive Advantage., Andhra University.

12. Paper Published in Andhra Pradesh Economic Association XXX II annual conference 8<sup>th</sup> and 9<sup>th</sup> February, 2014. Rythu Bazars – Innovative direct marketing of agriculture products- problems and prospects.
13. The Need For Precision Farming In India. Indian Economic Association, 98<sup>th</sup> Annual Conference, 27<sup>th</sup>-29<sup>th</sup> Dec. 2015, Hyderabad. (To be published)

### **Management Development Programmes for Executives( Papers presented)**

1. Took up a session in MDP, Women Employees- Opportunities and Challenges, October 30<sup>th</sup>, 2009 Topic -Role of Women in Times of Conflict.
2. Counseling for retired officers of India Posts, Postman Training, Project Arrow: Phase 1 on 4.12.2008 at Office of the Post Master General, Visakhapatnam.
3. Presented a paper in a two day Management Development Programme on Working with Teams Workshop on Behavioural Skill For Managerial Effectiveness for Executives of HPCL on 17<sup>th</sup> and 18<sup>th</sup> October 2008.
4. Presented a paper in a two day Management Development Programme on "Women Employees Opportunities And Challenges" on Title of the paper "Role of Women in Times of Conflict" for working women at College of Management Studies, GITAM, September, 11<sup>th</sup> & 12<sup>th</sup>, 2008 Visakhapatnam.
5. A Two Day Training Programme for ASPOs / IPOs of Postal Department on
  - a. Best Practices of Customer Relationship Management.
  - b. Ist Batch : On 25<sup>th</sup> and 26<sup>th</sup> March, 2008
  - c. IInd Batch : On 28<sup>th</sup> and 29<sup>th</sup> March, 2008
6. Presented a paper in a two day Management Development Programme at Dredging Corporation of India, Visakhapatnam. Title of the paper "Violence Against Women" on February 5<sup>th</sup> and 6<sup>th</sup>, 2008 at College of Management Studies, GITAM, Visakhapatnam.
7. Presented a paper in a two day Management Development Programme on "Women Employees Opportunities And Challenges" on 29<sup>th</sup> December, 2007. Title of the paper "Violence Against Women" at College of Management Studies, GITAM, Visakhapatnam.
8. Three One - day Training Programmes On Behavioural Skills, Amatya Hall, Daspalla Hotel, Visakhapatnam. 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> October, 2007 on Team Work.
9. Conducted a session on "Team Working" on 21<sup>st</sup> August, 2007 for Matrix Organisation executives at College of Management Studies, AC Conference Hall.
10. Conducted a session on "Team Working" on 19<sup>th</sup> August, 2007 for Matrix Organisation executives at College of Management Studies, AC Conference Hall
11. Conducted a session on "Team Working" on 5<sup>th</sup> and 6<sup>th</sup> July 2007 at Visakhapatnam Port Trust, Visakhapatnam for Executives.



12. Presented a paper in a two day workshop conducted by NTPC Simhadari Power Plant, Visakhapatnam on "Work-Life Balance for Executives", March 7<sup>th</sup> & 8<sup>th</sup> 2007. Title of the paper "Techniques to improving Work-Life Balance".
13. Presented a paper in a two day Management Development Programme on "Women Employees Opportunities And Challenges" on 24<sup>th</sup> and 25<sup>th</sup> November, 2006. Title of the paper "Violence Against Women".
14. Presented a paper in a training programme under District Training Centre, 6<sup>th</sup> September, 2006. Title of the paper 1) "Communication needs for organizational change". 2) "Motivating organizational roles for enhancing role effectiveness- continuous improvement is critical to survival." Irrigation Department of A.P.
15. Paper presentation on "Customer Orientation" at Hotel Green Park, 10<sup>th</sup> Feb, 2006, Visakhapatnam, conducted by Metals Scrap Trading Corporation.
16. Presented a paper in a training programme in Hindustan Zinc Ltd under project Gyanvardhan on 31-10-2005, 02-11-2005 and 04-11-2005. Title of the paper "Communication Excellence".

#### **Seminars and Conferences Attended:**

1. Four Day Workshop on Strengthening Research and Consultancy, 20<sup>th</sup> & 21<sup>st</sup> Jan. and 4<sup>th</sup> & 6<sup>th</sup> Feb. 2012 Center for Learning and Sustainability, GITAM University.
2. Attended an interactive session with Mr. Vadivel Krishnamoorthy, Deputy High Commissioner of Sri Lanka for Southern Region on 18<sup>th</sup> February 2011, Hotel The Park, Visakhapatnam. Topic was India-Sri Lankan Trade Relations and Business Potential as part of CII Meet.
3. Attended International Symposium and Expo on Comprehensive Entrepreneurship 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> Dec. 2010 at Hotel Fortune Hotel, Visakhapatnam.
4. Workshop on "Institutional Methodology for Management Education" 8<sup>th</sup> & 9<sup>th</sup> June, 2009, International Management Institution, Campus, New Delhi.
5. Attended a certification workshop and conference on "The Global Emotional Intelligence Forum" held on 29<sup>th</sup>, 30<sup>th</sup> and 31<sup>st</sup> January 2008 in Mumbai, held by Hindustan Petroleum Corporation Limited and Tata Institute of Social Sciences, Mumbai.
6. Attended a seminar on "Retail Opportunities in Tier II Cities" with Mr. Pradipta K. Mahapatra, Chairman, Confederation Of Indian Industries (Southern Region) & President CEO, RPG Enterprises, 10<sup>th</sup> December, 2007.
7. Presented a paper on Best Practices: "A Case Study Of College Of Management Studies GITAM, Visakhapatnam" on 26<sup>th</sup> November, 2007 at Sir C.R.R. College, Elluru. It was a One Day Seminar the theme was Best Practices And The Functioning Of Internal Quality Assurance Cell In The Accredited Colleges
8. Attended a Conference on "Managing The New Age Consumer" on 28<sup>th</sup> August 2007 at Chennai, organized by Confederation of Indian Industries at Hotel Accord Metropolitan, Chennai.

9. Attended a five day Workshop on “ Capacity Building Workshop for Women Managers in Higher Education” 8<sup>th</sup> -12<sup>th</sup> March 2007 at Dr. Durgabai Deshmukh Centre for Womens Studies, Visakhapatnam.
10. Attended a one day Workshop on “Excellence in Quality- Methodologies and Strategies for Higher Education Institutions” on 30<sup>th</sup> October,2006 at Dr.L.B.College,Visakhapatnam.
11. Attended a National Workshop on Student Quality Circles- Developing Methodologies and Strategies to Ensure Quality Education. 25<sup>th</sup> -26<sup>th</sup> September,2006, at St. Theresas Autonomous College for Women.”
12. Attended College Talk AIDS Programme held on 11<sup>th</sup> Dec. to 14<sup>th</sup> Dec. 2004 at Regional Training Centre, Visakhapatnam. Conducted by National Service Scheme, Department of Higher Education and A.P State AIDS Control Society, Hyderabad.
13. Presented a paper in the National Seminar on Indian Insurance Industry: Emerging Trends and Challenges held on 26<sup>th</sup> and 27<sup>th</sup> November 2004.
14. Acted as Rapporteur in the National Seminar on Indian Insurance Industry: Emerging Trends and Challenges held on 26<sup>th</sup> and 27<sup>th</sup> November 2004.
15. Attended a National Seminar on Women Leadership – Challenges and Strategies on 19<sup>th</sup> and 20<sup>th</sup> November 2004.
16. Attended a Management Development Programme on Export Risk Management on 8<sup>th</sup> October 2004.
17. Attended a National Seminar on “ Globalisation: Challenges and Opportunities Sectoral Response of Indian Economy” organised by U.G.C.-SAP, Andhra University, Visakhapatnam, 25<sup>th</sup> and 26<sup>th</sup> March,2004
18. Attended a National Case Development Workshop organized by Xavier Institute of Management and Entrepreneurship, Bangalore. 22<sup>nd</sup> to 24<sup>th</sup> April, 2004
19. Participated in One Day Workshop on The Information Economy And Labour Management Relations: Managing For Results jointly organized by NIPM, GITAM Institute of Foreign Trade and College of Management Studies, GITAM, Visakhapatnam on 5<sup>th</sup> March 2003.
20. Attended a National Seminar on “Recommendations of Second National Commission on Labour”, at Visakhapatnam, 23<sup>rd</sup> Nov.2002
21. Attended a National Seminar on “Telecom Sector Reforms”, Visakhapatnam, Nov.2002
22. Paper presented on “Employment Relations in Public Sector” at Rani Durgavathi University, Jabalpur,M.P., in Dec.2000
23. Attended a One-day Workshop on Women’s Studies – A Perspective on 27<sup>th</sup> January,1995.
24. Attended a workshop on Sexual Harassment of Women at Workplace( Prevention and Prohibition and Redressal) –Issues and Concerns and Legal Framework on 12<sup>th</sup> March, 2014, School of Law, GITAM University.