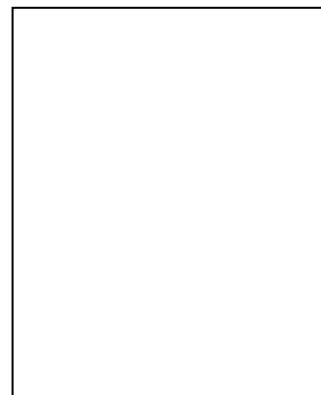


CURRICULUM VITAE 30.11.2015

DR.CH.SEETHA RAM

I. PERSONAL PARTICULARS

Name : Seetha Ram Cheepulla
Date of Birth : 03-04-1973
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II. ACADEMIC QUALIFICATIONS

1. **Degree:** Bachelor of Arts (Economics) Andhra University, AP, India (1993-1996).
2. **Post Graduation:** Master of Arts (Economics) Andhra University, AP, India (1996-1998).
3. **Post Graduation:** Master of Business Administration (HRM & Systems) Andhra University, AP, India (1998-2000).
4. **Research Degree:** Master of Philosophy (Economics) Madurai Kamaraj University, TN, India (2000-2001).
5. **Doctoral Degree:** Doctor of Philosophy (Commerce & Management) Andhra University, AP, India (2003-2006).

III. EMPLOYMENT HISTORY

Teaching Experience: 12 Years

1. GITAM Institute of Management (Assistant Professor), GITAM University, Visakhapatnam, AP, India (2007 to Present)
2. Avanthi Institute of Management (Lecturer) Visakhapatnam, AP, India, (2002-07)

IV. RESEARCH INTEREST

Research Experience: 10 Years

1. Systems Management
 2. Human Resource Management
-

V. REFEREED JOURNAL PUBLICATIONS

1. Ch.Seetha Ram, ***Utilization of Information Technology – A Study***, Indian Journal of Training & Development, XXXIX, Book-3, July-Sept, 2009. ISSN -0971-5592. (IF=0.757)
2. Ch.Seetha Ram, ***Using Information Technology for Developing Human Resources***, International Journal of Management & Technology, Vol-1, Issue -2, March, 2010, ISSN-0-0975-3915. (IF=0.568)
3. Ch.Seetha Ram, ***Impact of Information Technology on Society- Visakhapatnam in India as a Case Study***, Indian Journal of Science & Technology, Vol-3, No.4, April, 2010, ISSN - 0974- 6846. (IF=0.985)
4. Ch.Seetha Ram. ***Success of ERP System in indian industries: A Comparative Study among selected industries in India***, Indian Journal of Science and Technology, Volume-3, Issue 9-10, September-October 2010, ISSN - 0974- 6846. (IF=0.985)
5. N.Kishore Babu & Ch.Seetha Ram, ***Impact of Information Technology on Students- A Study***, GITAM Journal of Management, October- December, 2010, ISSN -0972-740X, (IF=0.457)
6. Ch.Seetha Ram, ***Impact of Information Technology on Employees- A Study (With reference to Visakhapatnam Steel Plant)***, International Journal of Management & Technology, Vol-2, Issue -1, December, 2010, ISSN-0-0975-3915. (IF=0.757)
7. Ch.Seetha Ram, ***Information Technology Is An Effective Tool For Developing Human Resources***, Pranjana, The Journal Of Management Awareness, Vol.14. No. 1, January- June 2011. ISSN 0971-9997. (IF=1.692)
8. N.Kishora Babu & Ch.Seetha Ram, ***Impact of Information Technology on Professionals - A Study***, Journal of Law and Social Sciences, Volume-V, Issue-4, March 2011, ISSN 0973-7480.

9. Ch.Seetha Ram, ***Perceptions and Opinions of Information Technology Users***, International Journal of Advanced Computer & Mathematical Sciences, Volume-1, Issue-1, December 2010, ISSN
10. Ch.Seetha Ram, ***Perceptions of customers on implementation of Internet Banking in India***, International Journal of advances in Science and technology, Volume-3, Issue-4, October, 2011, ISSN 2229-5216
11. Ch.Seetha Ram, ***Implementation of Intelligent Decision Support System in India-A Study***, International Journal of Engineering Science, Volume-5, December, 2011. ISSN-2229-5216.
12. Ch.Seetha Ram, ***Buying Behavior of Cell Phone Users***, International Journal of Management & Technology, Vol-3, Issue -1, May 2012, ISSN-0975-3915. (IF=0.757)
13. Ch.Seetha Ram, ***Performance of Health Care Equipment in Public Sector Hospitals in India***, International Journal of Engineering Science, Volume-6, July-2012. ISSN 2229 6913.
14. Ch.Seetha Ram, ***Internet is an effective tool for E-Shopping***, Review Journal of Philosophy and Social Sciences, Volume-38, Issue-1, March-2013, ISSN 0258 1701.
15. Ch.Seetha Ram & A.Shakunthala, ***Successful Implementation of Training in Public Sector Enterprises***, Review Journal of Political Philosophy, Volume-10, Issue-1, June-2013, ISSN 0976 3635.
16. U.V.Adinarayana Rao & Ch.Seetha Ram, ***Effective Implementation of Wage & Salary Administration***, PRASTUTI, Journal of Management and Research, Volume-2, Issue-1, July 2013, ISSN 2320 2262.
17. Ch.Seetha Ram, ***Competency Mapping of the Employees- A Study***, Review Journal of Philosophy and Social Science, Volume -39, No.1, March-2014, ISSN: 0258-1701.
18. Ch.Seetha Ram, ***Efficiency of Financial Position and Operations in ICOMM- A Study***, Intercontinental Journal of Finance Research Review, Volume- 2, Issue-2, , April-June 2014. ISSN N2347 1654. IF : 0.604
19. Ch.Seetha Ram, ***Impact of Ratio Analysis Technique on Working Capital Management Practices in Indian Industry- A Study***, Intercontinental Journal of Finance Research Review, Volume- 2, Issue-2, April-June 2014. ISSN N2347 1654. IF : 0.604

20. Ch.Seetha Ram, *Perceptions of Customers on online shopping and Mobile Business Transactions- A Study*, Journal Global Values, Volume-5, No.2, August-2014, ISSN: 0976-9447.

21. Ch.Seetha Ram, *Market Opportunities using by Indian beverage companies*, Research Journal of Philosophy, Volume 40, No.2, December-2014. ISSN: 0048-7325.

22. Ch.Seetha Ram, *The effect of Supply Chain Management in Construction Industry*, Journal Global Values, Volume-6, No.1, June - 2015, ISSN: 0976-9447.

VI. TEXT BOOKS & MODULES PUBLICATIONS

1. Ch.Seetha Ram, *Information Technology in Developing Human Resources*, Deep & Deep Publications, New Delhi, 2010. ISBN- 978 81 8450 2657.
2. Ch.Seetha Ram, *Information Technology for Management*, Deep & Deep Publications, New Delhi, 2010. ISBN- 978 81 8450 2671.
3. Ch.Seetha Ram, *Database Management Systems*, VDM-Verlag Publishers, Germany, 2011. ISBN- 978 36 3935 4294.
4. Ch.Seetha Ram, *Human Resource Management*, VDM-Verlag Publishers, Germany, 2011. ISBN-978 36 3937 2021.
5. Ch.Seetha Ram, *Modern Management*, Regal Publications, New Delhi, 2012. ISBN- 978 81 8484 1602.
6. Ch.Seetha Ram, *Visual Basic 6.0*, Regal Publications, New Delhi, 2014, ISBN- 978 81 8484 2906

VII. BOOKS & STUDY MATERIAL PREPARED

1. Ch.Seetha Ram, *Enterprise Resource Planning*, Center for Distance Learning, GITAM University, 2013.
2. Ch.Seetha Ram, *Information Technology for Corporate Communication*, Center for Distance Learning, GITAM University, 2013.

VIII. CONFERENCE PROCEEDING PUBLICATIONS

1. Ch.Seetha Ram, *Human Resource Development through Information Technology*,**International Conference**, Global Economic Turbulences in Business Structures and Systems, Visakhapatnam, 2009.
2. Ch.Seetha Ram, *Impact of Information Technology on Professional People*,**International Conference**, Global Economic Turbulences in Business Structures and Systems, Visakhapatnam, 2009
3. Ch.Seetha Ram &A.Sakhunthala, *Impact of Internet Marketing on Business People*,**National Conference**, Knowledge Utsav, Bangalore, 2010.
4. Ch.Seetha Ram, *Customers' Risk Perceptions of Electronic Payment Systems*,**International Conference** on Global Environment and its Sustainability: Implications and Strategies, Chennai, 2010
5. Ch.Seetha Ram, *Perceptions & Opinions of Home Loan Borrowers*,**International Conference** on Global Environment and its Sustainability: Implications and Strategies,Chennai, 2010
6. Ch.Seetha Ram, *Information Technology is an Effective Tool for HRD*,**International Conference** on Global Environment and its Sustainability: Implications and Strategies, Chennai, Bangkok, 2010
7. Ch.Seetha Ram, *Role of Information Technology in Developing Human Resources*,**International Seminar** on Globalization of Higher Education:Challenges and Opportunities,New Delhi, 2011

IX. RESEARCH GRANTS & PROJECTS

UGC Major Research Project entitled "*Usage of Information Technology in Government Schools in India- A Study on Select Govt. Schools in Andhra Pradesh*".For the academic year 2015-17.

X. ADMINISTRATIVE DUTIES

1. **Coordinator**, *Current Business Affairs*, GIM, GITAM University (Academic Year 2007-08, 2008-09,2009-10,2010-11, & 2010-11, 2011-12.)

2. **Coordinator**, Boys Hostel, GIM, GITAM University (Academic Year 2011-12, 2012-13)
3. **Member**, Board of Studies, Department of Operations, GIM, GITAM University (Academic Sessions 2007-08, 2008-09, 2009-10, 2010-11, 2011-12, 2012-13)
4. **Member**, Anti Ragging Committee, GITAM Institute of Management, GITAM University (Academic Year 2007-08, 2008-09, 2009-10, 2010-11, 2011-2012, 2012-2013)
5. **Member**, Admission Promotion, GIM, GITAM University (Academic Year 2009-10, 2010-11, 2011-12, 2012-13)
6. **Assistant Coordinator**, Examination Cell, GIM, GITAM University (Academic Year 2011-12, 2012-13)
7. **Coordinator**, Examination Cell, GIM, GITAM University (Academic Year 2013-14, 2014-15, 2015-16)

XI. WORK SHOPS PRESENTED

- Participated in Faculty Development Programme “**Indian Corporate Strategies and Case Analysis**” sponsored by AICTE, organized by NMIMS University at Mumbai. (11th February 2008 to 15th February 2008)
- Participated in Quality Improvement Programme “**Instructional Design and Delivery Systems**” sponsored by Ministry of Human Resource Development, organized by NITTTR (National Institute of Technical Teachers Training and Research, Chennai (1st May 2009 to 6th May 2009)
- Attended to Quality Improvement Programme “**Work shop on Communication Skills**” sponsored by GITAM Institute of Management, Visakhapatnam, (27th September 2008).

XII. RESEARCH GUIDANCE OR SUPERVISION

Presently, Five Ph.D. (Part Time) Scholars doing research under my guidance (their work is in progress).

END