

30.11.2015

**SHAKUNTALA ADIREDDY**

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## **EXPERIENCE**

- Assistant Professor, GITAM Institute of Management, GITAM University, Visakhapatnam since 07-07-2009.
- Assistant Professor, School of Management Studies, C.R Engineering College, Tirupati from 02-01-2008 to 03-07-2009.
- Assistant Professor, JB Institute of Computer Technology, Tirupati since 01-08-2006 to 11-01-2008.
- Faculty and Placement Officer in All Saints PG College, Visakhapatnam from June 2003 to November 2005.
- Customer Care Executive at TATA CELLULAR, IDEA, Visakhapatnam from August 1999 to March 2002.

## **EDUCATIONAL QUALIFICATION**

- Ph.D. on “**Implementation of CRM in Selected Industries**” from Sri Venkateswara University, Tirupati.
- MBA First Class with specialization in Marketing and Systems at Department of Business Management, Sri Padamavathi Mahila Visvavidyalayam, Tirupati.
- B.Sc. First Class from Andhra University, Visakhapatnam.

## **RESEARCH AND DEVELOPMENT:**

UGC Major Research Project : **“Implementation of Customer Relationship Management in Service Industry”.**  
Tenure of Project : **2 years**  
Total Amount : **Rs. 5,78,600/-**

## **TECHNICAL QUALIFICATION**

- Diploma in Software Applications (DSA) from VJ Info, Tirupati.
- JAVA from NICE Computers, Visakhapatnam.

## **SUMMARY OF SOFTWARE EXPERIENCE**

Languages : C, JAVA, J2EE, HTML  
OOPS : C++  
Scripts : Java Scripts, VB Scripts  
Packages : MS-Office, MS-Windows  
Operating System : UNIX, MS-Windows, MS-DOS

DBMS	:	Foxpro, MS-Access
RDBMS	:	Oracle 8i
Front End Tools	:	Visual Basic 6.0
Others Systems	:	System Analysis and Design Management Information

### **PROJECT AT A GLANCE:**

- A Study on Advertising (of Pepsi), K.M.B.C.Ltd (A Franchise of Pepsi), Visakhapatnam.

### **SUMMARY OF SOFTWARE PROJECTS**

#### **Payroll Maintenance**

Description	:	This project mainly deals with maintenance of employees and calculating monthly salaries.
Software Used	:	Oracle and Visual Basic
Duration	:	3 Months
Team Size	:	2
Responsibilities held	:	Coding and Testing

#### **Employee Maintenance**

Description	:	This project mainly deals with maintenance of employees and calculating monthly salaries.
Software Used	:	C Programming
Duration	:	3 Months
Team Size	:	2
Responsibilities held	:	Coding and Testing

### **PERSONAL DETAILS**

<b>Name</b>	:	<b>Dr. A. SHAKUNTALA</b>
<b>Nationality</b>	:	Indian
<b>Languages Known</b>	:	English, Hindi and Telugu
<b>Mobile No</b>	:	91- 9701972739
<b>Email ID</b>	:	<a href="mailto:drshakuntala2014@gmail.com">drshakuntala2014@gmail.com</a>

### **Subjects being taught as on date :**

Marketing Management, Knowledge Management, Retail Management, Management of Technology, Information Systems and Organizational Behavior, E-Commerce, Advanced Marketing Management, Logistics and Supply Chain Management, Indian Business

Environment, Store Design Layout and Visual Merchandising, Principles and Practice of Management, Organizational Behavior, Management Information Systems, Mobile Computing and M- Commerce, Research Methodology, Customer Relationship Management, CRM in Retail, Marketing Research, Human Resource Management, Production Management, Advertising and Sales Promotion.

**Faculty Development Programme:** Participated in the Faculty Development Programme in Management from June 08 to September 26, 2015 at the Indian Institute of Management, Ahmedabad.

**Special Assignments** : Committee Member – Admission-Promotions (2012-14), GITAM Institute of Management, GITAM University, Visakhapatnam.

Organising Committee Member in the 95<sup>th</sup> Annual Conference of Indian Economic Association (IEA), 27-29 December, 2012 GITAM University, Visakhapatnam.

External Examiner- Practical Examination Spot Examiner – MCA, M.Tech. (Distance) – Sri Venkateswara University & Acharya Nagarjuna University.

Co-ordinator – Bizveda, Chadalawada Ramanamma Engineering College, Tirupati.

**Additional Activities/Responsibilities under taken**

**Class Co-Ordinator** : BBM 2013-16  
**Co-ordinator** :  
**Convenor** :  
**Hostel Coordinator** :  
**Faculty Co-ordinator** :  
**Programme officer** :  
**Programme Co-ordinator** :  
**Co-ordinator** :  
**Visiting Faculty** :

**Extra-Curricular Achievements** : Won First and Second prizes in Cultural Activities.

**Conferences and Seminars** : Participated in international, national seminars, conferences, FDP and workshops.

<b>Membership</b>	: Member in International Association of Computer Science and Information Technology (IACSIT). Member in All India Management Association (AIMA)
<b>Guest Lectures</b>	: Guest lecture on “Logistics and Supplychain Management”, in Department of Management Studies, Sri Venkateswara University, Tirupati, 30th & 31st March, 2015. Guest lecture on “Customer Relationship Management”, in Department of Management Studies, Sri Venkateswara University, Tirupati, 12 <sup>th</sup> October, 2012.
<b>Visiting Faculty</b>	To teach Research Methodology and Production Management in MBA Department, C.V.S.College of Engineering, Tirupati, for three days i.e, from 13 <sup>th</sup> May 2010 to 15 <sup>th</sup> May 2010.

## **LIST OF PAPERS PUBLISHED, PRESENTED AND CONFERENCES/WORKSHOPS/SEMINARS ATTENDED**

### **PAPERS PUBLISHED:**

#### **INTERNATIONAL**

- 1. “Impact of IT on CRM Implementation”, ELK Asia Pacific Journal of Marketing and Retail Management, ISSN No.0976-7193,Jan.2014.**
- 2. “A study on CRM Implementation Barriers in selected Industries”, Pezzottaite Journals, ISSN (P):2319-9032, 2013.**
- 3. “A study on Actual Benefits of Customer Relationship Management”, The International Journal’s- Research Journal of Commerce & Behavioral Science (ISSN: 2251-1547) Vol.1, No: 2 December 2011.**
- 4. “Customer Relations and CRM Implementation- A study of Manufacturing and Service Sectors”, The International Journal’s- Research Journal of Economics & Business Studies (ISSN: 2251-1555), Vol.1, November 2011.**

#### **NATIONAL:**

- 1. “Successful Implementation of Training in Public Sector Enterprise with reference to Hindustan Shipyard Limited, Visakhapatnam”, Review Journal of Political Philosophy, ISSN No.0976-3635, Vol.X.No.I, June 2013.**
- 2. “An Innovative Approach to Customer Relations-A Study of Manufacturing and Service Organizations”, Innovation & Management, Vol.2, Pg No: 32-40, NCIM-2012.**
- 3. “Customer Application/Usage Study of POS(point of Sale) Products in Marketing by TVS – Electronics Ltd”, GITAM Journal of Management (ISSN 0972-740X), Vol.10, No.1, January-March 2012.**

4. **“CRM Implementation Issues” Bhavishya**, Vol. I No: I Pg No: 41 April- June 2007.
5. **“CRM Implementation”**-Customer Relationship Management-Seminar on 25<sup>th</sup> February 2007. S.V.U, Tirupati.
6. **“A study on Benefits of CRM Implementation”**-Customer Relationship Management-National Seminar on 25<sup>th</sup> February 2007, S.V.U, Tirupati.
7. **“Impact of IT on CRM”**- Customer Relationship Management- National Seminar on 25<sup>th</sup> February 2007, S.V.U, Tirupati.
8. **“Why do CRM Fail?”**- Customer Relationship Management- National Seminar on 25<sup>th</sup> February 2007, S.V.U, Tirupati.

### **Participation:**

1. Participated in the International conference on **SELF MANAGEMENT** , 11<sup>th</sup> August 2014, Department of Management Studies, Sri Venkateswara University, Tirupati.
2. Participated in the 95<sup>th</sup> Annual Conference of **Indian Economic Association (IEA)**, 27-29 December, 2012 GITAM University, Visakhapatnam.

### **PAPERS PRESENTED:**

#### **International**

1. **“A Study on Impact of Barriers on CRM Implementation”** accepted for presentation at 5<sup>th</sup> **IEEE International Conference on Management Innovation and Technology (ICIT2010)**, Singapore, 2-5, June, 2010.
2. Abstract accepted for the presentation on **“CRM Implementation in Different Industries”** at **International Research Conference on Management and Finance, 2008, University of Colombo, Srilanka.**
3. **“Ethics in Managerial Decision Making”**- International Seminar on **Organizational Ethics** on 29<sup>th</sup> February 2008, Sri Venkateswara University, Tirupati.
4. **“Ethics in Organisation”**- International Seminar on **Organizational Ethics** on 29<sup>th</sup> February 2008, Sri Venkateswara University, Tirupati.
5. **“Global Organisational Ethics”**-International Seminar on **Organizational Ethics** on 29<sup>th</sup> February 2008, Sri Venkateswara University, Tirupati.

#### **National**

1. **“Impact of Internet Marketing on Business People”- Knowledge Utsav** – a national level conference 28<sup>th</sup> August, 2010. Jain University and Tumkur University, Bangalore, Karnataka.
2. **“Business Communication”** Paper presented in National Seminar on Organisational Communication 4<sup>th</sup> April 2009, organized by Department of Management Studies, Sri Venkateswara University, Tirupati.
3. **“Coping Strategies for Stress”**-Stress management- Seminar on 2<sup>nd</sup> December 2006, S.V.U, Tirupati, A.P.
4. **“E-Governance”**- Technical Symposium on 11<sup>th</sup> November 2006, Audishankara college of Engineering and Technology, Gudur, A.P
5. **“Impact of IT in the SSI Management”**-Challenges for Women Entrepreneurs in Information Society – Conference on 05<sup>th</sup> March 2006 in Sri Padmavati Mahila Viswavidyalayam, Tirupati, A.P.

#### **Faculty Development Programme :**

1. FDP on **Innovation for Excellence: Programme for Leaders** on 19<sup>th</sup> & 20<sup>th</sup> October 2012, GITAM University.
2. FDP on **“Interactive Pedagogy for Teaching Marketing”**, GITAM University, 9<sup>th</sup> August 2012, Visakhapatnam.
3. **“Instructional Design and Delivery System”**, National Institute of Technical Teachers Training and Research, C.R.Enginnering College, 18-23 October 2008, Tirupati.
4. **“Trends in Management Education”** –Faculty Development Programme on 11<sup>th</sup> August 2007 Sri Venkateswara University, Tirupati, A.P.

#### **Workshop:**

1. Workshop on **Strengthening Research& Consultancy**, on 20<sup>th</sup>&21<sup>st</sup> of January and 4<sup>th</sup> & 6<sup>th</sup> of February 2012, GITAM University, Visakhapatnam, A.P.
2. Workshop on **Self Learning Material Preparation** on 26<sup>th</sup> and 27<sup>th</sup> December 2009, GITAM University, Visakhapatnam, A.P.
3. **“Research Workshop”** on 26<sup>th</sup> July 2008 in Department of Management Studies, Sri Venkateswara University, Tirupati, A.P.
4. **“Research Methodology”**-Work shop on 9<sup>th</sup> and 10<sup>th</sup> September 2006, Sri Venkateswara University, Tirupati, A.P

#### **Case Writing:**

**FOODELLA** - Prepared by Dr. Sakunthala Adireddy, Nisha Abdulla Rajwani, Sachin Dilipbhai Abda and N.Harshavardhan Reddy in partial fulfilment of the requirements of the course *Case Method in Management Education*, 37th Faculty Development Programme, (June 7 – September 26, 2015) Indian Institute of Management, Ahmadabad.