

**PENDYALA ASHA**

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**Objective**

To be part of an educational institution which provides a creative and challenging environment; facilitates constant learning and provides opportunities for personal and professional development and contribute to the institution's effectiveness.

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**Experience**

- Nov. 2007–Present Asst. Professor, GITAM Institute of Management, GITAM UNIVERSITY, Visakhapatnam.
- Mar 04 – Jun 06 Coordinator, JUSCO English Medium School, Jamshedpur

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**Research Summary**

- Participated in the *English in the Classroom Competition, 2015* by Cambridge English
  - 1. Published a paper titled " *SNSs: Connected yet Disconnected?*" In *IJEMR (Online and Print)* Vol-5, Issue-5, October 2015.
  - 2. Published a paper titled *Is Conversation a Dying Art?* in *IJBARR (Online and Print)* Vol-2, Issue-6, July-Sep 2014
  - 3. Published a paper titled *Developing Effective Communication Skills by Using Quality Circles for Management Graduates* in *IJHRM (Online and Print)* Vol-3, Issue-1, March 2014.
  - 4. Published a case -*The Dilemma* in *Stanford Journal*, Jan 2014
  - 5. Presented a paper on *Identity Crisis in Kate Chopin's The Awakening* at 53<sup>rd</sup> All India English Teachers
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Association at Andhra University, Dec 2013

**Seminars/Workshops/  
Conferences**

- 6. Published a case - ***The Communication Gap*** in Case Studies in Management – Humming Words Publishers- 2012
  - 7. Presented a case - ***The Communication Gap*** in Dhruva's International Case Writing Competition – 2011 (DICWC – 2011)
  - 8. ***Absurdity and Failure in American Tragedy and Mc Teague*** – Lambert Academic Publishing-May 2011
  - Developed 3 **Units** of Foundation in English Language for BA/Bcom-CDL GITAM University, 2010
  - Developed **Soft Skills** Learning material (15 Units) Communication Skills- CDL-GU, 2010
  - 9. ***QC's – A Pedagogical Tool to Aid Teaching English and Enhance Cooperative Learning in Mixed Ability Classrooms***- First International ESL & EFL Conference and VI Annual Conference of Rajasthan Association for Studies in English, 2009
  - 10. ***Small Group Activity (SGA) – A pedagogical tool to enhance collaborative learning in a mixed ability classroom- Fourth International and 40<sup>th</sup> Annual Eltai Conference, 2009.***
  - 11. Published a paper titled ***Failure of the Individual in Theodore Dreiser's Sister Carrie***- The ICFAI University Journal of American Literature- Aug & Nov 2009- Vol II Nos 3 & 4
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- Attended a four day workshop on “***Strengthening Research & Consultancy***”, 2012.
  - Completed “***Propell Workshop for the TOEFL Ibt Test***”, 2011.
  - Coordinated Workshop on “***Office Correspondence- Writing It Right***” for office staff of GITAM University – Dec, 2010
  - ***Instructional Design & Delivery System***- GIM, GITAM University
  - Attended “***Short Term Course on Interpersonal Communication***” in February, 2009 at IIT Kharagpur.
  - Coordinated and attended Training Programme on “***Communication Skills***”; September 2008.
  - Attended “***Teacher Support Programme***” for the BEC Trainers in November 2008 conducted by the **British Council**
  - Completed “***Internal Auditor Training Course***” on 9<sup>th</sup> & 10<sup>th</sup> November 2005 conducted by JUSCO
  - Participated in “***ELT Project***” (In service Teacher training
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Course) on 20<sup>th</sup> September 2005.

<b>Research Project</b>	<ul style="list-style-type: none"><li>• <i>A Study of Assertive Behavior-with reference to Andhra Pradesh State Government Group IV Employees</i> UGC Major Project sanctioned in Jan 2013</li></ul>
<b>Academic Experience</b>	<ul style="list-style-type: none"><li>• Teach English, Business Communication ,Managerial Communication at the Under Graduate and Post Graduate Level</li><li>• Soft Skills training for Under Graduates</li><li>• Conduct BEC training for the Under Graduate and Post Graduate Level Students</li><li>• Communication Skills training for Dr Reddy's Labs Trainees&amp;Suvarnabhoomi(Real Estate) salespersons</li></ul>
<b>Others</b>	<ul style="list-style-type: none"><li>• Associate Editor of GITAM Journal of Gandhian Studies</li><li>• Media Cell Coordinator of GITAM Institute of Management</li></ul>
<b>Education</b>	
<b>MBA(HRM)</b>	<ul style="list-style-type: none"><li>• 2012 from CDL,GITAM University with a CGPA of 6.0</li></ul>
<b>Ph.D (English Literature )</b>	<ul style="list-style-type: none"><li>• 2007 from Andhra University Thesis : ABSURDITY AND FAILURE : A COMPARATIVE STUDY OF THEODORE DREISER'S AN AMERICAN TRAGEDY AND FRANK NORRIS' Mc TEAGUE</li></ul>
<b>M. Phil (English Literature)</b>	<ul style="list-style-type: none"><li>• 2000 from Andhra University - 62.00 %</li></ul>
<b>M.A. (English Literature)</b>	<ul style="list-style-type: none"><li>• 1993-95 from Andhra University - 64.00 %</li></ul>
<b>B.Sc. (CBZ)</b>	<ul style="list-style-type: none"><li>• B.V.K. College - 69.00 %</li></ul>
<b>Intermediate</b>	<ul style="list-style-type: none"><li>• B.V.K. College - 70.7 %</li></ul>
<b>10<sup>th</sup> Standard (ICSE)</b>	<ul style="list-style-type: none"><li>• Timpany School, Visakhapatnam - 63.2%</li></ul>
<b>Others</b>	<ul style="list-style-type: none"><li>• SLET qualified Nov - 1995</li></ul>
<b>Communication</b>	<ul style="list-style-type: none"><li>• Fluent in English, Hindi , Telugu</li></ul>

**Achievements / Awards**

*Sri R Venkataratnam Research Medal (gold)* for the best thesis-Andhra University-May 2010

*Sri Sivaraman Endowment Prize* for best paper  
presentation-ELTAI-Aug 2009

**- P. Asha**