

Curriculum Vitae (updated as on 30-11-15)

Ms. S.Anjani Devi,

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chinnawaltair

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Objective: To seek a responsible and challenging position and attain the administrative heights which utilize my potentials to its optimum.

Academic Qualification:

Degree/Diploma	University/College	Year Of Passing	Division	Percentage
B.com	Gandhi Degree College	2002	Second	58
M.B.A.(DM)	A.U.	2005	First	62
PG.Dip.TTM	A.U.	2006	First	61
PG.Dip.PM&IR	Alagappa University	2007	Second	55
Pursuing Ph.D	GITAM University			

Experience:

University/College/Institution	Year From To	Designation
GIM,GITAM University	July'08 to till date	Assistant Professor
Al-Ameer Engineering College, VSP	June'06 to June'08	Assistant Professor
Alliance Institute Of Hotel Management, VSP	May'03 to May'06	Faculty
IDBI Housing Loan, VSP	Oct'02 to Apr''03	Back End Operations
Net GSC, Satyam Infoway	June'99 to Sep'02	Front Office Executive

FDP/Seminars and Workshops:

- Interactive workshop on Exploiting opportunities and strategies for Entrepreneurs on 10th Oct 2014, organized by Department of commerce and Management studies, Andhra University
- 36th FDP in Management from 9th June 2014 to 27th September 2014 at Indian Institute of Management, Ahmedabad
- Workshop on Compliance of Employment Laws- Role of HR on 15th March 2014 by NIPM Visakha Chapter
- Participated in FDP on Crafting and Publishing of Research on 23rd and 24th Dec 2013 at GIM, GU
- Participated in IIM-A FDP, Alumni Conference in Ethics and Social Responsibility of Business on 20th and 21st Dec.2013 at GIM, GU
- Participated in National Conference on Rebuilding Micro Finance in India, Issues and Challenges, 13th – 14th Dec. 2013 at GIM, GU
- Workshop on Patent Awareness on 28th Oct. 2013 by GITAM Institute of Science, GITAM University
- Lecture series on the Philosophy and Psychology of the Bhagavad GITA by Dr. Sangeeta Menon from 15th-19th July 2013 by GHANDIAN Studies, GU
- Participated in FDP on Design, Delivery and Assessment of Management Programme on 8th – 9th April 2013 by Prof. Satyajit Majumdar, Tata Institute of Social Sciences, Mumbai at GIM, GU
- Participated in National seminar on Employee Engagement for organizational Excellence in GIM, GU on 15th-16th March 2013
- Participated in FDP on People Management by T V Rao from 21st to 25th Jan 2013 at GIM, GU
- Participated in 95th Annual Conference of the Indian Economic Association held at GITAM University, from 27th -29th Dec2012
- Participated in FDP on Innovating for Excellence by Dr. Anil Khandelwal on 19th-20th October 2012
- Participated in Innovation Workshop in association with Millennium on 18th Sept 2012 at KRC Auditorium, GIM, GU

- Participated in FDP on Interactive Pedagogy for Teaching Marketing on 9th August 2012, GIM, GU
- Participated in Two week SDP sponsored by AITCE, New Delhi, on Research Methodology and Statistical Analysis using SPSS during 30th April 2012 to 13th May 2012
- Participated in Four Day Workshop on Strengthening Research & Consultancy on 20th & 21st January and 4th & 6th February 2012 GITAM Institute of Management, GITAM University
- Participated in Two day National Seminar on Dynamics of Industrial Relations in India-Emerging Challenges and Strategies 11th-12th November, 2011
- Participated in Two day National Workshop on Holistic Marketing from 25th & 26th Feb-2011 at Department of Management Studies, Vignan's Institute of Information Technology, Visakhapatnam.
- Participated in Quality Improvement Programme on Marketing: The Recent Advancements held during March 15th- 20th March 2010 in the Faculty of Management Studies, Banaras Hindu University.
- Attended Workshop for the Faculty Development Programme on "**Case Teaching and Case Writing**" from June 8th to June 13th 2009 conducted by Indian Institute Of Management, Kozhikode.
- Attended workshop on Quality Improvement Programme for the Faculty Development programme on "**Instructional Design and Delivery System**" from May 1st to May 6th 2009 conducted by National Institute of Technical Teachers Training and research at GITAM Institute of Management, GITAM University, Visakhapatnam.
- Participated in "Personal Growth & Professional Growth" conducted by GITAM Institute of Management on 24th Oct,2008.
- Participated in "Communication Skills for Management Teachers" at GITAM Institute of Management from 27th Sept to 28th Sept.
- Attended workshop on "Effective Teaching Methodology" conducted by institute for Public Enterprise, Osmania University, Hyderabad from 1st Dec 2007 to 14th Dec 2007.
- Participated in "Supply Chain Management" conducted by Mahakal Institute of Management, Ujjain, Madhya Pradesh Sept. 2006

Paper Presentations:

- Emphathizing Customer Experience – Twelfth AIMS International Conference on Management, 2nd Jan 2015 to 5th Jan 2015 at IIMK
- Implementing Queing Model on Market Research - Twelfth AIMS International Conference on Management, 2nd Jan 2015 to 5th Jan 2015 at IIMK
- Stake holders' perception on the quality of Management Education in Public and private universities- A case study on 19th and 20th Dec 2014 at GIM, GU in the International conference on Rejuvenating Universities in Developing Countries: challenges and Prospects Jointly organised by GITAM University and the University of Papua New Guinea
- Problems and Prospects of Rural Marketing – In National Seminar on Opportunities in Rural Marketing, 21st -22nd February 2014 at GIM, GITAM University
- Technology Narrowing the GAP between urban & Rural Markets – A study of Emerging Indian Markets – in National Seminar on Emerging Trends in Marketing, 2013 at GIM, GU on 1st and 2nd Feb 2013
- Foreign Direct Investment in Indian Retail- In National Seminar on Emerging Trends in the Indian Retailing Industry 6th-7th January 2012 at CMR School of Management, Hyderabad
- “Corporate Social Responsibility- A Student perspective with reference to the city of Visakhapatnam” at National Seminar on Corporate Social Responsibility, GIM, GITAM University, Feb. 2010.
- Presented Case on Tata Nano at Indian School of Business, Hyderabad for 21st AIMS Convention, August 2009.

Research Publications:

- A study on impact of Sociological factors on student education and their preferences, Visakhapatnam, Indian Journal of

Commerce and Management, Volume – 2, Issue- 4, August 2015, ISSN: 2348-4934(Print) ISSN: 2348-6325(online)

- Problems and Prospects of Rural Marketing, Indian Journal of Commerce and Management, Volume – 2, Issue- 4, August 2015, ISSN: 2348-4934(Print) ISSN: 2348-6325(online)
- Unfolding Entrepreneurship – cases in Management 36th FDP – IIMA Sept 2014, Radhika's Home Made South Indian Food Pg. 47-68
- Re-Engineering Rural Retail- A study of various Innovative Agricultural Retail Models in India, IPE Journal of Management, Vol:4, January-June 2014 No.1 (ISSN2249-9040) Pg. 115 to 132
- Foreign Direct Investment in Indian Retailing Industry- Published in RRJ Publications July-Sept 2012
- Status of Women in Education, Employment and Social Exclusion (Essays in Honour of Prof K.S. Chalam), Jan 2011
- Corporate Social Responsibility - A student perspective with reference to the city of Visakhapatnam, Readings in Corporate Social Responsibility - A Compendium of papers, Dec 2010
- Marketing in Global Economic Turbulences, Role of B-Schools in Grooming Management Graduates- International Conference on Global Economic Turbulences: Shifts in Business Structures & Systems.

Modern Teaching Methods in Practice:

- Class Lectures
- Group Discussions
- Case analysis and Presentations
- Assignments
- Surprise Quiz
- Journals/Magazines/Newspapers

Participation in Academic activities in GITAM Institute of Management:

- Class Co-ordinator for BBM/IMBA 2015-18 batch
- Class Co-ordinator for BBM 2011-14 batch
- Class Co-ordinator for M.B.A(Final -2009 batch)
- Class Co-ordinator for BBM year (2008-11 batch)

- Earlier Co-ordinator for Business Games Activity
- Former Co-ordinator for Mafoi (Communication Skills) activity
- Former co-ordinator for GIM Marketing Club
- Personal counseling for students based on their classroom, individual participation in academics and extracurricular activities
- Assisting students in doing Projects.
- Co-ordinator Marketing Club
- Member in Women Empowerment Cell, GITAM University
- Member in Anti- ragging committee, GIM, GITAM University
- Examination Teaching Associate Evaluation Jan. 2014 MBA Trimester End Examination

Out side the Organisation

- Honory Addl. Secretary for NIPM, Visakha Chapter
- Training Programme on “Labour Welfare” Scheduled on 7th Feb. 2014 at NTPC, Visakhapatnam
- Training for Andhra Bank Middle Level Management Employees at Andhra Bank Staff College, Visakhapatnam on Cross selling and Enhancing services to customers in 2009

Participation in Academic activities in Al-Ameer College of Engineering:

- Incharge for ICONS Club Activity (where students present their hidden talent)
- Handled Guest Lectures & Industrial Visits
- Co-ordinator for Management meets

MEMBERSHIP IN PROFESSIONAL SOCIETIES

- Member in NIPM – Visakha Chapter
- Member in Indian Economic Association

ACHIEVEMENTS

Best Library User Award-KRC 2013, on 122nd Birth Anniversary of Padmashri Prof. S.R. Ranganathan, on 12th August 2013 on the eve of LIBRARIAN's DAY

Academic Project Work:

UGC Minor Research project- A study on Customer Satisfaction in Organised Retail Outlets, Visakhapatnam (Status-Undergoing)

Re-Launching Marketing Strategies of a Literary Product: A Case Study of Andhra Jyothi, Visakhapatnam.

Personal Details:

Date Of Birth	:	15-03-1977
Marital Status	:	Married
Languages Known	:	English, Hindi, Telugu
Technical Qualification	:	Acquaintance with Computers
Interest	:	In Tourism and interacting with People of various cults

Place: Visakhapatnam

Date:

(S.Anjani Devi)