

RESUME

Dr. T. NAVANEETHA

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Phone

9494034143

Address

Door no:8/47-M7A2,
Mannur,
Rajampet(M)
Kadapa (Dt),
Andhra Pradesh, India.
Pin code: 516115

Date of Birth

22-June-1988

Gender

Female

Father name

Venkata subbaiah .T

Nationality

Indian

Marital Status

Married

Languages Known

English and Telugu

Objective:

To seek a challenging career in the dynamic environment that provides opportunities for continuous learning and growth. Want to be the best among the best.

Technical Expertise:

Languages	SQL, C, C++
Operating Systems	Windows 11
Packages	MS-OFFICE, SPSS V.29, TALLY PRIME

Strengths:

- Amiable Nature
- Adaptable to any type of environment
- Self-Motivation
- Work minded

Education:

COURSE	COLLEGE/ SCHOOL	BOARD/UNIVERSITY	PERCENTAGE	YEAR OF PASSING
PhD	Sri Padmavathi Mahila Viswavidyalayam, Tirupathi	Sri Padmavathi Mahila Viswavidyalayam, Tirupathi	68	2017
PGD in PM&IR	S.V.University, Tirupathi.	S.V.University, Tirupathi.	60	2015
MBA	Annamacharya p.g college of computer studies, Rajampet	Jawaharlal Nehru Technology University, Anantapur.	85	2011
B.S.C (Biotechnology)	Nagarjuna degree college	S.V.University	80	2009

	for women, Kadapa			
INTERMEDIATE	Sri Shiridi Sai Junior College, Rajampet	B.I.E	87	2005
SSC	Infant Jesus English Medium High School	S.S.C	77	2003

Thesis Title:

Title : “A study on Work-Life Balance of Women Teaching Faculty working at State Universities in Rayalseema Region of Andhra Pradesh”.

Extra Qualification:

Qualified in **UGC NET EXAM** held on December 2011.

Work experience:

- Working as Assistant Professor and Head at Annamacharya University, Rajampet
Duration : 01/07/2025 to Till Now.
- Working as Assistant Professor at Annamacharya University, Rajampet
Duration : 01/08/2022 to 31/06/2025.
- Working as Assistant Professor at Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet
Duration : 02/08/2017 to 31/7/2022
- Working as Assistant professor at Annamacharya institute of Technology and sciences, Tirupathi
Duration : 2.1 years (From 24/07/2014 to 10/08/2016)
- Worked as Assistant professor at Annamacharya p.g college of computer studies, Rajampet
Duration : 1.4 years (From 18/08/2011 to 31/12/2012)

Subjects handled:

For P.G Students:

- Design thinking and Start-up Management
- Managerial Economics

- ☐ Business Research Methodology
- ☐ Marketing management
- ☐ Organization Development
- ☐ International business management
- ☐ Human resource planning
- ☐ Digital Marketing
- ☐ Personnel Administration, Policy and Procedures
- ☐ Business Analytics

For U.G Students:

- ☐ Management science.
- ☐ Entrepreneurship.

Areas of interest:

- ☐ Human Resource management
- ☐ Marketing management
- ☐ Business Analytics

Papers published:

S.no	Journal name	Title	Authors name	Details	Standards
1	International journal of Research in commerce, Economics and Management	“Work life balance of women faculty working in Educational institutions: Issues and problems”	Dr.B.Vijaya lakshmi T.Navaneetha	Volume No.3(2013), Issue No.04(April),pg no: 73-75.	ISSN 2231-4245
2	International journal of business and management tomorrow	“A study on quality of work life of employees working at Andhra	T.Navaneetha N.Silpa	Volume no 3 (2013) Issue No.7(July) ,pg no: 1-7.	ISSN 2249-9962

		Pradesh southern power distribution company ltd”			
3	International Journal of research and Business Innovation	“Work-life balance of women employees at educational institutions: A n empirical study”	Dr.B.Vijaya lakshmi T.Navaneetha	Volume No.1(2013), Issue No.01(January to June) ,pg no: 14-28.	ISSN 2321-5615
4	International Journal of knowledge and research in Management and E-commerce	“A study on safety measures at work place with reference to cement industries in Ananthapur District of Andhra Pradesh”	T.Navaneetha Dr. B. Vijaya lakshmi	Volume No.3(2013), Issue No.04(October).	ISSN 2231-203X
5	RVIM Journal of Management research	“An investigation on cognitive dissonance amongst customers visiting super markets in Hyderabad city”	T.Navaneetha Dr. B. Vijaya lakshmi	Volume No.5(2013), Issue No.02(July-December) ,pg no: 57-66.	ISSN 0974-6722
6	International Journal of Entrepreneurship and Business Environment Perspectives	“Bullying and harassment at work place”	T.Navaneetha Dr. B. Vijaya lakshmi	Volume No.3(2014), Issue No.01(January to March)	ISSN 2279-0926
7	International journal of Management and	“Job stress and its impact on Bank employees”	Dr.B.Vijaya lakshmi T.Navaneetha	Volume No.3(2014), Issue No.03(March),pg no.35-41	ISSN 2320-0685

	Development studies				
8	EPRA International Journal of climate and resource economic review	“A study on the emotional intelligence of the employees working at private colleges”	T.Navaneetha Dr. B. Vijaya lakshmi	Volume No.2(2014), Issue No.02(December) ,pg no: 47-54.	ISSN 2347-7431
9	EPRA International Journal of Economic and Business Review.	“Work life balance of employees with reference to Siflon drugs”	T.Navaneetha N.Silpa	Volume No.3(2015), Issue No.02(February),p g no: 117-123.	ISSN 2349-0187
10	EPRA International Journal of Multidisciplinary Research.	“Factors influencing Gender Equity and its effect on Women’s Status”	T.Navaneetha Dr.B. Vijaya Lakshmi	Volume No.2(2016), Issue No.02(February),p g no: 101-106.	ISSN 2455-3662
11	International Journal of Management and Social Development.	“A study on Attrition of Business Development Executives at Private Sector Banks , Chittoor District”	T.Navaneetha Dr.B.Vijaya Lakshmi	Volume No.3(2016), Issue No.01(February) ,pg no: 6-11.	ISSN 2348-1919
12	EPRA International Journal of Environmental economics, commerce and educational management.	“A study on work-life imbalance of women employees working at educational institutions in Kadapa district of A.P”	T.Navaneetha	Volume No.2(2015-2016), Issue No.01(April-March) ,pg no: 86-92.	ISSN 2348-814X

13	International Journal of Engineering Technologies and Management Research	“A Study on Employee Motivation at Work Place With Reference to BSNL, Kadapa	Dr T. Navaneetha K. Bhaskar	Volume No.5(2018), issue No.05(May), Pg:18-25	ISSN 2454-1907
14	Global Journal of Engineering science and Researches	“Effect of Herzberg-Hygiene motivational theory on job satisfaction with reference to small scale sectors”	Dr. T.Navaneetha Dr.B. Vijaya Lakshmi	Volume No.5(2018), issue No.07(July), Pg:9-12	ISSN 2348-8034
14	Global Journal of Engineering science and Researches	“A Study on Service Quality with Reference to VK Honda”	K.Bhaskar Dr.T.Navaneetha	Volume No.5(2018), issue No.10(October), Pg:68-75	ISSN 2348-8034
16	Global Journal of Engineering science and Researches	“Leverage analysis and profitability: A study of Ultra-tech cement company”	K.Bhaskar Dr.N.Venkata Ramana Dr.T.Navaneetha	Volume No.5(2018), issue No.11(November) , Pg:109-115	ISSN 2348-8034
17	International Journal of Management, Technology and Engineering	“A study on consumer perception of digital payments towards FINO Payments Bank”	Dr.P.Krishna Moorthy K.Bhaskar Dr.T.Navaneetha	Volume No.9(2019), issue No.03(March), Pg:5116-5128	ISSN 2249-7455
18	Journal of Advances Research in Dynamical and control systems	“From inclusion to Empowerment : The implications of Microcredit”	Dr.T.Navaneetha v.vedavathi	Volume No.11(2019), issue No.11(March), Pg:370-377	ISSN 1943-023X

19	Studies in Indian place Names	“Measuring service quality in Hotel industry with reference to the Hotels in Hyderabad city”	Dr.B.Abdul Azeem Dr.T.Navaneetha	Volume no.40(2020), issue no. 70(March), Pg:3240-3255	ISSN 2394-3114
20	TEST Engineering and Mathematics	“ A study on Grievance handling mechanism with reference to Vijaya Diary, Nellore”	Dr.T.Navaneetha Dr.P.Krishna Moorthy	Volume No. 83 (2020), (March-April), Pg:6173-6181	ISSN 0193-4120
21	Tathapi	“Indian Startup Ecosystem-Issues, challenges and Opportunities”	Dr.T.Navaneetha	Volume no.19(2020), issue no. 19(May), Pg:369-382	ISSN 2320-0693
22+	Journal of Management and Science	“A conceptual study of the HRM challenges in IT industry”	Dr.T.Navaneetha	Volume no.11(2021), issue no. 03(September), Pg:10-13	ISSN 2250-1819
23	GIS Science Journal	“A study on service delivery management in e-governance system with special reference to the users of e-services	Dr.T.Navaneetha	Volume no.8(2021), issue no. 10(october), Pg:949-959	ISSN 1869-9391
24	Neuro-Quantology	The Role of HR in Organizational innovation	Dr.S.Sowjanya Dr.T.Navaneetha	Volume no.8(2022), issue no. 02(December), Pg:10-13	ISSN 1303-5150
25	Sodhsamhitha	“The impact of HR Management challenges on Organizational performance”	Dr.T.Navaneetha	Volume no.VIII(2021-2022), issue no. 02(1)(December), Pg:10-13	ISSN 2277-7067
26	International Journal of Food and Nutritional Science	“ A study on Talent Management and	V.vedavathi Dr.T.Navaneetha	Volume 11, issue No.10, (2022), Pg:3365-3374	ISSN 2320-7876

		its impact on Organisational performance”			
27	Journal of Namibian Studies	Service Delivery Management In E-Governance System With Special Reference To The Users Of Online Services	A.Anjanaiah Dr.T.Navaneetha	Volume 35, Issue-1 August, Pg:5164-5176	ISSN: 2197-552 3
28	International Journal of innovative research in Information Security	Impact of cashless payments on Retail shops with special reference to Hyderabad city	Dr.T.Navaneetha	Volume 10, Issue-03 April (2024), Pg:5164-5176	ISSN: 2349-700 9
29	European chemical Bulletin	“Application of Fish Bone analysis in the implementation of Green Human Resource Practices”	Dr.T.Navaneetha Dr.S.Sowjanya	Volume 12, Issue-12 July (2023), Pg:1300-1307	ISSN: 0253-721 4
30	Journal of Advanced Zoology	“Unleashing the potential of GPT technology in digital Marketing practices”	Dr.T.Navaneetha	Volume 24, Issue-1 July (2023), August, Pg:176-179	ISSN: 0253-721 4
30	Educational Administration: Theory and Practice	“Analysing the influence of teaching learning dynamics on Total Quality management practices”	Dr.T.Navaneetha	Volume 29, Issue-4 (2023), November, Pg:1087-1092	ISSN: 2148-240 3
31	ICEEICT	Block chain enabled Trust and Transparency	Dr.T.Navaneetha	24-26, July, 2024	IEEE conference Paper

		in Influencer Marketing on Social Media Platforms			
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Conferences attended:

1. T. Navaneetha and Dr.B. Vijaya Lakshmi (2013). "Impact of new media technology on education with special reference to the educational institutions in kadapa dist of A.P" presented at the International conference on "changing landscape in communication with new media technologies: issues and challenges", Department of communication and Journalism, Sri Padmavathi Mahila Visvavidyalayam, Tirupathi from Nov 20-22,2013.
2. Dr.T.Navaneetha (2017). "An empirical study on Entrepreneurship Development". Presented at the "1st International conference on Advanced Technologies in Engineering, Management and Sciences", Golden valley Integrated Campus, Madanapalle, November 16 & 17, 2017.
3. Dr.T.Navaneetha (2017) presented a paper entitled "An empirical study on the Attitudinal effects of Event sponsors on event marketing " at the National Conference on Marketing and sustainable development organized by MBA Department at AITS, Rajampet on 13th and 14th October,2017.
4. Dr.T.Navaneetha (2017) presented a paper entitled "An empirical study on Marketing Sustainability with reference to HUL" at the National Conference on Marketing and sustainable development organized by MBA Department at AITS, Rajampet on 13th and 14th October,2017.
5. Dr.T.Navaneetha (2017) presented a paper entitled "A study on the impact of glass ceiling factory on woman empowerment with special reference to private educational institutions organized by MBA Department at AITS, Tirupati on 25 to 27 March 2021.
6. Dr.T.Navaneetha (2017). "An empirical study on Entrepreneurship Development". Presented at the "1st International conference on Advanced Technologies in Engineering, Management and Sciences", Golden valley Integrated Campus, Madanapalle, November 16 & 17, 2017.
7. Dr.T.Navaneetha(2017) presented a paper entitled "An empirical study on the Attitudinal effects of Event sponsors on event marketing " at the National Conference on Marketing and sustainable development organized by MBA Department at AITS, Rajampet on 13th and 14th October,2017.

8. Dr.T.Navaneetha(2017) presented a paper entitled “Challenges faced by the Indian startup and growth of Entrepreneurship organized by MBA Department at Dr K V Subba Reddy MBA Institutions Kurnool on 08th February 2020.
9. Dr.T.Navaneetha (2018). “Youth Tourist profile and their travel choices as influenced by social media networks”, presented at the “International conference on Multidisciplinary research in Tourism and Development”.
10. Dr.T.Navaneetha(2021). “A study on quality of Medical education in Andhra Pradesh”, presented at Two days International conference on Technology innovation and Quality Mangement organized by Siva Sivani Institute of Management, 17th & 18th April, 2021.
11. Dr.T.Navaneetha(2021). “Green marketing and its effect on customer satisfaction with reference to 4P’s approach”, presented at International e-conference on Interdisciplinary Innovations in Socio-economic Environment, Biodiversity Conservation through Sustainable Development, organized by Dr.Babasaheb Ambedkar Memorial Society, held on 28 July, 2021.
12. Dr.T.Navaneetha(2021). “A conceptual study of the HRM Challenges in IT industry in Two day national conference on “Excellence in business practices in 21st century” (Virtual conference), organized by AITS Rajampet, held on 10 & 11th August 2021.
13. Dr.T.Navaneetha(2021). “The impact of Human Resource management challenges on Organizational Performance”, presented at Multidisciplinary International e-conference on “Emerging challenges and opportunities in the field of Commerce, Business management and Economics in the present scenario of 21st century, organized by N.S.S College of Commerce and Economics, held on 30th cotober, 2021.
14. Dr.T.Navaneetha(2020). “Green HRM practices as a means of promoting CSR in India”, presented at National conference on Advances in Engineering, management and Sciences, organized by Santhiram Engineering college, on 13th June, 2020. (ISBN: 978-81-945588-3-5).
15. Dr.T.Navaneetha(2020). “Impact of knowledge Management on organizational performance & Sustainability with reference to IT sector, organized by Siva Sivani Institute of Management, on 11th & 12th February, 2023.
16. Dr.T.Navaneetha(2022). Impact of Service delivery management elements on Customer Satisfaction, Three day International Virtual conference on contemporary issues in Business and management, Dr.B.R. Ambedkar Institute of Management and Technology, Hyderabad, 21-23rd February 2022.

17. Dr.T.Navaneetha(2023). Impact of Knowledge Management on Organizational Performance and Sustainability with reference to IT sector, A Two day National Conference on Business Management and Social Innovation, Siva Sivani Institute of Management, Secunderabad, 11-12 February 2023.

Books Published:

1. Dr T Navaneetha (2018) Published A book entitled “ A study on work life balance of women teaching faculty” ISBN : 978-613-9-87259-6.

Guideship:

1. Got eligibility for Guideship from JNTU-Ananthapuram from the Academic Year 2023-24.
2. Got eligibility for Guideship from Annamacharya University from the Academic Year 2024-25.

Research scholars Under my supervision:

1. Chandra Gopal Reddy Y- 24CPMGT002
2. Dhananjaya B - 24CPMGT003
3. Silpa Naga - 24CPMGT006

ISBN Publications:

S.No	Journal Name	Title	Authors Name	Details	Standard
1	Marketing and sustainable Development	An empirical study on the attitudinal effects of event sponsors on event marketing	Dr T Navaneetha P Surya Teja M Harish	October 13-14, 2017	ISBN: 978-1-943295-10-4
2	Human dimensions in information age	The role of information Technology in successful knowledge management	Dr P Krishna Moorthy K Bhaskar Dr T Navaneetha	First Edition:2019 21 st and 22 nd February 2019 Pg:234-239	ISBN:978-0-359-40784-2
3	NTMR Research and Publication HYDERABAD	Banking Industry in India: Innovations and challenges	Dr T Navaneetha	2019	ISBN:978-81-922147-9-6

Seminars attended:

1. **T.Navaneetha(2011).** “Impact of incentives on job-satisfaction in Chennai-Based manufacturing units” presented at the **National Seminar on** “Emerging trends in financial services: challenges and opportunities”, Department of Business Management, Sri padmavathi Mahila visvavidyalayam, Tirupathi from August 25 -26, 2011.
2. **T. Navaneetha and Dr.B. Vijaya Lakshmi (2014).** “Bullying and harassment at work place”, presented at the **National conference** on “Emerging trends in business, Management and Computing technology”, Department of Business Administration, Annamacharya Institute of Technology and Sciences, Rajampet, Kadapa dist, March 9, 2014.
3. **T. Navaneetha and N.Silpa (2015).** “Job satisfaction in private banking sector of Rayalaseema Region”, presented at the **APSCHE sponsored National symposium** on “Contemporary issues and challenges of Banking and financial services in India”, Department of Business Administration, Sri Vidyanekethan Institute of management studies, Tirupathi, Chittoor dist, February 27th -28th, 2015.
4. **T. Navaneetha and Dr.B. Vijaya Lakshmi (2015).** “Pradhana manthri Jan Dhan Yojana (PMJDY):A new drive towards financial inclusion in India”, presented at the **APSCHE sponsored National symposium** on “Contemporary issues and challenges of Banking and financial services in India”, Department of Business Administration, Sri Vidyanekethan Institute of management studies, Tirupathi, Chittoor dist, February 27th -28th, 2015.
5. **T.Navaneetha(2016)** participated in Two Day **National Seminar**, Travel and Tourism: Challenges and Opportunities’ for Economic Development on “A study on impact of Social Media Networks on Youth Tourism”, Organized at Vikrama Simhapuri University , Nellore, during 25-26 January 2016.
6. **Dr. T.Navaneetha (2018).** “The effect of Employee Relations on Employee performance in selected service sector Industries”. Presented at the “**UGC Sponsored Two day International Seminar on Human Resource Management in Digital Age**”, Department of Human Resource Management, Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, February 24 & 25, 2018.
7. **Dr.T.Navaneetha(2019).** “The role of information technology in successful knowledge management”, presented at Two day UGC sponsored **National seminar** on Human Dimension in Information Age held on 21st and 22nd February, 2019.
8. **Dr.T.Navaneetha(2020).** Participated in Two Day **National Seminar** on Issues, Challenges and Prospects of Women Participation in Research and Development Activities in India: Past,

Present and Future Scenario organized by Department of Business Management, Yogi Vemana University, Kadapa from February 14-15, 2020.

9. **Dr.T.Navaneetha(2020).** Participated in Two Day **National Seminar** on Indian Startup Ecosystem – Issues, Challenges’ and opportunities held during 28th and 29th February, 2020 organized by department of Business Management, Sri Padmavathi Mahila Visvavidyalayam, Tirupathi, Andhra Pradesh.

Webinars attended:

1. Participated in the **webinar** on Impact of COVID-19 on 3E's-Economy, Education and Environment organized by Center for International Academic and Research Studies, Vikrama Simhapuri University, Nellore on 30, July, 2020.
2. Participated in a **National level webinar** on “Academic Integrity and Plagiarism” organized by Smt. P.N. Doshi Women’s College on August 01, 2020.
3. Participated in the **International webinar** on “A career Path in Digital Marketing – A complete practical approach held on 13th August 2020 organized by the Department of Business Administration, Sri vidyanekethan institute of Management, Tirupathi.
4. Participated in **International webinar** on “4th Industrial Revolution (Industry 4.0) changing Global Management systems and Perspectives”, from 25th to 26th March, 2021.
5. Participated in the webinar on “SEBI sponsored Investor awareness program”, organized by Sathyasaran Business Solutions Pvt Ltd held on April 08, 2021.
6. Participated on a **National webinar** on “Motivation for Inventions and funding opportunities for Inventors”, organized by Innovation and incubation center, AITS, Rajampet on 24th July 2021.
7. Participated in a Three day National webinar on “Promotion of collaborations, Impactful papers and Decision sciences” from 29th July 2021 to 31st July 2021.
8. Participated in a Webinar on “New challenges and opportunities in Management Education: Covid-19 pandemic Scenario”, organized by Department of Business Administration on July 22nd 2020 at AITS, Rajampet.

Workshops Attended:

1. Participated in **National workshop** on “Entrepreneurship awareness camp(EAC)” on 21st March 2016 to 26th March 2016 organized by AP productivity council”.
2. Participated in **National workshop** on “Research Methodology” on 29th October 2021 organized by Dr. Annasaheb G.D Bendale Mahila Mahavidyalaya, Jalagon.

Symposiums Attended:

1. **T. Navaneetha and Dr.B. Vijaya Lakshmi (2015).** “Impact of stress on job performance: An empirical study of the employees working at private colleges”, presented at the **2nd National symposium** on “Computing and Management”, Department of Business Administration, Annamacharya Institute of Technology and Sciences, Rajampet, Kadapa dist, April,11, 2015.
2. **T. Navaneetha (2019).** “Banking industry in India : Innovations & Challenges”, presented at the **National symposium** on “FINNOV-2019”, Department of Business Administration, Sanskrithi school of Business, 1st and 2nd Number 2019.

STTPs Attended:

1. Dr T Navaneetha(2020) “Attended a one week STTP on Advanced research methodology from 11 May 2020 to 15th may 2020 organised by REST society for research international (RSRI), Krishnagiri, Tamil nadu, India.
2. Dr T Navaneetha(2021) “Participated in the AICTE sponsored 6 days 2nd online STTP on Business Analytics organized by Department of Computer Science & Engineering Howrah from 19th April 2021 to 24th April 2021.

FDPs Attended:

1. **T. Navaneetha(2015)** Participated in Two day Faculty Development Programme On “Design of Experiments –Research Orientation”, Organised at Annamacharya Institute of Technology and Science, Tirupathi during 1st – 2nd December, 2015.
2. **T. Navaneetha(2019)** Participated in one week Faculty Development Programme On “Contemporary issues in Management Education & Teaching skills”, Organised by Avanthi Group of Institutions Hyderabad during 29th December 2018 to 4th January, 2019.
3. **T.Navaneetha(2013)** Participated in a 6 day workshop organized by Department of Life Long Learning and Extension on Application of Statistics in Research” held at SPMVV, Tirupathi from 28/01/2013 to 02/02/2013.
4. **T.Navaneetha(2022)** Participated in a 4 days workshop organized by APSCHE in association with Common wealth Educational Media Centre for Asia(CEMCA)” held at SPMVV, Tirupathi from 07/12/2022 to 10/12/2022.
5. **T. Navaneetha(2015)** Participated in one week Faculty Development Programme On “Digital marketing & Personal Branding , Organised by Narayana Engineering College Nellore during 20th January – 25th January, 2020.

6. Attended 14 days online FDP on “a2z of NBA Accrediation Process” organized by Inderprastha Engineering College, Ghaziabad from August 24th –September 09th, 2021.
7. Participated in online FDP on “Up scaling Management education through Hybrid Learning”, organized by Department of Management studies, Karuna Deemed University on 31-07-2020.

Consultancy Project done:

Done Consultancy work on “A study on the Impact of Promotional strategies on sales of Red Bucket Biryani, Kadapa” for an amount of Rs.65,000 in the year 2023.

Additional Responsibilities:

1. Human Right cell Central Coordinator.
2. Member of Faculty research committee.
3. Member of Board of Studies in MBA.
4. Program Assessment Committee coordinator.
5. Feedback Analysis Committee in charge for the Department.

Declaration:

I hereby declare that the above-furnished information is indeed true to the best of my knowledge and belief.

Date: Rajampet

Place: 19.04.2024.

**Yours sincerely,
(Dr.T.Navaneetha)**