



# ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY  
(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)  
Rajampet, Annamayya District, A.P – 516126, INDIA

## Faculty Profile

### Basic Information:

NAME : Dr. V. MOUNESWARI  
DESIGNATION : Assistant Professor  
DEPARTMENT : School of Management  
DATE OF BIRTH : 06-07-1984  
DATE OF JOINING : 07-09-2011  
EMAIL ID : mouni.vangimalla@gmail.com  
EMPLOYEE ID: :379



### Academic Profile:

Qualification	Name of the Board/University	YEAR
Ph.D.	JNTUA, Ananthapuramu	2022
M.B.A.	JNTUA, Ananthapuramu	2011
B.Sc.	SV University, Tirupati	2004

### Research Details:

1. Areas of Specialization	:	Human Resource and Finance
2. No. of Publications	:	15
3. Awards Received	:	-
4. Research Guidance		
	No. of PhD Guided:	-
	No. of M.B.A. Guided:	120
	No. of B.Tech. Guided:	-
5. Details of Professional Membership:		IAENG
6. Subjects Taught	:	Management & Organizational Behaviour Entrepreneurship Development Managerial Economics Managerial Communication Human Resource Management Research Methodology



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	Operations Research Employee Performance Management Global Human Resource Management
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## Publication Details:

Title	Publisher	Published Year
A study on factors affecting productivity and performance of selected banks in India	GE- International Journal of Management Research	2015
Performance Analysis of Indian Banking Sector using CAMEL Approach	International Journal of Applied Business and Economic Research	2016
Financial Performance Analysis of Syndicate Bank Using CAMEL Model	National Conference on Marketing and Sustainable Development	2017
An Impact of Operating and Non-Operating Expenses on Financial Viability in Jet Airways	International Journal of Innovative Technology and Exploring Engineering	2019
Effectiveness of Yield Measures on Performance and Profitability of Selected Banks in India	International Journal of Innovative Technology and Exploring Engineering	2019
Factors Affecting Operational Efficiency of Selected Banks in India: A General Review	Think India Journal	2019
Application of ALTMAN'S Z Score Model in determining the Financial Reliability of Selected Plastic Companies in India	Vidyabharati International Interdisciplinary Research Journal (Special Issue)	2021
Psychological Confidence by AI: Enhancement Quality & Future of Mobility for People with Disabilities of Neurological Impairment	Journal for Re Attach Therapy and Developmental Diversities	2023
A Study on Emotional Intelligence among Teachers: A Case Study on Private Engineering Colleges in Kadapa Region	Educational Administration Theory and Practice	2023
A Contemporary Artificial Intelligence (AI) Developments and Challenges in Indian Banking Sector	Futuristic Trends in Management	2024
Impact of social media on Consumer Buying Behaviour among IT Professionals at Karnataka State	Positif	2024
E-Commerce Risk Perception and Management: A Bibliometric Review (1995-2023) Highlighting Theoretical Insights and Future Directions	International Research Journal of Multidisciplinary Scope	2025
Your Data, Your Rights: Understanding Consumer Privacy	Lecture Notes in Networks and Systems	2025



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Shaping Brand Perception: The Role of Influencer Marketing in Consumer Attitudes and Engagement	Academy of Marketing Studies Journal	2025
AI in Business Intelligence and Decision making	Future Learning with AI	2025

## Patent Details:

Title of Patent	Submitted/Published/Awarded
Challenges in Indian economy from FDI	Published
Strategic Buyer-Seller Interaction System for Real-Time Promotion and Transaction Management	Published