



# 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 : B.SWATHI  
DESIGNATION : ASSISTANT PROFESSOR  
DEPARTMENT: MBA  
DATE OF BIRTH : 20 JAN 1988  
DATE OF JOINING : 16-10-2023  
EMAIL ID : swathibeemanaboina@gmail.com  
EMPLOYEE ID: : 1744



### Academic Profile:

Qualification	Name of the Board/University	YEAR
MHRM	Y.V. UNIVERSITY. KADAPA.	2010
B.SC	S.V. UNIVERSITY. TIRUPATHI	2008

### Research Details:

1. Areas of Specialization	:	HUMAN RESOURCE MANAGEMENT
2. No. of Publications	:	2
3. Awards Received	:	—
4. Research Guidance		—
	No. of PhD Guided:	
	No. of MTech. Guided:	
	No. of B.Tech. Guided:	
5. Details of Professional Membership:		—
6. Subjects Taught	:	BUSINESS AND LEGAL ENVIRONMENT HUMAN RESOURCE MANAGEMENT LOGISTICS AND SUPPLY CHAIN MANAGEMENT GREEN MARKETING ORGANIZATION DEVELOPMENT CONSUMER BEHAVIOUR GREEN BUSINESS MANAGEMENT DESIGN THINKING AND INNOVATION



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## Publication Details:

Title	Publisher	Published Year
The Impact of AI-Powered Personalization on Human Resource management and Customer Loyalty in e-commerce	European Economic Letters	2025
Triple bottom Line Approach To Business: Balancing Profit, People And Planet Through Effective Management	International Journal Of Environmental Sciences	2025

## Patent Details:

Title of Patent	Submitted/Published/Awarded



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