

Name of Faculty Dr. T.S.Poornachandrika
 Designation Associate Professor
 Nature of Job/Appointment Regular Appointment
 Date of Joining 22 – 06 - 2004
 20.6.2006(Regular)
 E-mail Poornachandrika_sms@cbit.ac.in



Education Qualifications	Name of the Degree	Class
Ph. D	Doctor of Philosophy (HRM)	Awarded
PG	MBA ,MPHIL	First Class
UG	B. Sc. (Life Sciences)	First Class

Work Experience	
Teaching	19 Years
Research	06 years
Industry	2 Years
Others	NIL

Area of Specialization Human Resources Management and Marketing

Professional Memberships
 HMA Membership
 SESD Membership
 1. Co Convener Sudhee-2019.
 2. Coordinator, Autonomous Extension 2019.
 3. Member, Canteen Committee, since inception to till date.
 4. Coordinator, NAAC, from 2015 to 2018
 5. Coordinator NIRF, from 2015-2018.
 6. Coordinator, ARIIA, 2017-18.
 7. Coordinator TEQIP

Responsibilities held at Institution Level
 1. Member Board of Studies.
 2. Coordinator for ISO during 2015-17
 3. Convener for Yukthi", Student Management Fest for Two times.
 4. Editor for the Department's News Letter," Crescendo".
 5. Served the Responsibility of Class In charge
 6. Fulfilled the Responsibilities as In-Charge Academics from 01-06-2019 to 01-12-2020.
 7. Drafted Performance Appraisal Forms for conducting Zero Consultancy Performance Appraisals for Tejashwi Green Energy and GATI.
 8. Research Coordinator for CBIT-SMS.
 9. Academic Audit Coordinator for CBIT-SMS.

Responsibilities held at Department Level

Research Guidance

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Awards/Recognition

Awards Received

Dr.T.S.Poornachandrika has been awarded with International Researcher Award by Prashas Trust in January 2021.

Principles and Practice of Management

Managerial Economics and Accountancy

Community Engagement

Management & Organization Behaviour

Human resources Management

Marketing Management

Organizational Development and Change Management

Training & Development

Talent and Knowledge Management

Empowerment and Leadership Development

Performance & Compensation Management

Industrial relations and Labor Laws

Promotion and Distribution Management Consumer Behavior

Product and Brand Management

Services Retail Marketing

Management and Organization Behavior

Business communication

Entrepreneurial Development

International Business

Operations Management

Logistics and Supply chain Management

Courses Handled at Under Graduate / Post Graduate Level.

No. of Papers Published

National Journals – 4

International Journals – 16

National Conference -8

International Conference – 12

Projects Carried out

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Patents

01(Filed)--

Technology Transfer

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Invited Speaker

1. Delivered a Talk on "Human Values" for Prisoners in Chanchalguda Jail in 2018.
2. Judged an event Organized by NSS, CBIT on Road Safety on 19.1.2017.
3. Program me organized by EDC Cell of CBIT on 20.01.2017.
4. Expert talk in One Day seminar on "Biotechnology Innovations and Business Opportunities". November 2017.
5. Resource person for soft skills program for Non teaching staff of CBIT in 2016-17.
6. Delivered guest lecture for MCA Students
7. Was a resource person for Personality Development programme for the local youth training organized in CBIT under TEQIP
8. Handled Special sessions for IC- CBIT Course, Designed curriculum, for the students, who studied professional engineering course in collaboration with Wolverhampton University, U.K.
9. Served as Resource person for "Infosys Campus Connect" program conducted in CBIT during 2008-2009.

No. of Books/Chapter Published with details

1. Dr.T.S.Poornachandrika has written a chapter titled,"Human Resources and Entrepreneurship fit" in sidvi book.
2. Dr.T.S.Poornachandrika has written a chapter on "Green Technology "in the International Publication of,"Role of Basic Sciences in Modern Engineering Education WESER Books,NO:79737,Aussere Webster02763,Zitau,Germany.

Details of Short-Term Training Programs/Faculty Development

Faculty Development Programmes Attended

Programs/Seminars/Workshops.
Other Trainings (Attended and/or Organized).

1. Dr.T.S.Poornachandrika has attended one week Faculty Development Programme on Advanced Research Methodology organized by the Department of Mechanical Engineering of Nana Saheb Mahadek college of Engineering from 26.06.2021 to 30.06.2021.
2. Dr.T.S.Poornachandrika has participated in one week International Faculty Development Programme on Block Chain Applications, Uses & Opportunities from 26.06.2021 to 30.06.2021 organised by NSS Cell, Adikavi Nannaya University.
3. Dr.T.S.Poornachandrika has participated in an FDP titled," Smart Grid Markets: Key Trends ,Challenges & Oppurtunities organized by department of Electrical Engineering ,NIIT Warangal from 27.07 2021 to 31.07.2021
4. Dr.T.S.Poornachandrika has attended an hands on Workshop on 16.07.2021 &17.07.2021 organised by Department of MCA at Chaitanya Bharathi Institute of Technology.
5. Dr.T.S.Poornachandrika has attended a National level Webinar titled," Reimagining People Management and Experience on 23.07.2021 organised by Department of Business Administrationand IQAC ON 30.07.2021.
6. Dr.T.S.Poornachandrika has attended an Online FDP ,"Research Funding Projects &IPR(Part-II)organized by R&D Cell ,IQAC and the Department of EXTC Computers &IT from 7.6.2021 to 9.06.2021.
7. Dr.T.S.Poornachandrika has attended a One Week FDP on ONLINE Faculty Development ProÅram(FDP) on "IPR & Patent Prosecution" organized by the Department of Computer Science and EnÅineerinÅ in association with Institution Innovation Council (IIC), MVSREC, Hyderabad from 24-May-2021 to 28-May-2021.
8. Dr.T.S.Poornachandrika has attended a FDP on,"Insights of NBA,organised by Department IQAC,IT,EXTC and computer Engineering from 28th June to 30th June 2021.
9. Dr.T.S.Poornachandrika has been awarded the skill certification course in recognition of successful Participation in Entrepreneurship Skill Certification course conducted by Osmania Technology Business Incubator ,Osmania university from 022nd to 15th November 2020.
10. Dr.T.S.Poornachandrika has attended online International FDP on Internet of Things Organised by Department of Information Technology ,Easwari Engineering College,Chennai,India from 18.07.2021 to 25.07.2020.
11. Dr.T.S.Poornachandrika has partricipated in a one week online FDP on Ethical Hacking and Data Security organised by department of Information Technology ,MGIT In association with Pristine Info solutions from 27th July to 31st July 2020.
12. DR TS Poornachandrika participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Block chain" from 20-04-2020 to 24-04-2020 at JNTUA College of Engineering, Pulivendula.
13. DR.T.S.Poornachandrika participated & completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Data Sciences" from 09-05-2020 to 13-05-2020 at Dr Harisingh Gaur University Sagar (MP)
14. DR.T.S.Poornachandrika has participated in Five Day National level Faculty Development Programme on "Artificial Intelligence "held from 22.05.2020 to 26.05.2020 organized by the Department of Information Technology, CMR Engineering College, Hyderabad, in collaboration with NYCI & Brain o vision Solutions India Pvt. Ltd.
15. DR.T.S.Poornachandrika has participated in One Week Online Faculty Development Programme on Research Methodologies and Data Analytics Using SPSS &R organized by Sanskrithi School of Business in Association with AIMS from 26th -31st May 2020.
16. Dr. T.S. Poorna chandrika Has participated in on line FDP on Research ,Projects Funding and IPR jointly organized by IQAC,R&D Cell and Department of ECE under the banner of IETE and Institution's Innovation Council (IIC) of K. C. College of Engineering and Management Studies and

- Research, Thane (E) from 7th - 11th May, 2020.
17. DR.T.S. Poornachandrika has participated in One Week Online Faculty Development Program on Research Methodology & Innovative Teaching Pedagogy organized by Tulsiramji Gaikwad Patel college of Engineering & Technology Nagpur from 8.6.20 to 13.6.20.
 18. DR.T.S. Poorna Chandrika has participated in One Week Online Faculty Development Program on "Outcome Based Education and Accreditation Process UG during 28.5.20 to 1.06.20 organized by Chaitanya Bharathi Institute of Technology.
 19. DR.T.S. Poorna Chandrika has participated in "COVID-19 Awareness Programme" from 28.5.20 to 31.5.20 organized by Department of NSS, Govt Mahatma P.G. College, ITARSI, Participated in STTP "Recent Trends in Security ERA" Organized by Department of Computer Science and Engineering, GNIET, Nagpur.
 20. Participated in the 2-Day Rural Immersion Training Programme on Swachatha Action plan and Community Engagement during 14th and 15th November 2019 organized by Mahatma Gandhi National Council of Rural Education Hyderabad with CBIT Hyderabad, Telangana.
 21. Poster presentation on "The Integration and intersection of HRM and Supply chain Management Systems" at Research Day 23rd August 2019 organized by CBIT.

ONLINE CERTIFIED COURSES

1. Dr. T. S. Poorna Chandrika has completed "Introduction to Personal Branding" an online course offered by University of Virginia and offered through Course Era with 100%.
2. Dr. T. S. Poornachandrika has completed an online course titled, "Fundamentals of Management" on July 28th 2020 from the university of California, USA.
3. Dr. T. S. Poornachandrika has completed an Online Course titled, "Influencing People" offered by University of Michigan in August 2020.
4. Dr. T. S. Poornachandrika has completed five week course titled, "Organisational Behaviour" Offered by Macquaire University, Australia on July 29th 2020.
5. Dr. T. S. Poornachandrika has completed an online course titled, "Marketing Management -2" completed on October 9th 2020 from University of Illinois-Urbana Champaign, USA.
6. Dr. T. S. Poornachandrika has completed an online course titled, "Strategic Innovations-Building Sustainable organisations" by University of Illinois on July 2019.
7. Dr. T. S. Poornachandrika has completed an online course titled, "Global Strategy for Doing Business" offered by university of Illinois in July 2020.
8. Dr. T. S. Poornachandrika has completed an online course titled, "Digital Transformations" on July 17, 2020 offered by Indian School of Business
9. Completed Course on Design Thinking for Innovation offered by University of Virginia, USA.
10. Completed Course on "Successful Negotiation: Essential Strategies & Skills" offered by University of Michigan, USA.
11. Completed online Course on Supply Chain & Logistics offered by Rutgers the state University of New Jersey

PROGRAMMES ORGANIZED

1. Dr. T. S. Poornachandrika has organized a Guest Lecture titled, "Aligning HR Strategy with "Business Growth" on 08.11.2021.
2. Dr. T. S. Poornachandrika has organized a Guest Lecture titled, "Trends in the Services Sector" on 13.11.2021 as a Convenor.
3. Dr. T. S. Poornachandrika has organized a Marketing

workshop titled," Role of Creativity in Advertising Management on 25.11.2021 as a Convenor .

4. Dr.T.S.Poornachandrika has organised Management Workshop titled" Being Innovative and Creative in following your Dream and Passion on 27.11.2021 as a Convenor.

EDITORIAL BOARD MEMBER

Dr. T.S.Poornachandrika is appointed as Editorial Board Member of **IERJD** Journal on 27.5.20.

Total No. of Webinars Attended=25

Details of Journal Publications/
Conferences (National and
International)

National and International Journals (Single Author)

1. Published a Research Paper titled,"Effectiveness of Digital Advertising-A Comparative Study on Amazon and Flipkart in the International Journal of All Research Education and Scientific Methods (IJARESM) ISSN:2455-6211 Volume 9,issue1,Jan 2021,Impact Factor :7.429.
2. A Study on the Influence of Social Media Marketing On the consumer Buying Behaviour in International Journal of Advances in Engineering and Management (IJAEM) Volume 2, Issue 12, pp: 432-466, ISSN: 2395-5252,Impact Factor =2.0589
3. Published a paper titled " Role of women and Education-Impact on Sustainable Development" in the Proceedings of Two day National conference on Management and Social Sciences It's Impact on Sustainable Development" organized by School Of Management Studies on October 25th to 26th 2013. ISBNNO;978 93 83038 084.the International Journal of Innovative Technology & Adaptive Management ISSN- 2347 - 3622. && Impact Factor - 0.698.
4. Published Research paper titled, "The Impact of Social Media Marketing on the buying behavior of the Consumers "in the International Conference on Strategies For Business Excellence : Challenges and Opportunities (ICSABE-15) December 18th and 19th December 2015. ISBN: 978 93 8303829 9.
5. Published a research paper titled," A study on Job satisfaction" of employees of Hospital sector in the twin cities of Hyderabad and Secunderabad "in IJETMAS Journal bearing ISSN NO:2349-4476.Impactno:2.
6. Dr. T.S. Poorna chandrika, "Innovative Human Resource Practices in Banking and Financial Sector". Aero International Research Journal. Volume IX, February, 2017, ISSN: 2320-3714.
7. Published a research paper titled, "HR Outsourcing -A Comparative Study between IT & Pharmaceutical Sectors" in the Mc Graw Hill Education Publication of international conference on "Innovative Research in Engineering, Science and Management" in JNU, New Delhi. ISBN No: 13-978-93-85880-71-1 10-93-85880-71-3, Impact Factor=2,114.
8. Published a research paper titled," HR Outsourcing Services in the Pharmaceutical Sectors" in the Indian Journal Of Research in Commerce, Management, Engineering And Applied Science October 2015 ISSN:2454-6593.
9. Published a research paper titled," Value added Services-Trends of HR Outsourcing in the Information Technology Sector" in the international Journal of Technology, Management and Applied Sciences ISSN No:2349-4476.Impact factor-
10. Published a research paper titled," The role of Corporate social responsibility in Operations management" in "Discovery" Journal, March 1 issue, ISBN NO:2278-5450.
11. Dr. T.S.Poornachandrika Published a Research Paper titled, "The study of Consumer Behaviour for Global Marketing Strategies" in Volume Viii, ISSUE 1, January-2019
12. Published a research paper titled" A Study on the impact of promotional strategies on the consumer buying Behavior of Hair care products with special Reference to HCL &P&G in (UGC Approved),an ISO 3297-2007 certified.,Vol-05,issue-01, April 2019.
13. Published a research paper titled , "The impact of HR-Outsourcing On the Performance Management system of the organizations with special reference to IT and Pharmaceutical Industry IJETSR, Volume 4, Issue 8, August 2017.
14. Published a research paper titled," The Role of HR Providers in the delivery of quality service with special reference to Software Sector in Hyderabad.IJETSR Volume 4, Issue 9, September 2017
15. Published a Research Paper titled," Impact of Hr outsourcing on the performance management system --- a comparative study of IT and Pharmaceutical sectors in the twin cities of Hyderabad & Secunderabad in *Academic Leadership Journal* (UGC CARE LISTED JOURNAL) in Vol. 21 No. 3 (2020): Vol-21-Issue-3-March-2020 Journal Name: Academic Leadership ISSN: 1533-7812 Indexing: Scopus Indexed Journal Publisher: AcademicLeadership.org
16. Published a Research paper titled," Consumer buying Behavior-A comparative study between HUL and P&G in Hyderabad in IJREAM UGC Peer Reviewed Journal Volume 05, Issued 10, Jan 2020.

International /National Conferences (Single Author)

1. Published a research paper titled," A Study on the characteristics of Potential Recruits" at Two day conference "Emerging trends in Management practices" organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.
2. Published a research paper titled" Emerging trends in Recruitment & Training—A case study of KFC at Two day conference "Emerging trends in Management practices" organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.

3. Published a research paper titled "The Role of HR Service Providers in the delivery of quality service with special reference to Software Sector in Hyderabad in the 4th International conference on New Frontiers of Engineering, Science and Management and Humanities (ICNFESMH-2017).
4. Published a research paper titled "The Impact of HR-Outsourcing on the Performance Management System of the Organizations with special reference to IT & Pharmaceutical Industry" in October 2017.
5. Dr.T.S.Poornachandrika (2017), A study on Corporate Social Responsibility (CSR) and Financial performance: A Study on select Organizations in India in the Three Day International Conference on Corporate Social Responsibility organized by Acharya Nagarjuna University, Nagarjuna Nagar, ISSN:978-93-85518-09-9 March 10-12.
6. T S Poornachandrika, (2016), *Entrepreneurial Eco System in India through Technology and Innovation*, 3rd International Conference On Next Generation Education For Entrepreneurial Engineers(ICNGE3-16) held on March 9-10 2018 at SR Engineering College, Warangal, Telangana
7. Dr.T.S.Poornachandrika (2017)"A study on Potential recruits" in the Two Day Conference on Emerging Trends in Management Practices organized by the Department of Humanities and Social Sciences (Management Science) CVR College of Engineering, Ibrahimpatnam ISBN : 978-93-82101-51-9 P.187-192.
8. T.S. Poornachandrika, A (2017) Emerging Trends in Recruitment and Selection 159 Process: A Case Study of KFC, Two Day Conference on Emerging Trends in Management Practices organized by the Department of Humanities and Social Sciences (Management Science) CVR College of Engineering, Ibrahimpatnam ISBN: 978-93-82101-51-9 P.159-164.
9. Published a Paper titled "Innovative Human resources Practices in Banking and Financial services" for better working" on 1 May 2017 in the national seminar."Role of technology in banking and financial services" organized by RBVRRIT, Hyderabad.

PAPERS PRESENTED IN NATIONAL/INTERNATIONAL CONFERENCES

1. Dr.T.S.Poornachandrika has Participated and Presented a Paper titled,"Unskilling, Reskilling &Upskilling for Strategic Business Competence" in the Three Day International conference on Environment and Sustainable Development in Post Covid through SDG'S Held on 3,4,5 June 2021.
2. Dr.T.S.Poornachandrika has presented a Research Paper titled," A Review on Smart Phone Based Solutions for the Farmers in the National Conference on Sustainable solutions –A Key to challenges &Opportunities in Business Management and Entrepreneurship organized by Department of Business Management (MBA) on 12th August 2020.
3. Presented a research paper titled," A Study on the characteristics of Potential Recruits" at Two day conference "Emerging trends in Management practices" organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.
4. Presented a research paper titled" Emerging trends in Recruitment & Training—A case study of KFC at Two day conference "Emerging trends in Management practices "organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.
5. Presented a Paper Titled "A study on the relationship of stress between in twin cities of Hyderabad & Secunderabad.
6. Presented research paper titled," trends in innovation and women entrepreneurship in the international Padmavathi Mahila Visvavidyalayam (Women's university) from 29. 03.2017 And 31.03.2017.
7. Presented a research paper titled "Ethno consumerism: A New Paradigm to study cultural and cross cultural Consumer Behavior in the National Seminar on Paradigms in Managerial Practices ,organized by Department of Business Management in Telangana university – Nizamabad in July 2017
8. Presented a research paper titled, "The impact of HR –outsourcing on the Performance Management System of the organizations" with special reference to IT and Pharmaceutical industry" on 6th August 2017 in the international conference organized by Institution of Electronics and Telecommunication Engineers,1st cross Road in Bangalore on 6th August 2017.
9. Presented a research paper, "Responsible Innovation –The Key for Societal Development" in the UGC sponsored two day National seminar on Innovation Management –A Strategic imperative for growth during 22-23 August 2017 organized by P.B. Siddhartha College, Vijayawada.
10. Presented a research paper titled "The Role of HR Service Providers in the delivery of quality service with special reference to software sector in Hyderabad" on 3rd September 2017 in the conference organized by the Institution of Electronics and Telecommunication Engineers, O.U in Hyderabad on 3rd September 2017.
11. Presented a research paper, "HR Analytics for Effective Organizational Performance" in the 4th International conference on Human resource Management in IBS on November 10-11 2017 in Hyderabad.
12. Presented a research paper titled, The Technology Entrepreneurship –The Drive way for a new Economy in A Two day international conference: Management (through Transformation of policy Framework) for better society on 5th and 6th January 2018 organized by Sanskrithi School of Business, Puttaparthi in association with AIMS.
13. Presented a research paper titled "The Study of Consumer Behavior for Global Marketing Strategies in the National Conference -2k19 organized by School of Business Management, Anurag Group on 24th-25th January 2019 in Hyderabad.

International Conference Attended/Presented Papers

14. DR.T.S.Poornachandrika has participated in an online International Conference titled "Road Map to Future Environment" organized by St. John's College Agra on 5.6.20.
15. Dr.T.S.Poornachandrika has presented a Research Paper titled, "A Review on Smart Phone Based Solutions for the Farmers in the National Conference on Sustainable solutions –A Key to challenges & Opportunities in Business Management and Entrepreneurship organized by Department of Business Management (MBA) on 12th August 2020.