

Name of Faculty Smt. B. Lavanya  
 Designation Assistant Professor  
 Nature of Job/Appointment Regular  
 Date of Joining 12-10-2014  
 E-mail blavanya\_sms@cbit.ac.in



Education Qualifications	Name of the Degree	Class
Ph. D	Organizational Behaviour	Pursuing
PG	MBA	First Division
UG	B. Sc. (Hons)	First Division

**Work Experience**

Teaching	13 Years
Research	11 years
Industry	--
Others	--

Area of Specialization Human Resources Management & Marketing Management

Professional Memberships - Institute of Scholars ( InSc)

1. ISO –Department faculty Coordinator from 2014-till date.
2. Member, Institute Alumni Coordination Committee (IACC) 2019-till date
3. T-Tribe Launchpad-Department coordinator
4. Member, Cultural Arrangements Committee-Shruthi 2021
5. Member, Reception Committee, Annual Cultural Fest Shruthi for Academic years 2018-19, 2017-18
6. Member, Cultural Committee, Annual Cultural Fest Shruthi form 2012-2017.
7. Faculty coordinator, Geervana Bharathi - the Sanskrit Club of CBIT from AY 2019-2020 till date
8. Member, ED Cell-CBIT from AY 2021

Responsibilities held at Institution Level

1. Member Board of Studies from AY 2013-14 till date
2. Member, Programme Assessment Committee
3. Member, Course Expert Group
4. Faculty coordinator-Alumni Activities
5. NAAC coordinator from March 2022 till date
6. Department Faculty I/c for Placements AY: 2019-20
7. Class coordinator for AYs 2014-2017 and 2019-2020 till Feb 2021.
8. Student Induction Coordinator from AY 2013 till date
9. Member, Committee formed for introducing PGDM Course
10. Coordinated for Rural Immersion, Swachhatha action plan & UBA programmes in AY 2018-2020
11. Overall coordinator for Research Day 2019 celebrations at department level
12. Coordinated for NBA accreditation inspection work, 2020.
13. Co-convenor department technical fest Yukthi 2013, Convener Yukthi 2015.

Responsibilities held at Department Level

Research Guidance --

Awards Received

1. Received best paper award and cash prize for the paper "A study on role of availability of resources in effective management of power loom industry", presented in International conference on " Business Management in emerging Markets "organized by Oxford Engineering college on 1-2 November 2021.
2. Received best paper award in 3<sup>rd</sup> Research Day celebrations held in Sept 2021.

	<b>UG-</b> Managerial Economics and Accountancy, Principles, Practice of Management, Community Engagement.
Courses Handled at Under Graduate / Post Graduate Level.	<b>PG-</b> Business Communication (Theory & Lab), Business Law, Marketing Management, Business Research Methods, Operations Management, Performance & Compensation Management, International Business, Entrepreneurial Development.
No. of Papers Published	National Journals – 2                      International Journals – 19 National Conference – 10                International Conference – 12
Projects Carried out	--
Patents	--
Technology Transfer	--
Invited Speaker	A Two-Day Workshop on “CAPACITY BUILDING ON COMMUNICATION SKILLS” organized by TSWREIS in collaboration of CBIT-SMS.

No. of Books/Chapter Published with details	Book chapters-3:
	1. Role of stakeholder in promoting MOOCs, Emerging Patterns and Innovations in Massive Open Online Courses (MOOCs) Himayala Publishing House Pvt Ltd .2021. ISBN 978-93-5433-969-1
	2. Students Perception and Satisfaction Towards ICT Enabled Virtual Learning. Techno-Societal 2020. Springer, Cham Print:978-3-030-69920-8, Online:978-3-030-69921-5
	3. “Work Life Balance during the COVID-19 Pandemic-An Empirical Study, Post Pandemic Economy-Challenges & Solutions, Paramount Publishing House, 1 <sup>st</sup> Ed (2020), pp:187-192, ISBN: 978-93-88808-96-5

**Webinars**

Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops. Other Trainings ( <b>Attended and/or Organized</b> ).	1. participated in the webinar titled “Labour Legislation: Issues and Implications” Organised by SSIM-Secundrabad on 4th May 2021
	2. Attended a webinar on “Demystifying Patents “, Organized by CBIT SMS on 30.1.21.
	3. Attended a webinar on” My story - A successful innovator and entrepreneur”, organized by Department of Master of Business Administration in association with Institution’s Innovation Council, Maharashtra Institute of Technology, Aurangabad on 18th January 2021.
	4. Attended a webinar on” Financial wellbeing of Employees during Covid 19” organized by CBIT - School of Management Studies in association with RK Wealth on 9th January, 2021.
	5. Attended seminar on “Recruiters’ Expectations from Campuses Post Covid-19”, organized by New Delhi Institute of Management, on 5th December 2021.
	6. Attended a webinar on” Logistics and Supply Chain Management” conducted by CBIT - School of Management Studies in association with Navata Supply Chain Solutions on 08th August 2020”
	7. Participated in the Capability Enhancement Programme on “STEPS: Success through Essential People Skills” organized by the Internal Quality Assurance Cell on 14th July 2020.
	8. Participated in Two days online workshop on “Self Image Building and Emotional Intelligence Organized by P.V.P.I.T, Maharashtra on 3 <sup>rd</sup> & 6 <sup>th</sup> July 2020
	9. Participated in the Webinar on “Evaluation & Feedback”, Organized by ITM B-School
	10. Participated in FDP on “e-learning: Creating & Managing e-content “conducted by IQOA, V.V.P Institute of Engg & Technology from 22 <sup>nd</sup> -24 <sup>th</sup> June 2020.
	11. Participated in the webinar on Basic Author Workshop- Article writing & Referencing Using Mendeley conducted by Annamalai University on 22 <sup>nd</sup> June 2020.
	12. Participated in Online Workshop on Social Responsibility and Community Engagement conducted by CBIT on 17 <sup>th</sup>

June 2020

13. Successfully completed National Level Online Quiz on “E-Learning” organized by department of computer Engineering P.V.P.P. College of Engineering, Mumbai on 16<sup>th</sup> June 2020
14. Participated in the National Webinar Series on “Research Methodology” organized by Loyola College (A) , Chennai on 12<sup>th</sup> & 13<sup>th</sup> June 2020
15. Participated in a Webinar on “Emotional Intelligence for Achieving Success in Life” organized by National Productivity Council(Under Ministry of Commerce & Industry, Government of India) on 12<sup>th</sup> June 2020
16. Successfully completed National Level Online Quiz on NBA organized by department of computer Engineering P.V.P.P. College of Engineering, Mumbai on 7<sup>th</sup> June 2020
17. Attended One Week International FDP on “Synergy to Revitalize, Reform, and Refresh Ourselves as Agents to Ensure Quality Education.” Organized by Auxillium College-Vellore-Tamil Nadu from 1-7<sup>th</sup> June 2020.
18. Attended Two Day Hands on Training on Technology Assisted Teaching Tools conducted by Coimbatore Institute of Technology –Teaching Learning Centre on 29 & 30 May through Online mode
19. Successfully Completed online training on “Project Management” from 09.05.2020 to 31.05.2020 (on Weekends) Organized by MSME-PPDC-GOI and acquired 35hrs PDU
20. Successfully completed One Week FDP on “ Outcome Based Education and NBA Process” during 28.05.2020 to 01.06.2020 Organized by CBIT-Hyderabad
21. Participated in the Two Days National Level FDP on “Art of Writing & Publishing Research Paper and Application of Statistical Tools” organized by Aurora’s Degree & PG College on 27<sup>th</sup> & 28<sup>th</sup> May 2020
22. Participated in the National level Interactive Webinar on “Designing an effective Questionnaire” Organized by Research Education Foundation on 23<sup>rd</sup> May 2020
23. Participated in the Webinar on “Hybrid High Impact Pedagogy in Management Education” organized by DAV University, Jalandhar on 21<sup>st</sup> June 2020
24. Attended one-week online FDP on “OBE- A step towards Excellence” from 11<sup>th</sup>-15<sup>th</sup> May 2020 under Margdarshan Scheme of AICTE, New Delhi, Organised by Government College of Engineering, Karad, Maharashtra.
25. Participated in the Webinar “Leadership in Times of Crisis” by Dr. Himanshu Rai, Director-IIM Indore on 7<sup>th</sup> May 2020, as a part of Mc Graw Hill’s Stay tuned Webinar series.

#### **Workshops/Short term courses/OCs/RCs/Courses**

1. Attended Turnip Innovation Festival (8 hrs) on 22.1.22, Organized by Turnip Innovation Pvt Ltd.
2. participated in one day workshop on “Being Creative and Innovative in Following Your Dream and Choosing Your Passion” organized by CBIT-School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad on 27.11.21
3. Attended AICTE three day workshop on “Examination Reforms” in November 2021, Organized by Chitkara University.
4. Completed Nation level one month basic to advance level excel course from 22.10.21 to 18.11 21, organized by Essgii Digi skills.
5. Attended AICTE Sponsored STTP on “Strategic planning for Higher Educational Institutions” during 7-12 June 2021, Organised by MIET-Jammu
6. Attended 2 weeks Refresher course on “Application of statistics in Real world” Organised by TLC Ramanujan college, University of Delhi during May 1-15 2021.
7. Attended five-day Innovation series on “Patent Search & Filing” Organised by Andhra University during 16-20



February 2021

8. Attended work shop on “Technology Commercialization” on 15th Feb 2021 , Organised by Turnip Innovations.
9. 10. Participated in workshop on “Payroll Management” Organised by SVIM-Tirupati during 24-26 September
10. Completed online course on “Introduction to Psychology”, from Yale University on Coursera platform on June 14<sup>th</sup> 2020.
11. Completed 2 NPTEL courses i) NATE ii) Entrepreneurship in Jan-April 2020
12. Participated in the two-day Rural Immersion Training Programme on Swahhatha Action plan and community Engagement during 14<sup>th</sup>-15<sup>th</sup> November 2019, jointly organized by Mahatma Gandhi National Council of Rural Education, Hyderabad and CBIT.
13. Completed online certification course on “People Analytics”, from University of Pennsylvania, Wharton Business School in August 2019 (Through coursera)
14. Completed NPTEL online 12 weeks course on “Marketing Research and Analysis” in April 2019.
15. Attended 3 day workshop on “Developing and Analyzing Business Cases “during 12-14 December 2018, at SMS-CBIT.
16. Attended 2 day Conference on The Role of Women in Technology and Society-TECHTARA, Organized by Department of CSE-CBIT on March 8<sup>th</sup> 2018
17. Attended Refresher course (3 weeks) on “Research Methodology for Social Sciences” at UGC-HRDC, University Of Hyderabad- Hyderabad, during June 1-21, 2018. (Scored A grade)
18. Attended 47<sup>th</sup> Orientation course (4 weeks) organized by UGC-HRDC, JNTU-Hyd, during 8-5-17 to 3-6-17 (scored A-grade)
19. Participated in one (1) week National workshop on “Emerging Trends in Research Methodology in Commerce and Management, organized by Department of Commerce, St. Francis college, during 27 July-2 August 2016.
20. Participated in Short term Course on “Advancing Research in Management” at IIT-Delhi, during 3-5 December 2015.
21. Participated in National Seminar cum Workshop on “Effective Presentation Skills”, organized by University College of Engg, Osmania University-HYD, on 7 September 2015.
22. Attended three weeks summer school on “Role of Communication skills in Effective Teaching” from 8-27 June 2015 , organized by UGC-HRDC, JNTU-HYD,
23. Participated in one day workshop on “Analytical Research Techniques using SPSS, ON 25 March 2015 at NSIC-HYD.
24. Completed one week course work on “Research Methodology” conducted from 16-12-2013 to 21-12-2013, by R & D cell, JNTUH Campus.
25. Participated in the two-day National Level Workshop on “Women in Science and Technology – Societal Impact”, organized by the women’s cell of C.B.I.T during 8-9 March, 2013.
26. Participated in three days In House Faculty Workshop on “Art of Living” organized by C.B.I.T In House Training Centre during 4<sup>th</sup> to 6<sup>th</sup> July 2012.
27. Participated in two day In House Faculty Workshop on “Jeevan Vidya” organized by C.B.I.T In House Training Centre on 11<sup>th</sup> & 12<sup>th</sup> June 2012.
28. Participated in two day Workshop on “Research Methodology and Statistical tools for Quality Research” held on 27<sup>th</sup> & 28<sup>th</sup> December 2011, organized by Dr. Y. S. R. National Institute of Tourism and Hospitality Management (NITHM).

**FDPs:**

1. Attended “2 Day- FDP on Ph.D., Thesis, Research Article Writing and Publication” organized by Siva Sivani Institute

- of Management, During February 17<sup>th</sup> – 18<sup>th</sup>, 2018.
2. Attended FDP on "Transforming Management Faculty into the Best Performers" at SMS - CBIT, during Dec 29<sup>th</sup>-30<sup>th</sup>, 2017
  3. Participated in one day FDP on "Scaling up of Management Faculty", organized by HMA at VivekVardhini College on 11 November 2014.
  4. Participated in 3day FDP on "English for Effective Communication", Organized by dept of Mathematics and Humanities, CBIT, during 5<sup>th</sup> -7<sup>th</sup>August 2014.
  5. Participated in one week In House Faculty Development Program organized by C.B.I.T In House Training Centre during 6<sup>th</sup> to 11<sup>th</sup> January 2014.
  6. Participated in Faculty Development Program on "Effective Teaching Methods for MBA Teachers" held on 28<sup>th</sup> July 2012 by Dr. B. R. Ambedkar Institute of Management & Technology.
  7. Participated in five-day In-House Faculty Development Program organized by C.B.I.T In House Training Centre during 9<sup>th</sup> to 13<sup>th</sup> July 2012.
  8. Participated in one day Faculty Development Program on "Management Teacher 2015- New Age Teachers" organized by Association of Indian Management School (AIMS), Hyd on 7<sup>th</sup> March 2012.
  9. Attended TEQIP sponsored 1 week Faculty Development program at Chaitanya Bharathi Institute of Technology, Hyderabad on 2<sup>nd</sup>-6<sup>th</sup> January, 2012.

**Organized:(Faculty Coordinator)**

1. One week (series of 7 webinars)-Bharatiya Chaitanyam from 29<sup>th</sup> June-5<sup>th</sup> July 2020.
2. Faculty coordinator, Yukthi (Department Technical Fest)2015
3. Co-convener, Yukthi 2013
4. Organizing member in all the Conferences/FDPs/Workshops held at SMS-CBIT from 2012-till date

**Details of Journal Publications/  
Conferences (National and  
International)**

**National/International Journal:**

1. B. Lavanya & Saraswathi, A study on role of availability of resources in the effective management of power loom industry, Shodhsamhita, Volume- IX, Issue-II (V), February 2022.PP:63-75.
2. B Lavanya & B Divya sree, Work life balance and Organizational Citizenship Behaviour-A study with reference to Bank Employees. International Journal of advanced science hub. Volume-3, special issue ISTM 2021, PP:29-36
3. B. Lavanya, Saraswathi & Sudhir Reddy, An Empirical examination of association of organizational commitment, perceived organizational support and organizational citizenship behaviour, Mukth Shabd Journal, Volume X, Issue IV, APRIL 2021.
4. B. Lavanya & M. Hem Kumar, Business Analytics Application for Crop Prediction-An Empirical Study, International Journal of Research in Engineering & Management (ISSN: 2456-1029) (SJIF: 2.228), Volume IV, Issue IV, JUNE 2021.
5. Lavanya & Saraswathi, "Academic Stress and Its Management", Mukth Shabd Journal, Volume IX, Issue IV, April 2020, ISSN NO: 2347-3150 (UGC CARE Journal)
6. Mohsina Rahamat & Lavanya "Association of Emotional Intelligence and Organizational Citizenship Behaviour- A study with reference to IT Employees", Mukth Shabd Journal, Volume IX, Issue IV, April 2020, ISSN NO: 2347-3150.(UGC CARE Journal)
7. Richita & Lavanya, "Analyzing the Association between Commuting Time and Health & Well-being", Pramana Research Journal, ISSN: 2249- 2976, June 2019.
8. Swetha & Lavanya, "Work Life Balance-An empirical study with reference to select professions International Journal of Management, Technology & Engineering", ISSN: 2249- 7455, June 2019.
9. Franklin & Lavanya "Satisfaction towards the Housing Communities", International Journal of Scientific Research and Review, ISSN: 2279- 543X, March 2019.
10. Srinivas & Lavanya, "Performance Analysis using CAMEL MODEL- A study on Select Private Banks ", International Journal of Emerging Technologies and Innovative Research, ISSN: 2349-5162 Volume-5, Issue-6 June-2018 Peer Reviewed. (UGC-Listed) Impact Fctor-5.87
11. Maheshwari & Lavanya, "Credit Risk Management in NBFC'S-A Comparative Analysis, International Journal of Emerging Technologies and Innovative Research ISSN: 2349-5162 Volume-5Issue-6 – June 2018 Peer-Reviewed (UGC-Listed) Impact Fctor-5.87

12. Lavanya & Saraswathi, "Consumer Buying Behaviour-A study with reference to Organic Products in Hyderabad City", International Journal of Engineering Technology Science and Research ISSN:2394-3386, Volume-5, Issue 1, pp.809-816, Jan-2018.
13. Lavanya & Saraswathi, "Mediating role of Employee Citizenship Behavior in Operations Management- A study on Select RPO Companies in Hyderabad, The International Journal for Science. April 2016, ISSN: 2319-7730.
14. Lavanya & Saraswathi, "Influencing Factors of Citizenship Behavior at workplace-A study on employees of select Professions", International Journal of Research in Regional studies, Law, Social studies, Journalism and Management Practices, Vol-1, Issue- 2 , March 2016, ISSN: 2455-6602.
15. Lavanya & Saraswathi, "Education for Sustainable Development", IJTAM, Vol-1, issue -5. Feb 2014, ISSN: 2347:3622, PP.132-136.
16. Lavanya & Saraswathi, "Role of Technological advances in enhancing Retail Efficiency- A Study", GE-International Journal of Management Research, Sept 2014.
17. Lavanya & Saraswathi, "A study on perceived Benefits from modes of industry. Academia interface", ABHINAV- International Monthly Refereed Journal of Research in Management & Technology, Vol-II, June 2013, ISSN NO: 2320-0073, Impact factor 0.0812.
18. Lavanya & Saraswathi, "Strategies to cope up work place stressors: An empirical study in educational institution", international Journal of Research in commerce, IT & Management (IJRCM) vol.2 issue 5, Dec 2012, ISSN: 2231-5156.
19. Lavanya & Saraswathi, "Do workplace camaraderie help managing the stress? A study on educational Institutions," International Journal of Engineering & Social science Research (IJESR), August 2012, ISSN NO: 2231-5535.
20. Lavanya, "Crafting the service scope for the Educational services – An Empirical study", International Journal of Innovative Research & Development (IJIRD), vol-1 issue 5, Aug 2012, ISSN: 2278-0211
21. Lavanya & Saraswathi, "A model on succession planning in Academia" in emerging Trends in Global Business, 3<sup>rd</sup>vol ISBN: 978-93-8537-00-8.
22. Lavanya, "The Role of Physical Evidence in Educational Services", Services Marketing Practices in India: Changing Paradigms, 1<sup>st</sup> ed. (2012); ISBN: 978-81-905242-0-6

#### **International /National Conferences**

1. Lavanya presented a paper on "A study on role of availability of resources in effective management of power loom industry", in International conference on " Business Management in emerging Markets "organized by Oxford Engineering college on 1-2 November 2021.
2. Lavanya & Divya, presented a paper on "Work life balance and organizational citizenship behaviour", in International e -conference on "Management, Science & Technology "organized by RBVRR Women's college on 29-20 may 2021.
3. M.Hemkumar, Sarayu & B Lavanya presented a paper on "Examining Students Retention Rate in Massive Open Online Courses" in Online International Conference on" Emerging patterns and innovations in MOOCs Organised by Bharthi Vidhyapeeth's Institute of Management Studies & Research, Navi Mumbai on 14th-15th October 2020.
4. G Shalini & B Lavanya presented a paper on "Role of Stakeholders in promoting Massive Open Online Courses" in Online International Conference on" Emerging patterns and innovations in MOOCs Organised by Bharthi Vidhyapeeth's Institute of Management Studies & Research, Navi Mumbai on 14th-15th October 2020.
5. Moshina Rahamat and B Lavanya presented a paper on " Students perception and satisfaction towards ICT enabled Virtual Learning" in International Conference on " Advanced Technologies for Societal Applications" Organised by SVERI's College of Engineering, Pandharpur during 11-12 December, 2020.
6. Presented a paper on " Academic Stress and Its Management", in 'Samaroh - 2020: International Conference on Emerging Trends in Business, Economics & Analytics' organized by SSIM in partnership with AMDISA, AIMS & AMP during 11-12 Feb 2020.
7. Presented a paper on" Measuring the Investors experience with the brokerage firms, on Research day, organized by CBITon 23<sup>rd</sup> August 2019.
8. Presented a paper on" Promotional strategies of Organic Stores" in International student Conference-EGBPC 2019, organized by Muscat College, Muscat on 26<sup>th</sup> March 2019.
9. Presented a paper on "Consumer satisfaction towards the Housing Communities in 3<sup>rd</sup> International Conference on New Frontiers of Engineering, Management, Social sciences and Humanities, organized by Osmania University Centre for International Programs-OU-Hyd on 16<sup>th</sup> March.
10. Presented a paper "An Empirical Study on ICT Usage among Customers in Banking Sector " in "National Seminar on Emerging Trends in Indian Banking Sector –Innovations and Inclusions", At Department of Commerce, University PG college, during Feb 8-9, 2018.
11. Presented a paper titled "Mediating role of Employee Citizenship Behavior in Operations Management- A study on Select RPO Companies in Hyderabad "in National conference, organized by SMS-CBIT, Hyderabad, during 28-29, January2016.
12. Presented a paper in the National conference on " Recent Trends in Literature, Journalism, Education, Social sciences and Management Practices", organized by Anveshana Educational and Research Foundation at NSIC, Hyderabad, on 20 December 2015,
13. Presented a paper in the International conference on "Strategies for Business Excellence: Challenges and Opportunities", organized by MLRCET, HYD, during 18-19 Dec, 2015.
14. Presented a paper titled " Factors governing OCB" in the International conference on "Strategies for



- Sustainable global economy”, organized by Sri Krishna Degree College, Bangalore on 9 March, 2015.
15. Presented a paper titled “ Assessing the frequency of OCB” in the International conference on “Competency Building Strategies in Business & Technology for Sustainable Development”, organized by Sri Ganesh School of Business Management, on 20 February, 2015.
  16. Presented a paper titled “Promoting OCB as a part of Strategic HR through Interpersonal relationships” in the National conference on “ Strategic HR and Business Excellence”, organized HBS-GITAM university , Hyderabad, during November 22, 2014.
  17. Presented a paper titled “Building Sustainable Value through USB” in the National conference on “Relevance of English, Mathematics and Management Sciences to Technical Courses”, organized by MGIT, Hyderabad, during April 3-4, 2014.
  18. Presented a paper titled “Education for Sustainable Development” in the National conference on “Management and Social Sciences – Its Impact on Sustainable Development”, organized by SMS-CBIT, Hyderabad, during October 25-26, 2013.
  19. Presented a paper titled “A Study on Technological advances and their impact on Retailing” in the National conference on “Retailing in India”, organized by JNTU, Hyderabad during August 13-14, 2013.
  20. Presented a paper titled “A study on perceived Benefits from modes of industry. Academia interface” in 6<sup>th</sup> VJIM National conference on “Leveraging India’s competitiveness in a globalised economy: issues & perspectives” organized by VJIM, Hyderabad during 13-15<sup>th</sup> Dec, 2012.
  21. Presented a paper (Inabsentia) titled A Model on succession planning in Academia in 2<sup>nd</sup> one day National conference on “Emerging Trends in Global Business held on 15<sup>th</sup> Sept 2012 organized by RVS institute of Management, Coimbatore.
  22. Presented a paper (Inabsentia) titled “Do workplace camaraderie help managing the stress- A study on educational institution, “in international HR colloquium & Research conference: HR Redefined” Organized by MIT college of Management, Pune, 24<sup>th</sup>& 25<sup>th</sup> Aug 2012.
  23. Presented a paper titled “The Role of Physical Evidence in Educational Services”, in the national conference on “Services Marketing: Changing Paradigms” organized by the Department of Marketing, Siva Sivani Institute of Management, on 7<sup>th</sup> January, 2012.

