

Name of Faculty Dr. E. JALAJA  
 Designation Associate Professor  
 Nature of Job/Appointment Regular  
 Date of Joining 02.01.2020  
 E-mail Jalajaenamala\_sms@cbit.ac.in



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

**Work Experience**

Teaching 20 Years  
 Research 04 years  
 Industry --  
 Others

**Area of Specialization**

Marketing Management and Human Resource Management

**Professional Memberships**

Member in AIMA – M-201721237  
 IAAC – 201N0500090A7  
 NAIP (Fellowship)

**NIET:**

1. Head of the Department 27<sup>th</sup> Sep, 2006 to 05<sup>th</sup> Aug, 2012.
2. Member in Various Committees.27<sup>th</sup> Sep, 2006 to 05<sup>th</sup> Aug, 2012

**NSM:**

3. Principal – 6<sup>th</sup> Aug, 2012 to 31<sup>st</sup> Aug, 2016.
4. Chief Superintendent of Examinations, 6<sup>th</sup> Aug, 2012 to 31<sup>st</sup> Aug, 2016.

**AVANTHI**

**Responsibilities held at Institution Level**

5. Head of the Department, 1<sup>st</sup> Oct, 2016 – 31<sup>st</sup> Dec, 2019
6. IQAC Coordinator, 05<sup>th</sup> June, 2017 – 21<sup>st</sup> Dec, 2019
7. Member in Many Committees 1<sup>st</sup> Oct, 2016 – 31<sup>st</sup> Dec, 2019

**CBIT:**

8. Member in Cyber Security and IoT Projects, Jan 2020
9. Member in MSME wing in college
10. Member in INNOBIT
11. Member, UGC Quality Mandate, UGC Care Journals, from 07.04.2020.
12. Member Career Development Cell, 25.02.2020
13. Co-Chairman, Discipline Committee, Shruthi-2020

**Responsibilities held at Department Level**

1. Member, UGC skill-based programs – LSCM, BA
2. Member, PGDBM Feasibility Report

**Research Guidance**

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**Awards Received**

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**Courses Handled at Under Graduate / Post Graduate Level.**

Consumer Behavior, Human Resource Management, Strategic Management, Business Analytics, Innovation Management, HR Specialization Papers, Marketing Specialization Papers, International Business, Total Quality Management, Supply Chain Management, Entrepreneurship, Start-up Management, Organization Behavior, Management and Organization Behavior.

**No. of Papers Published**

National Journals – Nil International Journals – 13

National Conference – 06 International Conference – 03

**Projects Carried out**

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**Patents**

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**Technology Transfer**

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Invited Speaker

1. Editorial Board Member in The International Journal of Research in Engineering, Science and management (IJRESM)
2. Panel Member for Ph.D. Thesis Evaluation.
3. Panel Member and Subject Expert in many Selection Committees'.
4. Chief Guest – Vanamahotsav, 13<sup>th</sup> July, 2018, Ravindra Bharathi School, IS SADAN.
5. Session Chair for 3<sup>rd</sup> Technical Session at a National Conference on “Economic and Technological Reforms in India”, 29<sup>th</sup> Mar 2018, Anurag Group of Institutions.
6. Guest Speaker -Women empowerment in Digital India, Kasireddy Narayana Reddy College of Engineering & Research, State Level Management Fest, Jan, 2018.
7. Guest Speaker - Digital India, Brilliant Institute of Engineering & Technology, State level Management Fest, Sep, 2017.
8. Guest Speaker - Innovation – A Way of Life, Netaji School of Management, State Level Management Fest, Feb, 2017.

No. of Books/Chapter Published with details

1. Published One Book Titled “Retention Strategies of IT &ITES companies in the South Indian Metropolis”. Publisher Paramount Publishing House, Hyderabad. ISBN :978-93-85101-61-8

**Online FDP's: from 2017**

1. One week FDP on “Research Methodology”, 13<sup>th</sup> to 17<sup>th</sup> July, 2020, organized by Balaji Institute of Management Sciences.
2. One week refresher Course on Bharatiya Chaitanyam, 29<sup>th</sup> June – 5<sup>th</sup> July 2020, CBIT.
3. Ten Day Yoga Workshop, 22<sup>nd</sup> June -1<sup>st</sup> July 2020, B.K. Birla College, Kalyan.
4. Five Day Course on Digital Marketing A to Z, 24 – 28<sup>th</sup> June 2020. Prof Seema, IIM Bangalore.
5. Three-day Programme on Innovation and Entrepreneurship from 24<sup>th</sup> to 27<sup>th</sup> June 2020 by MLR Institute.
6. Five Day Yoga Workshop, Healthy Body and Healthy Mind, 17-21, June 2020, B.K. Birla College, Kalyan.
7. One week FDP on Course Structuring Teaching and Evaluation in HEI as per OBE, 11<sup>th</sup> – 17<sup>th</sup> June 2020, Malla Reddy college.
8. FDP on Plagiarism – Free Report Writing, 8<sup>th</sup> June 2020, QIS College of Engineering and Technology.
9. One Week Course on Human Resource Management, 1<sup>st</sup> – 5<sup>th</sup>, June 2020 by Sacred Heart Institute of Management studies.
10. One week FDP on Outcome Based Education and NBA Accreditation Process, 28<sup>th</sup> May to 5<sup>th</sup> June, 2020 by CBIT.
11. Five Day FDP on Cyber Security, 28<sup>th</sup> May – 1<sup>st</sup> June, 2020, Department of IT, GNITS.
12. FDP on Application of Statistics in Research, 28<sup>th</sup> May, 2020.
13. One-week International FDP on Online Teaching Tools For Trainers”, 18<sup>th</sup>-24<sup>th</sup> May, 2020 by IAAC
14. Faculty Program on NBA, 15<sup>th</sup> May, 2020, Bharati Vidyapeet College of Engg.
15. IIC Online Sessions, 28<sup>th</sup> April to 22<sup>nd</sup> May, 2020 by Institution Innovation cell of MHRD's of Innovation Cell.
16. Three-day FDP on Personality Development, Psychological Aspects, Current Affairs and Logical Reasoning, 13-15<sup>th</sup> May, 2020, Shasun Jain college for women.
17. One week FDP on Outcome Based Education: A step towards Excellence, 11-15<sup>th</sup> May, 2020, Govt. College of Engg, Karad.
18. Three Day International FDP on Digital Teaching and Learning Environment” 11-13<sup>th</sup> May, 2020.
19. One week FDP on NAAC Awareness Program for Faculty, 8<sup>th</sup> – 14<sup>th</sup> May, 2020, Marathwada Mitramandal's Institute of Technology.
20. FDP on Examinations in wake of Covid-19, 8<sup>th</sup> May, 2020.
21. Five day Program on Immunity in the wake of covid-19, 9<sup>th</sup> – 13<sup>th</sup> May, 2020, KLE College.
22. One week FDP on Entrepreneurship: Research, Critical Thinking and Innovation, 22-28<sup>th</sup> April, 2020 by Indian Academic Researches Association.

Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops.Other Trainings (Attended and/or Organized).

**Physically Attended: from 2017**

23. Two Day Training Program on “Essentials of Arbitration in India and International Commercial Arbitration”, 16th & 17th Feb, 2020, ICFAI Law School, Hyderabad.
24. One week FDP on “Data Relationships and Multivariate Analysis for Research Publications”, 7th – 13th Feb, 2020, Avanathi Pg College, Hyderabad.
25. One week Training Program on UGC Net Examination (Management), 26th Nov – 02 Dec, 2019, Aurora Post Graduate College (MCA).
26. One week FDP on Self-awareness and setting goals in Education, 8-13th July, 2019, Malla Reddy Institute of Engineering and Technology.
27. Workshop on Importance of Quality Assurance System and NAAC Accreditation in college, 16th May, 2019 by Osmania University.
28. One week FDP on Contemporary Issues in Management Education and Teaching skills, 29th Dec – 4th Jan, 2019.
29. One week FDP on Business Analytics, 21-27th Dec, 2018, Avanathi Group of Institutions.
30. A Two-week FDP on “Entrepreneurship” from 26th Nov to 12nd Dec, 2018, Organized by NewGen IEDC - Spoorthy Engineering College, Hyderabad in association with Entrepreneurship Development Institute of India.
31. One-week Short Term Training Programme on “Intellectual Property Rights & Innovations” from 27th Nov to 2nd Dec, 2017, approved by AICTE – ISTE, Organized by Nalla Narasimha Reddy Group of Institutions, Hyderabad.
32. One day Workshop on Financial Empowerment of Women Entrepreneurs, 3rd May, 2017, ni-msme.
33. One day Workshop on Goods and Services Tax – A Road Ahead, 12th April, 2017, ni-msme.
34. Two-day Workshop on “e-Resources and Thesis Report Writing” on 24th and 25th Mar, 2017, organized by Department of Business Management, college of Commerce and Business Management, Osmania University, Hyderabad.
35. Three-day workshop on “Application of Quantitative Methods and Statistical Packages in Research”, from 5th – 7th Jan, 2017, organized by Badruka College, Kachiguda, Hyderabad.
36. One day FDP on “Back to Basics – A Renovative Method of Teaching with Case Studies”, on 04th Jan, 2017 in Avanathi PG College, Dilshuknagar.

#### **Organized from 2017**

37. One Week FDP on “Business Analytics”, from 21st to 27th Dec, 2018.
38. 3-day Faculty Development Programme on “Research Methodology & Data Analysis, using SPSS”, from 1st to 3rd February, 2018.
39. Organized vishista , 2K17, 2K18, 2k19.
40. Organized Abhyas 2K17 & 2k18
41. Organized one day FDP on Back to Basics, 2017

#### **Online Webinars Attended from 2017**

42. Online Psychometric Test, 23rd July, 2020 by CBIT.
43. Investment Scenarios in Indian Securities Market – During and Post Covid Era, 11th July 2020, Pendakanti Institute of Management.
44. International Webinar on Approaches on Online Teaching and its Assessment Methods, 4th July, 2020, Patricia College of Art & Science.
45. Impact of Covid on Indian Economy, 2nd July, 2020, KLE College
46. Covid – Opportunities and Challenges, 26th June, 2020, KLE college
47. Publishing Research Articles in Scopus Indexed Journals, 24th June, 2020, CBIT
48. Two day Program on Media in the time of Covid-19, 20-21st June, 2020, KLE college
49. The Science behind yoga and Stress, 21st June, 2020, KLE College.
50. CO-PO Attainment computation and Outcomes Analysis, 19th June 2020, in pods.
51. NAAC Accreditation Management System demo, 18th June, 2020, in pods

52. Online Teaching Learning and Online Assessment, 18th June, 2020, in pods
53. Social Responsibility and Community Engagement, 17th June, 2020, CBIT.
54. CO-PO Attainment Computation and outcomes analysis, 13th June, 2020, in pods
55. Business, Supply Chain and Covid-19, 12th June, 2020, R.G.Kedia college
56. How to get Research Grants from UGC , AICTE, 9th June, 2020, by MBITS & SMBS
57. Leadership Talk with Aswini Deshpande, 6th June, 2020 by Abhay jere MHRD Innovation Cell.
58. Interpersonal communication: Before, After and During Covid, 5th June, 2020, KLE College
59. Strategies and Opportunities for Indian Industries – Post Covid-19, 5th June, 2020, R.G.Kedia College.
60. Impact of AI during Pandemic Times, 4th June, 2020, McGraw Hill.
61. World of Mathematics, 1-3rd June, 2020, N.G. Acharya D.K.Marathe College.
62. The Economics of Pandemic, 28th May, 2020, McGraw Hill.
63. Getting Job Ready for post Covid era, 21st May, 2020, McGraw Hill.
64. Personal Financial Management, 20th May, 2020, Skycamp, ICT Academy.
65. Impact of Pandemic on Entrepreneurship in India, 19th May, 2020, McGraw Hill
66. Women Thy Name is Strength, 15th May, 2020, V.B.Deshpande College
67. Leadership in Times of Crisis, 18th May, 2020, McGraw Hill.
68. Green Audit a Boon in present scenario of Covid-19, 17th May, 2020
69. NAAC: Systematic Data Organization and Presentation, 16th May, 2020, VIT
70. Leadership Talk with Dr. Pramod Chaudary, 16th May, 2020 by Abhay jere MHRD Innovation Cell
71. How to write Research Paper, 14th May, 2020, KLE College
72. Innovation and Entrepreneurship Ecosystem in Educational Institutions, 10th May, IIT Bombay.
73. Towards Excellence in Higher Education in 21st Century, 10th May, 2020, SST College
74. Laughter Yoga, 9th May, 2020, SST college of Arts and Commerce
75. Leadership Talk with D.P. Singh, 9th May by Abhay jere MHRD Innovation Cell
76. IEEE Explore Information Exchange Event 7th May, 2020, IEEE.
77. Role of Digital Marketing in Complete lockdown, 6th May, 2020, McGraw Hill.
78. Leadership Talk with Abhay Jere, 2nd May, 2020 MHRD Innovation Cell.
79. Online Quiz's attended - 16

#### **Coursera Courses: from 2017**

80. Inspiring and Motivating Individuals, 10th July, 2020.
81. Introduction to Data Analysis using Excel, 1st July, 2020.
82. Digital Media and Marketing Strategies, 18th June, 2020
83. Business Strategy (with Honors), 12th June, 2020
84. Digital Marketing and Marketing principles, 6th June, 2020
85. Digital Analytics for Marketing Professional: Marketing Analytic in Practice (With Honors), 26th May, 2020
86. Managing the Organization, 24th May, 2020
87. Corporate Strategy, 19th June, 2020
88. Digital Analytics for Marketing Professional: Marketing Analytics in Theory (with Honors), 18th May, 2020
89. Designing the Organization, 15th May, 2020
90. Applications of Everyday Leadership, 11th May, 2020
91. Marketing in Digital World (with Honors), 9th May, 2020
92. Foundations of Everyday Leadership, 30th April, 2020
93. Marketing strategy for Entrepreneurs, 24th April, 2020 NPTEL from 2017

94. NBA Accreditation and Teaching-Learning in Engineering (NATE). 2020

95. Intellectual Property Rights: A Management Perspective. 2020

Details of Journal Publications/  
Conferences (National and  
International)

**International Journal from 2017**

1. Apr 2022 Chethana C, E. Jalaja, E. Neeraja, Deep learning to improve the validation and accuracy of healthcare, Bulletin of Environment, Pharmacology and Life Sciences Bull. Env. Pharmacol. Life Sci., Vol 11 [5] April 2022: 119-123, e ISSN 2277-1808.
2. May 2022 Jalaja Enamala, J. Mounika Reddy (2022), Strategies for Employee Retention, International Journal of Health Sciences, (Special issue 3). ISSN: 2550-696X.
3. Apr 2022 Ms. J. Mounika, Dr. E. Jalaja (2022), Comparative Study between Commodity Market and Stock Markets, Empirical Economics Letters, 21, (Special Issue 5) (April 2022), pg. 12-24, ISSN 1681 8997. ABDC – C.
4. Niyungeko Antoine, Dr. Enamala Jalaja (July 2021), Investigating Progress in Ease of Doing Business in Low-Middle Income Economies, GIS Science Journal, ISSN No: 1869-9391, Volume 8, Issue 7, Pg.: 1 – 19. Impact Factor: 6.1
5. Jan 2020 - An Analysis on Attritional Factors in IT and ITES Organizations, International Journal of Advanced Research in Science, Communication and Technology (IJARSCT) Volume 1, Issue 1, January 2021, ISSN (Online) 2581-9429, DOI: 10.48175/IJARSCT-695
6. Dec 2020 - Women Employee's Work and Life - Striking the Right Balance, International Journal of Advanced Research in Science, Communication and Technology (IJARSCT) Volume 12, Issue 2, December 2020, ISSN: 2581-9429, DOI: 10.48175/IJARSCT-696
7. Nov 2020 - Customer Retention and Survival During COVID-19 Recession – A Study on the Shift in the Retail Industry in India, International Journal of Advanced Research in Science, Communication and Technology (IJARSCT), ISSN: 2581-9429, DOI: 10.48175/574
8. Feb 2019 – Published a Paper titled “Employee Retention – A Strategic Tool for Sustainable Development” International Journal of Research, Vol. 8, Issue 1, Pg: 1188 – 1195.
9. April, 2018 - Published a paper titled “Green Human Resource Practices in Indian Organizations”, International Journal of scientific progress and research (IJSPR), Pg: 13 -17, ISSN: 2349-4689. Impact factor: 4.427. UGC Approved Journal Number: 64013. Indexed in Google scholar.
10. Dec, 2017 - Published a paper titled “Mobile Banking – Its Imperative in India”, International Journal of Research in Economics & Social Sciences, Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal, volume no. 7 (2017), issue no. 12 (Dec,17) ISSN No. (o): 2249-7382. Impact Factor: 6.939. Indexed in Google scholar, EBSCO.
11. Sep, 2017 - Published a paper titled “Indian Women – Realising the Dream of Cashless Economy”, Shanlax International Journal of Commerce, A peer-reviewed Referred Scholarly Quarterly Journal, Volume 5, Sep, 2017. Pg: 285-288. ISSN: 2320 – 4168. UGC Approved Journal Number: 44120. Impact factor: 4.118. Indexed in ICI.
12. April, 2017 - Published a paper titled “Perspectives of Spiritual Leadership at the Workplace”, International Research Journal of Management and Commerce, Monthly double blinded, Peer reviewed journal. ISSN: 2348-9766, UGC Approved Number: 48541, Impact Factor: 5.564, Volume:4, Issue:4, Pg.No: 60 – 66. Indexed in Google scholar, EBSCO.
13. Mar, 2017, Published a paper titled “Growth of Supply chain Management in India”, Journal of Advanced Management Research, UGC Approved Journal Number: 42888. Impact factor: 4.73.ISSN:2393-9664, Volume 5, Issue 1, pg: 112 -116, Indexed in Google scholar, EBSCO
14. Mar, 2017 - Published a paper titled “Changing Leadership With Ever Changing World”, International Journal of Research in Computer Application and Management, Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal, volume no. 7 (2017), issue no. 03 (march) ISSN No. 2231-1009. Indexed in Google scholar, EBSCO, j-gate, proquest, Ulrich's, ICI.
15. May, 2017 - Published a paper on “Workplace Harassment – Indian Scenario”, in an international conference on Paradigm Shifts in Business Delivery – Innovative Management Practices organized by St. Martins Institute of Business Management – RITECS (REDPRIKI) on 22<sup>nd</sup> and 23<sup>rd</sup> May, 2017. ISBN: 978-93-86501-01-1.
16. Feb 2017 - Paper accepted for publication titled “Global Trade & IT”, in a two day National Seminar on Transformation of Global Trade landscape-Issues, Challenges and Opportunities. by Sri Krishnadevaraya Institute of Management, Sri Krishnadevaraya University, Anantapur on 27 – 28th Feb, 2017.
17. Feb, 2017 - Published a paper titled “Capacity Building – Key for Effective Digital India”, in the National Seminar on Competitive Strategies in Digital Economy – Opportunities & Challenges, Organized by Aurora's Post Graduate College, Moosarambagh, Hyderabad on 18<sup>th</sup> Feb, 2017.
18. Feb 2017 - Published a paper titled “Cashless Society – an Indian Voyage”, in the National Seminar on Cashless Economy – Problems and Prospects, Organized by Aurora's Post Graduate College, Ramanthapur, Hyderabad on 4<sup>th</sup> Feb, 2017. ISBN 978-81-933393-2-9

**International /National Conferences from 2017**

1. Feb 2017 - Participated and presented a Paper titled “Employee Retention – A Strategic tool for sustainable Development”, in a National Conference on “Strategies for Business Potentiality and sustainability”, organized by Vidya Jyothi Institute of Technology.
2. Mar 2018 - Participated and presented a paper on “Green HRM Practices in Indian Organizations”,

- in a 3<sup>rd</sup> National conference on Economic and Technological Reforms in India organized by Anurag Group of Institutions, Hyderabad on 28<sup>th</sup> and 29<sup>th</sup> March, 2018.
3. Sep 2017 - Participated and presented a paper on "Indian Women – Realizing the Dream of Cashless Economy", in a 3<sup>rd</sup> International conference on Status of Women in Cashless Economy organized by K.S.R. College of Arts and science for women, Tamilnadu.
  4. May 2017 – Participated and presented a paper on "Workplace Harassment in Indian Scenarios", in an International Conference on Paradigm shifts in Business Delivery-Innovative Management Practices, by St. Martin's Institute of Business Management, Hyderabad.
  5. April 2017 - Participated and Presented a paper on "Mobile Banking - Its Imperative In India", in a National Seminar on Technology Innovations in Banking Industry in India – Challenges and Prospects, organized by Vaagdevi Group of Colleges, Bollikunta, Warangal.
  6. Feb 2017 – Participated and presented a paper on "Global Trade and IT in India" in a UGC National Seminar organized by SKIM, S.K. University, Anantapuramu.
  7. Feb 2017 – Participated and presented a Paper on " Capacity Building – Key for Effective Digital India", in a National Conference on Competitive Strategies in Digital Economy – Opportunities & Challenges organized by Aurora's Post Graduate College, Moosarambagh.
  8. Feb 2017 – Participated and presented a Paper on "Cashless Economy – An Indian Voyage", in a National Seminar on Cashless Economy – Problems and Prospects organized by Aurora's Post Graduate College, Ramanthapur.
  9. Feb 2017 - Participated and Presented a paper on "Corporate Social Responsibility – contribution towards Organizational Commitment", in a ICSSR, New Delhi Sponsored Two-day National Seminar organized by Dept. of Commerce & Business Management, University Arts & Science college, Kakatiya University, Warangal, Telanga State.
  10. Jan 2017 - Participated and Presented a paper on "Demonetization – Impact on Indian Households", in a Two-Day National conference organized by Department of Business Management, Osmania University, Hyderabad.

