

Name of Faculty Dr. SOWMYA KETHI REDDI
 Designation Assistant Professor
 Nature of Job/Appointment Regular
 Date of Joining 13 – 07 - 2015
 E-mail ksowmya_sms@cbit.ac.in



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

Work Experience

Teaching 14 Years
 Research 05 years
 Industry --
 Others --

Area of Specialization Finance

Professional Memberships 1. **Indian Commerce Association**, Lifetime membership, Number AP434

Responsibilities held at Institution Level 1. Member, Internal Quality System Auditor (05.12.2018 to till date)
 2. Member, Disciplinary Committee (25.02.2020 to till date)

Responsibilities held at Department Level 1. Alumni-coordinator(November 2020 to till 18.10.2020)
 2. Member, Course Expert Group (June2019 to till date)
 3. Class-coordinator (March 2020 to till date)
 4. IIC Department coordinator
 5. IPR Department coordinator

Research Guidance --

Awards Received --

Courses Handled at Undergraduate / Post Graduate Level. Financial Accounting & Analysis, Managerial Economics and Accountancy, Financial Management, International Finance, Financial Risk Management, Operations Research, Statistics for Managers, Community Engagement, Financial Markets and Services.

No. of Papers Published National Journals – Nil International Journals – 25

National Conference – 06 International Conference – 03

Projects Carried out --

Patents • Published a Patent on, “Model between viral branding factors and trustworthiness” on 3rd June 2022. Application No.202211030726 A

Technology Transfer --

Invited Speaker --

No. of Books/Chapter Published with details 1. “Employee Absenteeism in Flore care” Recherche Foundation, Research Column- IV (Multi Disciplinary) First Edition-2022, ISBN: 978-81-947764-6-8.
 2. “An Analytical Study of FDI and its Impact on Indian Economy”, PERSPECTIVES ON BUSINESS MANAGEMENT, Archers & Elevators publishing house, February 2021, Volume-2 ISBN: 978-93-90996-03-2.
 3. “Promotion Strategies in Healthcare Organizations”, 3rdInternational Conference on Strategies for Business Excellence: Challenges and Opportunities”, 2014, Siri Publishers, ISBN: 978-93-83038-29-9 pp. No. 139-143.
 4. “Innovation Management System in Small Scale Industries”, In proceedings of the National conference on

- “Innovation and Management”, 2012, Sri Padmavati MahilaVisvaVidyalayam, Tirupati, Vol.1, New Zen Research Publication, ISBN: 978-81-922783-0-8 pp. No. 120-129.
5. “Usage of Information and Communication Technologies in SMEs”, In proceedings of the National conference on “Innovation and Management”, 2012, Sri Padmavati MahilaVisvaVidyalayam, Tirupati, Vol.1, New Zen Research Publication, ISBN: 978-81-922783-0-8 pp. No. 7-20.
 6. “Relationship Marketing and Customer Retention”, In proceedings of the National conference on “Customer Relationship Management”, 2008, Duvvuri publications, ISBN-978-93-80693-02-6 pp. NO. 101-106.

WORKSHOPS/FDP ATTENDED:

1. Participated in One Day Hands-on workshop on “Importance of Creativity in Advertising Management” organized by CBIT – School of Management Studies, Chaitanya Bharathi Institute of Technology (Autonomous) on 25th November, 2021.
2. Attended one week Faculty Development Programme on “Internet of Things for Emerging Applications” sponsored by MeitY, Govt of India, during 4th -8thFebruary 2020 organized by the E & ICT Academy, IIT Guwahati, Assam at CBIT, Hyderabad.
3. Attended one week Faculty Development Programme on “Data Science” sponsored by MeitY, Govt of India, during 5th -10thAugust 2019 organized by the E & ICT Academy, National Institute of Technology, Warangal at CBIT, Hyderabad.
4. Attended one week Faculty Development Programme on “NBA Accreditation” sponsored by NITTTTR, Kolkata during 22nd -26thApril 2019 organized by the CBIT, Hyderabad.
5. Attended three days Programme on “Developing and Analyzing Business Cases” during 12th -14th December 2018 organized by the SMS Dept, CBIT, Hyderabad.
6. Attended one Day Programme on “ISO 9001:2015 Quality Management System” sponsored by CBIT on 8thDecember 2018 organized by the HYM International Certifications Pvt. Ltd, Hyderabad.
7. Attended one week Faculty Development Programme on “Data Analytics using R” sponsored by TEQIP II during 20th -25thMarch 2017 organized by the Department of Information Technology, CBIT, Hyderabad.
8. Attended one week Faculty Development Programme on “Intellectual Property Rights” sponsored by TEQIP II during December 19-24, 2016, organized jointly by Department of Biotechnology, Mechanical Engineering and School of Management Studies, CBIT, Hyderabad.
9. Attended one day Faculty Development Programme on “Research in Accounting”, Organized by Department of Accounting, Indian School of Business&Dhanwanthari Institute of Science and Technology, Hyderabad on 15thDecember 2016.
10. Attended two-day Conference on “1st Global Congruence to Promulgate International Corporate Governance Day” Organized by The Institute of Company Secretaries of India, at HICC, Hyderabad on 08-09December 2016.
11. Attended three-day workshop on “Faculty Development Programme” conducted by Chaitanya Bharathi Institute of Technology (CBIT), Gandipet, Hyderabad from 5th to 7thAugust 2015.
12. Attended one day workshop on “Data Analysis Using SPSS” conducted by National Small Industries Corporation Limited (NSIC), A Govt. of India Enterprise, Kushaiguda, Hyderabad on 15thMarch 2014.

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

13. Attended two weeks "Staff Development Programme" conducted by Department of master's in computer application, Holy Mary Institute of Management Studies, from 23rd July to 6th August 2012.
14. Attended one-week National workshop on "Free Software" conducted by Cochin University of Science & Technology, Kochi, from 10th November to 16th November 2008.
15. Attended one day workshop on "Research Methodology" conducted by Department of Management Studies, Sri Venkateswara University, Tirupati on 26th July 2008.

WORKSHOPS/FDP ORGANIZED:

1. Webinar on "**Demystifying Patents**" organized by CBIT - School of Management Studies on 30th January 2021 at CBIT, Hyderabad.
2. Organized Two-Day Executive Development Programme in "Logistics and Supply Chain Management" sponsored by CBIT, during 22nd and 23rd July 2019 at CBIT, Hyderabad.

CERTIFICATION COURSES:

1. "Portfolio and Risk Management" an online course through courser authorized by The Indian School of Business, India, 17/06/2020.
2. "Trading Basics" an online course through courser authorized by The Indian School of Business, India, 12/06/2020.
3. "Blockchain and Cryptocurrency Explained" an online course through courser authorized by The University of Michigan, United States, 10/06/2020.
4. "Python and Statistics for Financial Analysis" an online course through courser authorized by The Hong Kong University of Science and Technology, China, 30/05/2020.
5. "Marketing Analytics" an online course through courser authorized by University of Virginia, United States of America, 23/05/2020.
6. "Financial Markets" an online course through courser authorized by Yale University, United States of America, 15/05/2020.
7. "Financial Institutions and Markets" an online course (12 weeks, Jan-Apr 2020) through NPTEL, Funded by the Ministry of HRD, Govt of India.
8. "NBA Accreditation and Teaching - Learning in Engineering (NATE)" an online course (12 weeks, Jan-Apr 2020) through NPTEL, Funded by the Ministry of HRD, Govt of India.
9. "Financial Statement Analysis and Reporting" an online course (12 weeks, Jan-Apr 2019) through NPTEL, Funded by the Ministry of HRD, Govt of India.

ONLINE FACULTY DEVELOPMENT PROGRAMS:

1. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "**Data Analysis using SPSS**" from 20/10/2021 to 24/10/2021 at Mahatma Gandhi University.
2. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "**Data Analytics: Tools & Techniques**" from 20/09/2021 to 24/09/2021 at University of Hyderabad.
3. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "**Innovation Management**" from 06/09/2021 to 10/09/2021 at Dr. Babasaheb Ambedkar Technological University LonereMangaon Raigad.
4. Participated 5-Day Virtual Faculty Development Program on "Financial Derivatives and Risk Management from 12th July-16th July 2021 organized by CMS Business School, Jain University.
5. Participated one-week online Faculty Development Programme on "**INVESTMENT AWARENESS ON STOCK**

MARKET" from 21st June – 25th June 2021 organized by School of Management, Sreenidhi Institute of Science and Technology, Hyderabad, In Association with Security Exchange Board of India (SEBI).

6. Participated one-week online Faculty Development Programme on “**STRATEGIC PLANNING FOR HIGHER EDUCATION INSTITUTIONS: CHALLENGES TOOLS AND TECHNIQUES**” from 7th June – 12th June 2021 organized by School of Management, Model Institute of Engineering & Technology (A), KotBhalwal, Jammu.
7. Participated One-Month online International Training Programme on “**Research Manuscript Drafting and Publishing**” from 15th February – 16th March 2021 organized by Eudoxia Research Centre, India.
8. Participated one-week online Faculty Development Programme on “Effective Research Writing Using LaTeX” from 22nd June – 27th June 2020 organized by Department of Mechanical Engineering, Pragathi Engineering College (A) in Association with IIT Bombay.
9. Participated one-week National Level Faculty Development Programme on “Outcome Based Education and NBA Accreditation Process – (UG)” during 28th May – 01st June 2020 organized by Chaitanya Bharathi Institute of Technology (A), Hyderabad.
10. Participated one-week National Level Faculty Development Programme on “Introduction to Artificial Intelligence and machine learning” during 25th - 30th May 2020 organized by Department of CSE, Geethanjali College of Engineering and Technology (A), Hyderabad.
11. Participated one week Faculty Development Programme on “NAAC Awareness Programme for Faculty” during 8th - 14th May 2020 organized by Marathwada Mitra Mandal Institute of Technology (MMIT), Lohgaon, Pune.
12. Participated in the IIC Online Sessions conducted by Institution's Innovation Council (IIC) of MHRD's Innovation Cell, New Delhi to promote Innovation, IPR, Entrepreneurship, and Start-ups among HEIs from 28th April to 22nd May 2020 during COVID-19 nationwide lockdown.

WEBINARAS:

1. Participated in webinar on “Publishing Research Articles in Scopus Indexed Journals” conducted by CBIT - School of Management Studies on 24th June 2020.
2. Participated in “India First Leadership Talk” on 16th May 2020 by MHRD's Innovation Cell, Government of India.
3. Participated in “Faculty Program on NBA” on 13/05/2020, with a passing score of 95% organized by Bharati Vidyapeeth College of Engineering, Navi Mumbai.
4. Participated in “India First Leadership Talk” on 9th May 2020 by MHRD's Innovation Cell, Government of India.

EXTRA CURRICULAR ACTIVITIES:

1. Participated in Online Workshop on “Social Responsibility and Community Engagement” conducted by “Chaitanya Bharathi Institute of Technology” and Scored **80%** in the Quiz conducted on 17th June 2020.
2. Attended Rural Immersion Programme on 19th February 2020, organized by Mahatma Gandhi National Council for Rural Education (MGNCRE) at Elkaguda village, Moinabadmandal, Ranga reddy District.
3. Attended for ISO external auditing through video conference for 92 Government Degree colleges and 36 Government polytechnic colleges on 06.02.2020 held at Ranga Reddy collector office, lakdikapool, Hyderabad.
4. Participated in the “2-Day Rural Immersion Training Programme on Swachhatha Action Plan and Community Engagement” held on 14th and 15th November 2019,

organized by Mahatma Gandhi National Council of Rural education, Dept of Higher Education, Ministry of Human Resource Development, Government of India.

Details of Journal Publications/
Conferences (National and
International)

International Journal

1. S. Kethi Reddi, Paruthi, M & Sehdev R "INFLUENCE OF SOCIAL MEDIA MARKETING ON ONLINE SHOPPING " in Madhya Bharti Journal, Vol 82, No. 02, January - June : 2022, ISSN No: 0974-0066, Impact Factor 6.28 (UGC care list).
2. Sehdev R, Paruthi, M & Kethi Reddy, S, "Assessment of Customer Satisfaction Score for CONNECTand BSNL: A Comparative Study" in Empirical Economics Letters Journal, Vol 20, Issue No 4, July 2021, ISSN No: 1681-8997, Impact Factor 0.91, ABDC-C Category Journal, WOS Indexed.
3. S. KethiReddi and S. NikhilaVangaveti, "FACTORS INFLUENCING INDIVIDUAL INVESTORS BEHAVIOR - AN EMPIRICAL ANALYSIS FROM HYDERABAD CITY", Materials Today: Proceedings, <https://doi.org/10.1016/j.matpr.2021.01.231>
4. Sowmya KethiReddi& N Sumanth, "AN EMPIRICAL STUDY ON GROWTH OF STARTUP TRENDS AND ECOSYSTEM IN INDIA". Muktsabd Journal Vol.X Issue 1, January 2021, pp.503-506, Impact factor 4.6, ISSN 2347-3150, <https://DOI:10.0014.MSJ.2021.V10I1.0086781.118547>
5. Sowmya KethiReddi& P Yuvasravani, "A STUDY ON FINANCIAL PERFORMANCE OF INDIAN PUBLIC SECTOR BANKS UNDER CAPITAL REGULATIONS OF BASEL NORM III". Bulletin Monumental Vol.21 Issue 12-2020, pp.157-168, Impact factor 3.9, ISSN 0007-473X, <https://doi.org/10.37896/BMJ21.12/3167>.
6. Sowmya KethiReddi & GopinahJitta, "A Study on Technical Analysis with Respect to Indian IT Sector". Strad Research Vol.7 Issue 6, June 2020, pp.448-467, Impact factor: 6.1, ISSN 0039-2049.
7. Sowmya kethi Reddy, "The Impact of Financial Derivatives on Financial Performance of Commercial Banks in India". International Journal of Innovations in Management, Engineering and Science (IJIMES) Volume 5 Issue 3 May 2020, ISSN: 2455-9008.
8. V Harileela, Sowmya kethi Reddy & KVSS Ravindra Nath, "Lean Management in Indian Health Care: An Exploratory Study" ZENITH International Journal of Multidisciplinary Research Vol.9 (6), JUNE (2019), pp. 569-579, ISSN 2231-5780, Impact factor: 6.479 (UGC Approved).
9. Sowmya kethi Reddy & V Harileela, "The Effect of Liquidity and Leverage on Profitability of Select IT Companies". International Journal for Research in Engineering Application & Management (IJREAM) Vol-05, Issue-03, June 2019, ISSN: 2454-9150, Impact factor: 5.834 (UGC Approved).
10. Sowmya Kethireddi., Caroline Talari, "Recent Trends in Insurance Sector in India". International Journal of Innovative Research & Studies, ISSN NO: 2319-9725 Vol. 8, Issue 3, March 2018. (UGC Approved).
11. Sowmya Kethireddi., "Volatility in Stock Markets". Research Journal of social Science & Management, Vol. 7, Number 8, December 2017, The International Journal Research Publications, ISSN: 2251-1571 pp. no. 32-40. (UGC Approved).
12. Mounika J, Sowmya K, "Pre and Post Merger Performance of Banks in India". Indian Journal of Research, Vol.6, Issue 8, August 2017, ISSN 2250-1991. (UGC Approved).
13. Sowmya KethiReddi, "Divergence or Convergence: Paradoxes in Corporate Governance". Global Journal for Research Analysis, Volume - 6, Issue - 7, July - 2017, ISSN - 2277-8160, IF: 4.547, IC Value: 80.26. (UGC Approved).
14. Sowmya KethiReddi, "Impact of Information Sharing on Supply Chain Management: A Study of Indian Auto-Component Manufacturers". International Journal of Management And Social Science Research Review (IJMSRR), Volume- 1, Issue- 36, June 2017, pp. 131-137, Print ISSN: 2349-6738 Online ISSN: 2349-6746 Impact Factor: 4.695 (UGC Approved).
15. Sowmya KethiReddi, "A Study on Web-Based Reporting System in Banking Sector". Indian Journal of Applied Research, Volume - 7, Issue - 7, July - 2017, ISSN - 2249-555X, IF: 4.894, IC Value: 79.96. (UGC Approved)
16. Sowmya., V. Harileela, "A Study on Financial Inclusion through PMJDY". Airo International Research Journal. Volume IX, February 2017, ISSN: 2320-3714.
17. Mounika Reddy & K. Sowmya., "Fundamental Analysis on Select Cement Companies", International Journal of Research in IT & Management. Vol 6, Issue 6 (June 2016), ISSN 2231-4334. (UGC Approved)
18. Sowmya K, "Barriers to Adoption of E-Business in Indian SMEs". Indian Journal of Research, Vol.5, Issue 5, May 2016, ISSN 2250-1991. (UGC Approved)
19. Sowmya K., Mounika J., "A Study on Investors Perception towards Investment Avenues", International Journal of Research in Finance and Marketing, Vol.6, Issue 4 (April 2016), ISSN 2231-5985. (UGC Approved)
20. Sowmya K., Mounika J., "Impact of managerial accounting in implementation of CRM". Indian Journal of Science. April 2016, 23(80), 373-376.
21. Mounika J., Sowmya K., "Data analytics and its usage in various sectors". Indian Journal of Science. April 2016, 23(80), 302-305.

22. Sowmya K., "Disruptive Innovation in Banking Sector". International Journal of Scientific Research Management, Vol. 4, Issue 2, February 2016, ISSN: 2321-3418 pp. no. 3917-3922. (UGC Approved)
23. Sowmya K., "Innovation Culture among Women Entrepreneurship in SMEs". International Journal of Research Excellence in Management, Vol. 3, Issue 4, 2016, Publication of Sri India, ISSN: 2278-7089.
24. Sowmya K., "Consumer Buying Behavior Towards Organized Retailing from Unorganized Retailing: With Reference to Hyderabad City". Research Journal of Commerce & Behavioral Science, Vol. 4, Number 11, September 2015, The International Journal Research Publications, ISSN:2251-1547 pp. no. 50-56. (UGC Approved).
25. J. Katyayani., Sowmya., "Innovation Culture among Andhra Pradesh SSIs", Mustang Journal of Business and Ethics, Vol. 2, 2011, Publication of Mustang Journals, ISSN: 1949-1735 pp. No. 129-142.

International /National Conferences

1. Attended International Conference on "Business in emerging Markets", Organized by Department of Management Studies, Oxford college of Engineering and Management, Bangalore, November 1-2nd, 2021.
2. Attended National Conference on "Research & Innovation in Commerce, Management, Social Sciences for Sustainable National Development", Organized by Faculty of Commerce & Business Studies, Motherhood University, Roorkee, August 14, 2021.
3. Presented a paper titled "Assessment of Customer Satisfaction Score for CONNECT and BSNL: A Comparative Study" in the International Conference on Business Resilience & Reinvention in the VUCA World (ICBRR-VUCA 2021) organized by GNA Business School, GNA University on 27th July 2021.
4. Sowmya., J. Mounika Reddy., "Taxation on Financial Derivatives", National level conference on Recent Trends in Multi-Disciplinary Academic Studies Across Global, Organized by Anveshana Educational & Research Foundation on 10th September 2016 at The National Small Industries Corp Ltd.
5. "Promotion Strategies in Healthcare Organizations", 3rd International Conference on Strategies for Business Excellence: Challenges and Opportunities", 2014, Siri Publishers, ISBN: 978-93-83038-29-9 pp. No. 139-143.
6. "Innovation Management System in Small Scale Industries", In proceedings of the National conference on "Innovation and Management", 2012, Sri Padmavati Mahila Visva Vidyalayam, Tirupati, Vol.1, New Zen Research Publication, ISBN: 978-81-922783-0-8 pp. No. 120-129.
7. "Usage of Information and Communication Technologies in SMEs", In proceedings of the National conference on "Innovation and Management", 2012, Sri Padmavati Mahila Visva Vidyalayam, Tirupati, Vol.1, New Zen Research Publication, ISBN: 978-81-922783-0-8 pp. No. 7-20.
8. "Relationship Marketing and Customer Retention", In proceedings of the National conference on "Customer Relationship Management", 2008, Duvvuri publications, ISBN-978-93-80693-02-6 pp. NO. 101-106.
9. "Women Empowerment", National Conference on Women Entrepreneurship in - Trends in 21st Century, conducted by Department of Business Management, SPMVV (women's university), Tirupati on 31st March 2008.

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