

Name of Faculty Mrs. M. Sangeetha
 Designation Assistant Professor
 Nature of Job/Appointment Contract (31.03.2023)
 Date of Joining 03/02/2017
 E-mail msangeetha_sms@cbit.ac.in



Education Qualifications	Name of the Degree	Class
Ph. D	Doctor of Philosophy (Management)	Pursuing
PG	MBA Finance	Distinction
UG	B. Sc. (Biotechnology)	First

Work Experience

Teaching	07 Years 10 Months
Research	03 years 04 Months
Industry	Nil
Others	Qualified in TS-SET February 2018

Area of Specialization

Finance

Professional Memberships

Nil

Responsibilities held at Institution Level

- Institute Co-ordinator for T-Hub/T-Tribe from 08.09.2020 to till date.
- Institute Innovation Cell Co-opted member from 24.10.2020 to 09.01.2022
- Institute Innovation Cell member from 10.01.2022 to till date.

Responsibilities held at Department Level

- Class Incharge for MBA-B 2021-2023 batch.
- Class Incharge for MBA-A 2019-2021 batch.
- MBA I Year Section A Class Coordinator (March 2020 to May 2020)
- NPTEL / SWAYAM Coordinator from February 2020 to till date

Research Guidance

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Awards Received

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Courses Handled at Under Graduate / Post Graduate Level.

Operations Management, Statistics for Management, Corporate Social Responsibility, Statistical Software Lab, Information Technology lab, Service Operations Management, Total Quality Management, Engineering Economics and Accountancy, Business Environment and Ethics, Management Science, Community Engagement.

No. of Papers Published

National Journals – 0 International Journals – 05
 National Conference – 0 International Conference – 0

Projects Carried out

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Patents

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Technology Transfer

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Invited Speaker

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No. of Books/Chapter Published with details

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

FDP/Workshop attended:

- Participated in a three day Faculty Development Program on "Establishment and Management of Business Incubators" organized by National Institute for Micro, Small and Medium

Enterprises (NI-MSME) in association with CBIT from 10.03.2022 to 12.03.2022.

2. Attended 5 day International FDP on "Research and Innovation" organized by the Department of Commerce, SRM Institute of Science and Technology, Ramapuram Campus, Chennai from 05.07.2021 to 09.07.2021.
3. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "FDP on Guidance, Counseling and Mentoring" from 20/09/2021 to 24/09/2021 at Dr. Hari Singh Gour Vishwavidyalaya (A Central University) Sagar, MP.
4. Attended 1 Week FDP on "Outcome based Education and NBA Accreditation Process-(UG)", 28.05.2020 to 01.06.2020 at CBIT, Hyderabad.
5. Participated in a 2 day National Level FDP on "Art of Writing and Publishing Research Paper and Applications of Statistical Tools on 27th and 28th May 2020, Aurora's Degree and PG College.
6. Participated in a 3 day Online FDP on "Teaching and Learning Tools Setup and Assessment for Next Generation" on 12th to 14th May 2020, Department of Information Technology, B V Raju Institute of Technology.
7. One week online FDP on "Research Challenges and Opportunities Post COVID-19 (RECOP 2020)" organized by Research & Development Cell and Institution's Innovation Council of Sri Vasavi Engineering College (Autonomous), West Godavari District during 4-9 May 2020.
8. A FDP on "Transforming Management Faculty into the Best Performers" at School of Management Studies, CBIT during 29th and 30th December 2017.
9. A One Week FDP on "Meeting the Challenges of Teacher in Modern Engineering Education", organised by In House Training Centre, CBIT, Hyderabad from 12th – 17th June 2017.
10. A One Week National Level FDP on "Emerging Trends, Issues and Challenges in Big Data and Cloud Computing" from 20th– 25th February 2017 at CBIT, Hyderabad.
11. Participated in "10 Days National Workshop on Research Methodology for Faculty and Research Scholars" Organized by School of Management, DOOM University, Dehradun, Uttarakhand, from 02.08.2021 to 11.08.2021
12. Attended 1 day workshop on "Recent Advances and Disruptive Technologies in HRM -Issues & Challenges" organized by CBIT - School of Management Studies on 20th February 2021.
13. Attended a two day online FDP on "Managing Sustainability during Turbulent Times" Organised by department of Mathematics and Humanities, Mahatma Gandhi Institute of Technology(MGIT), Hyderabad from 29-30 July 2020.
14. Attended Online Workshop on "Social Responsibility and Community Engagement", CBIT 17th June 2020.
15. Participated in The BodhiTree and SAFE Tools for Effective Online Teaching: A Hands-On Workshop on 21 June 2020, This training was organised by the Teaching Learning Centre (ICT) at IIT Bombay, funded by the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT), MHRD, Govt. of India
16. A 2 day Online Workshop on Intellectual Property Rights organised by Pandit Deendayal Petroleum University in association with Intellectual Property Protection Organisation (IPPO) on 10th and 11th April 2020.
17. A 3 day workshop on "Developing and Analyzing Business Cases" at School of Management Studies, CBIT on 12th to 14th December 2018.

18. A 2 day National Workshop on “Privacy Preserving and ICT: Research Ideas” organised by the Department of Computer Science and Engineering on 2nd and 3rd March 2017, CBIT, Hyderabad.
19. Attended a 1 day Workshop on Financial Derivatives “Demystifying Derivatives”, December 20th 2016 Department of Commerce, Osmania University, Hyderabad.

Short Term Training Programme (STTP)/Training Programme attended:

1. Attended AICTE Sponsored Six Day Short Term Training Programme (STTP) “Comprehensive Village Development - Feasibility and Sustainability” in online mode from 29.11.2021 to 04.11.2021 organized by Indo Global College of Architecture, Abhipur, Punjab.
2. AICTE Sponsored 1 week Short Term Training Programme (STTP) on “Marketing Management for Sustainable Development” conducted by VNS Group of Institutions, Bhopal from 23.08.2021 to 28.08.2021
3. Attended an AICTE Sponsored STTP on “Strategic Planning for Higher Education Institutions: Challenges, Tools and Techniques” from 07.06.2021 to 12.06.2021 organized by Model Institute of Engineering and Technology, Jammu.
4. Participated in a 5 Day National Research Conclave titled “Scaling Techniques and Data Analysis using Excel and SPSS” on 26th - 30th April 2021 organized by CMS, JAIN (Deemed-to-be University), Bengaluru.
5. Completed online training on Inspection and Quality Control on 23.05.2021 from MSME-Technology Development Centre (PPDC), Ministry of Micro, Small & Medium Enterprise.
6. Attended in an Online training on “**Lean Six Sigma Yellow Belt**” from 06.05.2020 to 08.05.2020, Ministry of Micro Small & Medium Enterprises, Technology Development Centre (PPDC).
7. A 2-Day Rural Immersion Training Programme on Swachhta 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.
8. Completed **Innovation Ambassador Training (Foundation Level)** conducted by MOE’s Innovation Cell & AICTE, New Delhi on 30-06-2021 to 30th July 2021.

Webinars/Leadership Talks attended:

1. Participated in The Akshaya Patra Foundation Industrial Tour and Community Services organised by FOLK- The Youth Empowerment Club of Hare Krishna Golden Temple, 21.03.2022.
2. Attended a Webinar on “Covid19 Impact and Policy Response Growth, Fiscal Policy, Monetary Policy”, by Dr. Bibek Ray Chaudhuri on 30.07.2021, McGraw Hill.
3. Attended a Webinar on “Introduction to securities and forex Market organised by Pendekanti Institute of Management on 22nd January, 2021 in collaboration with Metropolitan Stock Exchange (MSE), and Securities and Exchange Board of India (SEBI).
4. Attended Webinar on “Statistical Analysis as an Interface in Engineering Problems” organized by Department of Mathematics - CBIT on 13th July 2020.
5. Attended Webinar on “Publishing Research Articles in Scopus Indexed Journals” conducted by CBIT - School of Management Studies on 24th June, 2020.

6. Attended a Webinar “The Economics of the Pandemic” on 28th May 2020 by Sean Flynn, Behavioural Economist Author of International Bestsellers, McGraw Hill.
7. Participated in Impact Lecture Session on “Strategic Management of R&D and Innovation Ecosystem” organized by IIC-CBIT on 05.10.2021.
8. Participated in 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.
9. Participated in the National Education Day on 11.11.2021 organized (offline) by Engineering Staff College of India-School of PG Studies, Hyderabad.
10. Participated in ACIC Community Outreach Program organised by ACIC-CBIT on 02.11.2021

Programs Organised/Coordinated:

1. Coordinated for “World Entrepreneurs Day” program held virtually during 21-24th August 2021 organised by IIC-CBIT(A).
2. Coordinated a Session on Awareness Program on Entrepreneurship and Pre-orientation session by Mr. Ganesh Rayala, Director, Academic Programs, T-Hub, Govt. of Telangana on 06.08.2021 from 11:30 AM to 12:45 PM organised by IIC-CBIT.
3. Coordinated/Co-convenor for “One-Day Workshop-Importance of Creativity in Advertising Management” on 25.11.2021.
4. Organised a Webinar on Financial Well-Being of employees during Covid-19 in association with RK Wealth 09th January 2021 at Chaitanya Bharathi Institute of Technology.
5. Organised a National Level Online Psychometric Test on 23rd July 2020, CBIT - School of Management.

Online Courses:

1. Completed a course on “Behavioral Finance” from Duke University, offered through Coursera in the month of April 2019.
2. Completed a course “Introduction to Financial Markets”, Indian School Business, Coursera in the month of 13th June 2020.
3. Completed a course on “Economies of Money and Banking”, Columbia University, 31st January 2014, Coursera.

Details of Journal Publications/Conferences (National and International)

International Journals

1. M. Sangeetha, P. Varaprasad Goud, A. Prasoorn Kumar (2021), "A Study on Investment Pattern of Salaried Class during Covid-19 in twin cities of Hyderabad, India", Design Engineering (Toronto), June 2021, Issue 7, pp.1437-1444.
2. P. Varaprasad Goud, M. Sangeetha, E. SaiKiran (2021), "A Study on Intraday Price action patterns and trading volume relations in the stock market with special reference to Nifty IT Companies", Design Engineering (Toronto), June 2021, Issue 7, pp.1139-1166.
3. P. Varaprasad Goud, M. Sangeetha (2020) “A Study on Price Action Patterns (Inside Bar and Outside Bar) Formed at Prime Numbers with Reference to Equity Stocks”, International Journal For Research in Engineering Application and Management (IJREAM), Volume 06, Issue 3, June 2020.
4. M Sangeetha, Mohd. Waliuddin Waseem and A Ajay Ramakrishna (2019), “A Study on The Impact of Behavioral Factors on Individual Investors Concerning The Indian Stock Market”, Economic Challenger- An International Journal, No.: 22 Vol.85 .0975-1351.
5. M Sangeetha, Dr. A R Aryasri (2018) “Impact of Foreign Direct Investment (FDI) on Indian Economy”, Economic Challenger- An International Journal, No.: 20 Vol.78. 0975-1351, UGC Listed.

International/National Conferences

1. Presented a paper on “A study on the impact of online learning on the performance and skills gained by higher education students during covid-19” in the National Conference on “Management &

Entrepreneurial challenges in dynamic business environment - post covid era - MEC 2022” organized by Department of MBA, Acharya Institutes of Technology, Bangalore on March 4th & 5th, 2022.

2. Presented a paper in “3rd Research Day” on “A Study on Perception of Investors on Different Investment Avenues during Covid-19” 28th August 2021 at Chaitanya Bharathi Institute of Technology (A).
3. M. Sangeetha, G Ramya (2020) “Total Quality Management in the Apparel Industry with reference to Kalamkari Art”, International Conference on Handlooms, Fashion, Nonwoven and Technical Textiles, at Department of Textile Technology, University College of Technology, Osmania University, Hyderabad, 27th and 28th February 2020.
4. M. Sangeetha, Soumya Rachakonda (2019) “A Study on Consumer Perception towards Video Streaming Services”, International Student Conference-EGBPC 2019, Business and Accounting Department on 26th March 2019 at Muscat College.
5. Presented a paper on “The Impact of Behavioral Factors on individual investors” at Research Day 23rd August 2019 organized by Chaitanya Bharathi Institute of Technology (A).
6. Presented a paper on “Predictive Analytics on Cross Sell and Upsell - Practical approach on Building Recommendation Engine”, in 2 day National Seminar on Emerging trends in Insurance, Banking and Tourism” held on 28th& 29th June 2019 at Osmania University, Hyderabad.
7. Presented a paper “Evaluation of Women participation in Make-in-India Initiative: A Study” in 2nd One Day National Seminar on “SEM” (Startups and Entrepreneurship in Modern Millennium) on 10th February, 2018 organised by Indian Institute of Management and Commerce, Hyderabad.

