

Name of Faculty Mrs. J. Mounika Reddy  
 Designation Assistant Professor  
 Nature of Job/Appointment Regular  
 Date of Joining 07 – 09 - 2015  
 E-mail mounikareddy\_sms@cbit.ac.in



Education Qualifications	Name of the Degree	Class
Ph. D	Doctor of Philosophy (MBA)	Pursuing
PG	MBA	Distinction
UG	B. Tech (CSE)	First

**Work Experience**

Teaching 10Years  
 Research 07 years  
 Industry --  
 Others --

Area of Specialization Business Analytics, Digital Technology, Marketing, Managerial Economics

Professional Memberships --  
 Responsibilities held at Institution Level --

1. Coordinator, Yukthi Management fest, from 07-06-2018 to 09-02-2020.
2. Coordinator, NIRF
3. Coordinator, ARIIA
4. Member, IIC
5. Member, IQAC, from 06-06-2019 to 09-07-2020.
6. Coordinator, Department Alumni, from 30-12-2016 to 30-12-2018.

Responsibilities held at Department Level

Research Guidance --  
 Awards Received --

Courses Handled at Under Graduate / Post Graduate Level. Business Analytics, Digital Technology, Decision support systems, investment Management, Enterprise Resource Planning, Managerial Economics, Information Technology lab, Statistical Software lab, Operations Management, Cloud Computing

No. of Papers Published National Journals – 01 International Journals – 15  
 National Conference – 00 International Conference – 03

Projects Carried out --  
 Patents --  
 Technology Transfer --

Invited Speaker --

No. of Books/Chapter Published with details --

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

1. Participated in National Level Webinar on “New Trends in Logistics and Supply Chain Management” conducted by CBIT - School of Management Studies in association with Navata Supply Chain Solutions on 08th August 2020.
2. Participated in the online five day FDP program on “Research writing from manuscript to citations” organized by ICBM-school of business excellence on 24<sup>th</sup> feb to 28<sup>th</sup> feb 2021, Hyderabad.
3. Participated in National Level Webinar on “Publishing research articles in scopus indexed journals” conducted by CBIT - School of Management Studies on 24<sup>th</sup> August 2020.
4. Completed an online course of forty four hours course on “the fundamentals of Digital Marketing” from the Google open university on 10<sup>th</sup> March, 2021.

- Transformation” from University of Virginia from May-June, 2020, Course Era.
5. Completed an online certificate course on “Foundations of Marketing Analytics” from ESSEC Business School May-June, 2020. Course Era.
  6. Completed an online certificate course on “Business Implications of AI: A Nano Course” from eit Digital Academy May-June, 2020. Course Era.
  7. Participated in National Level Webinar on “New Trends in Logistics and Supply Chain Management” conducted by CBIT - School of Management Studies in association with Navata Supply Chain Solutions on 08th August 2020.
  8. Participated in National Level Webinar on “Publishing research articles in Scopus indexed journals” conducted by CBIT - School of Management Studies on 24<sup>th</sup> August 2020.
  9. Attended one week faculty development program on “Outcome based Education and NBA Accreditation process-UG” Conducted Online by Chaitanya Bharathi Institute of Technology from 28-05-2020 to 01-06-2020.
  10. Participated in National level FDP-Webinar conducted on “Fundamentals of Writing a Research Paper” by ICBM-School of Excellence on 22 may, 2020.
  11. Participated in India’s First Leadership Talk by MHRD Innovation Cell on 16 may, 2020.
  12. Participated in India’s First Leadership Talk by MHRD Innovation Cell on 9 may, 2020.
  13. Participated in online workshop on understanding Theoretical contribution in Management Research organized by School of Management Studies, University of Hyderabad on April, 2020.
  14. Completed an online certificate course on “Conversational sales” from Drift insider March 2020.
  15. Completed a course on “Customer Analytics” conducted by Wharton School of Business, University of Pennsylvania regarding Business Analytics Specialization on 12 April 2019.
  16. Completed a course on “People Analytics” conducted by Wharton School of Business, University of Pennsylvania regarding Business Analytics Specialization on 16 May 2019.
  17. Completed a course on “Operational Analytics” conducted by Wharton School of Business, University of Pennsylvania regarding Business Analytics Specialization on 13 May 2019.
  18. Completed a course on “Financial Analytics” conducted by Wharton School of Business, University of Pennsylvania regarding Business Analytics Specialization on 22 May 2019.
  19. Completed an online certificate course on “Quantitative Methods” from University of Amsterdam from july-september, 2019.
  20. Participated in one Week FDP Program on “Data Science” from 5<sup>th</sup> and 10<sup>th</sup> August 2019 organized by ICT Academy, National Institute of Technology, Warangal in collaboration with CBIT, Hyderabad, and Telangana.
  21. Participated .in 2-Day Rural Immersion Training Programed 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.
  22. Took a Guest Lecture on “R programming and its difference with SPSS” at school of management studies, CBIT during Feb, 2019.
  23. Attended one day workshop on “social Network Analysis and Structural Equation modeling” held at school of management studies, University of Hyderabad during December 16, 2018.
  24. Attended Three-day workshop on “Developing and analyzing business cases” held at school of management studies, CBIT during December 12-14, 2018.
  25. Attended 5-day Workshop on “Structural Equation Modeling: Testing Mediation and Moderation Models” organized by the School of Management Studies,

- University of Hyderabad, during 16th to 20th May, 2018.
26. Attended One day FDP programed on publish like a pro: How to conduct impactful and publishable research on 23rd December, 2017 at ICBM.
  27. Two-day Faculty Development Program on” Transforming Management Faculty into the Best Performers “on 29 & 30 Dec’2017 at CBIT
  28. Attended one week Faculty Development programed on “Data Analytics using R” sponsored by TEQIP II during 20<sup>th</sup> -25<sup>th</sup> March, 2017 organized by the Department of Information Technology, CBIT, Hyderabad
  29. Attended one week Faculty Development programed on “INTELLECTUAL PROPERTY RIGHTS” sponsored by TEQIP II during December 19-24, 2016 organized jointly by Department of Bio-Technology, Mechanical Engineering and School of Management Studies, CBIT, Hyderabad.
  30. Attended two-day workshop on “DIGITAL MARKETING” organized by cbit, Hyderabad on 22and 23 November2016.
  31. Attended two-day Faculty development programmed on “BUSINESS ANALYTICS” organized by School of management studies, University of Hyderabad on 11 and 12 November2016.
  32. Attended one day workshop on “TEACHING WORKSHOP” organized by Indian school of business on 20<sup>th</sup> Nov 2015.
  33. Attended three-day workshop on “Faculty Development Programme” conducted by Chaitanya Bharathi Institute of Technology (CBIT), Gandipet, and Hyderabad from 5<sup>th</sup> to 7<sup>th</sup> August, 2015.
  34. Attended one day workshop on “WORK LIFE BALANCE-WOMEN IN ENGINEERING” organized by women cell, CBIT on 8<sup>th</sup> march 2014.
  35. Attended one week In-house “faculty development programme” organized by CBIT-In house training center during 6<sup>th</sup> to 11<sup>th</sup> January 2014.

Details of Journal Publications/  
Conferences (National and  
International)

**International /National Journal:**

1. Published a paper on “A STUDY ON CONSUMER BUYING BEHAVIOR REGARDING FEATURES OF SUV’S CAR” Published in ANVESHANA’S INTERNATIONAL JOURNAL OF RESEARCH IN REGIONAL STUDIES, LAW, SOCIAL SCIENCES, JOURNALISM AND MANAGEMENT PRACTICES Volume-7, Issue-5 MAY 2022 ISSN: 2455-6602 (Online).
2. Published a paper on” A STUDY ON DEMOGRAPHICAL BUYER BEHAVIOUR IN PURCHASE OF SUVs” Published in Post if journal vol12,issue 21,page no:104,Scopus indexed journal, Issn No : 0048-4911
3. Published a paper on” Strategies for Employee Retention” published in International Journal of Health Sciences (IJHS) on 2022, Vol. 6, No. S1, e-ISSN: 2550-696X, p-ISSN: 2550 Journal Impact Factor (SJIF 2020: 6.553) (Google-based Impact Factor 2021 Citations: 367, h-index: 11, i10-index: 15, Scopus indexed.
4. Published a paper on” Comparative Study between Commodity Market and Stock Markets” in Empirical Economics Letters, 21, (Special Issue 5) (April 2022) ISSN 1681 8997.ABDC-C rated journal.
5. Published a paper on” Psychometric tests and its impact on behavioral aspects of Graduates”, in MukT shabd Journal, Volume X, Issue III, MARCH/2021, Impact factor-4.6, UGC approved. DOI: 09.0014.MSJ
6. Published a paper on “Impact on Educational system and its Transformation during pandemic crisis” in journal of XIAN university of Architecture and Technology, Volume-XIII, issue V, May-2021, Impact factor-3.7, Scopus indexed.DOI:20.19001/JXAT.
7. Published a paper on “Pre and Post-merger performance of SBI banks” in International journal of psychosocial Rehabilitation vol-24, issue-06, and 2020 with ISSN: 1475-7192.Scopus indexed index-7.
8. Published a paper on “Blue Brain Project-An idea for preserving Intelligence” Published in Our Heritage Journal in vol-68, issue-30, February-2020 with ISSN: 0474-9030.UGC CARE approved and international indexed and referred journal, Impact factor: 6.6.
9. Presented a paper on “A study on ULIPS as an Investment Avenue” at Research Day 23<sup>rd</sup> August 2019 organized by CBIT.
10. Published a paper on "Impact of FDI inflows on GDP in particular with manufacturing sector, International Journal of Basic and applied Research, Pragathi Publications. ISSN No. 2249-3352, Cosmos Impact Factor.5.86, August 2018 Vol. 8 No. 8. UGC Approved Journal. SI.No. 64041.
11. Published a paper on “PRE AND POST MERGER PERFORMANCE OF BANKS IN INDIA”. Indian Journal of Research, Vol.6, Issue 8, August 2017, ISSN 2250-1991. (UGC Approved).
12. Published a paper on “Data analytics and its usage in various sectors”. Indian Journal of Science. April 2016, 23(80), 302-305.
13. Published a paper on “Impact of managerial accounting in implementation of CRM”. Indian Journal

of Science. April 2016, 23(80), 373-376.

14. Published a paper on "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.
15. Published a paper on "Fundamental Analysis on Select Cement Companies", International Journal of Research in IT & Management. Vol 6, Issue 6(June, 2016), ISSN 2231-4334.
16. Published a paper on "customer perception towards E-Banking services "at Global journal for research analysis IF: 3.62 | IC Value 70.36 Volume-5, Issue-3, March - 2016 • ISSN No 2277 - 8160.
17. Published a paper on "INDIA, THE LAND OF RETAILING "at International Journal of scientific research and management (IJSRM) ||Volume||1|| Issue|| 3 ||Pages|| 150 -156 ||2013|| Website: www.ijsrm.in ISSN (e): 2321-3418.
18. Presented a paper on "ROLE OF INDIAN BANKING SECTOR FOR SUSTAINABLE DEPARTMENT", at National Conference on Management and social sciences-its impact on sustainable development, conducted by School of Management Studies, CBIT, and Hyderabad on 25th & 26th October 2013.
19. Presented a paper on "THE STUDY OF GLOBAL VIRAL MARKETING STRATEGY THROUGH E-COMMERCE SERVICE SYSTEMS", at National Conference on Management and social sciences-its impact on sustainable development, conducted by School of Management Studies, CBIT, and Hyderabad on 25th & 26th October 2013.
20. Presented a paper on "CINEMATION" at SVITS in March, 2009.
21. Presented a paper on BROAD BAND at SVITS in January 2008 based on WEB TECHNOLOGIES.

**International /National Conferences:**

1. Presented a paper on" Impact on Educational system and its Transformation during pandemic crisis" at one day international conference on Contemporary issues on Management Studies organized by ICBM-school of business excellence on 26th march ,2021, Hyderabad.
2. Presented a paper on" Comparative study on commodity market and stock market" at 4<sup>th</sup> finance seminar, International level on unlocking financial growth after lockdown: issues and challenges post pandemic covid-19 organised by Prestige institute of management on 22th may 2021,Gwalior.
3. Presented a paper on "Taxation on Financial Derivatives", National level conference on Recent Trends in Multi-Disciplinary Academic Studies Across Global, Organized by Anveshana Educational & Research Foundation on 10<sup>th</sup> September 2016 at The National Small Industries Corp Ltd.