




# VIGNAN'S NIRULA

INSTITUTE OF TECHNOLOGY & SCIENCE FOR WOMEN

(Approved by AICTE, New Delhi & Affiliated to JNTU Kakinada)

Vignan Avenue, Peda Palakaluru, Guntur - 522009

## FACULTY PROFILE

<b>Name of the Faculty</b>	Dr Eluri Venu Madhavi		
<b>Designation</b>	HoD		
<b>Department</b>	MBA		
<b>Email &amp; Phone No</b>	<a href="mailto:elurivenumadhavi@gmail.com">elurivenumadhavi@gmail.com</a> 9441127829		
<b>Date of Joining</b>	04/06/2012		
<b>Employee ID</b>	83		
<b>Nature of Association</b>	Regular		
<b>Educational Background</b>	<ul style="list-style-type: none"><li>❖ Ph.D: Completed</li><li>❖ PG: MBA</li><li>❖ UG:BBM</li></ul>	2019 2000 1998	
<b>Research Areas</b>	Management		
<b>Experience</b>	22 years		
<b>S.No</b>	<b>Institute</b>	<b>Designation</b>	<b>Period</b>
1	Vignan's Nirula	HoD	04-06-2012 to Till Date
2	Christu Jayanthi Jubilee college, Guntur	Assistant Professor	01-05-2009 to 31/05/2012
3	Hindu College for PG courses, Guntur	Assistant Professor	01-05-2003 to 30/04/2007
4	Mahatma Gandhi College, Guntur.	Assistant Professor	01-05-2000 to 30/04/2003

## **JOURNAL PUBLICATIONS: 6**

1. Published a paper entitled, “ Supply chain practices in dairy industry- A review”, in International Journal of Business Management and Allied sciences, in Nov, 16.
2. Published a paper entitled, “ A review of literature in Indian industry” in International Journal of Research in commerce, Economics and management.
3. Published a paper entitled, “ Change is the only unchanging thing now- An insight into uncommon effects of demonetization on common man in India” in International Journal of Business Management and Allied sciences, Vol 4 issue 1.
4. Published a paper entitled, “ An insight into the scenario of domestic violence in India and the role of government in protecting women from domestic violence, in international journal of Management research and review. Feb.2017.
5. Published a paper entitled,” A conceptual framework on banking frauds and measures to prevent the same” in Journal for advanced research in commerce and management studies in feb,2015.
6. Published a paper entitled,” Effectiveness of Indian cyber laws in controlling cyber crimes”, in Zenith international journal of Business Economics and management research, july,2014.

## **CONFERENCE PUBLICATIONS: 9**

1. Presented a paper entitled “Published a paper entitled ‘An insight into benchmarking practices of Dairy Industry-A case of Amul, an icon of environmental stewardship” in 2<sup>nd</sup> annual conference on “Emerging issues in Business and Industry” by ICBE, ANU, conducted in **10<sup>th</sup> to 12<sup>th</sup> March-2017**.
2. Presented a paper entitled “Change is the only unchanging thing now- An insight into uncommon effects of demonetization on Indian economy in general and common man in particular”, in 2<sup>nd</sup> annual conference on “Emerging issues in Business and Industry” by ICBE, ANU in **27<sup>th</sup> & 28<sup>th</sup> Jan-2017**
3. Presented a paper entitled,” Impact of “Make in India” on selected sectors of Indian Industry” in a Two Day National Seminar on “Make in India – Opportunities and Challenges” conducted in **16<sup>th</sup> to 17<sup>th</sup> March-2017**
4. Presented a paper entitled,” A conceptual framework on HR out sourcing -- special reference to payroll out sourcing”, in 2<sup>nd</sup> International Conference Evidence Based Management, BITS PILANI in **17<sup>th</sup> and 18<sup>th</sup> MARCH 2017**.
5. Presented a paper entitled,” An insight into CSR initiatives of Indian Corporate in the sphere of education”, Global Summit on CSR, ANU conducted in **29<sup>th</sup> to 31<sup>st</sup> March-2017**.
6. Presented a paper entitled,” A theoretical framework on emerging trends in HRM”, International conference on business excellence through technological interventions,conducted in **28<sup>th</sup> & 29<sup>th</sup> April, 2017**.
7. Presented a paper entitled,” An insight into Business Incubation - A Boon to Start-ups”, International conference on Trends in Innovation and Entrepreneurship, Sri Padmavathi University, Tirupathi in **29<sup>th</sup> to 31<sup>st</sup> March-2017**
8. Presented a paper entitled,” A paradigm shift in Indian Tax Laws”, One Day National Seminar On GST -m Challenges and Opportunities, Davangere University, Karnataka in **13<sup>th</sup> April, 2017**

9. Presented a paper entitled, " Innovative HR Practices in Indian Companies" in International conference on 4Is", conducted in feb,2017.

### **Patents**

- Patent Grant; " An IOT enabled smart camera for automatic attendance management system of students/employees based on deep learning approach"

### **Book/Book Chapters**

**NIL**

### **FDP's/Workshops Attended**

- ✓ Attended 5 day FDP on UHV-1 organized by AICTE
- ✓ Attended 6 day FDP on UHV-2 organized by AICTE
- ✓ Attended a FDP on "Business law for Managers"
- ✓ Attended a FDP on "Strategic HRM"
- ✓ Attended a FDP on "Training of Trainers"

### **Achievements/Awards/Honors**

- ❖ **Completed 15 coursera course certificates in the year 2020**

**(E. Venumadhavi)**