

Prof. SUSHMA.NALLA

E-Mail: prof.sushmanalla@andhrauniversity.edu.in

Mobile: 9866220222



CAREER OBJECTIVE

To excel as a connoisseur in the academics and be a valued and respected contributor in the field of Management Education

***Work Experience: Overall 22 years of experience that includes
18 years of Teaching Experience and 4 Years of Research experience***

- ADJUNCT PROFESSOR ,AUSIB 2021-TILL DATE
- PROFESSOR , PYDAH 2015-2021
- HEAD OF THE DEPARTMENT & ASSOCIATE PROFESSOR 2008- 2015
DEPARTMENT OF MANAGEMENT STUDIES,
PYDAH EDUCATIONAL ACADEMY
- ASSISTANT PROFESSOR, PYDAH 2001- 2004
- ACADEMIC COUNCELLOR 2001- 2004
AMBEDKAR OPEN UNIVERSITY

- GUEST FACULTY
MAGNUS SCHOOL OF BUSINESS

2003 –2009

Educational Qualifications:

- 1) UGC (SRF)- AWARDED IN MANAGEMENT STUDIES BY UNIVERSITY GRANTS COMMISSION, NEWDELHI IN 2007.
- 2) UGC (JRF)- AWARDED IN MANAGEMENT STUDIES BY UNIVERSITY GRANTS COMMISSION, NEWDELHI IN 2002
- 3) UGC(NET)- QUALIFIED IN THE HUMAN RESOURCE MANAGEMENT IN THE YEAR 2014
- 4) PH.D ON MARKETING PROFESSIONAL SERVICES from ANDHRA UNIVERSITY, VISAKHAPATNAM
- 5) MBA- FIRST CLASS FROM ANDHRA UNIVERSITY
- 6) MHRM- FIRST CLASS POST GRADUATE CERTIFICATE FROM ANDHRA UNIVERSIT
- 7) MFM (MASTER OF FINANCIAL MANAGEMENT)- FROM PONDICHERRY UNIVERSITY
- 8) BBL (BACHELOR OF BUSINESS LAW)- FINAL YEAR FROM ANNAMALAI UNIVERSITY
- 9) PhD on “Knowledge Management and HRM Practices in IT Sector” in MHRM, Andhra university

Soft Skills Trainer, Infosys, Hyderabad

Trained at INFOSYS, HYDERABAD CAMPUS on soft skills and was selected as the 15 best trainers in Andhra Pradesh for their JKC project in 2007.

Books Published:

1. Published book on “Marketing Professional services” by Akansha publishing house , New Delhi with ISBN 978-81-8370-286-7.
2. Published book on Public-official relations in indian Railways by Lambert academic publishing, Germany with ISBN: 978-3-659-62177-2

Research papers Published in International and National Journals

1. E-Governance in Andhra Pradesh- An impact study on Mee-seva in international journal of multidisciplinary advanced research trends in volume 3, issue1, 2016;ISSN:2349-7408.
2. Mahilabyudayaniki bata vesina hindu code bill- in international journal of multidisciplinary advanced experimental research in volume 3,issue1,2016. ISSN:2349-9648.
3. Gandhi and Management in international journal of psychology and education , volume 3, issue 5&6, jan & feb 2016.ISSN: 2321-8606.
4. Dynamics of equality of status, opportunity and result under article 14 in international journal of multidisciplinary empirical research in volume 3, issue 1,2016. ISSN:2349-9656.
5. Gandhian thought on management of Newspapers in international journal of academic research, volume 3,issue 6(1),june 2016, ISSN:2348-7666.
6. Gender Discrimination in public sector enterprises in India- in international journal of psychology and education, volume 1, issue 7,march 2014. ISSN:2321-8606.

- 7.Importance of Management Education and its impact on entrepreneurship development in India-in International journal of psychology and Education, issue 8, volume1,april 2014 ,ISSN-2381-8606
- 8.Public official relations in indian Railways: A case study of waltair division in Andhra university journal of Humanities and management volume2, No.1&2, January- june& july-December 2014. ISSN 2321-9386
- 9.Gandhian and management leadership qualities in international journal of multidisciplinary educational research in volume5, issue2(2),feb 2016. ISSN:2277-7881
- 10.Gender and development approaches at national and international levels- in international journal of multidisciplinary educational research- volume 3,issue 4(1),april 2014.ISSN:2277-7881.
- 11.Management of social welfare hostels in Andhra Pradesh paper in international journal of Multi Disciplinary Educational Research, ISSN:2277-7881, IJMER, VOLUME 2, ISSUE 7(2) , June 2013
12. Leadership of women in panchayati raj institutions-a case study of Visakhapatnam in Andhra pradesh- in international journal of Multi Disciplinary Educational Research, ISSN: 2277-7881, IJMER, VOLUME 2, ISSUE 12(1), Nov 2013
13. The Relevance of Gandhian Ideologies in the present day society ISSN:2277-7881, IJMER, VOLUME 2, ISSUE 6(2) , May 2013
14. Evaluation of Rajiv Aarogyasri Health Insurance scheme in Andhra Pradesh in international journal of Multi-Disciplinary Educational Research, ISSN:2277-7881, IJMER, VOLUME 2, ISSUE 8 , july 2013

15. Management of Regional Transport Authority Office In Andhra Pradesh- A case study of Visakhapatnam in international journal of Multi-Disciplinary Educational Research ISSN:2277-7881, IJMER, VOLUME 2, ISSUE 1 1 ,October 2013
16. Hospital management in Andhra Pradesh: a case study on king George hospital in international journal of multi disciplinary educational research, volume 2,issue 9(2),august 2013. ISSN:2277-7881.
17. Human Relations in Mass media with reference to Employer- Employee relations in Telugu Movies ISSN:2277-7881, international journal of Multi-Disciplinary Educational Research IJMER, VOLUME 2, ISSUE 1 3(3) ,December 2013
18. Implementation of Indiramma Housing Scheme in East Godavari District: A case study of malkapuram mandal, Ap in local self government quarterly,Mumbai in july-september 2011, ISSN 0024-5623
19. Street and neglected children in india in local self government quarterly, Mumbai in jan- march 2013. ISSN:0024-5623.
20. Management of Rythu Bazaars in visakhapatnam , in local self government quarterly mumbai in january-March 2012, ISSN 0024-5623

International and National Seminars And Workshops Attended:

- PRESENTED PAPER ON GANDHI AND MANAGEMENT LEADERSHIP QUALITIES IN NATIONAL SEMINAR ON GANDHI AND MANAGEMENT FROM 02-03 OCT 2016 HELD BY GANDHIAN STUDIES CENTRE,ANDHRA UNIVERSITY.

- PRESENTED PAPER ON RAMA AND GOOD GOVERNANCE IN TWO DAY INTERNATIONAL SEMINAR TITLED “RAMA PHILOSOPHY IN INDIAN LITERATURE” ORGANISED BY LOKNAYAK FOUNDATION AND DEPARTMENT OF HINDI, ANDHRA UNIVERSITY ON 5TH AND 6TH MARCH’2016.
- PRESENTED PAPER ON GENDER DEVELOPMENT APPROACHES IN INTERNATIONAL CONFERENCE ON GENDER MAINSTREAMING: ISSUES AND STRATEGIES FOR EMPOWERMENT ORGANISED BY DR.DURGABHAI DESHMUKH CENTRE FOR WOMEN STUDIES, ANDHRA UNIVERSITY- 5TH TO 6TH MARCH’2014.
- PRESENTED PAPER ON IMPORTANCE OF MANAGEMENT EDUCATION ON ENTREPRENEURIAL DEVELOPMENT IN NATIONAL SEMINAR ON MANAGEMENT EDUCATION AND ENTREPRENEURIAL PRACTICES ON APRIL 30TH,2014 ANDHRA UNIVERSITY(SPONSORED BY UGC AND APSCHE)
- PRESENTED A PAPER ON GLOBALISATION IN INTERNATIONAL SEMINAR ORGANISED BY ANDHRA UNIVERSITY, JULY 2013
- PARTICIPATED IN A TWO DAY UGC WORKSHOP ON DEFENSE OF WOMEN: CHALLENGES AND SOLUTIONS 5-6TH MARCH 2013
- PRESENTED A PAPER ON GANDHIJI AND GLOBALISATION IN UGC NATIONAL SEMINAR ON GLOBALISATION, GOVERNANCE AND GANDHI MARCH 2012
- PRESENTED A PAPER AT NATIONAL SEMINAR ON CHILD PROTECTION : CONCERNS AND CHALLENGES ORGANISED BY CENTRE FOR STUDY OF SOCIAL EXCLUSION AND INCLUSIVE POLICY, MARCH 2012
- PARTICIPATED AND PRESENTED A PAPER ON RIGHT TO EDUCATION ACT 2009, ITS IMPLEMENTATION AND SOCIAL DEVELOPMENT OF INDIA, MARCH 2011

- PARTICIPATED IN NATIONAL SEMINAR ON CONFLICT RESOLUTION, PEACE AND GANDHI BY GANDHIAN STUDIES CENTRE MARCH 2011
- PRESENTED PAPER ON DR B R AMBEDKARS PHILOSOPHY OF HUMAN RIGHTS: PERSPECTIVES ON WOMEN IN UGC SEMINAR DR.AMBEDKARS PHILOSOPHY OF HUMAN RIGHTS: PERSPECTIVES ON WOMEN, DECEMBER 2011
- PRESENTED A PAPER AND PARTICIPATED IN NATIONAL SEMINAR ON “WOMEN EMPOWERMENT THROUGH SELF HELP GROUPS IN INDIA HELD ON 31ST AUGUST, 2010
- PRESENTED A PAPER ON DOMESTIC VIOLENCE AGAINST WOMEN IN INDIA IN UGC SAP NATIONAL SEMINAR ON HUMAN RIGHTS AND GENDER JUSTICE- NEW CHALLENGES- 2010
- PRESENTED A PAPER ON GENDER EQUALITY THROUGH WOMEN EMPOWERMENT BY DURGA BAI DESHMUKH CENTRE FOR WOMENS STUDIES, A ONE DAY REGIONAL SEMINAR , NOV 2010
- PRESENTED A PAPER ON EVOLUTION OF HIGHER EDUCATION IN INDIA IN A TWO DAY NATIONAL SEMINAR AT MAHARAJA COLLEGE , NOVEMBER 2010
- ATTENDED SEMINAR CUM WORKSHOP ON RETAILING TRENDS IN INDIA CONDUCTED BY ANDHRA UNIVERSITY 2005
- ATTENDED A NATIONAL SEMINAR ON “INTERNATIONAL BUSINESS” CONDUCTED BY SAP (UGC). NEWDELHI.2004
- ATTENDED A SEMINAR ON “WOMEN ENTREPRENEURSHIP” CONDUCTED BY SAP (UGC), NEWDELHI.2004
- ATTENDED A WORKSHOP ON “COMMUNICATION SKILLS” CONDUCTED BY MR.KESHAV RAO, PROFESSOR, AU. IN 2000
- ATTENDED A WORKSHOP ON “LEADERSHIP SKILLS CONDUCTED BY AU

Workshops conducted by CII (chamber of Indian industry)

- Attended a workshop on Women Entrepreneurship by CII in July 2013
- Attended a workshop cum discussion on “Human Resources as an Asset” organized by CII in may 2008

Refresher courses Attended:

1. Completed one month orientation programme in Andhra University HRDC, 2018
2. Completed Annual Refresher course in Management from swayam(ARPIT)-2019
3. Completed Annual refresher course in Leadership and governance from swayam(ARPIT)-2019

Research guidance – 2 PhDS (awarded)

- Anjali : A study of online shopping behavior of customers in tier 2 cities in Andhra Pradesh (under submission)
- Sanapala uday kumar: motivation of middle level employees in Visakhapatnam steel plant(Submitted)

(Prof.SUSHMA NALLA)