



Department of Freshman Engineering

Faculty Profile

Name : Dr. Lakshmi Nath Chadalavada
Designation : Associate Professor (Management)
Qualification : MBA, PG.DFM, M.Phil., APSET, Ph.D.
Total Experience : 27 years
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Publications:

1. Dr. Chadalavada Lakshmi Nath, Dr. Chaitali Bhattacharya, Dr. Abhay Jain, Dr. Rajendrasing Kiisansing Pardeshi, Dr. Daniel Pilli and Bhola Khan, “ The Influence of Economic Policies on Small and Medium Enterprises (SMEs) in Developing Economies”, European Economic Letters, ISSN; 2323-5233, Volume 14, Issue 3 (2024-October), 2462-2470. (Scopus).
2. Dr. Chadalavada Lakshmi Nath, Yogesh Popat, Dr.Vinith Parashar, M. Janane, “ Employee Well-being Programs: Evidance based Practices and Outcomes”Journal of Informatics Educatiob and Research, , ISSN; 1526-4726, Volume 4, Issue 3 (2024-September), 1094-1099. (Scopus)
3. Dr. Chadalavada Lakshmi Nath, Dr. SD Khan, Dr.S. Wankhede, Dr. B. Haralayya, Dr. B. Khan , Dr. P.Venkata Krishna, A Study on Service Quality Dimensions and Factors affecting Customer Satisfaction in E-Banking Functionality”, Korea Review of Internaytional Studies, , ISSN; 1226- 4741, Volume 15, Issue 41 (2022-December), (h Index).

4. Dr. Chadalavada Lakshmi Nath, Dr. M.Devanathan, Dr. KJ Gole, Dr. Vipanchi Yamuna “ A Study on Service Quality Dimensions and Service Gap in Information Technology with Respect to Customer Loyalty in Banking”, Korea Review of Internaytional Studies, , ISSN; 1226- 4741, Volume 15, Issue 41 (2022- December), (h Index).
5. Dr. Chadalavada Lakshmi Nath, Dr. M. B. Suvarchala, “ Industrial Revolution 4.0 & Education Models – An Indian Perspective” ,International Journal of Research and Analytical Reviews, , ISSN; 2438- 1269, Volume 9, Issue 4 (2022- November), UGC- Approved).
6. Dr. Chadalavada Lakshmi Nath, Dr. K.Pradeep Reddy “Innovative Performance through Entrepreneurial Marketing – A Case Study of SME Manufacturing in Guntur and Krishna Districts” ,IOSR Journal of Business and Management, ISSN; 2319- 7668, Volume 20, Issue 12 (2018- December), UGC- Approved.
7. Dr. Chadalavada Lakshmi Nath, “orporate Entrepreneurship : A Strategic and Structural Perspective” International Journal of Management and Humanities, ISSN; 2394- 0913, Volume 1, Issue 3 (2014- December), (Scopus)
8. Dr. Chadalavada Lakshmi Nath,” Impact of Level of Sex Appeal in Print Advertising on Brand Recall- A Study with Reference to Selected Products” Global Journal for Research Analysis, ISSN; 2277- 8160, Volume IV, Issue 6 (2015- June), UGC- Approved.
9. Dr. Chadalavada Lakshmi Nath, T. Subba Rayudu, “A Descriptive Study on Growth and Challenges of Dairy Sector in Andhra Pradesh” ,Global Journal for Research Analysis, ISSN: 2277 – 8160, Volume IV, Issue 7 (2015- July), UGC- Approved.
10. Dr. Chadalavada Lakshmi Nath, T. Subba Rayudu, “Profitability Performance of Dairy Industry in Andhra Pradesh – A Case Study of KDMPMACU (Vijaya Dairy) Limited – Vijayawada, ” Paripex – Indian Journal of Research, ISSN: 2250 – 1991, Volume IV, Issue 8 (2015- August), UGC- Approved.
11. Dr. Chadalavada Lakshmi Nath,” An Experimental Study on Role of Level of Sex Appeal in Print Advertising on Brand Recall “International Journal of Marketing & Human Resource Management, ISSN;0976- 6421 (Print) & ISSN 0976 – 643X (ONLINE), Volume 7, Issue 2 (2016—May-August)), UGC- Approved.
12. Dr. Chadalavada Lakshmi Nath,” A Study on Brand Recall Through Level of Sex Appeal in Print Advertising for Selected Products in Vijayawada” “International Journal of Research in IT & Management, ISSN; 2349- 6517 Volume 6, Issue6 (2016- June)), UGC- Approved.

Patents:-

1. Title of the invention : Device for Employee Attendance Management
Design No. 6347712

Grant Date : 27/02/2024

Granting Agency : Intellectual Property Office, UK
2. Title of the invention : Implementation of Systematic Framework for analysis of
Subordination Of Emerging Capitalist Economies along with Financial
Capitalism

Application No. : 202341000201 A

Publication Date : The Patent Office Journal No. 01/2023 Dated 06/01/2023, P. No. 763
3. Title of the invention : Machine Learning Based Approach along with Six Sigma Techniquesto
Assess the Tasks of Employees on Their Capabilities.

Application No. : Application No.202241059598 A

Publication Date : The Patent Office Journal No. 43/2022 Dated 28/10/2022.
P.No.68894
4. Title of the Invention : Systematic Framework For Embedding the Concept of Augmented
Reality into Digital Marketing and Monitoring Benefits.

Application No. : 202241061066 A

Publication Date : The Patent Office Journal No. 43/2022 Dated 28/10/2022. P. No. 70086.

Projects Sponsored by UGC:

1. A Micro Project on “Convergence of Knowledge / Experience / Resources for Rural Development “ Unnat Bharat Abhiyan (UBA) , a Flagship Programme of Ministry of Human Resource Development (MHRD) , Govt. of India, in September 2022 for Rs. 50,000/-.

Consultation Services to Government of Andhra Pradesh:

1. Appointed as Resource Person – Cum – Trainer to Agri Entrepreneurial Development Course to the Department of Agriculture, Government of Andhra Pradesh in May & July 2023 and the total amount received Rs. 75,000/-.

Participation in Workshops and Seminars:

1. Participated in One Day National Level Workshop on “India’s Educational Vision and Role Of Educators” by Ramakrishna Math Hyderabad on 27th July 2024.
2. Participated in the **U.G.C. Sponsored National** Seminar on “Corporate Governance; Challenges and Trends” organized by the Department of Commerce, Hindu College, Guntur, during 22nd and 23rd August, 2003 in the Technical Session on “Corporate Governance through Decentralization”.
3. Participated in **APSCHE Sponsored** Three Day International Conference on “ Academic Leadership and Management in Higher Education in a Globalized Economic Era : Perspectives and Challenges” organized by Dept. of Commerce & Business Management, University College of Arts & Science, Krishna University, Machilipatnam, during 02-04 March 2023.
4. Participated in **U.G.C. Sponsored** Two Day National seminar on “ Emerging Trends in Indian Capital Markets” organized by Dept. of Commerce and Business Administration, Acharya Nagarjuna University on 24-25 February, 2023.
5. Participated in **APSCHE Sponsored** One Day Awareness Boot Camp on “ Catalyzing Start-up Ecosystem in HEIs” organized by Centre for Skill Development, Entrepreneurship & Incubation, Sri Krishna Devaraya University, Ananthapuramu, on 22nd February 2023.
6. Participated in **APSCHE Sponsored** One Day Workshop on “ Roadmap And Action Plan For EISCs in A.P.” organized by VIT – AP University, Amaravathi, on behalf of Quality Assurance Cell (QAC), APSCHE, on 09th July 2023.
7. Participated in One day “**IP Awareness Training program**” on 24th June 2022 conducted by Intellectual Property Office, Government of India under KAPILA and NIPAM Scheme.
8. Participated in the 4 Days National Online Workshop on “**Preparation of revised AQAR**” held from 4th -7th April 2022 organized by Sao Chang College, Tuensang, Nagaland in collaboration with IQAC Cluster, India.
9. Attended to a Five Day Online Faculty Development Programme on “ **Global Securities Market – The Changing Landscape** “ from 4th - 8th April 2022 organized by Faculty Research Cell, Jain School of Commerce, Bangalore.
10. Participated in Seven Day FDP on “**Enhancing Quality by Unearthing Innovative Practices**” Jointly organized by Manner Thirumalai Naicker College (Autonomous), Madurai & APC Mahalaxmi College for Women, Thoothukudi, Tamilnadu during 18th April 2022 to 24th April 2022.
11. Participated at the **UGC Sponsored** International Seminar on “Corporate Social Responsibility Initiatives for Inclusive and Sustainable Development” (ISCSR-2016) on 19-21 February, 2016 organized by Department of Commerce and management, KBN College, (Autonomous), Vijayawada.
12. Participated at **UGC Sponsored** International Seminar on “Corporate Social Responsibility

Initiatives for Inclusive and Sustainable Development” (ISCSR-2016), on 19-21, February, 2016, organized by Department of Commerce and Management, KBN College, Vijayawada.

13. Participated in the **State Level Conference** on “Women Entrepreneurship: Financial Inclusion and Micro Financing for Self Help Groups (SHGs) in Andhra Pradesh”, Sponsored by NABARD, Hyderabad, organized by Department of Management Studies, TJPS College (PG Courses), Guntur on 4th February 2012 titled “Entrepreneurship Development”.
14. Participated in the **ICSSR Sponsored** National Seminar on “Managing Inclusive Growth in India: A look into the Socio Economic Perspectives” on 13th March, 2010 by Department of Business Administration, P.B. Siddhartha College of Arts & Science, Vijayawada, on “Corporate Social Responsibility: Practice of Business Ethics”.

Papers Presented:

1. **Presented a paper entitled “Digital marketing – Challenges & Opportunities”, at National Seminar on “Emerging Trends in Digital Marketing-Challenges and Opportunities” on 22-23rd March, 2019, organized by Department of Commerce and Business Administration, Acharya Nagarjuna University, Guntur.**
2. Presented a paper entitled “GST-It’s Impact on Indian Economy” at the UGC Sponsored National Seminar on “Goods and Services Tax (GST)-Operations and Dimensions, Implementation and Impact” on 01-09-2018 organized by Department of Commerce, DNR College, and Bhimavaram.
3. **Presented a paper entitled “The government of India’s role in promoting Innovation through policy initiatives for Entrepreneurship development” at the NHRD Sponsored National Seminar on “Challenges of New India – Realizing a Billion Aspirations” on 30-01-2018, organized by Department of Business Administration, PVP Siddhartha Institute of Technology, Vijayawada.**
4. Presented a paper entitled “Daughters as Successors in Family business”, at One Day National Seminar on “Journey of Woman from Home to Boardroom” on 8th March, 2016 organized by Department of Business Administration, Vijaya Institute of Management Sciences for Women, Vijayawada.
5. Presented a paper entitled “Impact of Depreciation of India Rupee on Indian Economy”, at One Day National Seminar on “Financial Crisis and Market Recovery: Past, Present and Future” on 27th February 2013 organized by Department of Business Management, Velagapudi Ramakrishna Siddhartha Engineering College, Vijayawada.
6. **Presented a paper entitled “Entrepreneurship Development”, at the State Level Conference on “Women Entrepreneurship: Financial Inclusion and Micro Financing for Self Help Groups (SHGs) in Andhra Pradesh”, Sponsored by NABARD, Hyderabad, organized by Department of Management Studies, TJPS College (PG Courses), Guntur on 4th February 2012.**
7. Presented a paper entitled “Corporate Social Responsibility: Practice of Business Ethics” at the ICSSR Sponsored National Seminar on “Managing Inclusive Growth in India: A look into the Socio-Economic Perspectives” on 13th March, 2010 by Department of Business Administration, P.B.

Siddhartha College of Arts & Science, Vijayawada.

8. **Presented a paper entitled “Corporate Entrepreneurship: A structural perspective” at the Seventh Biennial Conference on “New Frontiers of Entrepreneurship” organized by Entrepreneurship Development Institute of India, Ahmedabad during 21st – 23rd March, 2007.**
9. Presented a paper entitled “Total Quality Management in Higher Education” at the U.G.C. Sponsored National Seminar on “Higher Education: Realities, Challenges, Trends and Priorities” organized by A.N.R. College, Gudivada during 26th, 27th and 28th August, 2006.
10. Presented a paper entitled “Corporate Governance through Decentralization”, at the U.G.C. Sponsored National Seminar on “Corporate Governance; Challenges and Trends” organized by the Department of Commerce, Hindu College, Guntur, during 22nd and 23rd August, 2003 in the Technical Session on “Corporate Governance: New Paradigms”.
11. Participated and Presented a Paper entitled “ Research Approaches in Management Studies : A Special Emphasis on Marketing Management” at A Two Day National Level Workshop on “Research Methodologies” on 03 & 04-02-2017, organized by Department of Electronics and Communication Engineering, Ramachandra College of Engineering, Eluru.
12. Participated and Presented a Paper entitled “Empowerment of Women through Industrial Set-ups” at One Day National Seminar on “Journey of Woman from Home to Board Room” on 8th March, 2016 organized by Department of Business Administration, Vijaya Institute of Management Sciences for Women, Vijayawada, titled “Daughters as Successors in Family business”.
13. Participated and Presented a Paper entitled “Intrapreneurship – A Tool for Economic Development” at Two Day National Conference on “Entrepreneurship 2.0 – Changing Models in New Economic Era” on 29 – 30 March, 2016 organized by Prasad V. Potluri Siddhartha Institute of Technology, Vijayawada, titled “Innovative performance through Entrepreneurial Marketing”.
14. **Participated and Presented a Paper entitled “Corporate Social responsibility – An Empirical Study of Economic Sustainability “at the UGC Sponsored International Seminar on “Corporate Social Responsibility Initiatives for Inclusive and Sustainable Development” (ISCSR-2016) on 19-21 February, 2016 organized by Department of Commerce and management, KBN College, (Autonomous), Vijayawada.**
15. Participated and Presented a Paper entitled “Need for Soft Skills in Personal and Professional Life” at the One day Conference on Journey of Women From Home to Board Room organized by Vijaya Institute of Management Sciences For Women on 08-03-2016.
16. **Participated and presented a Paper entitled “ Corporate Social responsibility – A Boon or Bane of Corporate Profits” at UGC Sponsored International Seminar on “Corporate Social Responsibility**

Initiatives for Inclusive and Sustainable Development” (ISCSR-2016), on 19-21, February, 2016, organized by Department of Commerce and Management, KBN College, Vijayawada.

- 17. Participated at Two Day Workshop on “Research Methodology and Data Analysis-SPSS” on 04-5th July, 2016, organized by Acharya Nagarjuna University, Guntur.**
18. Participated at National Workshop on “National Institutional Ranking Framework” on 17th December, 2015, organized by ELOIT Innovations and Credisapp, New Delhi.
19. Participated at One Day Workshop on “NBA Orientation Programme” on 6th June 2016, organized by Andhra Loyola Institute of Engineering and Technology, Vijayawada.
20. Participated in the State Level Conference on “Women Entrepreneurship: Financial Inclusion and Micro Financing for Self Help Groups (SHGs) in Andhra Pradesh”, Sponsored by NABARD, Hyderabad, organized by Department of Management Studies, TJPS College (PG Courses), Guntur on 4th February 2012 titled “Entrepreneurship Development”.
21. Participated in the ICSSR Sponsored National Seminar on “Managing Inclusive Growth in India: A look into the Socio Economic Perspectives” on 13th March, 2010 by Department of Business Administration, P.B. Siddhartha College of Arts & Science, Vijayawada, on “Corporate Social Responsibility: Practice of Business Ethics”.
22. Participated in the U.G.C. National Seminar on “Socio-Economic Dimensions of Union Budget 2008-2009” on March 28-29, 2008 organized by Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar.
23. Participated in the U.G.C. Sponsored National Seminar on “Retailing in India: Strategies, Trends and Opportunities” on 9th October, 2007 by Post Graduate Centre, P.B. Siddhartha College of Arts & Science, Vijayawada.
24. Participated at the Seventh Biennial Conference on “New Frontiers of Entrepreneurship” organized by Entrepreneurship Development Institute of India, Ahmedabad during 21st – 23rd March, 2007 in the Technical Session on “Corporate Entrepreneurship: A structural perspective”
25. Participated in the U.G.C. Sponsored National Seminar on “Higher Education: Realities, Challenges, Trends and Priorities” organized by A.N.R. College, Gudivada during 26th, 27th and 28th August, 2006 in the Technical Session on “Total Quality Management in Higher Education”
26. Participated in the U.G.C. Sponsored National Seminar on “Corporate Governance; Challenges and Trends” organized by the Department of Commerce, Hindu College, Guntur, during 22nd and 23rd August, 2003 in the Technical Session on “Corporate Governance through Decentralization”.
27. Participated in APSCHE Sponsored Three Day International Conference on “ Academic Leadership and Management in Higher Education in a Globalized Economic Era : Perspectives and Challenges” organized by Dept. of Commerce & Business Management, University College of Arts & Science, Krishna University, Machilipatnam, during 02-04 March 2023.
28. Participated and presented a Paper entitled “ **The Growth and Challenges to the Indian economy**”

in U.G.C. Sponsored Two Day National seminar on “ Emerging Trends in Indian Capital Markets” organized by Dept. of Commerce and Business Administration, Acharya Nagarjuna University on 24-25 February, 2023

Participation in FDPs and QIPs:

1. Attended to a Short-term Online Faculty Development Programme on “ Professional Development of Teachers for NEP and Current Opportunities in Education” Organized by IQAC Cluster India, H.V.Desai College, Pune, & A.N.R. College, Gudivada from 22nd – 31st May 2023.
2. Attended to a Five Day online Faculty Development Programme (FDP) of AICTE – ATAL “**Life Skills Management – Road- Leadership & Excellence**” by GITAM University, from 21-25 June, 2021.
3. Attended to a Five Day online Faculty Development Programme (FDP) of AICTE – ATAL “**Management of Intellectual Property (IP) & Innovation (Creation, Protection and Leveraging of IP)**” by National Institute of Industrial Engineering, Mumbai from 5th -9th July 2021.
4. Attended to a Five Day online Faculty Development Programme (FDP) of AICTE – ATAL “**Practice Managers for Industry 4.0** “ by IIM Sirmur, Himachal Pradesh, from 26th to 30th August 2021.
5. Attended to a Five Day online Faculty Development Programme (FDP) of AICTE – ATAL “**Emerging Trends, Pedagogy and Teaching Skills in Management Education – Post Covid- 2019**” by IILM Graduate School of Management, Greater Noida, from 6th -10th September, 2021
6. Participated in a Five-Day AICTE Sponsored Management Development Programme on “**Effective Marketing Management**” conducted at Management Development Institute (MDI), Gurugaoon during 4-8 September, 2000.
7. Participated in a Five-day AICTE Sponsored Quality Improvement Programme on “**Operations Management**” conducted at Management Development Institute (MDI), Gurugaoon during 15-19 October, 2001.
8. Participated in a two day AIMS-AP Chapter Sponsored Faculty Development Programme on “**Paradigms of Education – Role of A Teacher and Reflective Teaching**” at Lakkireddy Bali Reddy College of Engineering, Mylavaram, on 17th-18th July 2018.

9. Participated in a three-day Faculty Development Programme on “**Challenges and Trends in Management Education**” organized by Department of Business Administration, Andhra Loyola Institute of Engineering and Technology, Vijayawada, on 28th - 30th July 2016.

Extension Activities: -

1. Appointed as Consultant- Cum- Trainer by **Government of Andhra Pradesh** and Agricultural Sector Council of India, to “**Agri- Entrepreneurial Development Programme**”, from 29th May

to 07th June 2023 at SEEDAP Training Center, Eluru.

2. Appointed as Consultant- Cum- Trainer by **Government of Andhra Pradesh and** Agricultural Sector Council of India, to “**Agri- Entrepreneurial Development Programme**”, from 3rd -19th July 2023 at SEEDAP Training Center, Machilipatnam.

Research Activities:

1. Research Guide in the Department of Management Studies, Krishna University, Machilipatnam.
2. Research Guide in the Department of Commerce and Management Studies, Annamalai University, Chidambaram and two scholars are pursuing their Ph.D.