

PROFILE

Name : BODDU KALPANA

Designation : Assistant Professor

Teaching Experience : 21 years

Educational Qualifications: M. Com, MBA, MPhil, (Ph. D)

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Academic Profile:

Course	Name Of the Institution	Percentage
Ph.D	Andhra University	Pursuing
M.phil	Madhurai Kamaraj University	50%
M.com	Nagarjuna University	61%
MBA	Nagarjuna University	61%
B.com	Nagarjuna University	65%

PUBLICATIONS:

Papers Published:

1. Published Book Chapter "The Role of CRM in Retail Banking and Its Relevance to Current Trends and Dynamics" published Book titled "Banktech 4.0: The Next Wave of Transformative Banking" with ISBN: 979-8-89113-895-7 in 2024 P. no 193-210 Published by Nova Science Publishers, Inc., New York, Indexed in Scopus <https://orcid.org/0009-0007-9345-7358>.
2. Published article "An impact of Global Value Chain participation on Textile and Apparel Exports with Reference to Ethiopia" published in "African Journal of Biological Sciences" South Africa, with ISSN: 2663-2187 in 2024 P. no 1068-1079, Scopus Paper. ORCID ID <https://orcid.org/0009-0007-9345-7358>.
3. Published article "The Significance of cybersecurity in stock market operations: addressing challenges and fostering future developments" published in "International Conference on "Cyber security in E-Business and Management" on 29th August, 2024" with ISBN: 978-93-341-0261-1 in 2024 P. no 34-39 organized by Department of Commerce and Management, Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada.

4. Published article **“Role of NABARD in Agriculture and Rural Economy- An Overview”** published in **“EMERGING APPLICATIONS AND SMART SYSTEMS BASED ON BLOCKCHAIN TECHNOLOGY”** with ISBN: **978-81-953592-1-9** in 2022 P. no 107-114 organized by SK RESEARCH GROUP OF COMPANIES –
a. SKRGC PUBLICATION, Madurai Tamil Nādu.
5. Published article **“A Study on talent management and retention strategies with respect to pharmaceutical Industry”** published in **“EMERGING APPLICATIONS AND SMART SYSTEMS BASED ON BLOCKCHAIN TECHNOLOGY”** with ISBN: **978-81-953592-1-9** in 2022 P. no 257-266 organized by SK RESEARCH GROUP OF COMPANIES – SKRGC PUBLICATION, Madurai Tamil Nādu.
6. Published an article **“Role of Entrepreneur in Economic Development”** published in **“Global Business - A Paradigm Shift”** with ISBN 978-81-92060975 in 2018 organized by Maris Stella College, Vijayawada.
7. Published an article **“GST in India”** published in **“Challenges of New India - Realizing a Billion Aspirations”** with ISBN 978-93-5288-084-3 in 2018.
8. Published an article **“HRM and Innovation Management”** published in **“Innovation Management: A Strategic Imperative for Growth”** by Department of Business Administration, P.B. Siddhartha College of Arts & Science, Vijayawada with ISBN 978-93-5268-742-8 in 2017.
9. Published an article **“E-Governance Initiatives”** published in **“The Fourth Industrial Revolution – Impact on Business, Government & Society”** by Department of Business Administration, P.B. Siddhartha College of Arts & Science, Vijayawada with ISBN: 978-93-5267-483-1 February, 2017 in page no.146-155.
10. Published an article **“Role of Entrepreneur in Development of Indian Economy”** in ISSN Journal **“Internal Journal of Commerce”** published by **Global Association of Commerce & Management, Salem** with ISSN: 2394-9597 Vol.2 January – June 2015 in page no.295-297.
11. Published an article **“Recent Trends in Retailing India”** in ISBN Book **“Retailing Trends in India”** published by JMG Publishers, Chennai February 2015 with ISBN: 9788180941658 in page no.105-110.
12. Published an article **“Evolution of Corporate Governance in India”** in ISBN Book **“Enhancing Competitiveness for Business Excellence”** published by G.K. Publisher, Chennai 2015 with ISBN: 978-93-81208-44-1 in page no.377-383.
13. Published an article **“Talent Management in Indian Banking Sector”** in ISBN Book

“Transforming Organizations through Talent Management” published by Archers & Elevators Publishing House, Bangalore November 2014 with ISBN: 978-93-83241-63-7 in page no.377-383.

14. Published an article **“The Significance of Knowledge Management System”** in **International Journal of Research & Business Innovation** published with ISSN No.: 2321-5615 in Vol.2 No.3 in Page No.31-34 in July – December 2014.

15. Published an article **“Managing Stress at Workplace”** in ISBN Book **“Stress Management at Workplace”** published by Dept. of Business Administration, VR Siddhartha Engineering College, Vijayawada in April 2013 with ISBN: 978-81- 92313401.

Positions Held:

- Convenor 6th Criteria
- Convenor Wellness Club
- Member IIC

International Seminar / Conference / Workshop

1. Participated and presented a paper in Two-day International Conference titled **“Trends in Retailing and Branding”** organized by Department of Commerce, University of Madras in association with Federation of Indian Chambers of Commerce and Industry during 19 – 20 February, 2015 on **“Trends in Retailing and Branding”**
2. Participated and presented a paper in one day International Seminar titled **“HRM Role on Training and Development”** organized by VR Siddhartha Engineering College on 11-04-2012 on **“Enhancing Competitive Advantage through Strategic HRM”**

National Seminar / Conference / Workshop

1. Participated in Two Day National Workshop on **“Emerging Trends in Global Business** “during 29 – 30 March, 2014 organized by Department of International Business Studies, Acharya Nagarjuna University, Nagarjuna Nagar, Vijayawada.
2. Participated in National Seminar on **“Brand Management in Indian Industry”** on 28th March, 2014 and presented a paper titled **“Significance of Corporate Branding in India – A Case Study of Corus”** organized by Department of Business Management, V R Siddhartha Engineering College, Vijayawada.
3. Participated in National Seminar on **“Retail Banking Trends & Challenges”** on 15th March, 2014 and presented a paper titled **“Customer Relationship Management in Retail Banking”** organized by Department of Business Administration, KBN College, PG Centre, Vijayawada.
4. Participated in Three-day National Seminar on **“New Paradigms and Perspectives in Business Excellence”** during 31st January – 2nd February, 2014 and presented a paper titled **“The Significance of Knowledge Management System”** organized by Department of Commerce & Business Administration, P.B. Siddhartha College of Arts & Science, Vijayawada.
5. Participated and presented a paper titled **“Managing Stress at Workplace”** in a National Seminar on **Stress Management at Workplace** organized by Department of Business Management, VR Siddhartha Engineering College, Vijayawada on 20th April, 2013.
6. Participated and presented a paper titled **“Global Financial Crisis impact on India”** in a National Seminar on **Financial Crisis and Market Recovery: Past, Present & Future** organized by Department of Management Students, VR Siddhartha Engineering College, Vijayawada 27th February, 2013.
7. Presented paper in a national seminar on **“ROLE OF KM IN HIGHER EDUCATIONAL INSTITUTIONS”** conducted by Nagarjuna University during 28-29 March, 2012
8. Participated and presented paper in a national seminar on **"CORPORATE SOCIAL RESPONSIBILITY IN INDIAN INDUSTRY"** on 7th April 2011 at V.R. Siddhartha Engineering College, Kanuru.
9. Participated in a national seminar on **“BRANDING: MOST POWERFUL WEAPON FOR CORPORATE SUCCESS”** on 27th 2010 at Montessori Mahila Kalasala,

10. Participated in a one-day national workshop on "**BRAND WISE**" on 22nd September 2007 at KLCE Guntur.

11. Has participated in "Mentorship Workshop" held on 20.05.2017 conducted by Medical Education Unit, Dr. Pinnamaneni Siddhartha Institute of Medical Sciences & Research Foundation, Chinna Avutapalli.

FDP

1. Participated in one day FDP on "International Financial Reporting Standards (IFRS)" jointly organized by The Association of Chartered Certified Accountants (ACCA), Department of Commerce and Business Administration, Acharya Nagarjuna University, on 20th December 2024.
2. Participated One Day Faculty Development Program on "**The Faculty Knowledge Sharing Program**" organized by ICFAI Business School during **26 July, 2018**.
3. Participated Two Day Faculty Development Program on "**Paradigms of Education – Role of a Teacher and Reflective Teaching**" organized by School of Management Studies, Lakireddy Bali Reddy College of Engineering, Mylavaram during **17-18 July, 2018** in association with AIMS – AP Chapter.
4. *Effective Class Room Management, Impactful Teaching, Innovative Instructional Strategies and Citizen Social Responsibility* were the topics covered in the **FDP on Effective Teaching** organised on 24th October, 2016. Eighty-six faculty members from eight different colleges participated. **Prof M L Sai Kumar**, Former Dean, Institute of Public Enterprise was the Chief Resource Person.
5. Participated in AICTE sponsored Two Week Staff Development Program on "**Emerging Trends in Business Models**" organized by Department of Business Administration, P.B. Siddhartha College of Arts & Science during 26 June – 9 July, 2012.

SUBJECTS HANDLE:

- Insurance & Risk Management
- Business Environment
- Banking Law & Practice
- Advanced Banking
- Financial Accounting & Tally
- Banking & Insurance Management
- Human Resource Planning
- Human Resource Development
- Corporate Accounting

- Strategic cost management
- Life Insurance
- Insurance Products and Management
- Business Law
- Financial Institutions and Markets
- Financial Management.
- Service Marketing
- Advertising and Media Planning

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