

CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY (AUTONOMOUS)
HYDERABAD, TELANGANA-500075 (INDIA).

GUEST LECTURES/ TRAINING PROGRAM

➤ Mr. V.B.K. Rao and Dr. B V Jayanthi organized guest lecture titled “The Importance of AR and VR for Future Managers” on 28.10.2025 for MBA I and III semester students. Mr. Kemburu Sateesh Kumar, Founder and Managing Director - Scintilla Kreations and Digital Academy, handled the session.



➤ Dr. Rakhee Renapurkar and Dr. M Sangeetha conducted a financial literacy session in partnership with the National Stock Exchange (NSE) and SEBI, titled “Introduction to Financial Planning” on 29.08.2025. Ms. Svetlana Tatuskar was the Guest Speaker for the webinar.

|| Pratham ||
Level 1 of Financial Literacy Program

Introduction to Financial Planning

Soch kar
Samajh kar
Invest kar

Investor Awareness Program

Sutras

Plan for Emergencies

Plan for Family Goals

Plan for Retirement

Retirement Planning

Step 1: Expenses at the time of retirement because of inflation

Current Age	25
Retirement Age	45
No. of years for retirement	20
Current monthly Expenses	Rs. 10,000
Inflation	2%
Expenses at the time of retirement	Rs. 38,696.84

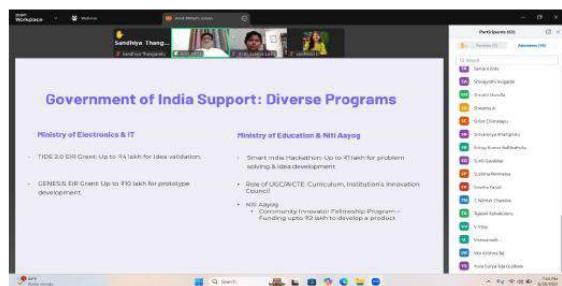
To arrive at current expense
Assume the inflation rate is

4

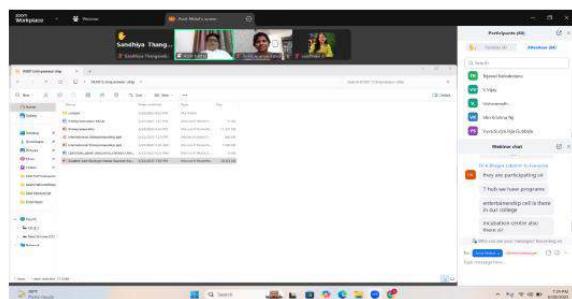
- Dr. S. Saraswathi, Dr.B.Lavanya, and Dr. K. Bhagya Lakshmi conducted a webinar in partnership with IFERP student chapter, titled “Entrepreneurship for students in Universities/colleges in digital world” on 28.06.2025. Dr. Amit Mittal, Pro Vice chancellor, Research Programs, Chitkara University, Chandigarh-India was the Guest Speaker for the webinar.



Speaker: Dr. Amit Mittal



Webinar –discussion



Participants-Chat discussion

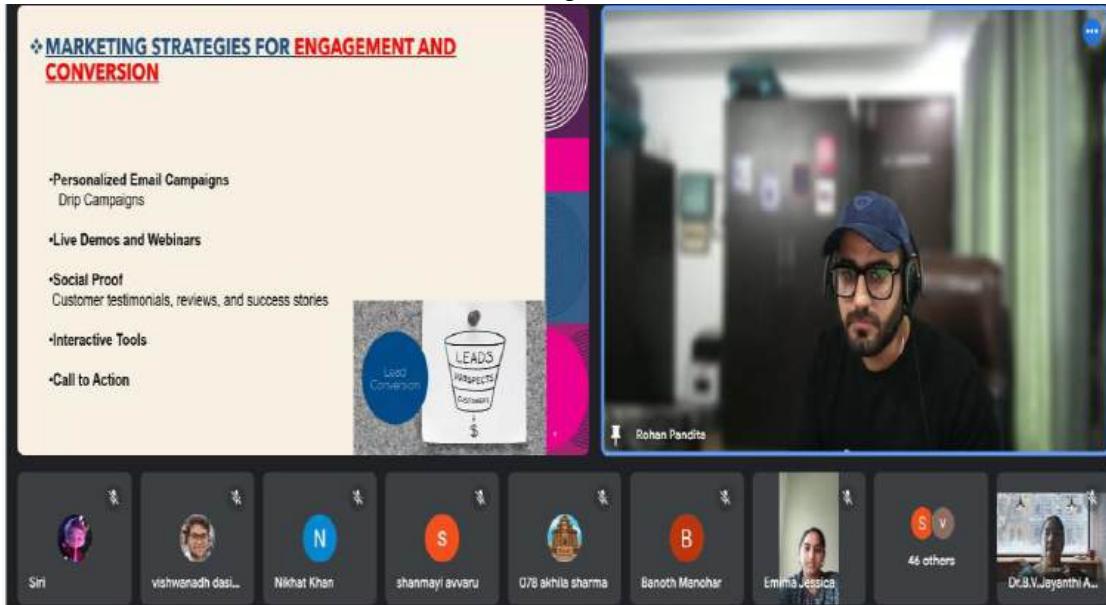
- Dr. S. Saraswathi and Dr.B.Lavanya, as part of Think Club, School of Management Studies organized an Industry Expert talk, “Career planning and opportunities in Investment Banking” on 26.06.2025. Mr. Shiva Shanker Elichala, Asst. Vice president-A banking firm was the Guest Speaker for the talk



- Dr. B V Jayanthi organized an online Industry Expert talk, “Unlocking Sales Strategies in the Services Domain: Insights from the Realty Sector” on 09.01.2025. Ms Namrata Naidu, Brand Digital Marketer, Corporate Communication, Hiranandani Group - Mumbai was the Guest Speaker for the session.

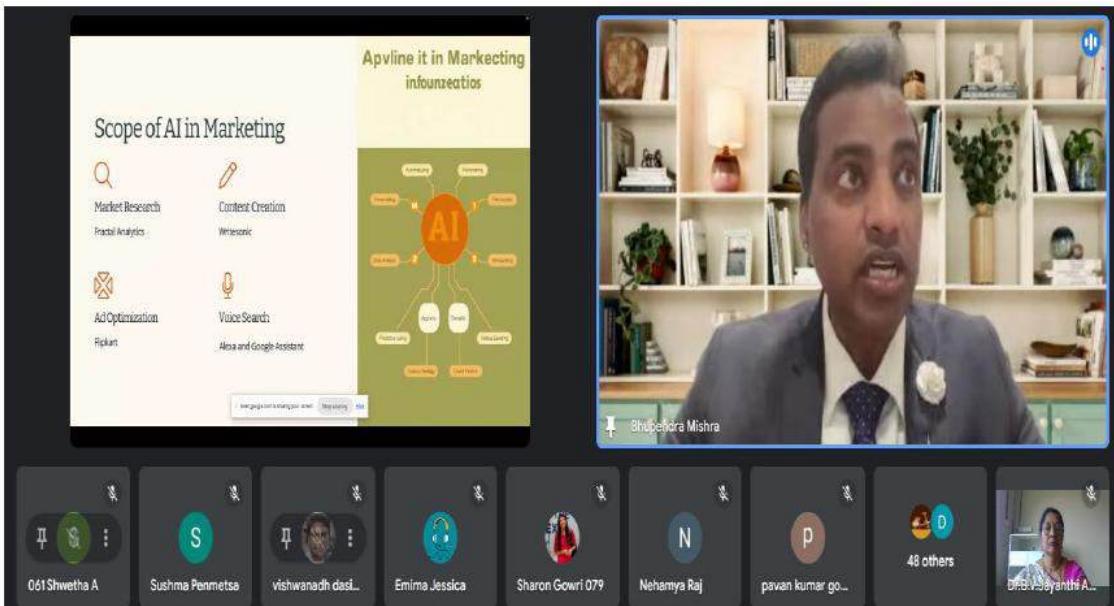


➤ Dr. B V Jayanthi organized an online Industry Expert talk, “Exploring Marketing and CRM Strategies for Tech-Based Products in the Digital Era” on 07.01.2025. Mr Rohan Pandita, Senior Analyst, Global Sales Operation, Cvent, Gurugram was the Guest Speaker for the session.



The screenshot shows a video conference interface. On the left, a slide titled "MARKETING STRATEGIES FOR ENGAGEMENT AND CONVERSION" lists strategies: Personalized Email Campaigns, Live Demos and Webinars, Social Proof, Interactive Tools, and Call to Action. It includes a diagram showing a funnel from "Lead Conversion" to "LEADS", "RESPONSES", and "Conversion". On the right, a video feed of Mr. Rohan Pandita, a man with a beard and glasses wearing a cap and headphones, is displayed. Below the video are participant thumbnails and names: Siri, vishwanadh dasi..., Nikhat Khan, shanmaya avvaru, 078 akhila sharma, Banoth Menchar, Emma Jessica, 46 others, and Dr.B.V.Jayanthi A... The video feed has a blue border.

➤ Dr. B V Jayanthi organized an online Industry Expert talk, “Harnessing the Power of AI in Marketing: Transforming Strategies for the Digital Age” on 06.01.2025. Mr Bhupendra Mishra, Program Chair, Faculty Development, Universal Ai University, Mumbai was the Guest Speaker for the session.



The screenshot shows a video conference interface. On the left, a slide titled "Scope of AI in Marketing" lists applications: Market Research (Facial Analytics), Content Creation (Writersonic), Ad Optimization (Riptail), and Voice Search (Allo and Google Assistant). It also features a central diagram of AI integrated into various marketing functions like Marketing, Sales, and Customer Service. On the right, a video feed of Mr. Bhupendra Mishra, a man in a suit and tie, is displayed. Below the video are participant thumbnails and names: 061Shwetha A, Sushma Penmetsa, vishwanadh dasi..., Emma Jessica, Sharon Gowri 079, Nehemya Raj, pavan kumar go..., 48 others, and Dr.B.V.Jayanthi A... The video feed has a blue border.

➤ Dr. B V Jayanthi organized an online Industry Expert talk, “Unveiling Pricing Strategies and Excellence in the Premium Service Domain” on 30.12.2024. Mr. Vivek Viswanathan, Marketing Lead - Pricing, AMEA (Asia-Middle East-Africa), FedEx, Mumbai was the Guest Speaker for the session.

Section 5

5.4 Types of pricing

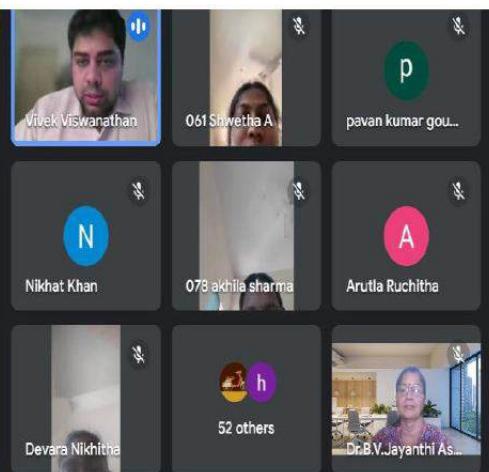
4. Dynamic Pricing

Dynamic pricing is a pricing strategy where prices are adjusted in real-time based on various factors like demand, supply, competition, and time.

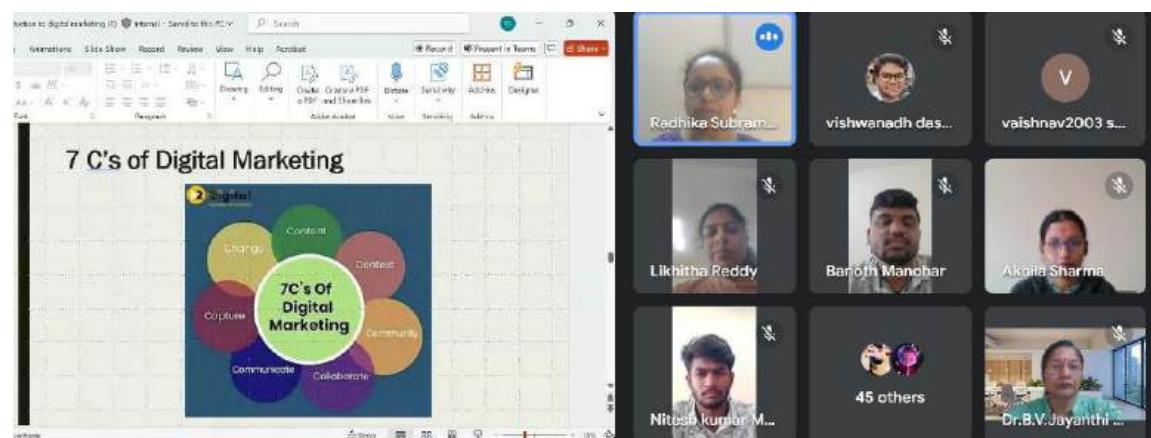
Example: **Airline Ticket Pricing**

Factors:

- **Demand:** High demand during peak seasons or holidays leads to higher prices.
- **Time:** Prices fluctuate based on the time of booking (early birds get discounts, last-minute tickets are often more expensive).
- **Seat Availability:** As seats fill up, prices tend to increase.
- **Competition:** Airlines monitor competitor prices and adjust their own accordingly.



➤ Dr. B V Jayanthi organized an online Industry Expert talk, “Navigating the Digital Maze: Real-world Insights into Online Marketing, Internet Marketing, and Digital Strategies” on 28.12.2024. Ms Radhika Subramanian – AGM Retail Management & Business Development, Godrej Enterprises, Mumbai was the Guest Speaker for the session.



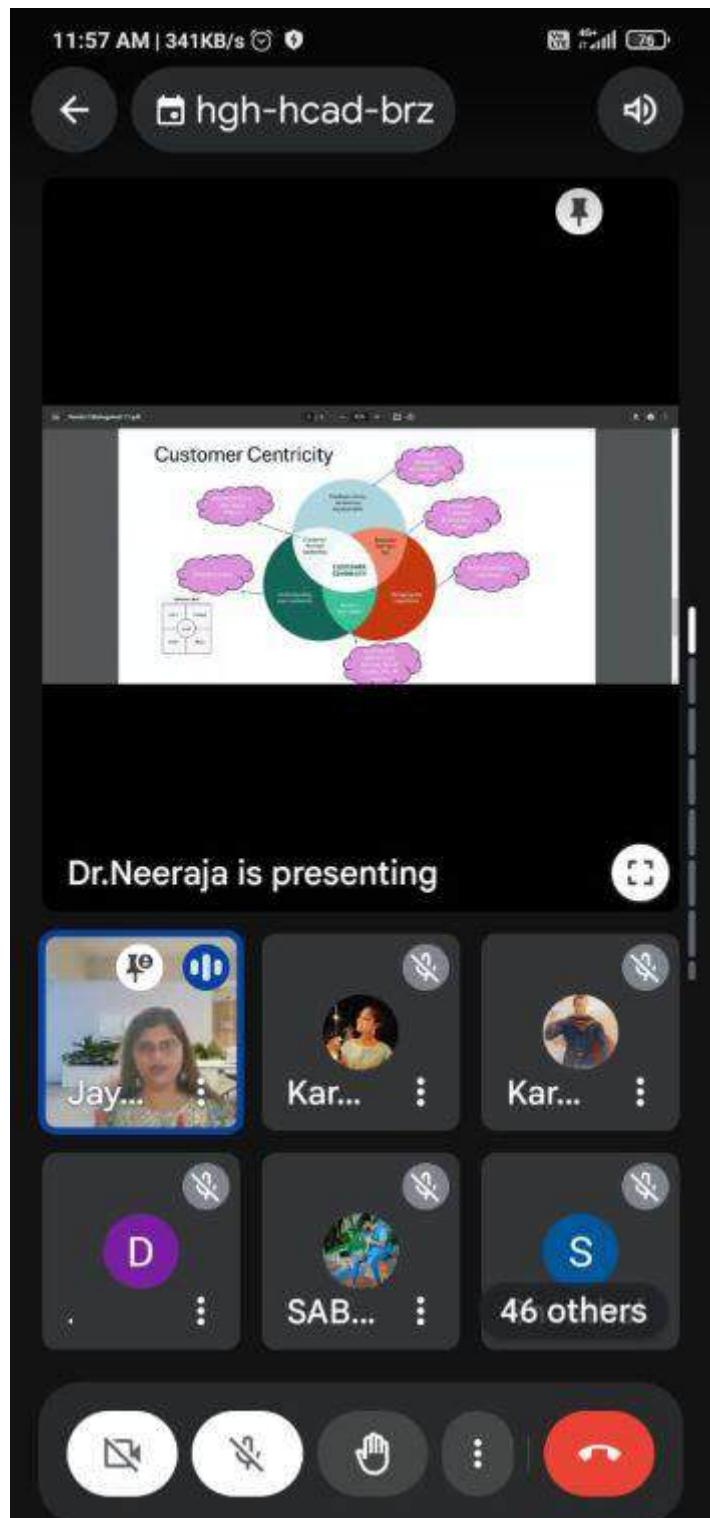
➤ M. Sangeetha organized an Industry Institute Session, “Acing the Interview and Careers in Taxation” on 18.12.2024. Saji Mark, Director, People Group - India & Philippines, Ryan India Tax Services Pvt Ltd, Jeetal Thakker, Director, Enrolled Agent (EA) - Transaction Tax (US and Canada - Sales & Use | Severance Tax | National Tax), Ryan India Tax Services Pvt Ltd, Shridhar Motha, HR- Talent Acquisition at Ryan India Tax Services Pvt Ltd were the Guest Speakers for the session.



- Dr. T S Poornachandrika, Dr. K Sowmya, and Dr. Bhagya Lakshmi organized an Industry Expert talk, “Navigating Through Corporate Landscape” on 02.12.2024. Ms Srikanthi, Analyst, Deloitte Pvt Ltd, was the Guest Speaker for the session.



- Dr. B. Neeraja successfully conducted a webinar on "Customer Centricity in Product Management" on 3.10.2024. Ms.Jayashree, Digital product manager-Omni Commerce Product Space in Kohler was the Guest Speaker for the webinar.



Ms.Jayashree, Digital product manager-Omni Commerce Product Space in Kohler addressing students online

- Smt.M.Sangeetha organized Campus Engagement Session for MBA III Semester Students on 20.08.2024. Mr Madhava Rao K, Asst Vice President - Strategic Business Transformation, Venkatesh Aluri, Talent acquisition consultant, Harshita Gupta, Talent Acquisition specialist, Franklin Templeton, Hyderabad handled the session.



HR Team form Franklin Templeton addressing students

- Mrs. M Sangeetha, Assistant Professor organized a guest lecture on “Career Opportunities in Investment Banking and Asset Management” on 19th December 2023 from 02.45 PM - 04.05 PM Ms. Bharathi Raju and Ms.Srilakshmi Pullela, Assistant Managers, Franklin Templeton, Hyderabad were guest speakers.



The Guest speaker delivering lecture during the session.

- Dr. K. Bhagya Lakshmi successfully orchestrated a guest lecture on "Money Matters Unveiled: Exploring the Essentials of Financial Literacy" on 31st October 2023 from 11:15 P.M to 12:15P.M. Mr. Prakash Shah, Co-Founder of Shah Financial, was the Guest Speaker.



Mr. Prakash Shah delivering lecture and the audience during the financial literacy session.

- Dr. T S Poornachandrika organized an online guest lecture on "How Marketing can help to make a difference in Business" on 10.02.2023. Mr. S. Shailendra Naidu, Director and CEO of Obupay & Founder, Sprout Knowledge Solutions was the Guest Speaker.
- Dr M. Narendra and Mrs J Mounika Reddy organized a Guest Lecture on "Analytics for Future" on 23rd July 2022 from 11:15 P.M to 12:15P.M. Mr Hem Kumar Reddy, Data Analyst Media Mint was the Guest Speaker.



Mr Hem Kumar, Guest Speaker and students during the session

- As a part of Entrepreneurial Development, Smt B Lavanya, Assistant Professor -SMS department has organized an Expert talk on Start-up and its Basics to MBA IV semester students. The speaker Dr. M. K. Kaushik, Centre Head ACIC CBIT, addressed the students on the need and growth prospects of start ups in India.



Speaker, Faculty Members and students during the session

- Dr. Narender and Dr Mandakini Paruthi organized a Guest Lecture on “Investment Banking” on 24th June 2022 from 10:10 A.M. to 12:00 Noon.



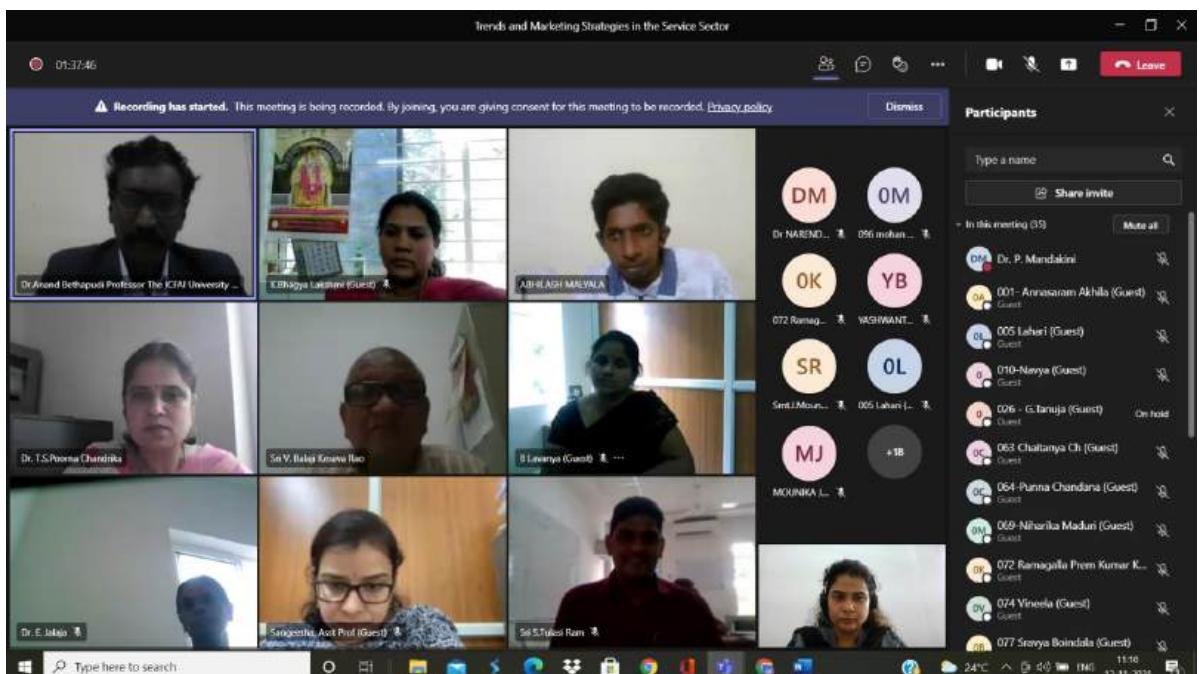
CA DSS PRAVEEN KUMAR, the guest Speaker addressing the students during the session

- Dr. Narender Miryala and Smt. J. Mounika Reddy organized a guest lecture on, “Careers and Entrepreneurship in Business Analytics” on 10.12.2021 from 11:00 A.M. to 12:30 P.M.



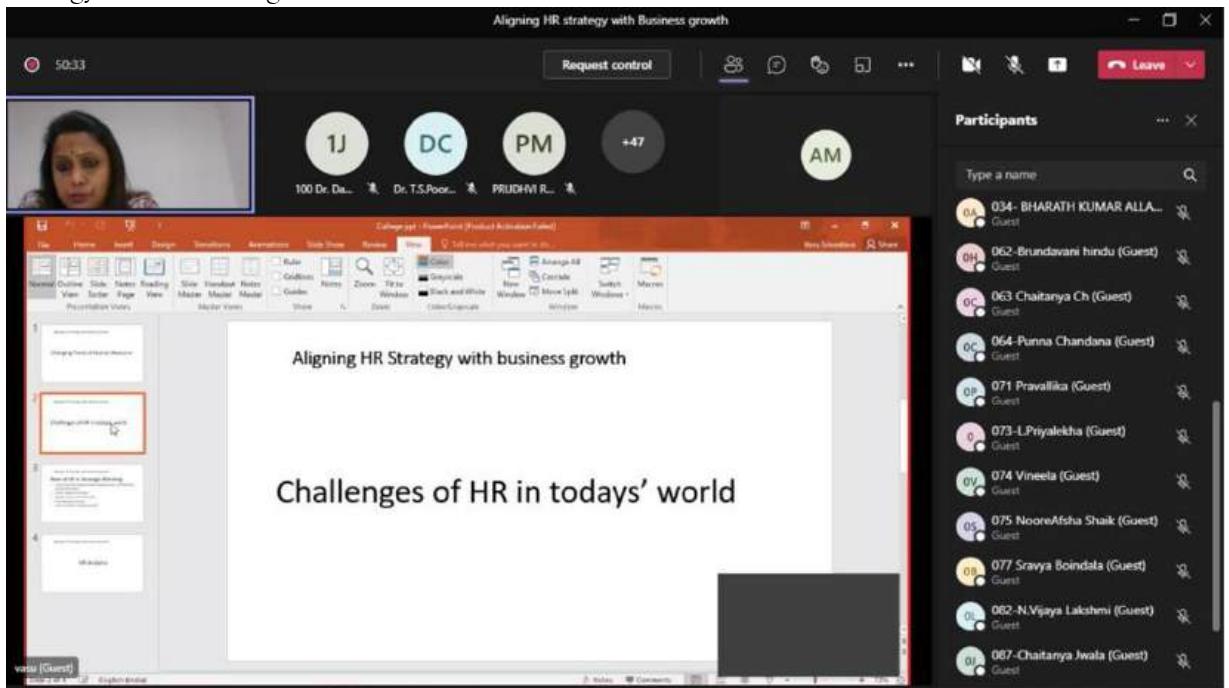
Dr. D. VENKATA SRINIVAS KUMAR, the guest Speaker addressing the students during the session.

- Dr. T.S.Poorna Chandrika and Dr Mandakini Paruthi organized a Guest Lecture on, “Trends and Marketing Strategies in the Service Sector”, on 16.11.2021 from 10.30AM to 12 P.M.



Prof. Anand Betha Pudi, Professor, ICFAI University, Raipur, the speaker along with Faculty Members and students during the lecture

- Dr. T.S.Poorna Chandrika and Smt. B Lavanya organized a Guest Lecture on, “Aligning HR strategy with Business growth” on 08.11.21, from 2:00 P.M to 3:00 P.M.



Ms. Vasu Srivastava, General Manager HR, AIG, the speaker during the lecture.

- Dr Daman Jeet, Assistant Professor, CBIT-SMS organized a Guest Lecture on “Introduction to Investment Banking” on 24th August,2021 at 5:00 pm.



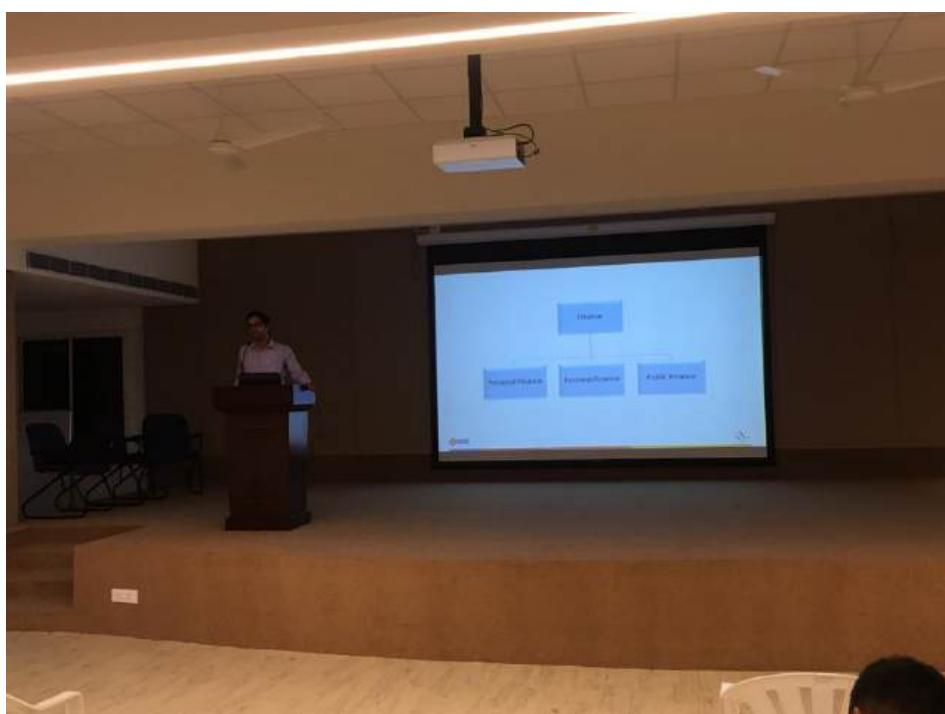
Mr. Nihit Kumar, Vice President and Head of HR at VKS, the Keynote Speaker along with Faculty Members and MBA students during the session.

- Mrs B.Lavanya, Assistant Professor, CBIT-SMS organized a Guest Lecture on “ Career Opportunities in Finance domain with a special focus on Investment Banking and Trade Life Cycle” on 21.06.2021 from 3.30 P.M - 4.30 P.M.



Mr. Krishna Kuppachi, Qualified Company Secretary, Faculty at Hyderabad Chapter, ICSI, the Keynote Speaker along with Faculty Members and MBA students during the session.

- Dr. M. Anil Kumar, Assistant Professor, CBIT-SMS convened the Orientation Program on 'Trading in a Stock Exchange and Certification' on 24th Feb 2020.



Mr. Vinayak, Deputy Manager, NSE Pvt Ltd, Hyderabad, the Keynote Speaker of the program discussing about the types of Finance.



Management Students and Faculty Members listening to Knowledge-Driven Session

- Guest Lecture was delivered on “Future Opportunities in SAP & FICO” on 14th Feb 2020.



Mr. Nagesh discussing the details of the program



The Students and Faculty members gaining insightful information from the session

- Guest Lecture was delivered on the importance of Mutual Funds, awareness and various Schemes available in HDFC Asset Management Company on 30th October 2019.



Mr. Arindam Patnaik addressing the Students and Faculty members



Mr. Arindam Patnaik illuminating the importance of investing money in Mutual Funds

- A training program was organized on EBSCO Business Source Elite search techniques by Mr. M.S.Srinivas, Training Manager, EBSCO on 12thJuly 2019.



Faculty Members and students of CBIT-SMS accessing EBSCO database via their mobile phones