


Name of Faculty	Dr. SOWMYA KETHI REDDI		
Designation	Assistant Professor		
Nature of Job/Appointment	Regular		
Date of Joining	13 – 07 - 2015		
E-mail	ksowmya_sms@cbit.ac.in		
<b>Education Qualifications</b>	<b>Name of the Degree</b>	<b>Class</b>	
Ph. D	Doctor of Philosophy (MBA) Sri Venkateswara University, Tirupathi.	Awarded	
PG	MBA. (F)	First	
UG	B.Com (Comp)	First	
<b>Work Experience</b>			
Teaching	16 Years		
Research	03 years		
Industry	--		
Others	--		
Area of Specialization	Finance		
Professional Memberships	Indian Commerce Association AP434 Indian Accounting Association ANU-625 Hyderabad Management Association IM-2575		
Responsibilities held at Institution Level	1. Member, Disciplinary Committee (25.02.2020 to till date) 2. Member, NIRF 3. Member NAAC 4. Member IQAC 5. Member Women Development Committee 6. AAA Member		
Responsibilities held at Department Level	1. NBA Coordinator 2. ISO Coordinator 3. IPR Coordinator 4. Timetable Coordinator		
Research Guidance	-		
Awards Received	1979		
Courses Handled at Under Graduate / Post Graduate Level.	UG Level: Engineering Economics & Accountancy, Community Engagement.  PG Level: Financial Accounting for Management, Financial Management, International Finance, Financial Risk Management, Operations Research, Statistics for Managers, Financial Markets and Services.		
No. of Papers Published	National Journals – Nil	International Journals – 33	
	National Conference – 04	International Conference – 07	
Projects Carried out	1. Funded project by ICSSR on" Transforming Education: Exploring the Impact of E-Learning Platforms in Bharat" worth Rs 15,00,000/- (on-going)		

Patents	<ul style="list-style-type: none"> <li>Published a patent on, "Advanced Business Process Automation System" on 28th March 2025. Application No. 202541002245 A</li> <li>Published a patent on, "AI-DRIVEN MARKET TREND ANALYSIS TOOL FOR BUSINESS STRATEGY AND DEVELOPMENT" on 24th January 2025. Application No. 202541002245 A</li> <li>Published a patent on, "An Automated System for Optimizing Supply Chain Operations in Mechanical Component Manufacturing Using AI" on 21st June 2024. Application No. 202441044833 A</li> <li>Published a patent on, "A Method and System for Tailored Product Selection" on 19th April, 2024. Application No. 202441030497 A</li> <li>Published a patent on, "Intelligent Securities Management System with Trade Order Processing and Qualification Parameters" on 12th January 2024. Application No. 202341089159 A</li> <li>Published a Patent on, "Model between viral branding factors and trustworthiness" on 3rd June 2022. Application No.202211030726 A</li> <li>Published a patent on, "Model between viral branding factors and trustworthiness" on 3rd June 2022. Application No.202211030726 A</li> </ul>
Technology Transfer	--
Invited Speaker	--
No. of Books/Chapter Published with details	<ol style="list-style-type: none"> <li>Employee Absenteeism in Flore care" Recherche Foundation, Research Column- IV (Multi Disciplinary) First Edition-2022, ISBN: 978-81-947764-6-8.</li> <li>"An Analytical Study of FDI and its Impact on Indian Economy", PERSPECTIVES ON BUSINESS MANAGEMENT, Archers &amp; Elevators publishing house, February 2021, Volume-2 ISBN: 978-93-90996-03-2.</li> <li>"Promotion Strategies in Healthcare Organizations", 3<sup>rd</sup>International Conference on Strategies for Business Excellence: Challenges and Opportunities", 2014, Siri Publishers, ISBN: 978-93-83038-29-9 pp. No. 139-143.</li> <li>"Innovation Management System in Small Scale Industries", In proceedings of the National conference on "Innovation and Management", 2012, Sri Padmavati MahilaVisvaVidyalayam, Tirupati, Vol.1, New Zen Research Publication, ISBN: 978-81-922783-0-8 pp. No. 120-129.</li> <li>"Usage of Information and Communication Technologies in SMEs", In proceedings of the National conference on "Innovation and Management", 2012, Sri Padmavati MahilaVisvaVidyalayam, Tirupati, Vol.1, New Zen Research Publication, ISBN: 978-81-922783-0-8 pp. No. 7-20.</li> <li>"Relationship Marketing and Customer Retention", In proceedings of the National conference on "Customer Relationship Management", 2008, Duvvuri publications, ISBN-978-93-80693-02-6 pp. NO. 101-106.</li> </ol>

Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops. Other Training (**Attended and/or Organized**).

**WORKSHOPS/FDP ATTENDED:**

1. Participated in One Day Hands-on Workshop on "Importance Of Creativity In Advertising Management" organised by CBIT - School of Management Studies, Chaitanya Bharathi Institute of Technology (Autonomous) on 25th November, 2021.
2. Attended one week Faculty Development Programme on "Internet of Things for Emerging Applications" sponsored by MeitY, Govt of India, during 4<sup>th</sup> -8<sup>th</sup> February 2020 organized by the E & ICT Academy, IIT Guwahati, Assam at CBIT, Hyderabad.
3. Attended one week Faculty Development Programme on "Data Science" sponsored by MeitY, Govt of India, during 5<sup>th</sup> -10<sup>th</sup> August 2019 organized by the E & ICT Academy, National Institute of Technology, Warangal at CBIT, Hyderabad.
4. Attended one week Faculty Development Programme on "NBA Accreditation" sponsored by NITTTR, Kolkata during 22<sup>nd</sup> -26<sup>th</sup> April 2019 organized by the CBIT, Hyderabad.
5. Attended three days Programme on "Developing and Analyzing Business Cases" during 12<sup>th</sup> -14<sup>th</sup> December 2018 organized by the SMS Dept, CBIT, Hyderabad.
6. Attended one Day Programme on "ISO 9001:2015 Quality Management System" sponsored by CBIT on 8<sup>th</sup> December 2018 organized by the HYM International Certifications Pvt. Ltd, Hyderabad.
7. Attended one week Faculty Development Programme on "Data Analytics using R" sponsored by TEQIP II during 20<sup>th</sup> -25<sup>th</sup> March 2017 organized by the Department of Information Technology, CBIT, Hyderabad.
8. Attended one week Faculty Development Programme on "INTELLECTUAL PROPERTY RIGHTS" sponsored by TEQIP II during December 19-24, 2016 organized jointly by Department of Biotechnology, Mechanical Engineering and School of Management Studies, CBIT, Hyderabad.
9. Attended one day Faculty Development Programme on "Research in Accounting", Organized by Department of Accounting, INDIAN SCHOOL OF BUSINESS & Dhanwanthari Institute of Science and Technology, Hyderabad on 15<sup>th</sup> December 2016.
10. Attended two-day Conference on "1<sup>st</sup> Global Congruence to Promulgate International Corporate Governance Day" Organized by The Institute of Company Secretaries of India, at HICC, Hyderabad on 08-09 December 2016.
11. Attended three-day workshop on "Faculty Development Programme" conducted by Chaitanya Bharathi Institute of Technology (CBIT), Gandipet, Hyderabad from 5<sup>th</sup> to 7<sup>th</sup> August 2015.
12. Attended one day workshop on "Data Analysis Using SPSS" conducted by National Small Industries Corporation Limited (NSIC), A Govt. of India Enterprise, Kusaiguda, Hyderabad on 15<sup>th</sup> March 2014.
13. Attended two weeks "Staff Development Programme" conducted by Department of master's in computer application, Holy Mary Institute of Management Studies, from 23<sup>rd</sup> July to 6<sup>th</sup> August 2012.
14. Attended one-week National workshop on "Free Software" conducted by Cochin University of Science & Technology, Kochi, from 10<sup>th</sup> November to 16<sup>th</sup> November 2008.
15. Attended one day workshop on "Research Methodology" conducted by Department of Management Studies, Sri Venkateswara University, Tirupati on 26<sup>th</sup> July 2008.



	<b>WORKSHOPS/FDP/WEBINARS ORGANIZED:</b> <ol style="list-style-type: none"> <li>1. Webinar on “Demystifying Patents” organized by CBIT - School of Management Studies on 30<sup>th</sup> January 2021 at CBIT, Hyderabad.</li> <li>2. Organized Two-Day Executive Development Programme in “Logistics and Supply Chain Management” sponsored by CBIT, during 22<sup>nd</sup> and 23<sup>rd</sup> July 2019 at CBIT, Hyderabad.</li> </ol>
Details of Journal Publications/Conferences (National and International)	
<b>International Journal</b> <ol style="list-style-type: none"> <li>1. Jaba Chakraborty<sup>1</sup>, Razia Nagina<sup>2*</sup>, Sowmya Kethi Reddi<sup>3</sup>, Mandakini Paruthi<sup>4</sup>, Rashmita Saran (2025). Impact of ESG reporting on financial performance: Evidence from energy sector in India." International Journal of Innovative Research and Scientific Studies", 8(6) pages: 1489-1503. <a href="https://doi.org/10.53894/ijirss.v8i6.9948">https://doi.org/10.53894/ijirss.v8i6.9948</a></li> <li>2. Sarika koluguri, Gnaneshwar koorella, Suryanarayana alamuri, Poorna Chandrika T S, Sowmya Kethi Reddi, Vijayabhasker Reddy D (2005), Decoding Gen Z: Marketing Analytics For The Next Generation Of Consumers. (2025). <i>International Journal of Environmental Sciences</i>, 1503-1515. <a href="https://doi.org/10.64252/hd27yt56">https://doi.org/10.64252/hd27yt56</a></li> <li>3. Dr Sowmya Kethi Reddi &amp; Dr T S Poornachandrika. (2025). An Empirical Investigation of Factors Shaping Individual Investors Behaviour. "GIS Science Journal" Volume 12, Issue 5, Pg no: 750-762 <a href="https://doi.org/10.5281/zenodo.15569296">DOI:20.18001.GSJ.2025.V12I5.25.729660</a></li> <li>4. Dr.T.S.Poornachandrika, &amp; Dr.K.Sowmya. (2025). The Role of Transformational Leadership in Enhancing Employee Performance in the Post-Pandemic Workplace. "GIS Science Journal" Volume 12, Issue 5, Pg no: 724-732 <a href="https://doi.org/10.5281/zenodo.15569296">https://doi.org/10.5281/zenodo.15569296</a></li> <li>5. Ubaid Shaik, Dr Sowmya Kethi Reddi, &amp; Dr T.S.Poorna Chandrika. (2025). Empowering Consumers: The Importance Of Security Awareness In India's Digital Payment Ecosystem. "GIS Science Journal" Volume 12, Issue 5, Pg no: 658-663 <a href="https://doi.org/10.5281/zenodo.15553274">https://doi.org/10.5281/zenodo.15553274</a></li> <li>6. Suhasini Reddy Tatiparti, Kirti Mahajan, Sowmya Kethi reddy, Mickie Aancy H, Bhupendra Kumar, "Analyzing the Financial risk Factors impacting the Economic Benefits of the Consumer Electronic Goods Manufacturing Industry in India.", <i>Journal of Advanced Manufacturing Systems</i>, (Scopus) <a href="https://doi.org/10.1142/S0219686723500385">https://doi.org/10.1142/S0219686723500385</a></li> <li>7. "Optimal Feature Selection on Serial Cascaded Deep Learning for Predictive Maintenance System in Automotive Industry with Fused Optimization Algorithm." <a href="https://doi.org/10.1016/j.aei.2023.102105">https://doi.org/10.1016/j.aei.2023.102105</a> .</li> <li>8. Reddi, S. K., &amp; Babu, C. R. (2022). Meta-Heuristic-Based Hybrid Resnet with Recurrent Neural Network for Enhanced Stock Market Prediction. <i>International Journal of Distributed Systems and Technologies (IJDST)</i>, 13(1), 1-28. <a href="http://doi.org/10.4018/IJDST.307152">http://doi.org/10.4018/IJDST.307152</a> (Scopus).</li> <li>9. S. Kethi Reddi, Paruthi, M &amp; Sehdev R "INFLUENCE OF SOCIAL MEDIA MARKETING ON ONLINE SHOPPING " in Madhya Bharti Journal, Vol 82, No. 02, January - June : 2022, ISSN No: 0974-0066, Impact Factor 6.28 (UGC care list).</li> <li>10. Sehdev R, Paruthi, M &amp; Kethi Reddy, S, "Assessment of Customer Satisfaction Score for CONNECT and BSNL: A Comparative Study" in Empirical Economics Letters Journal, Vol 20, Issue No 4, July 2021, ISSN No: 1681-8997, Impact Factor 0.91, ABDC-C Category Journal, WOS Indexed.</li> <li>11. Sowmya KethiReddi&amp; N Sumanth, "AN EMPIRICAL STUDY ON GROWTH OF STARTUP TRENDS AND ECOSYSTEM IN INDIA". MuktaShabd Journal Vol.X Issue 1, January 2021, pp.503-506, Impact factor 4.6, ISSN 2347-3150, <a href="https://doi.org/10.0014.MSJ.2021.V10I1.0086781.118547">https://DOI:10.0014.MSJ.2021.V10I1.0086781.118547</a></li> <li>12. Sowmya KethiReddi&amp; P Yuvasravani, "A STUDY ON FINANCIAL PERFORMANCE OF INDIAN PUBLIC SECTOR BANKS UNDER CAPITAL REGULATIONS OF BASEL NORM III". Bulletin Monumental Vol.21 Issue 12-2020, pp.157-168, Impact factor 3.9, ISSN 0007-473X, <a href="https://doi.org/10.37896/BMJ21.12/3167">https://doi.org/10.37896/BMJ21.12/3167</a>.</li> <li>13. Sowmya KethiReddi &amp; Gopinath Jitta, "A Study on Technical Analysis with Respect to Indian IT Sector". Strad Research Vol.7 Issue 6, June 2020, pp.448-467, Impact factor: 6.1, ISSN 0039-2049.</li> <li>14. Sowmya kethi Reddy, "The Impact of Financial Derivatives on Financial Performance of Commercial Banks in India". International Journal of Innovations in Management, Engineering and Science (IJIMES) Volume 5 Issue 3 May 2020, ISSN: 2455-9008.</li> <li>15. V Harileela, Sowmya kethi Reddy &amp; KVSS Ravindra Nath, "Lean Management in Indian Health Care: An Exploratory Study" ZENITH International Journal of Multidisciplinary Research Vol.9 (6), JUNE (2019), pp. 569-579, ISSN 2231-5780, Impact factor: 6.479 (UGC Approved).</li> <li>16. Sowmya kethi Reddy &amp; V Harileela, "The Effect of Liquidity and Leverage on Profitability of</li> </ol>	

Select IT Companies". International Journal for Research in Engineering Application & Management (IJREAM) Vol-05, Issue-03, June 2019, ISSN: 2454-9150, Impact factor: 5.834 (UGC Approved).

17. Sowmya Kethireddi., Caroline Talari, "Recent Trends in Insurance Sector in India". International Journal of Innovative Research & Studies, ISSN NO: 2319-9725 Vol. 8, Issue 3, March 2018. (UGC Approved).
18. Sowmya Kethireddi., "Volatility in Stock Markets". Research Journal of social Science & Management, Vol. 7, Number 8, December 2017, The International Journal Research Publications, ISSN: 2251-1571 pp. no. 32-40. (UGC Approved).
19. Mounika J, Sowmya K, "Pre and Post Merger Performance of Banks in India". Indian Journal of Research, Vol.6, Issue 8, August 2017, ISSN 2250-1991. (UGC Approved).
20. Sowmya KethiReddi, "Divergence or Convergence: Paradoxes in Corporate Governance". Global Journal for Research Analysis, Volume – 6, Issue – 7, July – 2017, ISSN - 2277-8160, IF : 4.547, IC Value: 80.26. (UGC Approved).
21. Sowmya KethiReddi, "Impact of Information Sharing on Supply Chain Management: A Study of Indian Auto-Component Manufacturers". International Journal of Management And Social Science Research Review (IJMSRR), Volume- 1, Issue- 36, June 2017, pp. 131-137, Print ISSN: 2349-6738 Online ISSN: 2349-6746 Impact Factor: 4.695 (UGC Approved).
22. Sowmya KethiReddi, "A Study on Web-Based Reporting System in Banking Sector". Indian Journal of Applied Research, Volume – 7, Issue – 7, July – 2017, ISSN - 2249-555X, IF : 4.894, IC Value: 79.96. (UGC Approved)
23. Sowmya., V. Harileela, "A Study on Financial Inclusion through PMJDY". Airo International Research Journal. Volume IX, February 2017, ISSN: 2320-3714.
24. Mounika Reddy & K. Sowmya., "Fundamental Analysis on Select Cement Companies", International Journal of Research in IT & Management. Vol 6, Issue 6 (June 2016), ISSN 2231-4334. (UGC Approved)
25. Sowmya K, "Barriers to Adoption of E-Business in Indian SMEs". Indian Journal of Research, Vol.5, Issue 5, May 2016, ISSN 2250-1991. (UGC Approved)
26. Sowmya K., Mounika J., "A Study on Investors Perception towards Investment Avenues", International Journal of Research in Finance and Marketing, Vol.6, Issue 4 (April 2016), ISSN 2231- 5985. (UGC Approved)
27. Sowmya K., Mounika J., "Impact of managerial accounting in implementation of CRM". Indian Journal of Science. April 2016, 23(80), 373-376.
28. Mounika J., Sowmya K., "Data analytics and its usage in various sectors". Indian Journal of Science. April 2016, 23(80), 302-305.
29. Sowmya K., "Disruptive Innovation in Banking Sector". International Journal of Scientific Research Management, Vol. 4, Issue 2, February 2016, ISSN: 2321-3418 pp. no. 3917-3922. (UGC Approved)
30. Sowmya K., "Innovation Culture among Women Entrepreneurship in SMEs". International Journal of Research Excellence in Management, Vol. 3, Issue 4, 2016, Publication of Sri India, ISSN: 2278-7089.
31. Sowmya K., "Consumer Buying Behavior Towards Organized Retailing From Unorganized Retailing: With Reference To Hyderabad City". Research Journal of Commerce & Behavioral Science, Vol. 4, Number 11, September 2015, The International Journal Research Publications, ISSN: 2251-1547 pp. no. 50-56. (UGC Approved).
32. J. Katayani., Sowmya., "Innovation Culture among Andhra Pradesh SSIs", Mustang Journal of Business and Ethics, Vol. 2, 2011, Publication of Mustang Journals, ISSN: 1949-1735 pp. No. 129-142.
33. J. Katayani., Sowmya., "Innovation Management in SSIs", Bhavishya, Volume 2, NO. 2, July-Sep 2008, pp. 3-18.

#### International Conferences

34. M. A. Mallik, S. K. Reddi, G. Nirmala, S. Banoth, P. C. S. Reddy and N. Sahni, "Stock Market Trend Prediction using an Explainable Deep Learning Approach," *2025 International Conference on Knowledge Engineering and Communication Systems (ICKECS)*, Chickballapur, India, 2025, pp. 1-6, <https://ieeexplore.ieee.org/document/11035281>
35. Presented a paper titled "Applying a Hybrid Deep Learning Framework to Efficient Stock Price Prediction" in 4<sup>th</sup> IEEE International Conference on "Mobile Networks and Wireless Communications" (ICMNWC-2024), Organized by Department of Electronics and Telecommunication Engineering, Sri Siddhartha Institute of Technology, Tumakuru in association of IEEE Bangalore Section, India, 04<sup>th</sup> - 05<sup>th</sup> December 2024. <https://ieeexplore.ieee.org/document/10872014>
36. Presented a paper titled "Responsible AI based Cointegration and Causality between Cryptocurrency and Traditional Stock Markets" in IEEE International Conference on "Intelligent and Innovative Practice in Engineering and Management" (IIPEM), 25<sup>th</sup> November 2024. <https://ieeexplore.ieee.org/document/10925766>
37. Presented a paper titled "Assessment of enhanced email spam detection system through machine learning algorithms" in 6<sup>th</sup> International Conference on "Smart Computing and Informatics" (SCI-2024), Organized by Department of CSE, IT, CSE (AI&ML, DS), Anil Neerukonda Institute of

Technology and Sciences, Vishakhapatnam, India, 19<sup>th</sup>-20<sup>th</sup> April, 2024.  
[https://link.springer.com/chapter/10.1007/978-981-97-7880-5\\_8](https://link.springer.com/chapter/10.1007/978-981-97-7880-5_8)

38. Presented a paper titled "Smart phone controlled robot manipulator for pick and place applications" in 2<sup>nd</sup> Congress on control, Robotics and Mechatronics, Organized by Department of Mechanical Engineering, SR University, Warangal, India, 3<sup>rd</sup> -4<sup>th</sup> February, 2024, [https://doi.org/10.1007/978-981-97-7094-6\\_5](https://doi.org/10.1007/978-981-97-7094-6_5)
39. Attended International Conference on "Business in emerging Markets", Organized by Department of Management Studies, Oxford college of Engineering and Management, Bangalore, November 1-2nd, 2021.
40. Attended National Conference on "Research & Innovation in Commerce, Management, Social Sciences for Sustainable National Development", Organized by Faculty of Commerce & Business Studies, Motherhood University, Roorkee, August 14, 2021.
41. Presented a paper titled "Assessment of Customer Satisfaction Score for CONNECT and BSNL: A Comparative Study" in the International Conference on Business Resilience & Reinvention in the VUCA World (ICBRR-VUCA 2021) organized by GNA Business School, GNA University on 27th July 2021.
42. Sowmya., J. Mounika Reddy., "Taxation on Financial Derivatives", National level conference on Recent Trends in Multi-Disciplinary Academic Studies Across Global, Organised by Anveshana Educational & Research Foundation on 10<sup>th</sup> September 2016 at The National Small Industries Corp Ltd.
43. "Women Empowerment", National Conference on Women Entrepreneurship in - Trends in 21<sup>st</sup> Century, conducted by Department of Business Management, SPMVV (women's university), Tirupati on 31<sup>st</sup> March 2008.
44. "Role of Spirituality in Management", National Seminar on Management and Spirituality, Conducted By DMS, S.V.U, Tirupati on 2<sup>nd</sup> October 2007.

