

Name of Faculty Dr. S. SARASWATHI  
 Designation Associate Professor  
 Nature of Job/Appointment Regular  
 Date of Joining 22 -11-2000



E-mail saraswathi\_sms@cbit.ac.in

Education Qualifications	Name of the Degree	Class
Ph. D	Doctor of Philosophy (Business Management)	Awarded
PG	MBA	First
UG	B.Com	First

Work Experience

Teaching	24 Years
Research	16 years
Industry	-
Others	-

Area of Specialization Marketing

- Professional Memberships
1. National Institute of Personnel Management (NIPM), Kolkata
  2. All India Management Association (AIMA), New Delhi
  3. Hyderabad Management Association (HMA)
  4. Member, Institutional Development Committee from 12-04-2021 to till date.
  5. Member, College Admissions Committee from 12-04-2021 to till the date.
  6. Academic Planning and Evaluation Committee from 12-04-2021 to till the date.
  7. Member, Exams & Results Committee from 12-04-2021 to till the date.
  8. Member, Library Committee from 12-04-2021 to till the date.
  9. Convener, Removal of Obsolescence Committee from 12-04-2021 to till the date.
  10. Member, Research Projects Monitoring Committee from 12-04-2021 to till the date.
  11. Member, College Purchase Committee from 12-04-2021 to till the date.
  12. Member, Internal Quality Assurance Cell, from 12-04-2021 to till date
  13. Member, Class Monitoring Committee from 01-04-2021 to till the date.
  14. Co-Chairman - Cyber Committee, Sudhee 2021, 3-4 March 2021
  15. Disciplinary and Covid Norms Implementation Committee, Sudhee 2021 and Shruthi 2021
  16. Member, Anti Ragging Squad, from 25-02-2020 to till date.
  17. Member, Disciplinary Committee, from 2012 to till date.
  18. Member, Institute-Industry Cell, from 25-02-2020 to 11-04-2021
  19. Member, Institute Innovation Cell, from 25-02-2020 to 11-04-2021
  20. Member, Regulatory Committee, 16-12-2019 to March 2021.
  21. Member, Joint Committee, CBIT-TSCOST MoU, from 05-02-2020 to till date.
  22. Nodal Officer, CBIT-CIPS MoU, from 04-12-2019 to 6-08-2021
  23. Member, Advisory Committee, Alumni, from 06-12-2019 to Dec 2020.
  24. Nodal Officer, Swacchata Action Plan, from 09-10-2019 to 6-08-2021

Responsibilities held at Institution Level

25. Coordinator, Unnat Bharat Abhiyan, from 26-11-2019 to 6-08-2021
26. Coordinator, Rural Immersion Programme, 14-11-2019 to 6-08-2021
27. Member, Academic Council 01-01-2014 to 18-08-2017 & 18-12-2019 to till date
28. Convener/Co-convener, Reception Committee, Sudhee.

- Responsibilities held at Department Level
1. Department Research Committee, Chairperson, 2021 to till the date.
  2. NBA Coordinator: Aug 2018 to 7-02-2021
  3. Convener, Sudhee, 2016
  4. Chairperson, BoS, SMS: 31<sup>st</sup> Dec 2013 to 23<sup>rd</sup> August 2017 & 22<sup>nd</sup> Dec 2019 to till date
  5. Head, SMS, CBIT: 31<sup>st</sup> Dec 2013 to 23<sup>rd</sup> August 2017 & 22<sup>nd</sup> Dec 2019 to till date
  6. Member, Board of Studies, from September 2013 to till date.
  7. Research & Development Coordinator: 2012 to till date
  8. Placement Coordinator: 2010-2014
  9. Time-Table Coordinator: 2010-2013
  10. Guest Lecture Coordinator: 2010-2013
  11. Website updation Coordinator: 2010-2013
  12. Coordinating Students Seminars: 2010-2013
  13. Newsletter Co-ordinator from Dec 2009 to 2018
  14. Convenor, Yukthi 2009 and 2013

- Research Guidance
- Guiding three Ph.D Scholars admitted under JNTUH:
1. Mrs.B.Lavanya, Assistant Professor, CBIT-SMS
  2. Mrs.K.Bhagyalakshmi, Assistant Professor, CBIT-SMS
  3. Mrs.Rani Rajan, Associate Professor & HOD, Department of Business Management, Methodist College of Engineering & Technology

- Awards Received
1. Career Award for Young Teachers (CAYT) offered by AICTE, Government of India, New Delhi, India, 2008
  2. Best Paper Award for the paper titled "Influence Tactics used by Leaders to influence subordinates" presented in the national conference on Ethical Transformation of Contemporary Business organized by Sree Narayana Guru Institute of Management Studies, Coimbatore, Tamil Nadu held on 12<sup>th</sup> Feb. 2010.

- Courses handled at UG Level:
1. Managerial Economics & Financial Accounting
  2. Principles and Practice of Management

- Courses handled at PG Level:
1. Principles of Management
  2. Business Law
  3. Organization Behaviour
  4. Personality Development & Career Guidance
  5. Human Resource Management
  6. Promotion and Distribution Management
  7. Services and Retail Marketing
  8. Consumer Behaviour
  9. Principles of Marketing
  10. Industrial Relations & Labour Laws
  11. Organization Development & Change Management
  12. Business Communication

No. of Papers Published

National Journals – 5	International Journals – 35
National Conference – 4	International Conference – 4

Projects Carried out

Career Award for Young Teachers (CAYT), AICTE, Government of India, New Delhi, India, 2008.

Patents

--

Technology Transfer

--

Invited Speaker

1. Chaired a Session on Business Management, International Conference for Academic Disciplines, University of Nevada (UNLV), Las Vegas, USA, March 13-16 2012.
2. Chaired a Session on HRM in Eighth AIMS International Conference on Management (AIMS-8) at IIM Ahmedabad on 2<sup>nd</sup> Jan. 2011.
3. Chaired a Session in an international conference on Humanities, Historical and Social Sciences (CHSS 2010) organized by ICASIT, Singapore held from 26<sup>th</sup> to 28<sup>th</sup> March, 2010.
4. Chaired a session at International conference organized by Universiti Kebangsaan (National University of Malaysia), on 25<sup>th</sup> & 26<sup>th</sup> March, 2010 at Malaysia.

No. of Books/Chapter Published with details

1. Managerial Economics and Financial Accounting, Publisher: Prentice Hall of India Pvt. Ltd., New Delhi, 2008.

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

**Seminars/Workshops/Training Programs Attended:**

1. Training Programme on 'Solar light Assembling and Maintenance' organised by National Institute of Rural Development and Panchayati Raj (NIRDPR) on 21 Dec 2020.
2. Online Curriculum workshop on BBA in Rural Management and MBA in Rural Management conducted by Mahatma Gandhi National Council of Rural Education, Hyderabad on 12-12-2020.
3. Workshop on Coyrights in India organised by Turnip Innovations and facilitated by Co-founders of CPIP on 20th Nov, 2020.
4. National Workshop on "GST with Tally.ERP9 – Working on Problems and Solutions" organised by Badruka College of Commerce & Arts on 10th Sep, 2020.
5. Short term Training Program on "Strategic Planning for Higher Education Institutions: Challenges, Tools and Techniques" from 7th June to 12th June 2021 at Model Institute of Engineering & Technology, Jammu.
6. One week online Short-Term Training Program on "21st Century Emerging Trends in Research and Paradigm Shift in Business Practices" organised by Department of Business and Management Studies, from 15th Dec to 20th Dec 2020.
7. AICTE sponsored short term training programme on "Data Driven Techniques for Business Analytics using R Programming, Python, and Tableau" organized by the Department of Management Studies, B.S.Abdur Rahman Crescent Institute of Science and Technology, from 19th Oct to 24th Oct 2020.
8. STTP on "Emerging Trends in Digital Analytics" from 24th to 29th August 2020 organized by School of Management Studies, Guru Nanak Institutions Technical Campus (GNITC), Hyderabad.
9. Training on Social Media Marketing organized by MSME-Technology Development Centre (PPDC) from 20-05-2020 to 22-05-2020.
10. Participated in two-day Rural Immersion Training Program on 18th and 19th February 2020 (18th Feb at Ramakrishna Math & 19th Feb village visit "Elkaguda")
11. Participated in two-day training program on "Essentials of Arbitration in India and International Commercial Arbitration" from 16-17 Feb 2020 at ICFAL Law School, Hyderabad, IBS campus.
12. Faculty Development Program organized by Hyderabad Management Association and L&T Metro Rail (Hyderabad) Limited, on 17th December 2015 at LDC, Uppal, Hyderabad.
13. One-week training programme on Soft skills, 2-6 September 2013, JNTU Hyderabad.
14. One day seminar on "Work-Life Balance: Women in Engineering" on 8th March 2014.
15. One day workshop on "Emerging Trends in Healthcare and Hospital Management on 29th October 2013 at Central university, Hyderabad.
16. One-week training programme Soft skills from 2-6 September 2013 at JNTU Hyderabad.

17. One day workshop on Corporate Social Responsibility organized at Pragati Mahavidyalaya PG College on July 10, 2009.
18. Faculty Development Programme (FDP) on "Publish and Flourish; How to Publish Research Works" from 23rd – 24th October, 2009 at Shiva Sivani Institute of Management, Secunderabad.
19. Faculty Development Programme (FDP) on People Capability Maturity Model (PCMM) held on 3rd November, 2009 at Bhavan's Vivekananda college of Science, Humanities and Commerce, Secunderabad.
20. In-house Training Programme on "Effective Teaching Methodology" organised from 24-11-2003 to 29-11-2003 at Chaitanya Bharathi Institute of Technology (CBIT), Gandipet, Hyderabad.
21. In-house training programme on "Personality Development and Effective Teaching Methodology" from 8-11-04 to 16-11-04 at Chaitanya Bharathi Institute of Technology (CBIT), Gandipet, Hyderabad.
22. Emerging issues in service-sector development - challenges & strategies held from 23-24 March, 2001 at CBIT.
23. Workshop on "Change of mindset from the economic development - The role of Management Education held in 2002, at CBIT.
24. One day state level awareness programme on "Gender Violence and Eveteasing Issues and Preventive Measures" on 29th september, 2004.
25. International symposium of Women Entrepreneurs on Innovation and Best Practices, organised by Association of Lady Entrepreneurs of AP (ALEAP) in association of GOI and Andhra Pradesh, held at Hyderabad during 18-20 Dec. 2003.
26. National Workshop on "Standardisation of Indian Management Education: Issues, Challenges and Possibilities", organized by CBIT in association with Association of Indian Management School (AIMS) on 17th and 16 Dec. 2004.
27. Emerging issues in service-sector development - challenges & strategies held from 23-24 March, 2001 at CBIT.

**Refresher courses Attended:**

28. UGC-Sponsored Refresher course in Commerce and Business Management organised from 15th June to 4th July 2009.
29. UGC-Sponsored Refresher course on "e-Business" organised from 1st March to 23rd March, 2004 by Institute of Public Enterprise, Hyderabad.
30. UGC-Sponsored Refresher course on "Emerging Trends in Finance" organised from 9th February to 28th February, 2004 by Institute of Public Enterprise, Hyderabad.
31. FDPs Attended:
32. AICTE Training and Learning (ATAL) Academy online FDP on "Organizational Behaviour" from 15-2-2021 to 19-02-2021 at St.Pious X Degree & PG College for Women.
33. AICTE Training and Learning (ATAL) Academy Online FDP on "Personal Effectiveness" from 2-11-2020 to 6-11-2020 at Indian Institute of Technology Bhubaneswar.
34. Faculty Development Programme on Blended Learning – The New Normal, organized by Anurag University, Hyderabad during 12th to 16th Oct 2020.
35. AICTE Training and Learning (ATAL) Academy Online FDP on "Data Analysis using SPSS" from 5th to 9th October 2020 organized by Mahatma Gandhi University, Telangana.
36. 4-days Online Course on Examination Reforms conducted during 22-25 April, 2020 organized by AICTE.
37. One Week Faculty Development Program on "Outcome Based Education and NBA Accreditation Process-(UG) during 28-05-2020 to 01-06-2020 organized by CBIT.
38. Faculty Development Program on 'Mentoring Institutional Social Responsibility and Community Engagement' organized by Mahatma Gandhi National Council of Rural Education during June 08 – 12, 2020.
39. One week National Level Faculty Development

Programme on “Outcome Based Education: A step towards Excellence” from May 11, 2020 to May 15,2020 organized by Government College of Engineering, Karad, Maharashtra & Rajkiya Engineering College, Azamgarh, UP, sponsored by AICTE.

40. One week Faculty Development Programme on Intellectual Property Rights (sponsored by TEQIP II) at CBIT from Dec 19-24, 2016.
41. Faculty Development Program organized by Hyderabad Management Association and L&T Metro Rail (Hyderabad) Limited, on 17th December 2015 at LDC, Uppal, Hyderabad.

**MHRD Talks/Sessions:**

42. Leadership Talk with Dr.Nilesh N Oak, Expert (Indian Civilization & History) held on 30th May by MHRD’s Innovation Cell.
43. Leadership Talk with Dr.Pramod Chaudhari, Founder, Chairman, Praj Industries Limited and Dr.Abhay Jere, Chief Innovation Officer, MHRD Innovation Cell, 16th May 2020, by MHRD’s Innovation Cell.
44. India First Leadership Talk Webinar with Prof.D.P.Singh, Chairman UGC on 9th May, 2020 by MHRD’s Innovation Cell.
45. Participated in the IIC Online Sessions conducted by Institution’s Innovation Council (IIC) of MHRD’s Innovation Cell, New Delhi to promote Innovation, IPR, Entrepreneurship, and Star-ups among HEIs from 28th April to 22nd May 2020.
46. Leadership Talk on “Youngsters losing jobs if they study in non-accredited institution” by Prof.KK Aggarwal, Chairman, NBA on 18th April 2020 organized by MHRD.
47. Leadership Talk on “How youngsters should handle failures?” by Shri.Ronnie Screwvala, Chairman Upgrad on 17th April 2020 organized by MHRD.
48. Leadership Talk on “How India will rise using its soft-power in the post-covid world and will create more opportunities for youngsters” by Dr.Vinay Sahasrabudhe, President, ICCR on 16th April 2020 organized by MHRD.
49. Leadership Talk on “Her Journey & Struggle while starting YouStory” by Ms.Shradha Sharma, Founder & CEO Yourstory.com on 15th April 2020 organized by MHRD.
50. Leadership Talk on “Opportunities youngsters/start-ups will have in post Covid world” by Dr.Anand Deshpande, Chairman, Persistent Systems on 14th April 2020 organized by MHRD.
51. Leadership Talk on “Opportunities this COVID crisis offers to India” by Padma Bhushan Dr.Vk Saraswat, Member NITI Aayog on 13th April 2020 organized by MHRD.
52. Webinars Attended:
53. Webinar on “Scope and Possibility of Implementing Academic CSR plans and policies” on 10th October 2020 organized by Rajiv Gandhi Institute of Technology, Mumbai, Unnat Bharat Abhiya Cell (UBA).
54. Webinar on “Career Opportunities in Pharma and Clinical Data Management Sectors” on 2 September 2020 organized by FABA Academy.
55. One Day National Level Webinar on “Opportunities and New Challenges for Management Professionals in Post Covid – 19 Phases” on 4th August 2020 from 2.00 to 6.00 pm organized by Department of Business Management, University PG College, Palamuru University.
56. Webinar on “Presentation Skills”, 17th July 2020 from 1.15 to 4.15 pm organized by ST.Pious X Degree & PG College for Women.
57. Webinar on Challenges and Emerging Opportunities in Direct Selling Industry, 16th July 2020, from 4.00 pm to 5.30 pm organized by ASSOCHAM.
58. Employability Post COVID Era: Expectation of Industry Vs Education System’s Preparedness July 10, 2020 organized by ASSOCHAM INDIA.
59. Quintessential Social Media Skills Required for Business Students held on 29th May 2020, organized by Prestige Institute of Management, Gwalior.
60. Impact of AI during Pandemic, Dr. Raul V. Rodriguez Assistant Professor of AI, ML, Robotics |

Woxsen School of Business, 28th May, 2020.

61. Webinar on “Innovations in Education and harnessing Ed-Tech in post Covid-19 Scenario”, 23 May 2020 organized by CIPS.
62. Getting job ready for post COVID era, Sandeep Kochar, LinkedIn Top Voices 2019: India Founder & Storyteller | Blew Minds Consulting, 21th May 2020.
63. Impact of this pandemic on entrepreneurship in India - key to surviving the crisis, Saurabh Chandra, BIT & IIM-A Alumnus & Industry Expert, 14th May 2020.
64. Leadership in Times of Crisis, Himanshu Rai Director, IIM Indore, 7th May 2020
65. Webinar on “Safe Management of COVID Waste in India”, 30 April 2020 organized by CIPS.
66. Sustainable Development Goals – Access to improved Governance on 18th April 2020 organized by Centre for Innovations in Public Systems (CIPS), Hyderabad.
67. Webinar on “States\’ Responses to the Pandemic (COVID-19)” 17th April 2020 organized by CIPS.
68. Webinar on “Sharing experiences of Public Service Innovations (PSI) in India and other countries” 16th April 2020 organized by CIPS.
69. Managing Healthcare Crisis and Seeking Innovative Solutions on 15th April 2020 organized by Centre for Innovations in Public Systems (CIPS), Hyderabad.

Details of Journal Publications/  
Conferences (National and  
International)

**Publications:**

1. Impact of Non-Performing Assets on the Profitability of Select Public Sector and Private Sector Banks, *SME Review and Analysis*, 2 (1), 2022. DOI: <https://doi.org/10.5281/zenodo.6507925>
2. Lavanya & Saraswathi, A Study on Role of Availability of Resources in the Effective Management of Power Loom Industry, *Shodhsamhita*, Vol-IX, Issue-II(V), February 2022, ISSN: 2277-7067.
3. Comparative Analysis of Non Performing Assets in Public Sector Banks and Private Sector Banks, *Jijnasa: A Journal of the History of Ideas and Culture*, Vol.38, No.6(1), p.172, 2021
4. B. Lavanya, S.Saraswathi & M.Sudhir Reddy (2021) “An Empirical Examination of Association of Organizational Commitment, Perceived Organizational Support and Organizational Citizenship Behaviour, *Mukt Shabd Journal*, Volume X, Issue IV, April/2021, ISSN No.2347-3150, p.116-124.
5. K.Bhagyalakshmi, S.Saraswathi and Y.Ramakrishna (2021), “A study on Pecking Order Theory of Capital Structure of select Firms in NSE, *Mukt Shabd Journal*, Volume X, Issue V, May/2021, ISSN No.2347-3150, p.70-79.
6. B.Lavanya, S.Saraswathi & M.Sudhir Reddy (2020), An Empirical Examination of Employee Perception Towards Organizational Climate, *SUMEDHA-Journal of Management (UGC Listed)*, Vol 9, No 2, P.No.53-65, April-June 2020.
7. B.Lavanya, S.Saraswathi & M.Sudhir Reddy (2020), Measuring the Role of Training and Development Activities in Enhancing Organization Citizenship Behaviour, *SUMEDHA-Journal of Management (UGC Listed)*, Vol 9, No.1, Jan-Mar 2020.
8. B. Lavanya and S.Saraswathi (2020) “Academic Stress and Its Management - A Study”, *Mukt Shabd Journal*, Volume IX, Issue IV, April, ISSN No.2347-3150, p. 1060 -1073.
9. K.Bhagyalakshmi, S.Saraswathi and Y.Ramakrishna (2020) “Effect of Firms Capital Structure on Stock Returns - A Study of Selected Companies Listed in National Stock Exchange”, *Mukt Shabd Journal*, , Volume IX, Issue IV, April, ISSN NO : 2347-3150, pp.1127-1141.
10. K.Bhagyalakshmi and S.Saraswathi (2019) “A Study on Financial Performance Evaluation using Dupont Analysis in select Automobile Companies”, *International Journal of Management Technology and Engineering*, Vol IX, Issue 1, Jan.
11. S.Saraswathi and K.Bhagyalakshmi (2019) “Women Empowerment in India”, *Pramana Research Journal*, Vol 9, Issue 1, ISSN No.2249-2976, p.72-82.
12. K.Bhagyalakshmi, S.Saraswathi and Y.Ramakrishna (2018), “A Study on Relationship between Gold Price, Exchange Rate and its Impact on Sensex”, *Universal Review*, Volume 7, Issue XI, November, 2018, ISSN No: 2277-2723, pp.200-206.
13. S.Saraswathi and Elagangula Amani (2018) “Perception of employees on Hierarchy of needs”, *Journal of Emerging Technologies and Innovative Research*, ISSN-2349-5162, Volume 5, Issue 6, June.
14. K.Bhagyalakshmi and S.Saraswathi, (2018) “Empirical Evidence on Impact of Capital Structure on Performance of Banks: A Study on Indian Banks”, *International Journal of Innovative Research & Studies*, ISSN No: 2319-9725, Volume 8, Issue III, March, pp.385-392.
15. B. Lavanya and S.Saraswathi (2018) “Consumer Buying Behaviour – A Study with reference to Organic Products in Hyderabad City”, *International Journal of Engineering Technology Science and Research (IJETSR)*, ISSN 2394-3386, Volume 5, Issue 1, January, p.809-816.
16. B. Lavanya and S.Saraswathi (2017) “Measuring the Citizenship Behavior at Work Place”, *International Research Journal of Human Resources and Social Sciences (IRJHRSS)*, Vol 4, Issue 7, July 2017, ISSN (P): 2394-4218, ISSN (O): 2349-4085, p.70-79.
17. K.Bhagyalakshmi, S.Saraswathi and Y.Ramakrishna (2017) “A study on effect of Market Timing on Capital Structure: A Case of Indian Companies Listed at NSE”, *International Research Journal of*

Management and Commerce, Vol.4, Issue 6, June 2017, ISSN: 2348-9766, p.250-259.

18. K.Bhagyalakshmi, S.Saraswathi and Y.Ramakrishna (2017), "An Empirical Analysis on Effect of IPO's on Long Run Stock Performance of Selected Listed Companies in the National Stock Exchange of India", International Journal of Engineering Technology, Management and Applied Sciences (IJETMAS), Volume 5, Issue 6, ISSN 2349-4476, p.854 to 860, Impact Factor Value 2.24.
19. S.Saraswathi (2017) "Smartphone Usage among Students", International Education and Research Journal (IERJ), E-ISSN No.2454-9916, Volume 3, Issue 6. Impact Factor: 4.064 (SJIF).
20. S.Saraswathi (2017) "Causes of Attrition in Software Industry – An Empirical Study", Asian Journal of Research in Business Economics and Management, Year 2017, Volume 7, Issue 6, p.47-54, ISSN:2249-7307.
21. B.Lavanya, S.Saraswathi and M.Sudhir Reddy (2016) "Mediating role of employee citizenship behaviour in operations management - a study on select RPO companies in Hyderabad", Indian Journal of Science, 2016, April 1, 2016, Volume 23 No 80, p.349-354, ISSN 2319-7730 EISSN 2319-7749, Discovery Publication.
22. K.Bhagyalakshmi, S.Saraswathi (2016) "A study on pre and post analysis of initial public offers", Indian Journal of Science, 2016, April 1, 2016, Volume 23 No 80, 355-362, ISSN 2319-7730 EISSN 2319-7749, Discovery Publication.
23. B.Lavanya, S.Saraswathi and M.Sudhir Reddy (2016) "Influencing Factors of Citizenship Behaviour at Workplace – A study on employees of select Professions", International Journal of Research in Regional Studies, Law, Social Studies, Journalism and Management Practices, Vol-1, Issue-2, March 2016, pp:1-7, ISSN: 2455-6602.
24. K.Bhagyalakshmi, S.Saraswathi and Y.Ramakrishna (2015) "Impact of Capital Structure Decisions on Financial Performance of Indian Companies", International Journal in Management and Social Science IJMSS (Impact Factor- 4.358), Vol.03 Issue-03, March, ISSN: 2321-1784, p.376-382.
25. K.Bhagya Lakshmi, S.Saraswathi (2015) "A Review of Relevant literature on Capital Structure and Market Timing", Contemporary issues in Banking and Finance ISBN: 978-93-84935-42-9.Pg no: 39-47.
26. B.Lavanya, S.Saraswathi and M.Sudhir Reddy (2014) "Role of technological advances in enhancing the retail efficiency- a study", GE-International Journal of Management Research GE-IJMR, September, 2014, ISSN: 2321-1709, Impact factor: 3.142, p.277 to 285.
27. B.Lavanya, S.Saraswathi (2014) "Education for Sustainable Development", International Journal of Innovative Technology & Adaptive Management (IJITAM), ISSN: 2347-3622, Volume-1, Issue-5, February, 2014, p.132-136, Impact factor: 0.698, p.132-136.
28. K.Bhagyalakshmi, S.Saraswathi and Y.Ramakrishna (2014) "Performance of Financial Derivatives Futures in Indian Capital Market", International Journal of Innovative Technology & Adaptive Management (IJITAM), ISSN: 2347-3622, Volume-1, Issue-5, February, 2014, p.156-164, Impact factor: 0.698.
29. S.Saraswathi (2013) "Job Design in Software Sector – An Empirical Analysis", International Journal of Business and Management Studies, ISSN: 2158-1479: 2(1): p583–589.
30. Lavanya and Saraswathi (2013) "A study on perceived Benefits from modes of industry. Academia interface", ABHINAV- International Monthly Refereed Journal of Research in Management & Technology, Vol-II, June, ISSN NO: 2320-0073, Impact factor 0.0812.
31. Lavanya and Saraswathi (2012), "Strategies to cope up work place stressors: An empirical study in educational institution", international Journal of Research in commerce, IT & Management (IJRCM) vol.2 issue 5, December, ISSN: 2231-5156.
32. Lavanya and Saraswathi (2012) "Do Workplace Camaraderie Help Managing The Stress? A Study on Educational Institutions," International Journal of Engineering & Social science Research (IJESR), August 2012, ISSN NO: 2231-5535.
33. Lavanya and Saraswathi "A Model on Succession Planning in Academia" in Emerging Trends in Global Business, 3<sup>rd</sup> Vol ISBN: 978-93-8537-00-8.
34. S.Saraswathi (2012) "Microfinance Institutions in Andhra Pradesh – Challenges", Financial Inclusion & Inclusive Growth – Prospect and Retrospect, Paramount Publishers, V. Mary Jessica, V. Venkatramana, ISBN No. 978-93-82163-39-8.
35. S.Saraswathi (2012) "Leadership styles in Organizations – An empirical study", Indian Journal of Applied Research (IJAR), ISSN-2249-555X, Vol.1, Issue: 11, August, 73-75.
36. S.Saraswathi(2012) "Measuring Customers' Perception on Service Quality in Indian Banking Sector", International Journal of Innovative Research and Development (IJIRD), ISSN: 2278-0211, August, Vol.1, Issue 5, p.307.
37. S.Saraswathi (2012) "What Motivates Employees? An Empirical Study on Software Organisations", International Journal of Engineering, Science and Research (IJESR), August, ISSN No. 2231-5535, Special Edition.
38. S.Saraswathi (2011) "Testing Service Quality Dimensions on the Public Banking Sector - An Empirical Study", Namex International Journal of Management Research, Vol.1, Issue No., December, p.130-139, ISSN 2277-2049.
39. S.Saraswathi (2011) "Service Quality in Public and Private Banks: A Comparative Study", International Journal of Innovative Research in Science and Techniques (IJIRST), Volume 2, No.2, July-December, p.71-76, ISSN: 2229-3116.
40. S.Saraswathi (2011) "Comparison between Public Bank and Private Bank on SERVQUAL model" conference proceedings published by Institute of Management Technology, Nov, ISBN.978-93-81583-1-11.
41. S.Saraswathi (2011) "Perception of customers on the Performance of the Private Banks – A Study with Servqual", International Journal of Management and Business Studies, Vol.1, Issue.3, September, p.95-99, ISSN: 2330-9519 (Online)/ISSN: 2231-2463.
42. S.Saraswathi (2011) "A study on Factors that motivate IT and non-IT sector employees – A Comparison", International Journal of Research in Computer Application and Management,

Vol.No.1, Issue No.2 (April), ISSN 2231-1009, P.72.

43. S.Saraswathi (2010) "Human Resources Development Climate: An Empirical Study", International Journal of Innovation, Management and Technology (IJIMT), Vol. 1, No. 2, June, ISSN: 2010-0248, p.174-179.
44. S.Saraswathi (2009) "HRD Climate - A Study on Software Organizations" published in IMI Disha Journal, vol.2, No.2, November 2009, ISSN-0974-293X, p.82-89.
45. S.Saraswathi (2008) "Customer Satisfaction on Post Sales Service with reference to Two-wheeler Automobile Industry", published by I.C.F.A.I. Journal of Consumer Behaviour, July, vol.III No.2, p.32-48.
46. S.Saraswathi (2010) HRD Climate: A Comparative Analysis of Software and Manufacturing Organisations", CHHSS 2010 Published by World Academic Union, England, UK and indexed by Thomson ISI, British Library and Nelson, ISBN: 978-1-84626-025-4, p.431-437.
47. S.Saraswathi (2009) "Financial Inclusion in India – Policy Perspective" Financial Inclusion-Aspects, Issues and the Way Forward" Himalaya Publishing House, ISBN: 978-81-8488-537-8, p.37-42.
48. S.Saraswathi (2010) Influence Tactics used by Leaders to influence subordinates", Ethical Transformation of Contemporary Business, NCRC Publications, ISBN: 978-81-909150-3-8, p.171-177.
49. S.Saraswathi (2010) "Talent Management – A Strategic Approach: Issues and Challenges" Atheneum, Published by Bharathidasan Institute of Management, Tiruchirapalli, Tamil Nadu, P. 1063 – 1078.
50. S.Saraswathi (2010) "Impact of Information and Communication Technologies (ICT) in the Transformation of Indian Economy, Reexamining Interdependent Relations in Southeast Asia, Published by Universiti Kebangsaan Malaysia and Mahidol University International college, Thailand, ISBN: 978-983-9391-62-6.
51. S.Saraswathi (2010) A Comparative Study of Herzberg's Two-Factor theory of Job Satisfaction among IT and non-IT sector, ICBER 2010, published by Science Publication, Global Research Agency, Malaysia, ISBN: 978-967-5705-00-7.

#### **Papers presented in Conferences:**

1. Presented paper titled "A Study on role of availability of resources in the Effective management of Power Loom Industry" in AICTE-sponsored international conference on business management in emerging markets (online) (ICBMEM-2021) during 1-2 Nov 2021.
2. Dr.S.Saraswathi presented paper titled on "Impact of Corporate Income Tax on Financial Performance of Select Listed Companies in NSE " in 4th Finance Seminar on Unlocking Financial Growth after Lockdown: Issues and Challenges Post Pandemic Covid – 19 , organized by Prestige Institute of Management, Gwalior, 22nd May 2021.
3. Presented a paper titled "A study on the Stock Prices of Nifty Bank Pre and Post Financial Crises with reference to the Global Financial Crisis (2007-08) and Covid 19 Pandemic (2019-20) in the 9th International Conference on Contemporary Issues in Advanced Business Management organized by Malla Reddy College of Engineering & Technology, Hyderabad.
4. Presented a paper on "Academic Stress and its Management", in 'Samaroh - 2020: International Conference on Emerging Trends in Business, Economics & Analytics' organized on 11-12 February 2020 in partnership with AMDISA, AIMS & AMP.
5. Presented a Paper titled "Effect of firms capital structure on Stock Returns – A Study of selected companies listed in the National Stock Exchange" at Samaroh 2020 'Two-days International Conference on "Emerging Trends in Business, Economics & Analytics" from 11<sup>th</sup> to 12<sup>th</sup> 2020 at Siva Sivani Institute of Management.
6. Presented a Paper on "A Study on pecking order theory of Capital Structure of Select firms in NSE" at Research Day organized by CBIT, Hyderabad on 23<sup>rd</sup> August 2019.
7. Presented a Paper on "Measuring the investors experience with the brokerage firms" at Research Day 23<sup>rd</sup> August 2019 organized by CBIT.
8. Presented a paper on "E- Service Quality and Customer Satisfaction: A Study On Selected Banks" in International student Conference-EGBPC 2019, organized by Muscat College, Muscat on 26<sup>th</sup> March 2019.
9. Presented a Paper on 'A study on relationship between gold price, exchange rate and its impact on Sensex' at 3rd International Conference on Recent Research and Innovations in Social Science, Humanities (ICRRISH-2018) on 4th November 2018 at OUCIP, Osmania university campus, Hyderabad.
10. Presented a paper "An Empirical Study on ICT Usage among Customers in Banking Sector " in "National Seminar on Emerging Trends in Indian Banking Sector –Innovations and Inclusions", At Department of Commerce, University PG college, during Feb 8-9, 2018.
11. Presented a paper titled "An empirical analysis on effect of IPO's on long run stock performance of selected listed companies in the national stock exchange of India" in 4<sup>th</sup> International Conference on Research Trends in Engineering, Applied Science and Management (ICRTESM-2017) on 24<sup>th</sup> June at IETE, OU Campus, Hyderabad.
12. Presented a paper titled "Mediating role of employee citizenship behaviour in operations management - a study on select RPO companies in Hyderabad", in A Two-Day National Conference on Operations Research and Management -A Strategy towards Competitive Advantage (NCORM 2016) (Supported by TEQIP-II) on 28<sup>th</sup> -29<sup>th</sup> January, 2016 at CBIT, Hyderabad.
13. Presented a paper titled "A study on pre and post analysis of initial public offers" in A Two-Day National Conference on Operations Research and Management -A Strategy towards Competitive Advantage (NCORM 2016) (Supported by TEQIP-II) on 28<sup>th</sup> -29<sup>th</sup> January, 2016 at CBIT, Hyderabad.
14. Presented a paper titled "Influencing factors of Citizenship Behaviour at Workplace – A study on Employees of select professions" in the national level conference on Recent Trends in Literature,



Journalism, Education, Social Sciences and Management Practices at Anveshana Educational and Research Foundation, Hyderabad, 2015.

15. Presented a paper in International Conference on Strategies for Business Excellence: Challenges and Opportunities (ICBE-2015) organized by Malla Reddy College of Engineering & Technology in collaboration with HMA and NEN.
16. Presented a paper titled "Capital Structure decisions and firms financial performance of Indian Companies" in International Conference on Competency Building Strategies in Business & Technology for Sustainable Development, held on 20<sup>th</sup> Feb, 2015 at Sri Ganesh School of Business, Tamil Nadu.
17. Presented a paper titled "Assessing the frequency of Organizational Citizenship Behavior" in International Conference on Competency Building Strategies in Business & Technology for Sustainable Development, held on 20th Feb, 2015 at Sri Ganesh School Of Business, Tamil Nadu.
18. Presented a paper titled "Factors governing Organizational Citizenship Behavior-A study among the employees' of IT sector" in International Conference on "Strategies for Sustainable Development" held on 9Th, 2015 at Sri Krishna Degree College, Bengaluru.
19. Promoting Organizational Citizenship Behaviour as a Part of Strategic HR through Interpersonal Relationships, Organisation Citizenship as a Part of Strategic HR, Hyderabad Business School, Gitam University, 22 Nov, 2014.
20. Building Sustainable Value through University social responsibility (USR)" two-day national conference on Relevance of English, Mathematics & Management Sciences to Technical Courses REMMT-2014, 3-4 April 2014 organized by Department of M&H, MGIT, Hyderabad.
21. "Education for Sustainable Development" AICTE sponsored Two-Day National Conference on Management and Social Sciences – Its Impact on Sustainable Development, October 25-26 2013 at Chaitanya Bharathi Institute of Technology, Hyderabad.
22. "Performance of Financial Derivatives (Futures) in Indian Capital Market" AICTE sponsored Two-Day National Conference on Management and Social Sciences – Its Impact on Sustainable Development, October 25-26 2013 at Chaitanya Bharathi Institute of Technology, Hyderabad.
23. A Study on "Technological Advances and Their Impact on Retailing" Two Day National Conference on Retailing India, August 13-14, 2013at JNTU, Hyderabad.
24. Paper titled "Job Design, Work Motivation and Job Satisfaction", International Conference for Academic Disciplines, University of Nevada (UNLV), Las Vegas, USA held from March 13-16 2012.
25. Paper titled "Testing Service Quality Dimensions on the Public Banking Sector - An Empirical Study", national conference on "Services Marketing: Changing Paradigms", Department of Marketing, Siva Sivani Institute of Management, on 7th January, 2012.
26. Paper titled "Comparison between Public Bank and Private Bank on Servqual model" at the 3rd International conference on IT and Business Intelligence (ITBI-11) held on November 25-27, 2011, organized by Institute of Management Technology (IMT) Nagpur.
27. Paper titled "Why do People Exit an Organisation? A study on Software Organisations" presented in Eighth AIMS International Conference on Management (AIMS-8) held at Indian Institute of Management (IIM) Ahmedabad from Jan. 1 – 4 2011.
28. Paper titled "Building Sustainable Development through University Social Responsibility (USR) with Reference to Management Education" presented in Eighth AIMS International Conference on Management (AIMS-8) held at Indian Institute of Management (IIM), Ahmedabad held from Jan. 1 – 4 2011.
29. Paper titled "Consumer Behavior Towards Broadband Services" presented in International Marketing Conference (MARCON 2010) held at Indian Institute of Management (IIM), Calcutta held from De. 27 – 29 2010.
30. Paper titled "Impact of Information and Communication Technologies (ICT) in the Transformation of Indian Economy" presented in an International conference organized by Universiti Kebangsaan (National University of Malaysia), held from 25th to 26th March, 2010 at Malaysia.
31. Paper titled "A Comparative study of Herzberg's Two-factor theory of Job Satisfaction among IT and non-IT Sector" presented (virtual) in an international conference on Business and Economic Research (ICBER), held from 15th – 16th March, 2010, at Malaysia.
32. Paper titled "HRD Climate: A Comparative Analysis of Software and Manufacturing Organisations" presented in an international conference on Humanities, Historical and Social Sciences (CHSS 2010) organized by ICASIT, from 26th to 28th March, 2010 at Singapore.
33. Paper titled "Strategies for Management of Non-Conventional Energy Sources" presented in a seminar on "Conservation of Energy - Alternative Strategies for Management of Non-Conventional Energy Resources" Sponsored by NEDCAP) and organized by Osmania University, Hyderabad on 23rd March, 2010.
34. Paper titled "Talent Management – A Strategic Approach : Issues and Challenges" presented in an international conference on Management Research organized by Bharathidasan Institute of Management, Tiruchirapalli, Tamil Nadu held from 13th and 14th February 2010.
35. Paper titled "Influence Tactics used by Leaders to influence subordinates" presented in the national conference on Ethical Transformation of Contemporary Business organized by Sree Narayana Guru Institute of Management Studies, Coimbatore, Tamil Nadu held on 12th Feb. 2010.
36. Paper titled "Leadership Behaviour – Impact on Organisational Culture" presented (virtual) in a national conference on Emerging Trends in Business Strategies and Information Systems" held on 12th Feb. 2010 at Thiagarajar School of Management, Madurai.
37. Paper titled "Financial inclusion – issues, opportunities and challenges ahead" presented at the International Conference on Sustainability of Micro Finance Institutions: Challenges And Opportunities held from December 4 - 5, 2009 at NIILM, Centre for Management Studies, New Delhi.
38. Paper titled " Financial Inclusion in India – Policy Perspective" presented in a seminar on "Financial inclusion – Aspects, Issues and the Way Forward" held from 6th – 7th November, 2009 at Osmania

University, Hyderabad.

39. "Role of IT in Service Sector" in the National conference on "Information Technology trends in Engineering Applications" to held from March 19th to 21st 2009 at Dayananda Sagar College of Engineering, Bangalore.
40. Paper titled "Technology in Retail Industry" presented in an international conference on "Business Excellence: Mapping the path ahead" organized by Bharati Vidyapeeth Institute of Management Studies and Research, at Navi Mumbai held from 13rd and 14th March, 2009.
41. Paper titled "Women Empowerment" presented in "A Dhruva international Conference on Women Leadership" held on January 10, 2009 at Dhruva College of Management, Hyderabad.
42. Paper titled "Challenges facing Business and Management Educators" in a two-day national workshop on "Standardisation of Indian Management Education: Issues, Challenges and Possibilities" organised by SMS, CBIT, Hyderabad from Dec. 17-18, 2004.

