


1	Name of Faculty	Dr. T.S.Poornachandrika	
2	Designation	Associate Professor	
3	Nature of Job/Appointment	Regular Appointment	
4	Date of Joining	22 – 06 - 2004 in CBIT, School of Management Studies.	
5	E-mail	Poornachandrika_sms@cbit.ac.in	
6	Education Qualifications	Name of the Degree	Class
	Ph. D	Doctor of Philosophy (HRM)	Awarded
	PG	MBA ,MPHIL	First Class
	UG	B. Sc. (Life Sciences)	First Class
7	Work Experience		
	Teaching	25Years	
	Research	06 years	
	Industry	2 Years	
	Others	NIL	
8	Area of Specialization	Human Resources Management and Marketing	
	Foreign Collaboration	01	
9	Professional Memberships	03	
10	Responsibilities held at Institution Level	<ol style="list-style-type: none"> 1. Member,CBIT-NITTR 2. Institute Coordinator.Unnat Bharath Abhyaan 3. Convenor,Shruti-2025 4. Member,Grievance Committee,CBIT 5. Co Convener Sudhee Nation level Student- Fest 2019. And discharged the responsibilities as Convener and Co convener for Transportation committee, Disciplinary Committee and Hospitality Committee Sudhee 2019. 6. Coordinator, Autonomous Extension 2019. 7. Member, Canteen Committee, since inception to till date. 8. Coordinator, NAAC, from 2015 to 2018 9. Coordinator NIRF, from 2015-2018. 10. Coordinator, ARIIA, 2017-18. 11. Coordinator TEQIP from inception. 12. Convener for the Programme” Personal Effectiveness for Enhancing Organizational Productivity” in 2012. 	
11	Responsibilities held at Department Level	<ol style="list-style-type: none"> 13. Member Board of Studies. 14. Member,Department Advisory Board 15. Member,PAQIC 16. Member,Department Research Committee 17. Incharge ISO 18. Foreign collaborations 	

		19. MDP Coordinator 20. FDP Coordinator 21. Fulfilled the Responsibilities as In-Charge Academics 22. Drafted Performance Appraisal Forms for conducting Zero Consultancy Performance Appraisals for Tejashwi Green Energy and GATI in 2019-20. 23. Editor for the Department's News Letter," Crescendo" in 2018-19. 24. Served the Responsibility of Class In charge For MBA Students. 25. Convener for the FDP," Transforming Management Faculty into Best Performers" organized by School of Management Studies ,CBIT on Behalf of AIMS on 29,30 th 2017. 26. Convener for Yukthi 2K11& 2K13, Student Management Fest,MBA Department.	
12	Research Guidance	--	
13	Awards Received	Dr.T.S.Poornachandrika has been awarded with Distinguished Woman Researcher in Human resources Management by Venus International Foundation. Dr.T.S.Poornachandrika has been awarded with International Researcher Award by Prashas Trust in January 2021.	
14	Courses Handled at Under Graduate / Post Graduate Level.	Principles and Practice of Management Managerial Economics and Accountancy Human resources Management Strategic Human Resources Management Marketing Management Organizational Development and Change Management Talent and Knowledge Management Empowerment and Leadership Development Performance & Compensation Management Industrial Relations and Labor Laws Training and Development Promotion and Distribution Management Consumer Behavior Product and Brand Management Services Marketing Management and Organization Behavior Business communication Entrepreneurial Development International Business Operations Management Logistics and Supply chain Management Community Engagement	
15	No. of Papers Published	National Journals – 10	International Journals – 35
		National Conference -8	International Conference – 15
16	Projects Carried out	Dr.T.S.Poornachandrika as a Principal Investigator has been sanctioned with Rs 15,00000 (15 LAKHS PROJECT) from ICSSR under Vikasit Bharath. Dr.T.S.Poornachandrika has been sanctioned with 39000 for carrying out research Project titled," Digital Literacy and Digital Empowerment of Select Group of Weavers and Artisans With Reference to Pochampally	

		Village,Telangana,Hyderabad
17	Patents	01(GRANTED) 03(Published)
18	MOU'S	02
19	Foreign Colloboration done	01
20	Invited Speaker	<p>Delivered expert talk on Digital Marketing and Consumer Behavior:Adapting to the Evolving Marketplace” in Kakatiya Warangal 13th March 2025 .</p> <ul style="list-style-type: none"> ➤ Has delivered Expert talk titled,”Customer Retention in the Digital World “ for MBA Students of S.T.Joseph’s college on 10th September 2020. ➤ Has Delivered Expert Talk titled,” Career oppurtunities in the Turbulent times on 18.10.2021 for Students of ICFAI Business school,Raipur. ➤ Delivered a Talk on “Human Values” for Prisoners in Chanchalguda Jail in 2018. ➤ Judged an event Organized by NSS, CBIT on Road Safety on 19.1.2017.Programme organized by EDC Cell of CBIT on 20.01.2017. ➤ Delivered an Expert talk in One Day seminar on “Biotechnology Innovations and Business Opportunities”. November 2017in CBIT. ➤ Was a Resource person for soft skills program for Non teaching staff of CBIT in 2016-2017. ➤ Was a resource person for Personality Development programme for the local youth training organized in CBIT under TEQIP in 2016. ➤ Delivered guest lecture for MCA Students in 2015 on”Organisation Behaviour”. ➤ Handled Special sessions for IC- CBIT Course, for the students who studied professional Engineering course in collaboration with Wolverhampton University, U.K 2009. ➤ Served as Resource person for “Infosys Campus Connect” program conducted in CBIT during 2008-2009.
21	No .of Books Text Books Written	<ul style="list-style-type: none"> ➤ Dr.T.S.Poornachandrika has written a Text Book Titled,;’ Customer Relationship Management” with ISBN No:978-93-94002-68-5 published by Scientific International Publishing House.
22	No. of Books/Chapter Published with details =06	<p>Dr.T.S.Poornachandrika has written a Book Chapter titled,” Ethical Dilemmas in Gamified Marketing Approaches” in the book, 'Marketing and Gamification'. Routledge, of Taylor & Francis Group.</p> <p>Dr.T.S.Poornachandrika has written a chapter on “Green Technology “in the International Publication of,”Role of Basic Sciences in Modern Engineering Education WESER</p>

		Books,NO:79737,Aussere Webster02763,Zitau,Germany
23		Dr. T.S.Poornachandrika authored a Chapter titled," Human Resources; Entrepreneurship Fit" in the international Edition of the Book Titled," New Perspectives in Commerce and Management " Volume 2,INSC Publishers, ISBN: 978-1-68576-143-1.
24		Corporate Engagement in Management Education 26 th AIMS Annual Management Convention 2014,ISBN ISBN 978-93-83302-01-7 IN 21014.
25		Dr. T.S.Poornachandrika authored a Chapter titled," Human Resources; Entrepreneurship Fit" in the international Edition of the Book Titled," New Perspectives in Commerce and Management " Volume 2,INSC Publishers, ISBN: 978-1-68576-143-1.
		The proceedings of two day National Conference "Innovations in Service quality Management on Jan31st ISBN 978 Service Quality Management with Reference to Hospitality and Tourism Sector.
26	Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops. Other Trainings (Attended and/or Organized).	<p>ONLINE CERTIFIED COURSES(Course Era)</p> <ul style="list-style-type: none"> Completed Course on Design Thinking for Innovation offered by University of Virginia, USA. Completed Course on "Successful Negotiation: Essential Strategies &Skills offered by University of Michigan, USA. Completed on line Course on Supply Chain &Logistics offered by Rutgers the state University of New Jersey. Strategic Innovation: Building and Sustaining Innovative Organizations offered by University of Michigan, USA. <p><u>EDITORIAL BOARD MEMBER</u></p> <p>Dr. T.S.Poornachandrika is appointed as Editorial Board Member of IERJD Journal on 27.5.20.</p> <p>Reviewer for many Management Journals</p> <p>Total No. of Webinars Attended=50</p> <p>Faculty Development Programmes Participated.</p> <p>Participated in the One-Week Faculty Development Program on "Robotics and Industrial Automation" organized by the Department of Mechanical Engineering, Chaitanya Bharathi Institute of Technology (A), Hyderabad during 04-11-2024 to 09-</p>

		<p>11-2024.</p> <p>Participated in One week online FDP on “Quality Education through OBE” organized by Chaitanya Bharathi Institute of Technology(Autonomous),Gandipet, Hyderabad- 500 075, Telangana, India., in association with IEEE Education Society Student Branch Chapter CBIT during 22nd - 27th January 2024.</p> <p>Participated in One week FDP on ,” Application of AI /ML Using Pattern Recognition & Intellectual Property Rights from 29TH January to 2nd Feb 2024 ,organized by Department of ECE and Mechanical Engineering,CBIT,Hyderabad-75.</p> <p>Participated in the one-week National level Faculty Development Program on,"Comprehensive Cyber Security and Ethical Hacking from Fundamentals to Advanced Techniques"organised by the Dept of CET ,CBIT from 4th March to 9th March 2024.</p> <p>Participated in One week online FDP on “Quality Education through OBE” organized by Chaitanya Bharathi Institute of Technology(Autonomous), Gandipet, Hyderabad- 500 075, Telangana, India., in association with IEEE Education Society Student Branch Chapter CBIT during 22nd - 27th January 2024.</p> <p>Participated in STTP "Recent Trends in Security ERA" Organized by Department of Computer Science and Engineering, GNIET, Nagpur from 1st July-5th July 2022.</p> <p>Attended a FDP Titled,” Smart Grid Markets: Key Trends,Challenges and oppurtunities organized by Department of Electrical Engineering, NIIT Warangal from 27.07.2021 to 31.07.2021</p> <p>Attended a one Week Faculty Development Programme on “ BlockChain Applications,Use cases and Oppurtunities” NSS Cell Aadikavi Nannaya University from 26.07.2021July to 30.07.2021.</p> <p>Attended a One Week virtual FDP on ,”Advanced Research Methodology Department of Mechanical Engineering of Nanasaheb Mahadik College Of Engineering 26 th July to 30 th July 2021.</p> <p>Attended a National Workshop on” Intellectual Property Rights; Patent Process Department of Library; IQAC cell,Nilkanthrao Shinde Science; Arts College ,Bhadravathi District Chandrapur(MS) in association with Rajiv Gandhi National Institute of Intellectual Property Management (RGNIPM),Nagpur on 03.08.2021.</p> <p>Attended a National seminar titled,”Reimagining People Management and Employee Experience organised by CMS ,JAIN (DEEMED TO BE UNIVERSITY)Bengaluru on 23.07.2021.</p>
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	<p>“Emerging trends, Issues and Challenges In Big Data and Cloud Computing from 20th to 25th February 2017.</p> <p>Participated in Faculty Development program on’ Intellectual Property Rights sponsored by TEQIP II Organized during December 19th to 24th, 2016. Organized Jointly by Department of Biotechnology, Mechanical Engineering and School of Management Studies, CBIT, Hyderabad.</p> <p>Participated in “Digital Marketing” workshop conducted at CBIT, Gandipet on 22nd and 23rd November 2016.</p> <p>Participated in one day National Seminar in Trends in Digital Marketing” organized by Indian Institute of Management and Commerce on 30.12.2016.</p> <p>Attended one week Faculty Development Programme in IIM, Kozhikode in June-2015.</p> <p>Participated in one day workshop on “Data Mining” In GITAM University held in February 24th 2015.</p> <p>Attended lecture on “Design thinking: For Innovative Management” in HMA on Dec 15th 2015.</p> <p>Member of NHRD Network and attended various programs conducted by NHRD Network during 2014-15.</p> <p>Attended One week Faculty Development Programme on “Effective Teaching Methodologies” organized from 22.05.2014 to 30.05.2014, in NITHM.</p> <p>Participated in one-Day Seminar on “Work-Life Balance: Women in Engineering “Organized by Women Cell, CBIT on 8th March 2014.</p> <p>Participated in the Two Day National Level Workshop, “Women in Science and Technology-Societal Impact” Organized by the Women’s Cell of CCBIT during 8th 7 & 9th March, 2013.</p> <p>Attended four week orientation course titled “33rd Orientation Course “conducted by J.N.T.U Hyderabad from 10.06.2013 to 06.07.2013.</p> <p>Attended 3 Week Refresher course in “Research Methodology in Arts, Commerce, Business Management & Social Sciences organized from 9.12.13 to 31.12.2013 in Osmania University.</p> <p>Attended Two Week Staff Development Programme on ”World class Manufacturing” sponsored by AICTE for the Faculty Members of Technical and Management Institutes from December 12th to 24th 2011 organized by Institute of public Enterprise (IPE) in Dec-2011.</p>
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		<p>Participated in the Faculty Development Programme Titled “Insights into Research Methodology and SPSS Applications “on 8TH & 9th May 2009 organized by Siva Shivani Institute of Management and SPSS.</p> <p>Attended 3 week refresher course in Hyderabad central University in June 2009.</p> <p>Participated in I week in-house training Programme on Effective Teaching Methodology from 03.07.2006 to 08.07.2006 organized by CBIT.</p> <p>Participated in the workshop on MBA Project work, organized by the Department of Business Management, Osmania University, and Hyderabad on December 18, 2006.</p> <p>Programme on Personality Development Effective Teaching Methodology” Organized by CBIT from 8.11.2004 to 16.11.2004.</p>
27	Details of Journal Publications/ Conferences (National and International)	
	<p>National and International Journals</p> <p>Dr.T.S.Poornachandrika has published a research Paper titled,” Decoding GenZ: Marketing Analytics for the next Generation of Consumers International Journal of Environmental sciences September,2025 Volume 11 No.24S Scopus</p> <p>Dr.T.S.Poornachandrika has published a research Paper titled,”Technological Advancements in Marketing: Simulations and Virtual Reality inn AIP Scopus bindexed Conference Proceedings.</p> <p>Dr.T.S.Poornachandrika has published a Research Paper titled,”Leveraging HR data analytics Dashboards for strategic talent management” in international journal of innovative research in computer and communication Engineering in volume 113,issue 8,August 2025.</p> <p>Dr.T.S.Poornachandrika has published a research Paper titled,”Marketing and Gamification Applications Challenges and Ethics, (Book Chapter) ethical Dilemmas in Gamified Marketing Approaches pp. 222–245 Scopus</p> <p>Dr.T.S.Poornachandrika has published a Research Paper titled,”Marketing and Gamification Applications Challenges and Ethics, (Book Chapter)Ethical Dilemmas in Gamified Marketing Approaches pp. 222–245 Scopus.</p> <p>Dr.T.S.Poornachandrika has published a research Paper titled,” Digital literacyand digital Empowerment:A Study of weavers and Artisans in Pochampally village,Telangana Journal of Informatics Education and Research Volume 4,issue 2,2024 ABDC</p> <p>Dr.T.S.Poornachandrika has Published a Research Paper titled, ,” Dr.T.S.Poornachandrika has Published a Research Paper Titled,” "Tourism Marketing for an Enriched Customer Experience" has been published in Volume 2 Issue 1 Page Number: 98-99, Journal International Journal of Advance Research in Multidisciplinary.</p> <p>Dr.T.S.Poornachandrika has Published Dr.T.S.Poornachandrika has received Acceptance for the Research Paper Titled,” The Gig Economy and gender: oppurtunities&Challenges for the women Economic Empowerment “to be published in Taylor & Francis.</p>	

Dr.T.S.Poornachandrika has Published a Research Paper titled," Dr. T.S. Poornachandrika has published research paper titled A STUDY ON IMPACT OF DIGITAL PAYMENTS ON THE USERS-With Ref to Twin cities of Hyderabad &Secunderabad,Telangana,India, GIS Journal scopus Indexed.in Nov 2022.

Dr.T.S.Poornachandrika has published a Research Paper titled,"A road to become successful in the fashion industry of China: A case study of Zara".in ECS Scopus Indexed Journal .

Dr.T.S.Poornachandrika has published a Research Paper titled," "The role of Human resource management department in employee retention".in ECS Scopus Indexed Journal.

Dr.T.S.Poornachandrika has published a Research Paper titled,"The Role of Human Resources in the Hospitality Sector"in the Asian Journal of organic &Medicinal Chemistry
Volume 7 no 1 Jan-March Special Issue 2022.

Dr. T. S. Poornachandrika has published a research paper titled" "Digital Disruptions -A Paradigm Shift in Management" Hemachandra International E-Journal,UGC Approved ISSN 2456-558X,Vol 6,Issue 11,January 2022

Published a Research Paper titled," Impact of Hr outsourcing on the performance management system --- a comparative study of IT and Pharmaceutical sectors in the twin cities of Hyderabad & Secunderabad in *Academic Leadership Journal* (UGC CARE LISTED JOURNAL) in Vol. 21 No. 3 (2020): Vol-21-Issue-3-March-2020 Journal Name: Academic Leadership ISSN: 1533-7812 Indexing: Scopus Indexed Journal Publisher: AcademicLeadership.org.

Published a Research paper titled," Consumer buying Behavior-A comparative study between HUL and P&G in Hyderabad in IJREAM UGC Peer Reviewed Journal Volume 05, Issued 10, Jan 2020.

Dr. T.S.Poornachandrika Published a Research Paper titled, 'The study of Consumer Behavior for Global Marketing Strategies' in Volume Viii, ISSUE 1, January-2019.

Dr.T.S.Poornachandrika has Published a research paper titled" A Study on the impact of promotional strategies on the consumer buying Behavior of Hair care products with special Reference to HCL &P&G in (UGC Approved),an ISO 3297-2007 certified,.Vol-05,issue-01,April 2019.

Dr.T.S.Poornachandrika Published a research paper titled ,"The impact of HR-Outsourcing On the Performance Management system of the organizations with special reference to IT and Pharmaceutical Industry IJETSR, Volume 4,Issue 8,August 2017.

Dr.T.S.Poornachandrika has Published a research paper titled," The Role of HR Providers in the delivery of quality service with special reference to Software Sector in Hyderabad. IJETSR Volume 4,Issue 9,September 2017.

Dr. T.S. Poorna chandrika, has published a Research Paper titled," "Innovative Human Resource Practices in Banking and Financial Sector". Aero International Research Journal. Volume IX, February, 2017, ISSN: 2320-3714.

Dr.T.S.Poornachandrika has Published a research paper titled," Value added Services-Trends of HR Outsourcing in the Information Technology Sector" in the international Journal of Technology, Management and Applied Sciences ISSN No:2349-4476.Impact factor. 2017.

Dr.T.S.Poornachandrika has Published a research paper titled," HR Outsourcing Services in the Pharmaceutical Sectors" in the Indian Journal Of Research in Commerce, Management, Engineering And Applied Science October 2015 ISSN:2454-6593 June 2016.

Dr.T.S.Poornachandrika has Published a research paper titled," A study on Job satisfaction" of employees of Hospital sector in the twin cities of Hyderabad and Secunderabad "in IJETMAS Journal bearing ISSN NO: 2349-4476.Impactno:2.in Feb 2016.

Dr.T.S.Poornachandrika has bPublished a research paper titled, “HR Outsourcing -A Comparative Study between IT & Pharmaceutical Sectors” in the Mc Graw Hill Education Publication of international conference on “Innovative Research in Engineering, Science and Management” in JNU, New Delhi. ISBN No: 13-978-93-85880-71-1 10-93-85880-71-3, Impact Factor=2,114 in 2016.

Dr.T.S.Poornachandrika has Published a research paper titled,” The role of corporate social responsibility in Operations management “in “Discovery” Journal, March 1 issue, ISBN NO: 2278-5450

Published Research paper titled, “The Impact of Social Media Marketing on the buying behavior of the Consumers “in the International Conference on Strategies For Business Excellence : Challenges and Opportunities (ICSABE-15) December 18th and 19th December 2015. ISBN: 978 93 8303829 9.

Published a paper titled “ Role of women and Education-Impact on Sustainable Development” in the Proceedings of Two day National conference on Management and Social Sciences It’s Impact on Sustainable Development” organized by School Of Management Studies on October 25th t—26th 2013. ISBNNO; 978 93 83038 084.the International Journal of Innovative Technology & Adaptive Management ISSN- 2347 - 3622. & Impact Factor - 0.698.

Published a research paper titled” Performance Management decisions for Business Excellence with special Ref to ILTD, DIV OF ITC, Chirala.in the Journal of Management “AADHYAM”. Jan-June 2013. ISSN: 2278-4152.

Paper published titled”Role of Viral marketing in creating Consumer’s Brand awareness” in the “Emerging Markets, strengths & weakness” in Nagpur, Excel publications bearing ISBN NO: 9789382062899 in 2013.

Published a paper titled “Strategic Business Management decisions for Business Excellence in O.U. national conference Project Management--- A Tool for Strategic Competence in May-2012, ISBN: 978-81-7800-300-9.

International /National Conferences

Dr.T.S.Poornachandrika (2017)”A study on Potential recruits” in the Two Day Conference on Emerging Trends in Management Practices organized by the Department of Humanities and Social Sciences (Management Science) CVR College of Engineering, Ibrahimpatnam ISBN : 978-93-82101-51-9 P.187-192.

Dr. T. S. Poorna chandrika, A (2017) Emerging Trends in Recruitment and Selection 159 Process: A Case Study of KFC, Two Day Conference on Emerging Trends in Management Practices organized by the Department of Humanities and Social Sciences (Management Science) CVR College of Engineering, Ibrahimpatnam ISBN: 978-93-82101-51-9 P.159-164.

Published a Paper titled”” Innovative Human resources Practices in Banking and Financial services” for better working” on 1 May 2017 in the national seminar.”Role of technology in banking and financial services” organized by RBVRRIT, Hyderabad.

Published a research paper titled,” A Study on the characteristics of Potential Recruits” at Two day conference “Emerging trends in Management practices” organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.

Published a research paper titled” Emerging trends in Recruitment & Training—A case study of KFC at Two day conference “Emerging trends in Management practices” organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.

Published a research paper titled” The Role of HR Service Providers in the delivery of quality service with special reference to Software Sector in Hyderabad in the 4th International conference on New Frontiers of Engineering, Science and Management and Humanities (ICNFESMH-2017).

Published a research paper titled “The Impact of HR-Outsourcing on the Performance Management system of the Organizations with special reference to IT& Pharmaceutical Industry ”.March 2016.

Dr.T.S.Poornachandrika (2017), A study on Corporate Social Responsibility (CSR) and Financial performance: A Study on select Organizations in India in the Three Day International Conference on Corporate Social Responsibility organized by Acharya Nagarjuna University, Nagarjuna Nagar, ISSN:978-93-85518-09-9 April 10-12 ,2016.

Published a research paper titled, “Work Life Balance –A Comparative Study between IT & Pharmaceutical sectors in Hyderabad & Secunderabad. in the journal of Global Management Outlook ,Telangana university ISSN NO:22773789.

Published a research paper titled,” Customer Relationship Management” --- Relationship Marketing of the new Millennium” In the International conference on Outsourcing Strategy As a New Paradigm “ organized by Durgadevi Saraf Institute of Management Studies Mumbai during March 14th 2015. ISBN No: 978-93-5196-952-5.

Published a full research paper in the “HR Outsourcing-A comparative study on IT& Pharmaceutical Sectors” in the International Conference on “ Managing Human Resources at the workplace “ on December 5-6,2014 SDMIMD, Mysore ISBN:978-93-83302-01-7.

Published a research paper in the Proceedings of the International Conference on “Innovative HR Practices in Corporate World” held on August 19th 2015 organized by Department of Management of Rathinam College of Arts and Science in Coimbatore

Published Research paper titled, “The Impact of Social Media Marketing on the buying behavior of the Consumers “in the International Conference on Strategies For Business Excellence : Challenges and Opportunities (ICSABE-15) December 18th and 19th December 2015. ISBN: 978 93 8303829 9.

Published a research paper titled”” Cyber Laws for Cyber security” in the National conference on” Information security”(TEQIP PHASE –II) on 26th&27th August 2015.

Published Abstract titled ” Services Marketing –Issues and Challenges in Globalized Economy” in compendium of Abstracts of the International Conference on “ An Expedition towards Growth and Sustainability in Commerce and Management: Trends, Challenges &Strategies ,organized by ST. Joseph’s PG College, Hyderabad on 18th,19th & 20th December 2015.

Dr T.S.Poornachandrika, (2016), *Entrepreneurial Eco System in India through Technology and Innovation*, 3rd International Conference On Next Generation Education For Entrepreneurial Engineers(ICNGE3-16) held on March 9-10 at SR Engineering College, Warangal, Telangana.

Published a research paper titled, “Corporate Engagement in Management Education” in 26th AIMS Annual Management Convention 2014 ISBN NO: 978-93-5142-889-3.

Published a full paper titled “Service Quality Management with Reference to Hospitality & tourism sector “in the book “Innovations in Services Quality Management “organized by School Of Management Studies in January 31st—1st February. 2013. ISBN (978-81-907052-9-5).

Paper published titled “Role of Viral marketing in creating Consumer’s Brand awareness” in the “Emerging Markets, strengths & weakness ”in Nagpur ,Excel publications bearing ISBN NO:9789382062899 in March 2013.

Published a full paper titled “Role of HR-leaders in the present context” in the international conference,”

International Colloquium and Research Conference: HR Redefined “held in Pune in August 24th & 25th 2012. Bearing the ISSN NO: 2231-5535

Published a paper titled “Strategic Business Management decisions for Business Excellence in O.U. national conference,” Project Management--- A Tool for Strategic Competence in May-2012, ISBN: 978-81-7800-300-9.2012.

PAPERS PRESENTED IN NATIONAL/INTERNATIONAL CONFERENCES

1. Dr.T.S.Poornachandrika has Presented a Paper titled,” Neuro Marketing and the Brain’s Buy Button:Insights into Consumer’s Decision Making in nd International Conference on Digital Transformation and Sustainability of Business organized by Department of Management Studies,Vardhaman College of Engineering in collaboration with RK University and Vistas during -10-11 October 2025.

Presented a Research Paper titled,” Utilizing Digital Economy for Sustainable Development” in the Two Days International Conference on ‘ Technological Innovation and Transformation “ towards Sustainable Growth” on 30th & 31st January 2024 Organised by KPR College of Arts,Science and Research,Coimbatore,Tamilnadu.

Presented a research paper titled “The Study of Consumer Behavior for Global Marketing Strategies in the National Conference -2k19 organized by School of Business Management, Anurag Group on 24th-25th January 2019 in Hyderabad.

Presented a research paper titled, The Technology Entrepreneurship –The Drive way for a new Economy in A Two day international conference: Management (through Transformation of policy Framework) for better society on 5th and 6th January 2018 organized by Sanskriti School of Business, Puttaparthi in association with AIMS.

Presented a research paper titled,” A Study on the characteristics of Potential Recruits” at Two day conference “Emerging trends in Management practices” organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.

Presented a research paper titled” Emerging trends in Recruitment & Training—A case study of KFC at Two day conference “Emerging trends in Management practices “organized by Humanities and Sciences department, CVR College of Engineering during 3rd& 4th February 2017.

Presented research paper titled,” trends in innovation and women entrepreneurship in the international Padmavathi Mahila Vishvavidyalayam (Women’s university) from 29. 03.2017 And 31.03.2017.

Presented a research paper titled “Ethno consumerism: A New Paradigm to study ultural and cross cultural Consumer Behavior in the National Seminar on Paradigms in Managerial Practices ,organized by Department of Business Management in Telangana university – Nizamabad in July 2017.

Presented a research paper titled, “The impact of HR –outsourcing on the Performance Management System of the organizations” with special reference to IT and Pharmaceutical industry” on 6th August 2017 in the international conference organized by Institution of Electronics and Telecommunication Engineers,1st cross Road in Bangalore on 6th August 2017.

Presented a research paper, “Responsible Innovation –The Key for Societal Development” in the UGC

sponsored two day National seminar on Innovation Management –A Strategic imperative for growth during 22-23 August 2017 organized by P.B. Siddhartha College, Vijayawada.

Presented a research paper titled “The Role of HR Service Providers in the delivery of quality service with special reference to software sector in Hyderabad” on 3rd September 2017 in the conference organized by the Institution of Electronics and Telecommunication Engineers, O.U in Hyderabad on 3rd September 2017.

Presented a research paper, “HR Analytics for Effective Organizational Performance” in the 4th International conference on Human resource Management in IBS on November 10-11 2017 in Hyderabad.

Presented a Paper Titled “A study on the relationship of stress between in twin cities of Hyderabad & Secunderabad in September 2016.

Presented a research paper titled, “HR Outsourcing –A Comparative Study on IT & Pharmaceutical Sector ”in the International conference on” Managing Human Resources at the Workplace” held on December 5th & 6th in 2015 at SDMIMD ,Mysore, Karnataka.

Presented a research Paper titled “CRM: Relationship Marketing of the New Millennium” at the International Conference organized by Durgadevi Saraf Institute of Management Studies, Mumbai on 14th March 2015.

Presented a paper titled “Re-Designing Management Education “in the UGC Sponsored two day National Level Workshop on Redesigning of Commerce and Management Education “Organized by Department of Commerce and Management, Sri Ramakrishna P.G. College, Nandyal on 29th and 30th March, 2015.

Presented a research paper titled ”Cyber laws for cyber security” in the national conference on Information Security “held in CBIT on 26th and 27th August-2015

Presented a research paper titled ”Role of HR in Stress Management” in the International conference on “Innovative HR Practices in the Corporate World”, on 19th August 2015, Organized by Department of Management of Rathinam college Coimbatore.

Presented a Paper Titled” HR-Outsourcing ---A Comparative study between IT and Pharmaceutical sectors in the conference organized by Academic Science and Conference Info on 20 September 2015 at JNU, New Delhi.

Presented a research paper titled International Entrepreneurship-a facilitator for International Business 'in the National conference on the Emerging Trends in business & Information Technology organized by Department of Computer science anand Management, Bangalore city College held on 4th September 2015.

Presented a research paper ,”Services Marketing—Issues and Challenges in the International conference on the Expedition towards growth and Sustainability in commerce and Management Trends, Challenges and Strategies organized by S.T. Joseph’s Degree and P.G. College on December 18, 19 and 20 2015.

Presented a research paper” Entrepreneurial Eco-system in India-Through Technology & Innovation” in the National conference “Promoting Entrepreneurial Ecosystem in India” held in Vignan jyothi institute of technology on 19th and 20th December 2014.

Presented a Research Paper titled, “Corporate Engagement in Management Education” in the 26th AIMS Annual Management Education Convention 2014, held at Pune during 21-23rd August, 2014.

Presented a paper titled “Succession Planning-Smart Planning” in the National Conference on “Strategic HR & Business Excellence” Organized by Department of Human Resources Management, Hyderabad Business School, GITAM University, Hyderabad on 22nd November 2014.

Presented a paper titled “Service Quality Management with reference to Hospitality and Tourism Sectors” in the National Conference on “Innovations in Services Quality Management” during 31st Jan & 1st February 2013 organized by School of Management Studies, CBIT ,Hyderabad.

Presented a paper titled,” Role of Women and Education-Impact on Sustainable Development” in a Two Day National Conference organized on 25th and 26th October 2013 by School of Management Studies, CBIT, Hyd.

Presented a paper titled,” Role of HR Leader in the present context” in the International Colloquium and Research conference: HR Redefined held during 24th & 25th August, 2012 in MIT College of Management, Pune.

Presented a paper titled “The Role of HR in Retail services Sector-- with special reference to malls” in the National Conference on “Services Marketing: Changing Paradigms” Organized by the Department of Marketing, SivaSivani Institute of Management ,on 7th January,2012.

Presented a paper titled ”HR-Outsourcing for best Human resources Management” in the National conference on “Innovative Global Management Practices “ on 6th &7th February ,2012. Organized by DR.S. Radhakrishnan College of Business Management in Nagpur

.Presented paper titled “Role of Knowledge Management in developing today’s modern Organizations” in S.K.University, Anantapur. On 13th &14th March 2009 in the UGC-SAP Sponsored National conference.

Presented a paper titled ”Women in Management :Challenges and Strategies” In a two day National Seminar organized by School of Management Studies, CBIT on 10-11th ,March 2006.

Presented a research paper titled “Industry Institution Interaction in a two day National Workshop on “Standardization of Indian Management Education: Issues, Challenges and Possibilities” organized by School of Management Studies, in association with Association of Indian Management Schools on December 17-18, 2004.

Software Skills

One year diploma in Computer applications from NIIT.

IBM-Main frames certificate course from Future tech, Consultants, Hyderabad.

Other Achievements

Rendered services as External examiner for Conducting Viva-Voce and Question Paper Setter for university affiliated colleges.

Extra Curricular Activities

Acted in a short film,”Gandheeyam” in 2019.

Won various Prizes in Faculty sports.

Programmes Organised

Dr.T.S.Poornachandrika has organized an International conference titled,"Transforming Education impact of E learning platforms at Vikasit Bharath-2047 on 13th-14th February 2025.

Dr.T.S.Poornachandrika has organized a MDP Titled," Design thinking and Innovation management for Business Excellence" Organised from 6th May 2025 to 10th May 2025

Dr.T.S.Poornachandrika has organized FDP Titled," Research Methodologies and Publication strategies from 12th February to 16th Feb 2024.

Dr.T.S.Poornachandrika has organized an Expert Talk titled," Aligning HR Strategy with Business Growth on 08.11..2021.

Dr.T.S.Poornachandrika has organized an Expert Talk titled," Trends and Marketing Strategies in Service Sector" on 13.11.2021.

Dr.T.S.Poornachandrika has organized many Alumni talks and Guest lectures till date.
Workshops/Seminars Organised

Dr.T.S.Poornachandrika has organized a one Day HR Workshop titled,"Recent Advances and Disruptive Technologies in HRM-Issues & Challenges on 20.02.2021.

Dr.T.S.Poornachandrika has Organized a One Day Marketing Workshop titled," Importance of Creativity in Advertising Management" on 25.11.2021.

Dr.T.S.Poornachandrika, has organized a Management workshop titled," Being Creative and Innovative in Following Your Dream and Choosing your Passion on 27.11.2021.

T.S.Poornachandrika has organized a seminar on "Innovative Careers in Digital Marketing-Leveraging for Creative Business & Entrepreneurship Opportunities" on 28.12.2021

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