

Name of Faculty **Mrs. M. Sangeetha**  
 Designation Assistant Professor  
 Nature of Job/Appointment Contract  
 Date of Joining 03-02-2017  
 E-mail msangeetha\_sms@cbit.ac.in



| Education Qualifications | Name of the Degree                      | Class       |
|--------------------------|---|-------------|
| Ph. D                    | Ph. D Doctor of Philosophy (Management) | Pursuing    |
| PG                       | MBA (Finance)                           | Distinction |
| UG                       | B. Sc. (Biotechnology)                  | First       |

**Work Experience**

|          |          |
|----------|----------|
| Teaching | 10 Years |
| Research | 05 years |
| Industry | --       |
| Others   | --       |

Area of Specialization Finance

Professional Memberships Hyderabad Management Association

- Responsibilities held at Institution Level
- Institute Innovation Cell member from 10.01.2022 to till date
  - FPCC(Faculty Placement Coordinator Committee) Member from 19.08.2023 to till date.
  - Institute Co-ordinator for T-Hub/T-Tribe from 08.09.2020 to June 2023.
  - Institute Innovation Cell Co-opted member from 24.10.2020 to 09.01.2022
- Responsibilities held at Department Level
- Department Placement Coordinator 21 August 2023 to till date.
  - Career Development Cell department level Coordinator December 2023 to till date.
  - NPTEL/ Swayam/MOOCs Coordinator February 2020 to till date.
  - Class Incharge for II Year MBA-B 2022-2023, MBA-B 2021-2023 batch, MBA-A 2019-2021, MBA I Year A Class Coordinator March 2020 to May 2020 batch.
  - Faculty coordinator- department faculty achievements from 2018 to December 2023.

Research Guidance Guiding 9-10 MBA students in their Project work every year Since 2017 to till date.

- Awards Received
- Awarded Assistant Professor/Lectureship in Telangana State Eligibility Test (TS-SET) in Management 2017.
  - Awarded Lean Six Sigma Yellow Belt certification/holder from Ministry of Micro Small & Medium Enterprises (MSME), Technology Development Centre (PPDC) in May 2020.

- Courses Handled at Under Graduate / Post Graduate Level.
- PG Courses:
- Operations Management
  - Research Methodology and Statistical Analysis
  - Operations Research

4. Statistics Lab
5. Statistics for Management
6. Corporate Social Responsibility
7. Service Operations Management
8. Total Quality Management
9. Business Environment and Ethics

UG Courses:

1. Engineering Economics and Accountancy
2. Management Science
3. Community Engagement.

National Journals –0

International Journals – 8

No. of Papers Published

National Conference – 9

International Conference – 1

**Faculty Development Programs:**

1. Completed the “Online Hands-on training program on empirical legal research: SPSS application and data analysis” organised by Gujarat national Law University, center for law and society from 18 Oct 2023 to 22 Oct 2023.
2. Participated in a three day Faculty Development Program on “Establishment and Management of Business Incubators” organized by National Institute for Micro, Small and Medium Enterprises (NI-MSME) in association with CBIT from 10.03.2022 to 12.03.2022.
3. Participated in a two day FDP on structural equation modeling using SPSS-AMOS on 14th -15th October, 2022 organized by the Department of Accounting, GITAM School of Business, Hyderabad (GSBH) in association with International Skill Development Corporation (ISDC), UK.
4. Participated in a virtual National Level Faculty Development Programme on Online Teaching Platform And Tools (Technology Management In Education) organised by Government College for Women, Bhagwati Nagar, Jammu, Affiliated to University of Jammu, (Jammu and Kashmir) from October 26 - 30, 2022.
5. Successfully completed three-day Case Writing Workshop organized from 23rd to 25th June 2023 by the Association of Indian Management Schools (AIMS).
6. Attended a seminar on “Scope for Interdisciplinary Research” held on 06 May 2022 organized by Research & Development Centre and Department of Information Technology, Chaitanya Bharathi Institute of Technology (A), Hyderabad -500 0075, Telangana.
7. Attended 5 day International FDP on “Research and Innovation” organized by the Department of Commerce, SRM Institute of Science and Technology, Ramapuram Campus, Chennai from 05.07.2021 to 09.07.2021.
8. Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "FDP on Guidance, Counseling and Mentoring" from 20/09/2021 to 24/09/2021 at Dr. Hari Singh Gour Vishwavidyalaya (A Central University) Sagar, MP.
9. Attended 1 Week FDP on “Outcome based Education and NBA Accreditation Process-(UG)”, 28.05.2020 to 01.06.2020 at CBIT, Hyderabad.
10. Participated in a 2 day National Level FDP on “Art of Writing and Publishing Research Paper and Applications of Statistical Tools on 27th and 28th May 2020, Aurora’s Degree and PG College.
11. Participated in a 3 day Online FDP on “Teaching and Learning Tools Setup and Assessment for Next Generation” on 12th to 14th May 2020, Department of Information Technology, B V Raju Institute of Technology.

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

12. One week online FDP on “Research Challenges and Opportunities Post COVID-19 (RECOP 2020)” organized by Research & Development Cell and Institution’s Innovation Council of Sri Vasavi Engineering College (Autonomous), West Godavari District during 4-9 May 2020.
13. A FDP on “Transforming Management Faculty into the Best Performers” at School of Management Studies, CBIT during 29<sup>th</sup> and 30<sup>th</sup> December 2017.
14. A One Week FDP on “Meeting the Challenges of Teacher in Modern Engineering Education”, organised by In House Training Centre, CBIT, Hyderabad from 12<sup>th</sup> – 17<sup>th</sup> June 2017.
15. A One Week National Level FDP on “Emerging Trends, Issues and Challenges in Big Data and Cloud Computing” from 20<sup>th</sup>– 25<sup>th</sup> February 2017 at CBIT, Hyderabad.
16. Participated in “10 Days National Workshop on Research Methodology for Faculty and Research Scholars” Organized by School of Management, Doon University, Dehradun, Uttarakhand, from 02.08.2021 to 11.08.2021
17. Attended 1 day workshop on “Recent Advances and Disruptive Technologies in HRM -Issues & Challenges” organized by CBIT - School of Management Studies on 20<sup>th</sup> February 2021.
18. Attended a two day online FDP on “Managing Sustainability during Turbulent Times” Organised by department of Mathematics and Humanities, Mahatma Gandhi Institute of Technology(MGIT), Hyderabad from 29-30 July 2020.
19. Attended Online Workshop on “Social Responsibility and Community Engagement”, CBIT 17<sup>th</sup> June 2020.
20. Participated in The BodhiTree and SAFE Tools for Effective Online Teaching: A Hands-On Workshop on 21 June 2020, This training was organised by the Teaching Learning Centre (ICT) at **IIT Bombay**, funded by the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMNMTT), MHRD, Govt. of India
21. A 2 day Online Workshop on Intellectual Property Rights organised by Pandit Deendayal Petroleum University in association with Intellectual Property Protection Organisation (IPPO) on 10<sup>th</sup> and 11<sup>th</sup> April 2020.
22. A 3 day workshop on “Developing and Analyzing Business Cases” at School of Management Studies, CBIT on 12<sup>th</sup> to 14<sup>th</sup> December 2018.
23. A 2 day National Workshop on “Privacy Preserving and ICT: Research Ideas” organised by the Department of Computer Science and Engineering on 2<sup>nd</sup> and 3<sup>rd</sup> March 2017, CBIT, Hyderabad.
24. Attended a 1 day Workshop on Financial Derivatives “Demystifying Derivatives”, December 20<sup>th</sup> 2016 Department of Commerce, Osmania University, Hyderabad.

**Short Term Training Programme (STTP)/Training Programme attended:**

1. AICTE Sponsored Six Day Short Term Training Programme (STTP) “Comprehensive Village Development - Feasibility and Sustainability” in online mode from 29.11.2021 to 04.11.2021 organized by Indo Global College of Architecture, Abhipur, Punjab.
2. AICTE Sponsored 1 week Short Term Training Programme (STTP) on “Marketing Management for Sustainable Development” conducted by VNS Group of Institutions, Bhopal from 23.08.2021 to 28.08.2021

3. Attended an AICTE Sponsored STTP on “Strategic Planning for Higher Education Institutions: Challenges, Tools and Techniques” from 07.06.2021 to 12.06.2021 organized by Model Institute of Engineering and Technology, Jammu.
4. Participated in a 5 Day National Research Conclave titled “Scaling Techniques and Data Analysis using Excel and SPSS” on 26th - 30th April 2021 organized by CMS, JAIN (Deemed-to-be University), Bengaluru.
5. Completed online training on Inspection and Quality Control on 23.05.2021 from MSME-Technology Development Centre (PPDC), Ministry of Micro, Small & Medium Enterprise.
6. A 2-Day Rural Immersion Training Programme on Swachhta Action plan and Community Engagement during 14<sup>th</sup> and 15<sup>th</sup> November 2019 organized by Mahatma Gandhi National Council of Rural Education Hyderabad with CBIT Hyderabad, Telangana.
7. Completed **Innovation Ambassador Training (Foundation Level)** conducted by MOE’s Innovation Cell & AICTE, New Delhi on 30-06-2021 to 30th July 2021.

**Webinars/Leadership Talks attended:**

1. Participated in Akshaya Patra Foundation Industrial Tour and Community Services organised by FOLK- The Youth Empowerment Club of Hare Krishna Golden Temple, 21.03.2022.
2. Attended a Webinar on “Covid19 Impact and Policy Response Growth, Fiscal Policy, Monetary Policy”, by Dr. Bibek Ray Chaudhuri on 30.07.2021, McGraw Hill.
3. Attended a Webinar on “Introduction to securities and forex Market organised by Pendekanti Institute of Management on 22nd January, 2021 in collaboration with Metropolitan Stock Exchange (MSE), and Securities and Exchange Board of India (SEBI).
4. Attended Webinar on “Statistical Analysis as an Interface in Engineering Problems” organized by Department of Mathematics - CBIT on 13th July 2020.
5. Attended Webinar on “Publishing Research Articles in Scopus Indexed Journals” conducted by CBIT - School of Management Studies on 24th June, 2020.
6. Attended a Webinar “The Economics of the Pandemic” on 28<sup>th</sup>May 2020 by Sean Flynn, Behavioural Economist Author of International Bestsellers, McGraw Hill.
7. Participated in Impact Lecture Session on “Strategic Management of R&D and Innovation Ecosystem” organized by IIC-CBIT on 05.10.2021.
8. Participated in IIC Online Sessions conducted by Institution's Innovation Council (IIC) of MHRD's Innovation Cell, New Delhi to promote Innovation, IPR, Entrepreneurship, and Start-ups among HEIs from 28th April to 22nd May 2020 during COVID-19 nationwide lockdown.
9. Participated in the National Education Day on 11.11.2021 organized(offline) by Engineering Staff College of India-School of PG Studies, Hyderabad.
10. Participated in ACIC Community Outreach Program organised by ACIC-CBIT on 02.11.2021

**Programs Organised/Coordinated:**

1. Organized a guest lecture on “Career Opportunities in



- Investment Banking and Asset Management” by Franklin Tempelton, 19 Dec 2023.
2. Organised IIC Session on “Innovation in the Age of Disruption” 22nd August 2022.
  3. Organised IIC Session on “on IIC & Yukti Innovations”, 15th October 2022.
  4. Coordinated for “World Entrepreneurs Day” program held virtually during 21-24th August 2021 organised by IIC-CBIT(A).
  5. Coordinated a Session on Awareness Program on Entrepreneurship and Pre-orientation session by Mr. Ganesh Rayala, Director, Academic Programs, T-Hub, Govt. of Telangana on 06.08.2021 from 11:30 AM to 12:45 PM organised by IIC-CBIT.
  6. Coordinated/Co-convenor for “One-Day Workshop-Importance of Creativity in Advertising Management” on 25.11.2021.
  7. Organised a Webinar on Financial Well-Being of employees during Covid-19 in association with RK Wealth 09th January 2021 at Chaitanya Bharathi Institute of Technology.
  8. Organised a National Level Online Psychometric Test on 23rd July 2020, CBIT - School of Management.

#### Online Courses:

1. Completed a course on “Behavioral Finance” from Duke University, offered through Coursera in the month of April 2019.
2. Completed a course “Introduction to Financial Markets”, Indian School Business, Coursera in the month of June 2020.
3. Completed a course on “Economies of Money and Banking”, Columbia University, January 2014, Coursera.

#### International Journals

1. M Sangeetha, Prof D Sreeramulu, “A study on Behavioral Biases”, International Journal of Innovative Research and Creative Technology, Volume 9, Issue 3 June 2023, E-ISSN 2454-5988.
2. K Rajesh, M Sangeetha, “A Study on the application of Capital Asset Pricing Model on selected NIFTY Stocks International Journal for Research in Engineering Application & Management (IJREAM).
3. M. Sangeetha, Surekha Adiki, “Total Quality Management in the Apparel Industry”, Empirical Economics Letters, ISSN- 1681 8997, April 2022, ABDC-C Category Journal, WOS Indexed.
4. M. Sangeetha, P. Varaprasad Goud, A. Prasoon Kumar, "A Study on Investment Pattern of Salaried Class during Covid-19 in twin cities of Hyderabad, India", Design Engineering (Toronto), June 2021, Issue 7, pp.1437-1444.
5. P. Varaprasad Goud, M. Sangeetha, E. SaiKiran, "A Study on Intraday Price action patterns and trading volume relations in the stock market with special reference to Nifty IT Companies", Design Engineering (Toronto), June 2021, Issue 7, pp.1139-1166.
6. P. Varaprasad Goud, M. Sangeetha, “A Study on Price Action Patterns (Inside Bar and Outside Bar) Formed at Prime Numbers with Reference to Equity Stocks”, International Journal For Research in Engineering Application and Management (IJREAM), Volume 06, Issue 3, June 2020.
7. M Sangeetha, Mohd. Waliuddin Waseem and A Ajay Ramakrishna, “A Study on The Impact of Behavioral Factors on Individual Investors”, Economic Challenger an International Journal, No.: 22 Vol.85 .0975-1351.
8. M Sangeetha, Dr. A R Aryasri (2018) “Impact of Foreign Direct Investment (FDI) on Indian Economy”, Economic Challenger- An International Journal, No.: 20 Vol.78. 0975-1351, UGC Listed

#### International/National Conferences

1. Presented & published a research paper on “Corporate Social Responsibility For Sustainability: Green Practices By Information Technology Companies In India”, by Srimanthula Mahesh goud, Neeli Premi & M Sangeetha, at national conference on “ Sustainable Development : challenges for Indian economy and business” held on 28 July 2023, ISBN:978-81-958790-3-8
2. Mr. P. Varaprasad Goud & Mrs. M. Sangeetha presented a paper on “Impact of Organizational Cultural Dimensions on Employee Performance” at the National Conference on Emerging Trends in Business” organized by Pendekanti Institute of Management, Hyderabad on June 16-17, 2023.
3. Mrs. M. Sangeetha, Mr. P. Varaprasad Goud presented a paper titled “Enhancement of employability skills

in higher education students through e-learning” at the “National Conference on Emerging Trends in Business” organized by Pendekanti Institute of Management, Hyderabad on June 16-17, 2023.

4. Presented a paper on “A study on the impact of online learning on the performance and skills gained by higher education students” in the National Conference on “Management & Entrepreneurial challenges in dynamic business environment - post covid era - MEC 2022” organized by Department of MBA, Acharya Institutes of Technology, Bangalore on March 4th & 5th, 2022.
5. Sirisha & M Sangeetha presented a paper in “3rd Research Day” on “A Study on Perception of Investors on Different Investment Avenues during Covid-19” 28th August 2021 at Chaitanya Bharathi Institute of Technology (A).
6. Yesu Babu & M Sangeetha presented a paper on “A Study on Financial Planning with respect to Salaried Class” on 4th Research Day on 17th December 2022 at Chaitanya Bharathi Institute of Technology (A), Hyderabad 500075, Telangana, India.
7. M. Sangeetha, Soumya Rachakonda, “A Study on Consumer Perception towards Video Streaming Services”, International Student Conference-EGBPC 2019, Business and Accounting Department on 26<sup>th</sup> March 2019 at Muscat College.
8. Presented a paper on “The Impact of Behavioral Factors on individual investors” at Research Day 23<sup>rd</sup> August 2019 organized by Chaitanya Bharathi Institute of Technology (A).
9. Presented a paper on “Predictive Analytics on Cross Sell and Upsell - Practical approach on Building Recommendation Engine”, in 2 day National Seminar on Emerging trends in Insurance, Banking and Tourism” held on 28<sup>th</sup> & 29<sup>th</sup> June 2019 at Osmania University, Hyderabad.
10. Presented a paper “Evaluation of Women participation in Make-in-India Initiative: A Study” in 2nd One Day National Seminar on “SEM” (Startups and Entrepreneurship in Modern Millennium) on 10th February, 2018 organised by Indian Institute of Management and Commerce, Hyderabad.

