

# FACULTY PROFILE

Name	<b>MRS. A.DANAM TRESSA</b>
Designation	Associate Professor
Qualification	M.Com, MBA, TS-SET
Mail-Id	addankidt@gmail.com
Experience	20 Yrs
Paper Publications	<ol style="list-style-type: none"><li>1. Participated and presented article on Work Life Balance - A Case Study Analysis at NASR School, Khairthabad, Hyderabad in the International Journal of Emerging Technologies and Innovative Research on February 2019 JETIR, Volume 6, Issue 2 www.jetir.org (ISSN-2349-5162) Impact Factor 5.86</li><li>2. Participated and presented article on A Study on Rights and Responsibilities of Employees - A Case Study of Care Hospitals at Hyderabad in the International Journal of Emerging Technologies and Innovative Research on February 2019 JETIR, Volume 6, Issue 2 www.jetir.org (ISSN-2349-5162) Impact Factor 5.86</li><li>3. Participated and presented article on <b>A Study on Impact of Mobile Advertising on Consumer Purchase Decision</b> in the International Journal of Emerging Technologies and Innovative Research on February 2019 JETIR, Volume 6, Issue 2 www.jetir.org (ISSN-2349-5162) Impact Factor 5.86</li><li>4. Participated and presented article on “Digital Banking – Moving towards Digital Transformation with specific</li></ol>

	<p>reference to an initiative of SBI” in the 2<sup>nd</sup> International Conference on Global Opportunities and challenges in Commerce on 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup> January 2018. <b>International Journal of Engineering Technology Science and Research IJETSR ISSN 2394 – 3386 Volume 5, Issue 1 January 2018 Impact Factor 2.120 and ISBN: 978-93-87433-09-0 168</b></p> <p>5. Participated and presented article on <b>“India in E-Governance –An Insight into Government Initiatives towards Digital Transformation”</b> Conference Proceeding of National Conference on Role of Science and Technology for Sustainable Development in Collaboration with Institution of Electronics and Telecommunication Engineers (IETE) at St. Joseph’s Degree &amp; PG College, Basheerbagh, King Koti Road, Gunfoundry, Hyderabad, Telangana, India on 9<sup>th</sup> Feb 2018, <b>ISBN: 978-93-87433-13-7</b></p> <p>6. Presented an article on Work life Balance : A Study of Female Teachers of Kendriya Vidyalaya in Uppal Hyderabad in the National Conference on recent trends and practices in Management association with Anveshna Society and published in Anveshana’a International Journal of Research in Regional Studies , Law ,Social Sciences , Journalism and Management Practices AIJRRLSJM Vol 1 , Issue 8 ( 2016 September ) 26-27<sup>th</sup> August,2016 <b>ISSN -2455-6602- ONLINE</b></p> <p>7. Participated and presented article on “E-Banking Services –A study with specific reference to HDFC and BANK of Baroda”in the National conference on Revolutionalising Business practices in digital era (NCRBD) ON 29<sup>th</sup> Nov 2016 <b>ISBN no.978-93-81693-07-4</b></p> <p>8. Participated and presented article on “a study on challenges of Human Resources in2020 for organizations” in the International Conference on An Expedition towards Growth and sustainability in commerce and management : Trends ,Challenges and strategies on 18<sup>th</sup> , 19<sup>th</sup> and 20<sup>th</sup> December 2015. <b>ISBN no.978-93-85100-05-5</b></p> <p>9. Paper presented on <b>“A study on Social Entrepreneurship –A Growing Trend in India“</b> in the conference proceedings of National Seminar on” Social</p>
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	<p>Entrepreneurship in India –Problems and Prospects organized by Mahatma Gandhi University, Nalgonda on 29<sup>th</sup> January,2014,ISBN no.978-81-926819-4-8</p> <p>10. <b>Paper presented on “A STUDY ON THE ROLE OF FDI ON THE LIFE INSURANCE SECTOR IN INDIA” in the National Seminar organized by RBVRR college , Abids , Hyderabad on March 7<sup>th</sup> ,2014. ISBN no. 978-93-83241-27-9</b></p> <p>11. Paper presented “<b>A Study Reinventing issues in Management</b>” was published in the conference proceedings of International Conference on Reinventing Management Strategy : The Design for Future (IC-RMS 2013 ) on 30<sup>th</sup> December , 2013 by I.T.S Institute of Management Ghaziabad. Bharathi Publications ,DelhiISBN no.978-93-812-2-70-7</p> <p>12. Paper presented “<b>A Study on Ethical Issues in Human Resource Management</b>” was published in the proceedings of National Seminar on Ethical Imperatives for Contemporary Business organizations on 20<sup>th</sup> and 21<sup>st</sup>January , 2012 by I.T.S Institute of Management With ISBN no.978-93-812-07-3</p> <p>13. Paper published in the <b>Osmania Journal of International Business Studies</b> on the topic of Insurance –A study with specific reference to Women Investment in Insurance ,Vol,I No.1 ,January –June 2006 ISSN no. 00973-5372.</p>
Awards & Rewards	<p>1. <b>Mrs. Danam</b> was the <b>Chief Guest</b> for the <b>Orientation Programme for LKG Students of Little Flower high school</b> Abids, Hyderabad .on June 20<sup>th</sup> 2012.</p> <p>2. <b>BEST TEACHER AWARD FEBRUARY 2013 –CASH AWARD OF Rs.3,000 in St.Joseph’s Degree College.</b></p> <p>3. Extension lecture for MBA I Yr students <b>in the subject of Business Law –Topic –“Contract of Agency”</b> at RBVRR College in December 2013</p>

	<p>4. <b>Resource Person for the parents orientation</b> programme at Little Flower High School June ,2016</p> <p>5. <b>Resource person for Guest Lecture</b> on Personality Development at Global Junior College on 31<sup>st</sup> August ,2016</p>
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#### **DETAILS OF SEMINARS ATTENDED:**

#### **PAPER PRESENTED AT SEMINARS/CONFERENCES:**

1. Participated and presented article on “Digital Banking –Moving towards Digital Transformation with specific reference to an initiative of SBI” in the 2<sup>nd</sup> International Conference on Global Opportunities and challenges in Commerce on 19<sup>th</sup> ,20<sup>th</sup> and 21<sup>st</sup> January 2018.
2. Participated and Presented article on “ Make in India: Skill Development” in National Seminar on “Resurgent India Through Fostering Innovation & Entrepreneurship” organized by Raja Bahadur Venkata Rama Reddy Institute of Technology, Hyderabad on 4<sup>th</sup> March 2016.
3. Participated and Presented article on “ A study on Challenges of Human Resources in 2020 for Organizations” in the International Conference on An Expedition towards Growth & Sustainability in Commerce & Management: Trends, Challenges & Strategies organized by St. Joseph’s Degree & P.G. College on 18, 19 & 20 Dec 2015.
4. Participated and presented a paper on “As study on CRM at Amazon” in the National Seminar on E\_Commerce –Impact on Economic Development on 27<sup>th</sup> February ,2015 .
5. Participated and presented a paper on” CSR-INCHANGING ECONOMIC SCENARIO” in the one day national Seminar on Managing Business in Changing Economic Scenario on 26<sup>th</sup> March 2015 .
6. Participated in Two day National seminar on “Commodity Derivative Trading in India –Issues and Concerns”organized by the Department of Commerce,Osmania University, Hyderabad on 7<sup>th</sup> and 8<sup>th</sup> August 2014
7. Participated and presented an article on “Micro and small Enterprise MSE : Progress, Prospects and Problems in the National Conference held on January 17<sup>th</sup> and 18<sup>th</sup> ,2014
8. Participated and presented a paper on “ A study on Impact of Micro Finance on Social and Economic conditions of poor women” on the one day National Seminar on “

Recent Trends in Financial Management and Financial Services held on 4<sup>th</sup> January 2014 .

9. Participated in the National Seminar on “RECENT TRENDS IN ACCOUNTING” and presented a paper on “A STUDY ON CAUSES AND MANAGEMENT OF STRESS AT WORKPLACE” conducted by the Department of Commerce, St. Joseph’s Degree and PG College on 31<sup>st</sup> , August ,2013
10. Participated in The NAAC Sponsored NATIONAL SEMINAR ON “ROLE OF IQAC – SUSTANANCE AND ENHANCEMENT OF QUALITY IN HEIs and presented a paper on “A STUDY ON BEST PRACTICES IN COMMUNITY ENGAGEMENT” , Sep 25<sup>th</sup> -26<sup>th</sup>, 2012, St. Joseph’s Degree and PG College.
11. Participated in the seminar on “WOMEN ENTREPRENEURSHIP –NEED FOR INNOVATION and presented a paper on A STUDY ON WOMEN ENTREPRENEURSHIP –NEED FOR STRIKING BAKANCE BETWEEN PERSONAL AND ENTRENEURAL LIFE” held on 20<sup>th</sup> July, 2012 conducted by Vignana Institute of Management, Hyderabad.
12. Participated in the National Seminar on ETHICAL IMPERATIVES FOR CONTEMPORARY BUSINESS ORGANISATIONSAND PRESENTED A Paper On “A STUDY ON ETHICAL ISSUES IN HUMAN RESOURCE MANAGEMENT” on 20<sup>th</sup> and 21<sup>st</sup> January, 2012 conducted by I.T.S Institute of Management, Greater Noida, and India.
13. Presented a paper on “ A Study on Women Entrepreneurship –A need to strike a balance between personal and Entrepreneurial life ” in the SEMINAR on “Women Entrepreneurship – A need for Innovation ” organized by Department of Business Management , VignanaJyothi Institute of Management ,Hyderabad on 20<sup>th</sup> , July ,2012
14. Presented a paper on “ A Study on Higher Education Community Engagement Best Practices ” in the SEMINAR on “role of IQAC –Sustenance & Enhancement of Quality in HEI’S ” organized by IQAC , St. Joseph’s Degree & PG College ,Hyderabad on 25<sup>th</sup> and 26<sup>th</sup> , September ,2013.

#### **PARTICIPATION IN SEMINARS / INTERNATIONAL CONFERENCES:**

1. Participated in National Conference On “REVOLUTIONALISING BUSINESS PRACTICES IN DIGITAL” Organized by St. Joseph’s Degree & PG College and presented paper on “E-BANKING SERVICES –A STUDY WITH SPECIFIC REFERENCE TO ICICI AND BANK OF BARODA”
2. Participated in A **SEMINAR** on “Corporate Reporting” organized by Department of Commerce , Kasturba Gandhi College for Women in collaboration with Indian Accounting Association ,Hyderabad on 22 , August ,2013 .

3. Participated in A **SEMINAR** on “Recent trends in Accounting ” organized by Department of Commerce and Business Management , St.Joseph’s Degree and PG College in collaboration with Indian Accounting Association ,Hyderabad on 31<sup>st</sup> , August ,2013
4. Participated in A **SEMINAR** on “Women Entrepreneurship – A need for Innovation ” organized by Department of Business Management,VignanaJyothi Institute of Management ,Hyderabad on 20<sup>th</sup> , July ,2012.
5. Participated in the **Faculty Development Programme** on “How to make Millions from one Rupee ” organized by Department of Business Management , St. Joseph’s Degree and PG College ,Hyderabad in collaboration with Hyderabad Management Association on 04<sup>th</sup>, October ,2013.
6. Participated In The NAAC Sponsored NATIONAL SEMINAR ON “**ROLE OF IQAC – SUSTANANCE AND ENHANCEMENT OF QUALITY IN HEIs** and presented a paper on “**A STUDY ON BEST PRACTICES IN COMMUNITY ENGAGEMENT**” , Sep 25<sup>th</sup> -26<sup>th</sup>, 2012.
7. Participated in the seminar on “WOMEN ENTREPRENEURSHIP –NEED FOR INNOVATION and presented a paper on **A STUDY ON WOMEN ENTREPRENEURSHIP –NEED FOR STRIKING BAKANCE BETWEEN PERSONAL AND ENTRENEURAL LIFE**” held on 20<sup>th</sup> July, 2012 conducted by Vignana Institute of Management, Hyderabad.
8. Participated in the National Seminar on ETHICAL IMPERATIVES FOR CONTEMPORARY BUSINESS ORGANISATIONSAND PRESENTED A Paper On “**A STUDY ON ETHICAL ISSUES IN HUMAN RESOURCE MANAGEMENT**” on 20th and 21<sup>st</sup> January, 2012 conducted by I.T.S Institute of Management, Greater Noida, and India.