



ST. JOSEPH'S DEGREE & PG COLLEGE
 (Autonomous), Affiliated to Osmania University
 Re-Accredited by NAAC (3rd Cycle) with B⁺⁺
 King Koti Road, Hyderabad

Faculty Profile

Name	Dr. Nagunuri Srinivas
Designation	Professor
Qualification	B.C.A., MBA., M.Phil., PhD.
Mail-Id	profsrinivas@josephscollege.ac.in
Experience	Total: 17Yrs (16 Years Teaching & 1 Year Industry
Awards & Rewards	Received the Outstanding Contribution Award for the Academic year 2017-18 for Contribution to the institute journey towards Vicinal Celebrations.
Membership Details	1. HMA (Hyderabad Management Association) 2. EPSI (Education Promotion Society for India)
Paper Publications	1) Socio technological Entrepreneurship - Innovative practices of UCLID APP in Learning Management Systems through Deep Data Analytics & Modern Communication Tools" Design Engineering International (Scopus)2021, Issue 9, ISSN:0011-9342 2) Coaching Culture and Its Impact On Higher Education Institutions" Shodhsamhita National (UGC Care Group1), Volume VIII, Issue 2(II), 2021-2022, ISSN:2277-7067 3) Impact of Factors Influencing the Retail Sales in Beverages Industry in India: A Comparative Analysis Pepsi Cola & Coca Cola- An Empirical Evidence" International Journal of Disaster Recovery and Business Continuity International (Web of Science), 2022, Vol.13, No.1, ISSN: 2005-4289 4) Impact of Customer Relationship Management in Retailing Sector -With Special Reference to Big Bazaar-An Empirical Evidence, International Journal of Disaster Recovery and Business Continuity International (Web of Science) 2022, Vol.13, No.1, ISSN: 2005-4289 5) Published an Article on "Understanding The OTT-Streaming Behavior Among Generation Z Consumers During the Lockdown Period ", published in Volume 02 No. 04 Issue October - December, 2019 of JOURNAL OF CRITICAL REVIEWS, ISSN- 2394-5125 6) Published an Article on "Role of Strategic HR Business Partners in people in People Analytics Journey ", published in Proceedings National Conference of the Emerging Trends in Business Management: Opportunities and Challenges, ISBN: 978-9389951-035. 7) Published an Article on "Managing Employee Happiness as a HR Strategy ", published in Proceedings National Conference of the Emerging Trends in Business Management: Opportunities and Challenges, ISBN: 978-9389951-035.

	<p>8) Published an Article on “Making Outbound Hiring a Uniquely Proactive Strategy for Managing Talent “, published in Proceedings National Conference of the Emerging Trends in Business Management: Opportunities and Challenges, ISBN: 978-9389951-035.</p> <p>9) Published an Article on “Generation Z Holiday Online Purchase Intentions During the Christmas Eve “, published in Volume 02 No. 04 Issue October - December, 2019 of International Journal of Advanced Research in Commerce, Management & Social Science (IJARCMSS), ISSN: 2581-7930, General Impact Factor 0.9063, COSMOS Impact Factor 2.965</p> <p>10) Published a paper on “How do Chief Analytics Officers Spot and Avoid Toxic Employees at Workspaces “, International conference on Business, Management & Entrepreneurship, On 9th November,2019 at Dhaka International University, Bangladesh Proceedings.</p> <p>11) Published an Article on “Generation Z Preferences in Branded Fashion: A Study “, in journal of emerging technologies and innovative research (AN INTERNATIONAL OPEN ACCESS JOURNAL & UGC AND ISSN APPROVED), February 2019, Volume 6, Issue 2, with ISSN-2349-5162 with Impact Factor 3.86.</p> <p>12) Published a Paper on “Generation Z Preferences in Branded Fashion: A Study “, In proceedings of International conference on Innovation & Re-Engineering of Management Practices for Sustainability [ICIRMPS - 2019], On 31 January, 2019 – 1& 2 February, 2019, with ISBN 978-93-5299723-7.</p> <p>13) Published a Paper on “M-Commerce Experiences: A Cross-Sectional Study “, In proceedings of National conference on “Revolutionalising business practices in digital era” (NCRBD) On 29 Nov 2016 with ISBN 978-93-81693-07-4.</p> <p>14) Published an Article on Pilot study on “influential factors of Brands on Consumer Behavior”, in Journal of Global Management Outlook, Vol-1, Issue-V, January -June 21014, with ISSN 22773789.</p> <p>15) Published an Article on “Women Consumer’s Preferences On Grocery Items – A Study with Reference to Hyderabad City in AP “in TRANS Asian Journal of Marketing & Management Research Vol.2 Issue 8, August 2013 with ISSN No. 2279-0667 with Impact Factor4.708.</p> <p>16) Published a Paper on “Effect of FDI on Indian Organized Retail Sector: An Analysis “in National Conference on Competency Building Strategies for Sustainable Development in Teaching & research, Organized by ANURAG Group of Institutions, 30th October,2013 with ISBN 9789383038091.</p> <p>17) Published an Article on “Impact of Brand Celebrity On Consumer Purchase Intentions: A Study with Reference to Selected Mobile Service Provides in Hyderabad City “in International Journal in Commerce & Management, Volume – IV, Issue – VIII August 2013, with ISSN No. 0976-2183.</p>
Book Publications	<p>1. Business Policy & Strategic Management by Vaagdevi Publication with ISBN 97893-8513266-7</p> <p>2. Basics of Marketing by Vaagdevi Publication with ISBN 978-93-85132-360</p> <p>3. Edited proceedings of International conference on Innovation & Re-Engineering Of Management Practices For Sustainability [ICIRMPS - 2019], On 31 January, 2019 – 1& 2 February, 2019, organized at St.Joseph’s Degree</p>

	<p>& PG College, Hyderabad, with ISBN 978-93-5299723-7.</p> <ol style="list-style-type: none"> 4. Edited Proceedings of the international Conference on “An Expedition towards growth and Sustainability in Commerce & Management – Trends, Challenges & Strategies” (18, 19 & 20 December, 2015) organized at St. Joseph’s Degree & PG College, Hyderabad, December 2015 with ISBN No. 978-93-85100-05-5. 5. Edited Proceedings of the National Conference on Revolutionising Business Practices [NCRBD], organized by St. Joseph’s Degree & PG College, Hyderabad, 29 November, 2016 with ISBN No. 978-93-81693-07-4.
Paper Presentations	<ol style="list-style-type: none"> 1) Presented a paper on “Food Delivery Apps and its Impact on preferences of pattern food choices among the Gen Z Customers “, International Conference on “Emerging Trends in Global Business – 2022” On 11th & 12th February, 2022 at Aristotle PG College, Chilkur (V), Moinabad(M), R.R. Dist in collaboration with ICSSR & TSCHE. 2) Presented a paper on “Digital Marketing Strategies of Country Delight Farm-Fresh Milk Delivering App An Empirical Study: Post Covid Era“, National Seminar on Covidonomics, On 07th & 08th April, 2022 at St. Joseph’s Degree & PG College, Hyderabad in collaboration with ICSSR, TSCHE & AIMA. 3) Making Post-COVID Placement Experience Meaningful and Highly Engaging “, International conference on Recent Challenges in Engineering, Management Science and Technology (ICEMST-2021), On 29th & 30th January, 2021 at Mahaveer Institute of Science and Technology, Bandlaguda, Hyderabad, Telangana. 4) Presented a paper on “Forensic Audit and its Procedure in Indian Legal Regime: Role of Company Secretaries “, 5th International conference for Accounting Researchers and Educators, On 20th December, 2019 at University of Kelania, Colombo, Srilanka. 5) Presented a paper on “How do Chief Analytics Officers Spot and Avoid Toxic Employees at Workspaces “, International conference on Business, Management & Entrepreneurship, On 9th November, 2019 at Dhaka International University, Bangladesh. 6) Presented a paper on “Role of Strategic HR Business Partners in People Analytics Journey “, National Seminar on Emerging Trends in Business Management – opportunities & Challenges On 30 November, 2019 at St. Joseph’s Degree & PG College 7) Presented a paper on “Making Outbound Hiring a Uniquely Proactive Strategy for Managing Talent “, National Seminar on Emerging Trends in Business Management – opportunities & Challenges On 30 November, 2019 at St. Joseph’s Degree & PG College 8) Presented a paper on “Generation Z Preferences in Branded Fashion: A Study “, International conference on Innovation & Re-Engineering of Management Practices for Sustainability [ICIRMPS - 2019], On 31 January, 2019 – 1 & 2 February, 2019. 9) Presented a paper on “An Empirical examination of the Services triangle” at two-day national seminar on Emerging trends in marketing of goods, services

and financial products organized by Department of Business Management, Osmania University, Hyderabad, 18 & 19 November 2016.

- 10) Presented a paper on “M-Commerce Experiences: A Cross- Sectional Study” at one day National conference on Revolutionising Business Practices [NCRBD], organized by St.joseph’s Degree & PG College, Hyderabad, 29 November,2016.
- 11) Presented a paper on “Social Media as a Marketing tool: Opportunities and Challenges” at two-day National seminar on Recent Trends in Management and Social Sciences [NLCRTMSS – 2016], organized by organised by Anveshana Educational and Research Foundation in association with University college of Commerce and Business Management, Osmania University, Hyderabad, 26 & 27 August,2016.
- 12) Presented a paper on “Measuring service quality of online Food ordering System: A Cross Sectional Study” at One Day National Seminar on Marketing of Services: Challenges in the era of Globalization, Organized by Department of Management Studies, University College of Commerce & Business Management, Mahatma Gandhi University, Yellareddyguda, Nalgonda, 29th March, 2016.
- 13) Presented a paper on “Effectiveness of search engine marketing strategies - A Study” at Two Day National Seminar on Modern Management Practices – A Paradigm Shift, Organized by Department of Business Management University College of Commerce & Business Management Osmania University, Hyderabad - 500 007. Telangana State., 26th & 27th February, 2016.
- 14) Presented a paper on “Contemporary Issues in Business Management” at International Conference on Emerging Trends in Basic Sciences, Engineering Technologies and Management Sciences(ICETBSETMS-2016), Organized by Anveshana Educational and Research Foundation in Association with Shri J.J.T University, Rajasthan on 23rd July 2016, at Hotel Bliss, Near Ramanujan Circle, Renigunta Road, Tirupati, A.P – 517501.
- 15) Presented a paper on “The Effect of Digital Media Marketing on Customer Loyalty: A Cross Sectional Study”, Organized by Department of Business Management, organized by St.joseph’s Degree & PG College, Hyderabad, 18,19 & 20 December,2015.
- 16) Presented a paper on “Rural Consumer Buying Pattern: A Study” at One Day National Conference on “Managing Business in Changing Economic Scenario”, Organized by Department of Business Management, Aurora’s PG College, moosarambagh, Hyderabad on 26th March, 2015.
- 17) Presented a paper on “Brand Awareness Among the Rural Consumers with reference to Select Products in Telangana State” at One Day National Seminar on Rural Market in India: An Unexplored Terrain, Organized by Department of Management Studies, University College of Commerce & Business Management, Mahatma Gandhi University, Yellareddyguda, Nalgonda, 13th March, 2015.
- 18) Presented a paper on “The effects of Brand positioning strategies on consumer” at Two Day National Seminar on strategic issues in business

	<p>management and economics organized by Osmania University post graduate college, siddipet, medak sponsored by ICSSR & UGC, 27 & 28 August 2014.</p> <p>19) Presented a paper on “Online Shopping Intentions During the festive Sessions” at Two Day National Seminar on Paradigm shifts in Marketing- The Road Ahead, Organized by School of Business Management Central University of Hyderabad, 23rd and 24th January 2014.</p> <p>20) Presented a paper on “Mobile banking and consumer behavior: New Insights into the diffusion pattern” at National Seminar on Recent Trends in Financial Management & Financial Services, organized by Department of Business Management, St. Joseph’s Degree & PG College, Hyderabad, 4th January 2014.</p> <p>21) Presented a paper on “Consumers’ Awareness towards Green Packaging in Hyderabad” at Two-day national conference On New Era Marketing Challenges, organized by Department of Business Management University College of Commerce & Business Management Osmania University, Hyderabad - 500 007. A.P., 27th & 28th August, 2013.</p> <p>22) Presented a paper on “Perceptual Mapping of Women Consumers on Private Label Brands” at Two-day national conference On Multivariate analysis for management research, organized by Department of Business Management University College of Commerce & Business Management Osmania University, Hyderabad - 500 007. A.P., 14th & 15th September, 2013.</p> <p>23) Presented a paper on “Effect of FDI on Indian Organized Retail Sector: An analysis” at one-day National Conference On Competency Building Strategies for Sustainable Development in Teaching & research, organized by ANURAG Group of Institutions, Hyderabad, 30th October, 2013.</p> <p>24) Presented a paper on “Social media is a highly valuable tool for customer value” at National Seminar on emerging trends in Commerce, organized by Department of Commerce, St. Joseph’s Degree & PG College, Hyderabad, 19th Dec 2013.</p> <p>25) Presented a paper on “Impact of New trends in Technology on quality of higher education – A study with reference to Hyderabad city” at NAAC sponsored two-day national seminar on “Role of IQAC – Sustenance & Enhancement of Quality of HEIs”, 25 & 26 September, 2012.</p> <p>26) Presented a paper on “Migrants Buying Behaviour at Urban Shopping Environment” at One-day National Seminar On Contemporary Issues in Business, organized by Department of Business Management University College of Commerce & Business Management Osmania University, Hyderabad - 500 007. A.P., 30th November, 2012.</p>
<p>Refresher Courses/ Seminars/ FDP’s/ FOP’s/ Conferences/ Workshops/Webinars Attended</p>	<ol style="list-style-type: none"> 1. Participated in Short Term Training Programme at We School, Osmania Mumbai on Title “Case Methodology and Case Writing” from 18-11-2019 to 23-11-2019 Sponsored by AICTE. 2. Attended a Faculty Development Programme on “Personal – Emotional development and Counseling” Organized by Department of Business Management, St. Joseph’s Degree & Pg College, 7th June, 2019.

3. Attended a Faculty Development Programme on “Outcome Based Learning” Organized by Department of Business Management, St.Josph’s Degree & Pg College, 6th June, 2019.
4. Attended a Faculty Development Programme on “Process Oriented Guided Inquiry learning (POGIL)” Organized by Department of Business Management, St.Josph’s Degree & Pg College, 27th July, 2019.
5. Attended a Faculty Development Programme on “India Vision 2030” Organized by IFIT Research Forum, 21st May, 2019.
6. Attended a Faculty Development Programme on “IBM Software Training under the Career Education Program” at SJC from 11th April 2018 to 14th April 2018.
7. Participated in IBM Solutions Technical Conference (ISTC 2017) on Title “IBM Career Education Skills Track” at Leela palace – Bangalore on 30th August, 2017.
8. Attended a Faculty Development Programme on “Reiterating Commodity Derivatives”, Conducted by MCX & Keyman Education Services Pvt Ltd in association with Department of Business Management, SJC on 29th Nov 2018.
9. Attended a National Seminar on “Marketing in the Digital Era – Strategic Issues and Challenges”, organized by Pendekanti Institute of Management on 11th & 12th March, 2016.
10. Attended a National Workshop on “Teaching, Research and Technology”, organized by Xavier Board of Higher Education in I on India, in collaboration with Christ University, Bengaluru 28th & 29th April, 2015.
11. Attended a One day Workshop on “Implementation of CBCS in Autonomous Colleges”, organized by St.Joseph’s Degree & PG College in collaboration with TSCHE, Sponsored by ICSSR Hyderabad 25th July, 2015.
12. Participated in the Training & Placement Officer’s Summit & Workshop held at IBS, Hyderabad. On 5th July, 2014.
13. Attended a Faculty Development Programme on “How to Make Millions from one rupee”, Organized by SJC in Collaboration with Hyderabad Management Association on 4th October 2013.
14. Attended a Faculty Development Programme on “Recent Trends in Accounting”, Organized by Department of Commerce & Business Management, SJC in collaboration with Indian Accounting Association, Hyderabad Chapter on 31st August, 2013.
15. Attended a One Day Workshop on “Best Placement Practices - Train the Trainer”, organized by Director, Directorate of Placement Services, O.U., Central Facilities Building, OU Campus, Hyderabad 00 007 on 24th April, 2014.
16. Participated in One - Day training programme on "Best Placement Practices" for all the Placement Officers of MBA Affiliated colleges scheduled on February 8th ,2013. at Placement Cell, Technology Development Centre, University College of Engineering, Osmania University.

	<ol style="list-style-type: none"> 17. Participated in “Statistical Packages and their Application in Business Research” at Department of Business Management, Bogarami, Keesara, R.R. Dist from 23th July 2012 to 6th August, 2012. 18. Participated in 24th AIMS annual management education convention 2012 during 25th and 27^h august, 2012 at Mahindra Satyam learning world, Hyderabad on the theme: innovative management education for sustainable development. 19. Participated in Faculty Training Workshop in Derivatives Market conducted at Loyola Academy Degree & Pg College, Alwal, Secunderabad on 10th February, 2011. 20. Participated in “Research Methodology and Statistical Analysis Using SPSS 17.0 Training Programme” at JNTU, School of Management Studies, Kukatpalli, Hyderabad. From 1^{0th} July 2010 to 1^{2th} July 2010. 21. Participated in Staff Development Program at IPE, Osmania University Campus, and Hyderabad on Title " Marketing Management Instruction: Usage of Effective Pedagogical Methods” from 12-3-2007 to 24-3-2007 Sponsored by AICTE. 22. Participated in National Seminar organized by Department of business management Osmania University Campus, and Hyderabad on Title “Research methods “from 21-8-2009 to 22-8-2009. 23. National Seminar attended on 15-12-2007 Title “Modern Marketing Practices in India”, at Department of Business Management, Osmania University Campus, Hyderabad. 24. Workshop attended on 18-12-2006 Title “MBA Project Work”, at Department of Business Management, Osmania University Campus, Hyderabad. 25. Participated in One - Day Orientation programme on "Faculty Development" at St.Joseph’s Degree and PG College, Hyderabad. On 5th June, 2012. 26. Participated in Two day Seminar Sponsored by NAAC “Role of IQAC – Sustenance & Enhancement of Quality in Higher Education” at St.joseph’s Degree and PG College, Hyderabad. From 25th & 26th September, 2012. 27. Attended a Faculty Development Programme on “Reiterating the dynamics of Professionalism”, Conducted by Department of English, SJC on 19th Nov 2013. 28. Attended a National Seminar on “Recent Trends in Financial Management & Financial Services”, organized by Dept. of Business Management, St.Joseph’s Degree & PG College on 4th January, 2014. 29. Attended a One Day Seminar on “New Paradigm in talent acquisition and transformation - Capacity building through foundations and specializations programs”, Conducted by NASSCOM at Crystal -1, Aditya Sarovar Premiere, Hi-tech City, Gachibowli, Hyderabad, on 14th August 2013.
Consultancy Services	<ol style="list-style-type: none"> 1. Conducted a One-day training on “Logistics challenges & Opportunities" on 21-09-2020 for Dukes India at Hyderabad. 2. Conducted a Two-day training on " Preventive Maintenance " on 18-08-2021 for Toshiba Batch 1 & 2 Employees at Rudraram, Sangareddy District.

	3. Conducted a One day training on "Outline and Purpose of Kaizen" on 29-09-2021 for Toshiba Batch 1 & 2 Employees at Rudraram, Sangareddy District.
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