



ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY
(ESTD, UNDER APPROPRIATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)
Rajampet, Annamayya District, A.P-516126, INDIA

Faculty Profile

Basic Information:

NAME : Dr. T. Navaneetha
DESIGNATION : ASSISTANT PROFESSOR & HOD
DEPARTMENT : MBA
DATE OF BIRTH : 22-06-1988
DATE OF JOINING : 02-08-2017
EMAIL ID : thotnavaneetha@gmail.com
EMPLOYEE ID : 1287



Academic Profile:

Qualification	Name of the Board/University	YEAR
Ph.D	Sri Padmavathi Mahila Viswavidyalayam, Tirupathi	2017
UGC-NET	UGC	2012
MBA	JNTU-Ananthapur	2009

Research Details:

1.Areas of Specialization	:	Human Resource Management
2.No. of Publications	:	33
3.Awards Received	:	---
4.Research Guidance		
	No. of PhD Guided:	--
	No. of MBA Guided:	90
	No. of B.Tech. Guided:	-
5.Details of Professional Membership:		-
6.Subjects Taught	:	1. Human resource Management, 2. Business Analytics, 3. Design thinking and start-up management, 4. Personnel Administration, Policy and Procedure, 5. Management Information systems, 6. Research Methodology,



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7. Business Statistics.

Publication Details:

Title	Publisher	Published Year
Exploring financial innovation through crypto currency – A global systematic and Biblio metric analysis	International journal of accounting and economics studies	2025
Behavioural analytics in E learning- Deep learning for real time interaction and performance prediction	IEEE	2025
Block chain enabled Trust and Transparency in Influencer Marketing on Social Media Platforms	ICEEICT	2024
Impact of cashless payments on Retail shops with special reference to Hyderabad city	International Journal of innovative research in Information Security	2024
Analysing the influence of teaching learning dynamics on Total Quality management practices	Educational Administration: Theory and Practice	2023
Unleashing the potential of GPT technology in digital Marketing practices	Journal of Advanced Zoology	2023
Application of Fish Bone analysis in the implementation of Green Human Resource Practices	European chemical Bulletin	2023
Service Delivery Management In E-Governance System with Special Reference To the Users of Online Services	Journal of Namibian Studies	2023
A study on Talent Management and its impact on Organizational performance	International Journal of Food and Nutritional Science	2022
The impact of HR Management challenges on Organizational performance	Sodhsamhitha	2022
The Role of HR in Organizational innovation	Neuro- Quantology	2022
“A study on service delivery management in e-governance system with special reference to the users of e-services	GIS Science Journal	2021
“A conceptual study of the HRM challenges in IT industry”	Journal of Management and Science	2021
“Indian Startup Ecosystem-Issues, challenges and Opportunities”	Tathapi	2020
“ A study on Grievance handling mechanism with reference to Vijaya Diary, Nellore”	TEST Engineering and Mathematics	2020
“Measuring service quality in Hotel industry with reference to the Hotels in Hyderabad city”	Studies in Indian place Names	2020
“From inclusion to Empowerment: The implications of Microcredit”	Journal of Advances Research in Dynamical and control systems	2019
“A study on consumer perception of digital payments towards FINO Payments Bank”	International Journal of Management, Technology and Engineering	2019



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"Leverage analysis and profitability: A study of Ultra-tech cement company"	Global Journal of Engineering science and Researches	2018
"A Study on Service Quality with Reference to VK Honda"	Global Journal of Engineering science and Researches	2018
"Effect of Herzberg-Hygiene motivational theory on job satisfaction with reference to small scale sectors"	Global Journal of Engineering science and Researches	2018
"A Study on Employee Motivation at Work Place With Reference to BSNL, Kadapa"	International Journal of Engineering Technologies and Management Research	2018
"A study on work-life imbalance of women employees working at educational institutions in Kadapa district of A.P"	EPRA International Journal of Environmental economics, commerce and educational management.	2016
"A study on Attrition of Business Development Executives at Private Sector Banks , Chittoor District"	International Journal of Management and Social Development.	2016
Factors influencing Gender Equity and its effect on Women's Status	EPRA International Journal of Multidisciplinary Research.	2016
"Work life balance of employees with reference to Siflon drugs"	EPRA International Journal of Economic and Business Review.	2015
"A study on the emotional intelligence of the employees working at private colleges"	EPRA International Journal of climate and resource economic review	2014
"Job stress and its impact on Bank employees"	International journal of Management and Development studies	2014
"Bullying and harassment at work place"	International Journal of Entrepreneurship and Business Environment Perspectives	2014
"An investigation on cognitive dissonance amongst customers visiting super markets in Hyderabad city"	RVIM Journal of Management research	2013
A study on safety measures at work place with reference to cement industries in Ananthapur District of Andhra Pradesh	International Journal of knowledge and research in Management and E-commerce	2013
Work-life balance of women employees at educational institutions: An empirical study	International Journal of research and Business Innovation	2013
"A study on quality of work life of employees working at Andhra Pradesh southern power distribution company ltd"	International journal of business and management tomorrow	2013
Work life balance of women faculty working in Educational institutions: Issues and problems	International journal of Research in commerce, Economics and Management	2013



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Patent Details:

Title of Patent	Submitted/Published/Awarded
STRATEGIC BUYERS AND SELLERS INTERACTION SYSTEM FOR REAL TIME PROMOTION AND TRANSACTION MANAGEMENT	DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE MINISTRY OF COMMERCE AND INDUSTRY GOVERNMENT OF INDIA