



# ANNAMACHARYA UNIVERSITY

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

## Faculty Profile

### Basic Information:

NAME : Dr. V. MOUNESWARI  
DESIGNATION : Assistant Professor  
DEPARTMENT : School of Management  
DATE OF BIRTH : 06-07-1984  
DATE OF JOINING : 07-09-2011  
EMAIL ID : mouni.vangimalla@gmail.com  
EMPLOYEE ID: :379



### Academic Profile:

| Qualification | Name of the Board/University | YEAR |
|---------------|------------------------------|------|
| Ph.D.         | JNTUA, Ananthapuramu         | 2022 |
| M.B.A.        | JNTUA, Ananthapuramu         | 2011 |
| B.Sc.         | SV University, Tirupati      | 2004 |

### Research Details:

|                                        |                        |                                                                                                                                                                                |
|----------------------------------------|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Areas of Specialization             | :                      | Human Resource and Finance                                                                                                                                                     |
| 2. No. of Publications                 | :                      | 15                                                                                                                                                                             |
| 3. Awards Received                     | :                      | -                                                                                                                                                                              |
| 4. Research Guidance                   |                        |                                                                                                                                                                                |
|                                        | No. of PhD Guided:     | -                                                                                                                                                                              |
|                                        | No. of M.B.A. Guided:  | 120                                                                                                                                                                            |
|                                        | No. of B.Tech. Guided: | -                                                                                                                                                                              |
| 5. Details of Professional Membership: |                        | IAENG                                                                                                                                                                          |
| 6. Subjects Taught                     | :                      | Management & Organizational Behaviour<br>Entrepreneurship Development<br>Managerial Economics<br>Managerial Communication<br>Human Resource Management<br>Research Methodology |



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|  |                                                                                            |
|--|--------------------------------------------------------------------------------------------|
|  | Operations Research<br>Employee Performance Management<br>Global Human Resource Management |
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## Publication Details:

| Title                                                                                                                                | Publisher                                                                     | Published Year |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------|
| A study on factors affecting productivity and performance of selected banks in India                                                 | GE- International Journal of Management Research                              | 2015           |
| Performance Analysis of Indian Banking Sector using CAMEL Approach                                                                   | International Journal of Applied Business and Economic Research               | 2016           |
| Financial Performance Analysis of Syndicate Bank Using CAMEL Model                                                                   | National Conference on Marketing and Sustainable Development                  | 2017           |
| An Impact of Operating and Non-Operating Expenses on Financial Viability in Jet Airways                                              | International Journal of Innovative Technology and Exploring Engineering      | 2019           |
| Effectiveness of Yield Measures on Performance and Profitability of Selected Banks in India                                          | International Journal of Innovative Technology and Exploring Engineering      | 2019           |
| Factors Affecting Operational Efficiency of Selected Banks in India: A General Review                                                | Think India Journal                                                           | 2019           |
| Application of ALTMAN'S Z Score Model in determining the Financial Reliability of Selected Plastic Companies in India                | Vidyabharati International Interdisciplinary Research Journal (Special Issue) | 2021           |
| Psychological Confidence by AI: Enhancement Quality & Future of Mobility for People with Disabilities of Neurological Impairment     | Journal for Re Attach Therapy and Developmental Diversities                   | 2023           |
| A Study on Emotional Intelligence among Teachers: A Case Study on Private Engineering Colleges in Kadapa Region                      | Educational Administration Theory and Practice                                | 2023           |
| A Contemporary Artificial Intelligence (AI) Developments and Challenges in Indian Banking Sector                                     | Futuristic Trends in Management                                               | 2024           |
| Impact of social media on Consumer Buying Behaviour among IT Professionals at Karnataka State                                        | Positif                                                                       | 2024           |
| E-Commerce Risk Perception and Management: A Bibliometric Review (1995-2023) Highlighting Theoretical Insights and Future Directions | International Research Journal of Multidisciplinary Scope                     | 2025           |
| Your Data, Your Rights: Understanding Consumer Privacy                                                                               | Lecture Notes in Networks and Systems                                         | 2025           |



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|                                                                                                 |                                      |      |
|-------------------------------------------------------------------------------------------------|--------------------------------------|------|
| Shaping Brand Perception: The Role of Influencer Marketing in Consumer Attitudes and Engagement | Academy of Marketing Studies Journal | 2025 |
| AI in Business Intelligence and Decision making                                                 | Future Learning with AI              | 2025 |

## Patent Details:

| Title of Patent                                                                              | Submitted/Published/Awarded |
|----------------------------------------------------------------------------------------------|-----------------------------|
| Challenges in Indian economy from FDI                                                        | Published                   |
| Strategic Buyer-Seller Interaction System for Real-Time Promotion and Transaction Management | Published                   |