

**Dr. K.DEEPIKA**  
Mobile: 7799345999  
E.Mail: dhanyasai9@gmail.com

**Career Objective:**

To excel in the field of teaching management education and serve the institution by continuous learning and implementing skills along with mutual growth.

**Academic Career:**

Research : PhD from GITAM university, Visakhapatnam

Post Graduation : MBA (Human Resources and Marketing) from  
VIPS college affiliated to Andhra University,  
Visakhapatnam.

Under Graduation : BSc (Electronics and Computers) from Career Degree College, Guntur

**Work Experience:**

**Teaching Experience:**

- Presently working as Assistant Professor in Lakireddy Balireddy College of Engineering, Mylavaram, Vijayawada since 09-09-2020 to till date.
- Worked as Assistant Professor & Head of the Department in Devineni Venkata Ramana & Dr. Hima Sekhar MIC college of Technology, Kanchikacherla from 05-08-2019 to 08-09-2020.
- Worked as Assistant Professor in VIPS college, Visakhapatnam from 07/07/2008 to 08/07/2019

**Industry Experience:**

- Worked as HR-Executive for 1.4 Yrs in Blesso Software (P) Ltd., Begumpet, Hyderabad.

**Papers Published:**

- A Study On Buying Behaviour Of Consumers Towards Samsung Mobiles In Coastal Andhra Pradesh-Scopus Indexed.
- An Empirical study on Employee Satisfaction at Work with reference to M/S Visakhapatnam Port Trust, Visakhapatnam, Andhra Pradesh.

- Gold Gold Gold... Coping mechanisms through CRM Initiatives in Gold retail outlets with special reference to Visakhapatnam, Andhra Pradesh.
- Demonetization- Transforming India in to Digital Economy.
- A study on district co-operative central bank, Visakhapatnam with special reference to lending practices.
- Financial Performance Evaluation of the Visakhapatnam district co-operative central bank ltd, Visakhapatnam, A.P
- Demonetization and its impact on society- A case study with reference to Visakhapatnam, Andhra Pradesh.
- Entrepreneurs- The Millennials Perspective: A Case Study With Special Reference To Post Graduate Students In Visakhapatnam, A.P.

**Chapters Published:**

- A Study on Green Marketing initiatives in Indian Scenario
- Stress at work place and coping strategies for women employees-a theoretical perspective
- A review on success mantras for small retail shops in digital era.

**Other Key positions handling/handled.**

- Central criteria coordinator for NAAC
- Department criteria coordinator for NBA
- Acting as executive member for ICC cell .
- Acted as resource person for various events conducted by different colleges.

**Seminar, Work Shops, FDPs,  
Presentations and Publications :**

- Paper presented on Knowledge and Technology Management, in the National seminar held at N.S.Kolla School of Business, Visakhapatnam.
- Paper presented on Business Ethics and Leadership in the National Seminar held at GITAM University, Visakhapatnam.
- Paper presented on An Ethical Entrepreneur in the National Seminar held at GITAM University, Visakhapatnam.
- Paper Presented on Managing Cultural Diversity in the National Seminar held at Gayathri Vidya Parishad, Visakhapatnam.
- Paper presented on Workforce Diversity – Role of HR jointly organized by A.P University of Law, Chanakya National Law University and GITAM University.
- Participated in teaching pedagogy and techniques conducted at IIAM, Visakhapatnam.
- Actively participated and coordinated in conducting Marketing and HR Workshops for students in the college and also seminars and personality development programmes.
- Participated in National Level Workshop on Higher Education organized by Vidyarthi Seva Samithi, Andhra Pradesh.
- Participated in workshop on Business Model Innovation – Current Drivers organized by International Institute of Entrepreneurship Development (i2E).
- Participated in Faculty Development Programme on Innovative Teaching Methodology in Management jointly organized by University of Papua New Guinea, GITAM University and Central Michigan University.
- Participated in Faculty Development Programme on Research Analysing using SPSS organized by Aurora’s PG college.

**Personal Details:**

Name : K.Deepika  
Date of Birth : 12-10-1983  
Religion : Hindu

Nationality : Indian  
Marital Status : Married  
Languages Known : Telugu, English, and Hindi.  
Address : C/o B.Kalyan Chakravarty, Flat no-302,Brindavanam Apartment,  
Bhavanipuram,Visakhapatnam-520012

**Declaration**

I here by declare that all the information given above is true to best of my knowledge  
and belief.

**K.DEEPIKA**