



# Kakarla Deepika

Associate Professor

## Address for communication

### Address

Vijayawada, AP 521225

### Phone

7799345999

### E-mail

dhanyasai9@gmail.com

## Personal Details

**Date of Birth:** 12-10-1983

**Nationality:** Indian

**Marital Status:** Married

**Religion:** Hindu

## Languages

Telugu

English

Hindi

Dedicated and dynamic academician with a passion for excellence in management education. Committed to fostering a transformative learning environment that cultivates critical thinking, innovation, and leadership among students. Striving to contribute meaningfully to institutional growth through continuous learning, research, and the practical application of evolving pedagogical methodologies. Possessing a strong belief in collaborative development and mutual growth, aiming to inspire future professionals while consistently enhancing personal and institutional capabilities.

## Professional Experience

- 2020-09 - Current **Associate Professor and Head of Department**  
*Lakireddy Balireddy College of Engineering, Mylavaram*
- 2019-08 - 2020-09 **Assistant Professor & Head of the Department**  
*Devineni Venkata Ramana & Dr. Hima Sekhar MIC college of Technology, Kanchikacherla*
- 2008-07 - 2019-07 **Assistant Professor**  
*VIPS college, Visakhapatnam*
- 2006-05 - 2007-04 **HR-Executive**  
*Blesso Software (P) Ltd., Begumpet, Hyderabad*

## Academic Career

- 2019-02 **PhD: Management Studies**  
*GITAM University - Vizag*  
**A study on work-life balance of women faculty in select universities of AP**  
"Explored the challenges of work-life balance among women faculty in select universities of Andhra Pradesh. Analyzed key factors such as workplace autonomy, stress, support initiatives, and legal awareness affecting their professional and personal equilibrium."
- 2006-04 **MBA: Human Resources and Marketing**  
*VIPS College - Vizag*

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## Research Papers Published

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- Artificial Intelligence and Dynamic Pricing Strategies: Enhancing Competitiveness in E-Commerce **(Indexed)**
- Analyzing ETF investor dynamics in Indian stock market: A case study in Andhra Pradesh **(Indexed)**
- Financial Risk Prediction in E-Commerce: Leveraging Vampire Bat Optimization and Factor Analysis for Enhanced Decision-Making **(Indexed)**
- Evaluating the Efficiency of Index-Based Exchange-Traded Funds in the Indian Stock Market: A Case Study with Emphasis on BSE **(Indexed)**
- Strengthening Cybersecurity in the Hospitality Sector: Identifying Network Menaces and Proposing Security Measures.
- The Evaluation of the Threats and Challenges Impacting the Global Financial Cyber Security Market.
- A Study On Buying Behavior 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 Millennial's Perspective: A Case Study With Special Reference To Post Graduate Students In Visakhapatnam, A.P.

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## Chapters Published

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- A Study on Green Marketing initiatives in Indian Scenario
- Stress at work place and coping strategies for women employees-a theoretical perspective
- Human Capital Intelligence (HCI) -The Heuristics and Horizons.
- Role of Artificial Intelligence in HR- A Theoretical Perspective
- Navigating Work-Life Balance: Challenges and Strategies for Women Faculty in Autonomous Engineering Colleges, Vijayawada.
- A review on success mantras for small retail shops in digital era-Dynamic Business Trends & innovations in contemporary issues

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## Patent Publications

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- Integrating Machine Learning and Psychology for Consumer Purchase Behavior on E-Commerce Platforms.

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## Awards and Recognitions

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- Received Best Teacher Award for the Academic Year 2022-2023
- Received Best Teacher Award for the Academic Year 2023-2024
- Best Paper Award for the paper entitled "The Evaluation of the Threats and Challenges Impacting the Global Financial Cyber Security Market"

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## Key Positions

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- Leading the department as Head, overseeing academic and administrative operations.
- Coordinated central accreditation activities as NAAC Criteria Coordinator.
- Handled departmental accreditation responsibilities for NBA as Criteria Coordinator.
- Contributing as an Executive Member of the Internal Complaints Committee (ICC).
- Engaged as a Resource Person for academic events across multiple institutions.
- Acted as resource person for various events conducted by different colleges.

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## Resource Person

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- Conducted a training workshop on student skills development at VIPS College (2023)
- Facilitated a student development program as a guest trainer at VIPS College (2024)
- Led a soft skills enhancement session for students at VIPS College (2025)

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## Certifications

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- Preparing to Manage Human Resources **(Coursera)**
- Principles of HRM **(NPTEL)**
- Global Marketing Management **(NPTEL)**
- Organizational Behavior: How to Manage People **(Coursera)**

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## Faculty Development Programme

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- Participated in "GST using Tally on Releasing 6.6" organized by PBS, Vijayawada.
- 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 Analyzing using SPSS organized by Aurora's PG coll.

- Participated in a Three Day National Level Online FDP on “New Challenges in Business Management - A Strategic Approach” (pre and post covid scenario) organized by Department of Business Administration, Andhra Loyola Institute of Engineering and Technology from 8<sup>th</sup> June to 10<sup>th</sup> June, 2020.”
- Participated in the “Eight-Day National Faculty Development Program on Case-Based Learning, Teaching, Writing and Publication” held from September 25 to October 2, 2023, organized by the Department of Management Studies, VFSTR Deemed to be University, Vadlamudi.
- A Three Day Faculty Development Programme on “The Intricacies of AI in Academic Research” from 28<sup>th</sup> to 30<sup>th</sup> June, 2024. Jointly Organized by LBRCE.
- participation in the one day FDP on “Blooms Taxonomy in Teaching and Learning” organized by SanSnow's Nobel Professional Foundation (Approved by MSME and Ministry of Corporate Affairs, Government of India) on February 16, 2023.

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## Seminars and Workshops

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- 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 programme.
- 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).
- 4-Day Online Workshop on "COVID-19: Resurgence of Entrepreneurship and Startups at Indian Glance" from 25-05-2020 to 28-05-2020."
- Participated in "A Two day Case Study Workshop" at LBRCE on August 18-19, 2023 Organized in association with AIMS - AP Chapter.
- Participated in the three days virtual Workshop on "Contemporary Issues in Indian Economy" from 22nd – 24th September, 2022 ORGANIZED KL Deemed to be University.
- Participated in National Online Workshop on " Research Ethics and Identifying Predatory and Cloned Journals in Publications" organized on 25.11.2022.
- Participated in the Ministry of Education supported Online Workshop on "Entrepreneurship and Innovation" as Career Opportunity organized by the IIC Cell, NIT Andhra Pradesh, Tadepalligudem on November 10, 2022.
- Participated in Workshop on "Roadmap and Action Plan for EISCs in A.P." for the EISC Directors/Coordinators of the Universities and Colleges of Guntur Cluster on 09th June 2023, Friday organized by Quality Assurance Cell (QAC)

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## Key Skills & Competencies

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### Professional Skills

- Curriculum Development & Instructional Design
- Student & Employee Training

- Academic Mentorship & Career Guidance
- Workshops & Soft Skills Training
- Research Guidance & Case Study Development
- Data Analysis & Decision-Making Tools

#### **Technical Skills**

- M.S office
- C Programming Languages
- Operating Systems: Windows, Linux

#### **Interpersonal Skills**

- Communication Skills
- Teamwork
- Conflict Resolution
- Emotional Intelligence

#### **Intrapersonal Skills**

- Self-Motivation
- Time Management
- Adaptability
- Reflective Thinking

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## **Events Organized**

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- Organized **Lakshya 2K25**, a national-level management symposium fostering interdisciplinary collaboration and innovation.
- Conceptualized and conducted **HR Hackathon**, aimed at enhancing strategic and analytical skills of HR students.
- Initiated **The CEO Chronicle**, a platform to develop and showcase students' management and leadership capabilities.
- Led **The Next Stop**, a mock interview event designed to prepare students for real-world placement processes and interviews.

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## Memberships

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- Managing Editor for International Journal of Business Management Finance Accounting Media & Entrepreneurship.
- Member of Edwin Group of Journals (Editorial Member)
- Member of IAENG 272872

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## Profiles

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- **Blogspot:**  
<https://drdeepikakakarla.blogspot.com/>
- **Scopus ID:** <https://l1nq.com/deepikascopusid>
- **LinkedIn:** <https://acesse.one/deepikalinkedin>
- **Google Scholar :** <https://l1nk.dev/deepikascholar>
- **Orcid :** <https://l1nq.com/deepikaorcid>
- **Vidwan:** <https://l1nq.com/deepikavidwan>

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## Disclaimer

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I hereby declare that the information provided above is true and correct to the best of my knowledge and belief.