

**Name:** Sri Pavani Balivada  
**Designation:** Assistant Professor  
**Department:** Humanities and Sciences  
**Mail ID:** sripavani\_b@vnrvjiet.in



**Experience (in years):**

**Teaching: 13 Years**

**Research:**

**Others (if any, specify):**

### 1. Educational / Technical qualifications:

S. No	Level (UG / PG / Ph.D.)	Year of passing	Specialization
1	Ph. D (Pursuing)		Finance
2	MBA	2011	Finance and Marketing
3	B.Sc.,	2009	Math, Physics, Chemistry

### 2. Teaching and Learning:

#### 2.1 Teaching Interests:

- Financial Institutes, Markets and Services.
- Security Analysis and portfolio management.
- Risk Management.
- Derivative analysis.
- International financial management.
- International Business.
- Business Environment.
- Behavioural Finance.
- Financial Management
- Marketing Management
- Managerial Economics
- Strategic Management.
- Consumer Behaviour.
- organizational Behaviour
- Principals of Management.

#### 2.2 Novel Teaching & Learning Techniques adopted:

- Case Studies
- Role Play
- Group Discussions
- MOOCS

- Business Games
- Team Building Games

### **2.3 Involvement in curriculum updating / Design: NA**

## **3 Co-curricular and Extra-Curricular Activities:**

### **3.1 Interests and Hobbies:**

- Reading business editorials.
- Arts and Crafts

### **3.2. CCA/ECA Organized:**

### **3.3. CCA/ECA participated:**

### **3.4. Counselling and Mentoring Activity:**

- Mentored the PG students during the academic years 2018 to 2023.

### **3.5. Committees involved in:**

- **Department level:**
  - In charge of Budget file – NAAC & NBA in MRITS.
- **Institute Level:**
  - In-charge for MBA department in MRITS during academic year 2018-2022.
  - Admission section - I B. Tech & MBA admission procedure & enquires.

## **4. Conference / Workshop / Seminar / Guest Lectures:**

### **4.1 Conducted:**

### **4.2 Attended:**

- Participated in 5<sup>th</sup> Summer School on Behavioral Finance held from 13th June 2022 to 17th June 2022 at Department of Management Studies, Indian Institute of Information Technology, Allahabad, Prayagraj-211015.
- Attended national webinar at NERIM Group of Institutions, affiliated with Dibrugarh University, Gauhati University & ASTU on “Behavioral Finance: A curtain Raiser” held on 24<sup>th</sup> August 2021.
- Participated one-week webinar on “Time To Realise The Energies/Strengths Within And Surrounding 'You' “from 10th-15th August 2020, organized by Andhra University, Visakhapatnam.

- Participated Five-day workshop on Data Analytics, tools and techniques for accounting and finance organized by GITAM HBS Hyderabad, on 18 April to 22 April 2022
- Participated in a seven-day National online workshop on R programming for statistical data analysis organized by St. Xavier's College of Management & Technology, Digha Ghat, Patna in association with Lore & Ed Research Associates, Kottayam from 23 – 31 March 2022.
- Participated in the “Two Day National Online Workshop On Research For Academic Excellence”, organized by the Department of English and Other Foreign Languages, SRM Institute of Science and Technology, Ramapuram, Chennai on the 22<sup>nd</sup> and 23<sup>rd</sup> July 2021.
- Attended e-Workshop on Econometrics and Finance organized by Department of Economics, Presidency University, Kolkata, 9<sup>th</sup> and 10<sup>th</sup> September 2020.
- Participated Two-day national webinar on Demonstration of Online Educational Tools, organized by Adikavi Nannaya University, Rajahmundry, 3<sup>rd</sup> - 4<sup>th</sup> August 2020.
- Participated one-week online FDP on " Latest Research Software & ICT Tools for Communicating Research " organized by the Department of Basic Sciences and Humanities, GMR Institute of Technology, Rajam, Andhra Pradesh, during 20-26 June 2021
- Participated in One-Week Online FDP on "A-Z of Writing & Publication in Scopus-indexed Journals” organized by the Department of Basic Sciences and Humanities, GMR Institute of Technology, Rajam, Andhra Pradesh, during 16-22 August 2020.
- Attended a weekday refresher program on “Teaching with Technology on 27<sup>th</sup> May 2019 to 1<sup>st</sup> June 2019 in Nalla Narasimha Reddy Educational Society.
- Attended Faculty Development program on “Effective Research and Project funding” organized by MBA Department, St. Martin’s Engineering College on January 20, 2018.
- NPTEL- AICTE Faculty Development Program on Marketing Management-I.

## **5. Academic Contribution and Research & Consultancy:**

**5.1 Invited Lectures: NA**

**5.2. Articles / Chapters published in Books: NA**

**5.3. Books published as single author or as editor: NA**

**5.4. Projects Guided:**

a) UG:

b) PG: 63

**5.5. Research Interests:**

- Behavioural Finance.
- Stock Markets.
- Investment Pattern.
- Investors Psychology

### 5.6. Ph.D. students:

a) Enrolled:                      b) Submitted:                      c) Awarded:

### 5.7. Papers published in reviewed Journals: 19

S. No	Title of the Paper	Journal Name Vol. No. PP	ISBN/ISS N No.	Impact Factor/ Citation Index	National/ International
<b>Journal Papers</b>					
1	A Study on Technology life cycle in business and its management.	Shanlax international journal of Management Volume 9,PP 56-70	ISSN: 2321 - 4643	5.24	International
2	A Study of investor's behaviour and psychological biases in Financial Markets.	International Journal of advanced Research in Management Volume: 13, PP 99-104.	ISSN: 0976-6332	4.34	International
3	A Study on Capital Budgeting at Unicient Engineering Pvt. Ltd.	International Journal of Research and Analytical Reviews Volume: 7,pp- 518-526	ISSN: 2348-1269	5.75	International
4	A Study on Ratio Analysis Work Carried out in Ultratech PVT Ltd.	International Journal of Management, Technology And Engineering Volume: 10,pp- 516-524	ISSN NO : 2249- 7455	6.3	International

5	A Study on Cash flow statement Work Carried out in Hetro Drugs limited Hyderabad.	International Journal of Management, Technology And Engineering. Volume 10, pp- 500-515	ISSN:2249-7455	6.3	International
6	A Report on Financial Statement analysis carried out in Bharat Sanchar Nigam Limited.	Advanced Science Letters  Volume: 26, Pp 12-16	ISSN:1936-7317	6.224	International
9	A Report On Work-Life Balance Carried out at HCL Info systems Pvt Ltd.	Advanced Science Letters.  Volume: 26,Pp 17-20	ISSN:1936-7317	6.224	International
10	A Study On Dividend analysis	International Journal of Research and Analytical Reviews  Volume: 7,Pp 212-219	E-ISSN 2348-1269	5.75	International
11	A Study on Human Resource possessing multi skills in Mahindra and Mahindra India Pvt ltd.	International Journal of Management, Technology And Engineering  Volume 10, Pp 104-113	ISSN: 2249-7455	6.3	International
12	A Study of Job Satisfaction in a Call Centre with Special Reference to Hyderabad in India Job satisfaction.	An International Bilingual Peer Reviewed Refereed Research Journal  Volume :7,Pp 1-6	ISSN:2348-2397	4.078	International
13	Role of Finance and Technology in Indian Banking sector	IJR Journal  Volume:10,Pp 200-210	ISSN NO:2236-6124	5.7	International

14	A study on investor investment Patterns in various financial instruments work carried out in India info line Pvt Ltd.	Journal Of Resource Management And Technology Volume 10,Pp 12-14	ISSN NO: 0745-6999	6.3	International
15	A Study on Fundamental analysis of insurance sector work carried out in Bajaj Allianz insurance Pvt. Ltd	Journal Of Resource Management And Technology Volume: 10,Pp 15-18	ISSN NO: 0745-6999	6.3	International
16	A Study on Home loan at Kotak Mahindra Bank	IRJMSH Volume: 10,Pp 15-21	ISSN: 2319-9202	5.363	International
17	A report on public awareness on Micro, small and medium enterprises (MSME)	International Research Journal of Management Sociology & Humanities. Volume:10,Pp 290 - 298	ISSN: 2348-9359	5.3	International
18	A study on Equity analysis on pharma sector in Suraksha pharma Pvt Ltd.,	International Research Journal of Management Science and Technology Volume:10,Pp 67-76	ISSN: 2348-9367	5.8413	International
19	A project on Capital Budgeting at Hyundai motors.	International Research Journal of Management Science and Technology Volume:10,Pp 77-81	ISSN: 2348-9367	5.8413	International

### 5.8. Papers presented at National / International Journals: 05

S. No	Title of the Paper	Names of the Conference/ Seminars	National/ International	Period
1.	A Study on Effect of Behavioural Biases on Investment Decisions: A Special Reference to Individual Investors in West Godavari district	International conference on Behavioural Finance, IIT, Allahabad, Prayagraj.	International	June'22
2.	A Study on Technology life cycle in business and its management.	Global Business Management Strategies	International	Mar '22
3.	A Study of Job Satisfaction in a Call Centre with Special Reference to Hyderabad in India Job satisfaction	International conference on Digitalization of Business operations	International	July'20
4.	A study on Financial inclusion in India	Contemporary issues in Business and Management	International	Feb'22
5.	Role of Finance and Technology in Indian Banking sector	Emerging Trends and Prospects in management of agribusiness and allied sector	National	Nov'19

### 5.9. Sponsored research Projects:

S. No	Title	Agency	Period	Grant amount	Ongoing / Completed

### 5.10 Consultancy Projects:

S. No	Title	Agency	Period	Sanctioned Amount	Ongoing / Completed

**6. Awards / Honors received:**

- Completed certificate course on Marketing Management-I under NPTEL Online Certification funded by the Ministry of MHRD, Govt of India with Elite.
- Received Certificate of Merit in the One-Week Online National Faculty Development Programme on "Research Methodology for Social Sciences & Humanities" 2020 organized by the Department of Basic Sciences and Humanities, GMR Institute of Technology, Rajam Andhra Pradesh.

**7. Motto:**

Teaching is Touching Lives forever.

\*\*\*\*\*