

Name: Dr. Madhavi Kilaru
 Designation: Assistant Professor
 Department: H&S(Management Science)
 Mail I'd: madhavi_k@vnrvjiet.in



Experience (in years): 17 Teaching: 17 Research: 05 Others (if any, specify):

1. Educational / Technical qualifications:

S.No	Level (UG / PG / Ph.D)	Year of passing	Specialization
1	Ph.D.	2022	Marketing
2	M.Phil.	2018	Marketing
3	MBA	2008	Marketing, HR
4	MSC	2004	Mathematics
5	BA	2002	Maths, Stats & Computer

2. Teaching and Learning:

2.1. Teaching Interests:

- Marketing
- Human Resource Management
- Principles of Management
- Statistics for Managers
- Operations Research

2.2. Novel Teaching & Learning Techniques adopted:

- Collaborative learning space
- Discussion
- Blogs

2.3. Involvement in curriculum updating / Design: NIL

3. Co-curricular and Extra-Curricular Activities

3.1. Interests and Hobbies: Reading, Travelling, Listening music

3.2. CCA/ECA Organized: NIL

3.3. CCA/ECA participated: NIL

3.4. Counseling and Mentoring Activity: NIL

3.5. Committees involved in:

Department level: NIL

Institute Level: NIL

Conference / Workshop / Seminar / Guest Lectures:

4.1 Conducted: 05

4.2 Attended: 15

S.No	Title of the event	Conference/ Seminars/ Workshop/ Guest Lecture	National/ International	Period
1	Faculty Knowledge Sharing Program	Workshop	National	06-08-2022

	organized by ICFAI Business School, Vijayawada			
2	Re-Engineering the classroom: Through the use of Gamification and Experiential activities in Management Education organized by the Department of Management studies at IIT Madras.	Workshop	National	02-03-2020 to 07-03-2020
3	“Academic Excellence-Creating climate through communication” organized by ICFAI Business School, Vijayawada	Workshop	National	22-07-2019
4	Intellectual Property Rights and Innovation organized by Department of Business Administration and IQAC at PVPSIT, Vijayawada.	Workshop	National	29-04-2019
5	Art of Thesis Writing organized by Eehoboth Academic services at PB Siddhartha Academy, Vijayawada	Workshop	National	21-09-2019
6	Collaboration of Academia and Industry organized by NHRD Network, Vijayawada Chapter	Seminar	National	12-10-2018
7	Machine Learning with Business Applications organized by Analytics Society of India, IIM, Bangalore	Workshop	International	21-05-2018 to 25-05-2018
8	Thresholds and Absolutes in Management Education-HR, Marketing and Finance organised by Gudlalleru Engineering College, Gudlalleru.	Seminar	National	07-07-2017 to 08-07-2017
9	Challenges and Trends in Management Education organized by Department of Business Administration, Andhra Loyola Institute of Engineering & Technology, VJA.	Seminar	National	28-07-2016 to 30-07-2016
10	Integral Economic Thought-Humanism at SRR &CVR.Govt. Degree College, Vijayawada.	Workshop	National	14-07-2016
11	Case Writing organized by KLU Business School, Vaddeswaram.	Workshop	National	23-11-2015 to 24-11-2015
12	Research Methodology at BITS PILANI, Hyderabad organized by Centre of Excellence in Water Resource Management and Dept. of Civil Engineering.	Workshop	National	11-04-2014 to 12-04-2014
13	Research Methodology and statistical Analysis using SPSS sponsored by AICTE at QIS college of Engineering and Technology, Ongole.	Conference	National	30-04-2012 to 13-05-2012

14	Enterprise Risk Management on organized by ISACA Vijayawada Chapter.	Workshop	National	23-1-2010
15	Professional Ethics at IIT Kharagpur	Seminar	National	12-10-2009 to 16-10-2009

5. Academic Contribution and Research & Consultancy:

5.1. Invited Lectures: 02

5.2. Articles / Chapters published in Books: 14

5.3. Books published as single author or as editor: 01

5.4. Projects Guided :

a) UG : b) PG : 70

5.5. Research Interests : Marketing, HR, Operations

5.6. Ph.D students :

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

5.7. Papers published in reviewed journals :

S.No	Title of the Paper	Journal Name Vol.No. PP	ISBN/ISSN No.	Impact Factor/ Citation Index	National/ International
1	Factors influencing customer satisfaction and service quality: A case of Indian Railways	The gradiva review journal/ Volume 9,issue 8,pp;282-293	ISSN NO : 0363-8057	6.1/H(Q4)	International
2	Machine Learning Models for evaluating the benefits of Intelligence systems	International journal of High technology management/Vol.32, issue2,pp:1-8	ISSN NO :100470	4.75/H-53(Q2)	International
3	A study on Adoption of Lean Manufacturing Practice -5s in Franchised Pharmacy Outlets	Korean review of International Journal /Vol:15,pp:43-51	ISSN NO:1226-4741	5.0/ABDC	International
4	Study on consumer satisfaction on online buying against offline buying	International journal for advanced research in science & technology/Vol:12,pp:222-227	ISSN NO:2457-0362	6.7/Google scholar	International
5	Machine learning algorithms for Time series	International journal of early childhood special education/Vol:14,pp:1328-1338	ISSN NO:1308-5581	5.71/H-742	International

	Forecasting Rainfall Prediction				
6	The role of influencer marketing on consumer buying decisions	Electrochemical society Transactions/Vol:107,pp:12373-12380	ISSN NO: 19386737	7.0/ H-61	International
7	An empirical study on consumer attitudes towards perceives risks and benefits of online Shopping	International Journal of Innovative Engineering and Research/Vol:10,pp:299-308	ISSN NO:2456-5083	7.812	International
8	Importance of environment in sustainable development	An international multidisciplinary quarterly journal/Vol-09,pp:361-370	ISSN NO:2277-5730	6.39	International

5.8. Papers presented at National / International Journals :

S.No	Title of the Paper	Names of the Conference/ Seminars	National/ International	Period
1	The Role of Sustainability in the Supply Chain Management: A Case of the Indian Retailing Industry	Conference on Recent advances in science& Engineering	International	4-10-2023to 5-10-2023
2	Study on consumer satisfaction of online buying against offline buying	Conference on Asian science research	International	10-01-2022
3	An empirical study on consumer attitudes towards perceived risks and benefits of online shopping.	Conference on Royal society for science	International	15 -11-2021
4	Importance of environment in sustainable development	Seminar on Environmental awareness and sustainable development in rural area: issues, problems and solutions	International	04 -06-2020
5	Quality of customer service in Commercial Banks – A study with reference to select banks	Conference on Emerging Trends in Business & Commerce 2018 (ETiBC-2018)	International	6-10-2018

6	CHANGE MANAGEMENT PROCESS: THE CURRENT CHALLENGES OF HR PROFESSIONALS	Seminar on “Change Management: Problems and Perspectives”	National	03 -04- 2018
7	THE RELATIONSHIP BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES, JOB SATISFACTION AND TURNOVER	Seminar on “Contemporary developments in Organizational behaviour”	International	30-12- 2016
8	ENTREPRENEURSHIP DEVELOPMENT AND SELF- MANAGEMENT	Conference on Entrepreneurship 2.0-Changing models in New Economic Era	International	29-03- 2016-to 30-03- 2016
9	STRATEGIC CORPORATE SOCIAL RESPONSIBILITY	Seminar on Good Corporate Governance in India & Challenges	National	3-02- 2015 to 4 -02- 2015
10	TALENT MANAGEMENT AND SUCCESSION PLANNING	Seminar on “Transforming Organisations through Talent Management”	International	18-11- 2014
11	FDI IN RETAILING	Seminar on “FDI in Services Sector in Emerging Economy: Opportunities and Challenges”	National	24-04- 2014 to 25 -04- 2014
12	“BUILDING BRAND IDENTITY IN COMPETITIVE MARKETS- A CONCEPTUAL MODEL”	Seminar on Brand Management in Indian Industry	National	28 -04- 2014
13	CUSTOMER RELATIONSHIP MANAGEMENT	Conference on Emerging Trends in Marketing	National	18 -03- 2014 to 19 - 03-2014
14	COLLECTIVE BARGAINING IN INDIA	Seminar on Collective Bargaining in India	National	22-02- 2014 to 23 -02- 2014
15	SECRECY AND STRESS AT WORKPLACE	Seminar on stress management at workplace	National	20-04- 2013
16	ORGANIZATIONAL DEVELOPMENT – THE DYNAMICS OF PLANNED CHANGE	Seminar on Enhancing	National	11-04- 2012

		Competitive Advantage through Strategic HRM		
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5.9. Sponsored research Projects:

S.No	Title	Agency	Period	Grant amount	Ongoing / Completed
	Nil				

5.10 Consultancy Projects:

S.No	Title	Agency	Period	Sanctioned Amount	Ongoing / Completed
	Nil				

6. **Awards / Honors received:** NIL

7. **Motto:** Never give up, never back down