

Dr. Prameela Rani Mannava

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Department of Master of Business Administration,

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https://scholar.google.co.in/scholar?hl=en&as_sdt=0,5&q=prameela+rani+manna

<https://orcid.org/0000-0003-1363-5163> , www.scopus.com/freelookup/form/author.uri , KEI-8827-2024,

<https://www.scopus.com/freelookup/form/author.uri>

PROFESSIONAL PROFILE

Dr. Prameela is an accomplished Faculty of Management/Finance/Marketing with 22 years of teaching/industry experience at undergraduate and graduate levels in various Universities. She has taught Commerce, Management, Finance and Marketing courses on BBA, BCom, BCA, M.Com, MBA and MCA (Management) programs, where she has utilized her industry and teaching experience to enrich the classroom dynamics. Dr. Prameela earned Ph.D in Management from Acharya Nagarjuna University in Andhra Pradesh, India and three Master's degrees in Business Administration (Marketing and Human Resources), Business Administration (Finance) and Commerce (Banking). She published 18 research articles in internationally ranked peer reviewed journals, indexed in Google Scholar and presented 18 Papers in National and International Conferences. She attended for several FDP programs and short-term courses and also given talks as a resource person. She actively organized and conducted curricular and co-curricular activities. She has extensive teaching and research experience in multi-cultural environment in India. She received Best Management Guru Award from Global Eminence Awards 2022.

EDUCATION: WES Ref:4323492IMM & MEA Reference#APHY0026369619

- **Doctor of Philosophy (Ph.D.) in Management** **2017**
Acharya Nagarjuna University, Andhra Pradesh, India
Ph. D Dissertation: Management of Technology in Higher Education
(A study on Higher Educational Institutions in Guntur District)
- **Master of Commerce (M. Com) in Banking (Second Class)**
2014
Acharya Nagarjuna University, AP., India
- **Master of Business Administration (MBA) in Marketing and** **2012**

Human Resources (First Class)
Acharya Nagarjuna University, AP., India

- **Master of Philosophy (M.Phil.) in Management** **2005**
M.Phil. Dissertation: Working Capital Management of BHEL,
Hyderabad, India, Madurai Kamaraj University, Tamil Nadu, India
- **Master of Business Administration (MBA) in Finance**
(Second Class) 2003
Dr.BR Ambedkar Open University, Hyderabad
- **Bachelor of Commerce (B. Com) in General (First Class)** **1996**
Acharya Nagarjuna University, AP., India

PROFESSIONAL CERTIFICATION

- Editorial Membership Certificate in Edwin Group of Journals from Dec, 2023, ID No.00373655477,E-Elsevier, Madhya Pradesh, India.
- One week FDP on “Augmented & Virtual Reality” in Association with IEEE Computer Society, Pune,from 20th to 24th, Feb, 2023 Organized by Dept. of Information Technology, VIIT, Pune.
- Workshop on “How to write an effective Research Paper for peer reviewed Journals” conducted by SRM Group of Institutions, Trichy, Tamil Nadu, India, campus held on 24-04-2020.
- UGC Sponsored Seven day Short- Term Course on “Towards a New Paradigm in Present Education” conducted by IQAC, JKC College,(Autonomous), Guntur, from 8-6-21018 to 14-6-2018
- Faculty Development Program on “Business Analytics” Conducted by School of Management Studies, University of Hyderabad, Hyderabad, on 11th and 12th Nov, 2016.

COURSES TAUGHT & RESEARCH INTERESTS

GRADUATE (MBA,M.Com,MCA)

- Principles of Management;
- Financial Management;
- Investment Analysis and Portfolio Management;
- Organization Behavior;
- Business Policy and Strategic Management;
- Marketing Management;
- Principles of Management;

- Rural and Green Marketing;
- Accounting and Financial Management;
- Financial Services;
- Accounting for Decision Making;
- Enterprise Resource Planning;
- Accounting for Managerial Decision

UNDERGRADUATE (BBA,B.Com, BCA)

- Business Analytics
- Brand Management
- Business Law
- Research Methodology
- Organization Behavior
- Business Communication
- Business Organization
- Auditing

- Business Statistics
- Systems Approach to Management
- Accounting and Financial Management
- Entrepreneurship Development
- Fundamentals of Computers
- Investment Management

RESEARCH INTERESTS: Quality Management in Higher Education, Technology Management in Higher Education, Accounting and Finance, Banking, Entrepreneurship.

AREAS OF EXPERTISE

* Student Counseling/Mentoring

• Lesson Planning

* Classroom Control

• Student Assessment

• Online Instruction & Technology Integration

* Course Design & Coordination

* Project & Thesis Supervision

PROFESSIONAL EXPERIENCE

- **Total Teaching and Research Experience : 20 Years**
- **Post Ph.D. Teaching & Research Experience : 06 Years**
- **Industry Experience : 02 years and 10 months**
- **Currently Working as an Associate Professor** in the Department of Management Sciences (MBA), RVR & JC College of Engineering, Guntur, Andhra Pradesh, India. **Nov, 2023 to till the date.**
- **Associate Professor in Business Administration Department**, Saveetha College of Liberal Arts and Science, Saveetha Deemed to be University, Chennai, (NAAC A++) Tamil Nadu. **May 2022 to May, 2023**
- **Associate Professor in Postgraduate Department and Coordinator for MBA Department**, GIBS B School, Sri Krishna International Education Trust, Bangalore. **Oct 2021 to April 2022**
Courses Teaching in 2022: Investment Analysis and Portfolio Management (MBA), Rural and Green Marketing (MBA), Accounting for Decision Making (M.COM).
- **Assistant Professor (Guest Faculty)** in Department of Commerce and Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar, Guntur, India **March 2020 to Oct 2021**
Courses Taught in 2021: Accounting and Financial Management (MBA & M.Com), Financial Management (MBA IB).

- **Lecturer** in Graduate Department of Commerce and Postgraduate Department of Master of Computers (MCA), JKC College(Autonomous) NAAC 'A' Grade, Guntur, (Acharya Nagarjuna University, Nagarjuna Nagar, Guntur) India
June 2007 to Jan 2020
Courses Taught: Principles of Management, Business Analytics, Business Law, Brand Management, Marketing Management, Organization Behaviour, Research Methodology, Investment Management, Entrepreneur Development, ERP, Corporate Accounting, Company Accounts, Auditing, Tally 9, Fundamentals of Computers, Accounting and Financial Management (**MCA**).
- **Lecturer**in Postgraduate Department of Business Administration (**MBA**) , DonBosco PG College, Pulladigunta, Guntur,(Nagarjuna University, Nagarjuna Nagar, Guntur) India
June 2004 to May 2007
Courses Taught: Principles of Management (MBA), Business Policy and Strategic Management (MBA), Financial Services (MBA), Security Analysis and Portfolio Management (MBA), Accounting and Financial Management (MCA).

ADDITIONAL TEACHING EXPERIENCE

- **Academic Counselor** in Graduate and Postgraduate Department of Dr. BR Ambedkar Open University, Hyderabad, India - **June 2007 to Jan 2020**
Subjects Taught: Company Accounts, Investment Management
- **Academic Counselor** in Commerce Graduate Department of Andhra University, Vizag, A.P., India
June 2009 to Jan 2020
Subjects Taught: Business Law, Corporate Accounting, Fundamentals of Computers
- **Visiting Faculty** for Master of Computers (MCA), Vignan Degree College, Palakaluru, Guntur, India. 2007, Subject Taught: Accounting and Financial Management.
INDUSTRY EXPERIENCE
- **Accounts Assistant** in the Accounts Department at Janachaitanya Housing LTD, Guntur, AP., India
May 2001 - March 2004
Job Description: Preparation of Day Book, Ledger Accounts, Pay Sheet, Marketing Agents Collections etc.

SCHOLARLY CONTRIBUTIONS

1. **Dr.Prameela Rani Mannava**, "Investigation of Investors Perception Towards Decisions Related to Mutual Funds" Journal of Pharmaceutical Negative Results, **Scopus**, Volume 14, Regular Issue 02, 2023, JPNR++02+2023++395.
2. **Dr. Prameela Rani Mannava**, Mrs. N.Kalaivani, Dr.Alpa Srivastava, "Fintech and Fintech Environment with Innovation: A Review of Literature", Journal of Emerging Technologies and Innovative Research, UGC – Care Listed Journal, An International Open Access Peer-reviewed, Refereed Journal ISSN-2349-5162, Volume 10, Issue 1, January 2023, Impact Factor:7.95

3. **Dr. Prameela Rani Mannava**, Dr.Alpa Srivastava,Mrs. N.Kalaivani, Role of Fintech and Digital Literacy in Sustainable Development in India,IJRMPS, UGC – Care Listed Journal,An International Open Access Peer-reviewed, Refereed Journal,ISSN: 2349-7300, Volume 11, Issue, January, 2023
4. Dr.Pvenkaiah Babu, **Dr.M.Prameela Rani**, N.Ganesh, Dr.Y. Seethamahalakshmi, “Taxation of Crypto and Virtual Digital Assets in India: Acritical Analysis”, **Scopus**, SPECIALUSIS UGDYMAS/ SPECIAL EDUCATION 2022 1 ((43).
5. **Dr.Prameela Rani Mannava**, “Digital India-Major initiatives and its Impact:A critical Analysis”, Journal of Asiatic Society of Mumbai, UGC - Care listed Journal, **ISSN:0972-0766, Vol.XCV,No.16 2022.**
6. Deepthi William and**Dr.Prameela Rani Mannava** “ Paradigm shift in consumer behavior towards online grocery shopping during the pandemic and the anticipated post pandemic trends: A Literature Review”, Journal of Emerging Technologies and Innovative Research, **UGC Approved**, An International Open Access Peer-reviewed, Refereed Journal, Volume 8 Issue 12, December 2021, **ISSN:2349-5162, Impact Factor 7.95.**
7. **Dr. Prameela Rani Mannava**, “Management of Dx: Digital Transformation in Indian Higher Education”, International Journal of Creative Research Thoughts(IJCRT), indexed in **UGC Approved**, International Peer Reviewed & Refereed, Open Access Journal, **indexed in Google scholar**, Volume 9, Issue 10 October 2021, **ISSN: 2320-2882,PageNo.d1,ImpactFactor:7.97**,https://www.ijcrt.org/viewfull.php?&p_id=IJCRT2110349
8. **Dr.Prameel Rani Mannava**, “Emerging Technologies in the Management of Higher Education Institutions”, indexed in **UGC Approved, open access, peer-reviewed, indexed in Google Scholar, SJR, Research Gate, Thomson Reuters Researcher id**, multi-disciplinary International Journal of All Research Education and Scientific Methods (IJARESM), **ISSN: 2455-6211** Volume 9, Issue 10, October-2021, ,Page No.1770, **Impact Factor: 7.429**, Emerging Technologies in the Management of Higher Education Institutions (ijaresm.com)
9. **Dr. M.Prameela Rani**, “ICT tools for the Persons with Disabilities”, **UGC listed** International Journal of Education for the Future (IJTEF), Vol.4, Issue No.1,Jan-Mar-2019, **ISSN No: 2394-9902. ImpactFactor 3.87**
10. **Dr. M.Prameela Rani**, “Women empowerment through Education”, **UGC approved**Kaav International Journal of Arts, Humanities and Social Sciences, “A referred Blind Peer Review Quarterly Journal, Feb-2018, Journal No.47663, ISSN No.2348-434, **Impact Factor: 7.9183**

11. **Dr. M.Prameela Rani**, "Impact of GST on Consumers in India", Veda Publications, Problems & Prospects of GST, Feb-2018, **ISBN: 978-93-87769-09-0. ImpactFactor: 3.079**
12. **M. Prameela Rani**, and K. Aruna Kumari "Emerging Issues of B-Schools in Management Education" Indian Council for Business Education, IMRF International Publishing House, **ISBN No.978-93-84124-54-0**, Page No.35, Jan 2017. **ImpactFactor 2.97**
13. M.Prameela Rani, and ALVR Chowdary, "Improving Higher Education Performance with Big Data" Allied Publishers Private Limited, **ISBN: 978-93-85926-04-4**, Page No.28, 2016. **Impactfactor: 2.8972**
14. **M.Prameela Rani**, "Corporate Social Responsibility and Human Capital Development" SS International Journal of Multidisciplinary Research, **ISSN No.2395-7964**, Vol.2 Issue 4, Page No.149, 2016. **Impact Factor: 3.68**
15. **M. Prameela Rani**, "Impact of MGNREGA on life of people and Reforms". International Journal of Multidisciplinary Advanced Research Trends, ISSN: 2349-7408, Volume 2, Issue 3, Page No.89, March 2015. **Impact Factor : 5.818**
16. Dr. M.S Narayana, **M.Prameela Rani**, and M.Hanumaiah. "Challenges of HRD in Higher Education", Paramount Publishing House New Delhi, **ISBN: 978-81-922783-3-9**, Page No 227, March, 2010.

PAPERS PRESENTED IN THE SEMINARS/ CONFERENCES

- 1.**M.Prameela Rani**, "**Investment in Privatization of Higher Education**" A National Seminar on "Privatization of Higher Education in Developed and Developing Countries" (UGC Sponsored) Organized by J.K.C College, Guntur on 29th**December, 2008.**
2. **M.Prameela Rani**, Special Economic Zones Emerging Problems and Issues, A one Day "**Seminar on Special Economic Zones – Problems and Prospects**" Organized by Department of International Business Studies, Acharya Nagarjuna University, Guntur on 27th**Sep, 2010.**
3. **M.Prameela Rani**, M.Hanumaiah. "Management of Micro Finance" A National Seminar on "**The Role of Micro Finance in Capacity Building for Rural Folk.**"(UGC Sponsored) Organized by AcharyaNagarjuna University, Guntur on 28th Feb & 1st**March, 2011.**

4. M.Prameela Rani. “ **Agricultural Bio Diversity**” AXXIX Annual Conference of the Andhra Pradesh Economic Association. Organized by J.K.C College, Guntur on 12th& 13th**Feb, 2011.**
5. M.Prameela Rani, “**Role of Technology in promoting quality Higher Education**”, A National Seminar on “Challenges of Higher Education in India” Organized by APSCHE, Hyderabad and T.J.P.S College (P.G Courses), Guntur on 25th& 26th**February,2011.**
6. M.Prameela Rani, “**Skills Development for developing Human Resources**”, A National Seminar on “Skills Development and Lifelong Learning” Organized by the Department of Lifelong Learning, Acharya Nagarjuna University, Guntur on 20-21 **Jan, 2012.**
7. M.Prameela Rani, “**Human Resource Development: Issues, Challenges and Strategies**”. (UGC Sponsored) A National Seminar Organized by AcharyaNagarjuna University, Nagarjuna Nagar, Guntur on 22-23 **March, 2010.**
8. M.Prameela Rani, “**Corporate Social Responsibility and Human Capital development**” UGC Sponsored International Seminar Organized by KBN College, Vijayawada, on 19-21 **Feb 2016.**
9. M. Prameela Rani “**Improving Higher Education performance with Big Data**” International Conference on Big Data Analytics, ,Organised by Siva Sivani Institute of Management, Secunderabad, 11th and 12th**Feb 2016.**
10. Dr. M.Prameela Rani, “ **ICT tools for the Persons with Disabilities**”, National Seminar on Recent Trends in Inclusive Education, , Organized by Madonna College for the Deaf& Madonna Comprehensive Resource Centre for Persons with Disabilities, Vijayawada, 7th and 8th**Feb, 2018.**
- 11.Dr. M.Prameela Rani, “**Women empowerment through education**”, International Research Conference on Empowerment of Women in 21st Century: Challenges and Opportunities, , Organized by Ch.S.D.St. Theresa’s College for Women, Eluru, on 9th& 10th**Feb, 2018.**
12. Dr. M.Prameela Rani, “**Impact of GST on Consumers in India**”, UGC Sponsored Inter Disciplinary One day National Seminar on Problems and Prospects of GST, Organized by Dept of Commerce, VSR &NVR College, Tenali.**17th Feb, 2018.**
- 13.Dr. M.Prameela Rani, “**Emerging Challenges of Indian Banking Sector**”, One Day National Seminar on “Contemporary issues in Banking in India” organized by

Dept of Commerce and IQAC of B.S.S.B Degree College, Tadikonda, A.P., on 16thFeb,2019

14. Dr. Prameela Rani, for UGC&ICSR sponsored One day National Seminar on **“Emerging Technologies in Business”** IT impact on Higher Education, Organised by the Department of Commerce, JMJ College for Women, Tenali, on **29 Jan,2020**.

15. Dr.M.Prameela Rani, **“Emerging Technologies in the Management of Higher Education Institutions”**, International Conference on Technology, Innovation and Quality Management,Sivasivani Institute of Management, Hyderabad17th and 18thApril, 2021.

16. Dr.Prameela Rani Mannava, , Digital India - Major Initiatives and its impact: A Critical Analysis, National Conference on “Digital India:A Road Map to Achieve Self-Reliant India in view of the Covid-19”, On 20th& 21st May, 2022, by Viswa Viswani School of Business, Hyderabad.

17. Dr.Prameela Rani Mannava, “Fin-tech innovation in the Business Environment”, International Conference on Global Business and Social Innovation, by SCLAS, SIMATS, Chennai, on 10th February, 2023.

18.Dr. Prameela Rani, “Study on Need of Risk Management in an Organisation” International Conference on Global Business and Social Innovations” Organised by Department of Commerce, SCLAS, Saveetha Deemed to be University, Chennai, on10th February, 2023.

CO-CURRICULAR ACTIVITIES:

- **Life Member of Academic &Research Conclave,Coimbatore.**
- **Organized National Symposium on IPR in SCLAS at Saveetha Deemed to be University.**
- **Member in various administrative committees.**
- **Organized National Seminars and workshops.**
- **Conducted Seminars and various Business management skill development programmes for the students.**
- **Attended as a Co-Patron to CSR International Seminar Organized by the Department of Commerce, ANU, Guntur.**
- **Attended as key note Speaker for One Day National Seminar on “Contemporary Issues in Banking in India” at B.S.S.B Degree College, Tadikonda, Guntur.**

- **Attended as Resource person for One day National Seminar on “Emerging Technologies in Business” Organised by the Department of Commerce, JMJ College for Women, Tenali, on 29 Jan,2020.**
- **Actively participated in the preparation of SSR Report to NAAC Accreditation.**
- **Actively organized Industrial Visits and Tours.**

References

1.Prof. R. Siva Ram Prasad2. Prof. M. Appa Rao

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Business Administration,

ANU, Guntur-6, A.P. India.

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raminenisivaram@yahoo.com

HOD, Department of Commerce,

JKC College,

Guntur, Andhra Pradesh, India

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mapparaocommerce@gmail.com

Declaration: I hereby declare that the information furnished above is true to the best of my knowledge.

(Dr. PRAMEELA RANI MANNAVA)