



RAYALASEEMA UNIVERSITY

(A State University Established by Govt. of Andhra Pradesh)

(Accredited by NAAC with 'B' Grade)

KURNOOL – 518007, ANDHRA PRADESH

FACULTY PROFILE

1	Name of the Faculty	:	DR.P.SUCHITRA		
2	Designation	:	ASSISTANT PROFESSOR ©		
3	Department	:	BUSINESS MANAGEMENT		
4	Date of Birth	:	18 TH JUNE 1974		
5	Date of Joining	:	06 TH AUGUST 2015		
6	Academic Qualifications		UG Degree	PG Degree	Research Degree
	Name of the Degree	:	B.A(Litt)	M.B.A	Ph.D
	Class / Grade Awarded	:	First	First	-
	Board / University	:	SKU	SKU	SKU
	Year of receiving Degree	:	1995	1997	2011
7	Areas of Specialization	:	HRM & MM		
8	Total Experience (Yrs.)	:	Teaching	Industry	Total
			24	3 ½	27 ½
9	Papers Presented	:	National	International	Total
			18	05	23
10	Research Publications	:	Journals	Conferences Proceedings	Books / Chapters
	National Level	:	03	03	-
	International Level	:	18	05	-
11	Participation in		Seminars	Conferences	Workshops
	National Level	:	18	10	05
	International Level	:	01	05	-
12	Ph.Ds. / Projects Guided	:	Completed:	-	Ongoing:
					Ph.Ds. / Projects Guided
13	Research Projects handled	:	Major:	-	Minor:
					Research Projects handled
14	Fellowships / Memberships	:	Member with AIMA		
15	Awards / Achievements / Any other	:	1. Recipient of Prof.K.Venkat Reddy Gold Medal at MBA level for standing first. 2. Associated with SEBI as Certified Financial Education Resource Person. 3. Certified Master Trainer for English Communications Skills Project, in collaboration		

	information	<p>with APSCHE and British Council</p> <p>4. Rendered my services as RU Women’s Hostel Deputy Warden from Aug 2018 to March 2022.</p> <p>5. Rendered my services as Coordinator in RU Exam Section from 18th March 2022 till 19th Feb 2025</p> <p>6. Attended 7 FDP’s and 3 Training programs</p> <p>7. Enrolled and cleared “Basics of Digital Marketing course” with 58% in Aug 2022 through SWAYAM.</p>				
16	Contact information	<table border="1"> <thead> <tr> <th data-bbox="384 465 699 506">Mobile</th> <th data-bbox="699 465 1565 506">Email ID</th> </tr> </thead> <tbody> <tr> <td data-bbox="384 506 699 636">9848747421</td> <td data-bbox="699 506 1565 636">svijay1820gmail.com</td> </tr> </tbody> </table>	Mobile	Email ID	9848747421	svijay1820gmail.com
Mobile	Email ID					
9848747421	svijay1820gmail.com					
17	List of Publications /Chapters/Books (APA Format)	<p style="text-align: center;">List of Research Publications</p> <p>Suchitra, P. (2013). Building multi-skills based talent management. <i>IOSR Journal of Business Management</i>, 15(2), 1-3. https://www.iosrjournals.org/iosr-jbm/papers/Vol15-issue2/A01520103.pdf</p> <p>Suchitra, P. (2013). HRD practices in banks: A comparative study between public and private sector banks. <i>International Journal of Research in Commerce and Management</i>, 4(12), 7-12. https://ijrcm.org.in/article_info.php?article_id=4105</p> <p>Suchitra, P. (2014). Consumer attitude towards internet advertising at Kurnool city. <i>International Journal of Innovative Research and Development</i>, 3(2), 326-333. https://www.i-scholar.in/index.php/IJIRD/article/view/144594</p> <p>Suchitra, P. (2014). Stress management strategies: A study at Bajaj Allianz Ltd., Kurnool. <i>International Journal of Business and Management Invention</i>, 3(3), 7-20. https://www.ijbmi.org/papers/Vol(3)3/Version-1</p> <p>Suchitra, P. (2014). Workplace dynamics. <i>Research Journal's Journal of Management</i>, 2(3). https://researchjournali.com/view.php?id=450</p> <p>Suchitra, P. (2014). e-HRM: Conceptual implications. <i>International Journal of Human Resource Management and Research</i>, 4(2), 31-37. https://www.tjprc.org/view_paper.php?id=3496</p> <p>Suchitra, P. (2014). Balancing work and life: A challenge ahead. <i>IOSR Journal of Business Management</i>, 16(3), 42-47. https://www.iosrjournals.org/iosr-jbm/papers/Vol16-issue3/Version-5/F016354247.pdf</p> <p>Suchitra, P. (2014). Knowledge management: Emerging perspectives. <i>International Journal of Research in Commerce and Management</i>, 5(4), 6-8. https://ijrcm.org.in/article_info.php?article_id=4423</p> <p>Suchitra, P. (2014). Quality of work life at LIC of India, Kurnool. <i>International Journal of Innovative Research and Development</i>, 3(3), 271-273. https://www.i-scholar.in/index.php/IJIRD/article/view/144625</p> <p>Suchitra, P. (2014). Role of HR analytics in challenging times. <i>International Journal of Innovative Research and Studies</i>, 3(3), 906-914. https://online.flippingbook.com/view/607548038/2/</p>				

- Suchitra, P.** (2014). Worker's participation in management: A study at BHEL, Hyderabad. *International Journal of Innovative Research and Studies*, 3(4), 598-633. <https://publuu.com/flip-book/288907/703009>
- Suchitra, P.** (2014). A critical study on employee attrition in private engineering colleges at Kurnool. *IMPACT: International Journal of Research in Business Management*, 2(7), 1-6. <https://www.impactjournals.us/index.php/archives/international-journals/international-journal-of-research-in-business-management?page=5>
- Suchitra, P.** (2015). Tourism branding and its relevance in today's marketing scenario. *International Journal of Business and General Management*, 4(3), 21-28. <https://www.iaset.us/index.php/archives/international-journals/international-journal-of-business-and-general-management?page=4>
- Suchitra, P.** (2015). Indian capital market in transition: Role of SEBI. *International Journal of Research in Business Management*, 3(10), 61-65. <https://www.impactjournals.us/index.php/archives/international-journals/international-journal-of-research-in-business-management?page=10>
- Suchitra, P.** (2015). Direct marketing: The one-to-one future. *International Journal of Business and General Management*, 4(6), 30-33. https://www.academia.edu/17541335/DIRECT_MARKETING_THE_ONE_TO_ONE_FUTURE
- Suchitra, P.** (2016). Emerging role of insurance marketing. *International Journal of Innovative Research and Development*, 5(4), 288-290. https://www.internationaljournalcorner.com/index.php/ijird_ojs/article/view/136243
- Suchitra, P.** (2016). Making CRM effective. *Journal of Business Management (IJRDO)*, 2(5), 31-40. <https://www.ijrdo.org/index.php/bm/issue/view/208>
- Suchitra, P.** (2016). Innovations and challenges in CBCS. *Indian Journal of Commerce and Management*, 3(5), 1-6. <https://ijocam.in/files/Volume%203%20Issue%205%20May%202016.pdf>
- Suchitra, P.** (2016). Rural HRD and its role in economic development. *International Journal of Cloud Engineering, Management and Allied Sciences*, 3(8), 36-42. <http://sjifactor.com/passport.php?id=18470>
- Suchitra, P.** (2017). Teacher as a role model to meet global challenges. *International Journal of Social Science and Humanities (IJRDO)*, 2(6), 1-5. <https://www.ijrdo.org/index.php/sshr/issue/view/196>
- Suchitra, P.** (2017). IFRS: A pathway to human resources accounting. *International Journal of Research in Computer Applications and Management*, 7(10), 63-67. <https://portal.issn.org/resource/ISSN/2394-5036?language=es>
- Suchitra, P.** (2013). Building multi-skills based talent management. *IOSR Journal of Business Management*, 15(2), 1-3. <https://www.iosrjournals.org/iosr-jbm/papers/Vol15-issue2/A01520103.pdf>
- Suchitra, P.** (2013). HRD practices in banks: A comparative study between public and private sector banks. *International Journal of Research in Commerce and Management*, 4(12), 7-12.

https://ijrcm.org.in/article_info.php?article_id=4105

Suchitra, P. (2014). Consumer attitude towards internet advertising at Kurnool city. *International Journal of Innovative Research and Development*, 3(2), 326-333. <https://www.i-scholar.in/index.php/IJIRD/article/view/144594>

Suchitra, P. (2014). Stress management strategies: A study at Bajaj Allianz Ltd., Kurnool. *International Journal of Business and Management Invention*, 3(3), 7-20. [https://www.ijbmi.org/papers/Vol\(3\)3/Version-1](https://www.ijbmi.org/papers/Vol(3)3/Version-1)

Suchitra, P. (2014). Workplace dynamics. *Research Journal's Journal of Management*, 2(3). <https://researchjournali.com/view.php?id=450>

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<https://portal.issn.org/resource/ISSN/2394-5036?language=es>

List of Conferences

Suchitra, P. (2012, October). *Building multi-skills based talent management*. Paper presented at the **National Conference on Emerging Trends in Business Management**, Bangalore, India.

Suchitra, P. (2013, February). *HRD practices in banks: A comparative study between public and private sector banks*. Paper presented at the **International Conference on Business and Financial Management**, Chennai, India.

Suchitra, P. (2013, June). *Consumer attitude towards internet advertising at Kurnool city*. Paper presented at the **International Conference on Marketing & Consumer Behavior**, Hyderabad, India.

Suchitra, P. (2014, January). *Stress management strategies: A study at Bajaj Allianz Ltd., Kurnool*. Paper presented at the **National Conference on Psychological Well-being in the Workplace**, Mumbai, India.

Suchitra, P. (2014, April). *Workplace dynamics and employee engagement strategies*. Paper presented at the **International Conference on HR Practices & Organizational Development**, Pune, India.

Suchitra, P. (2014, September). *e-HRM: Conceptual implications for modern businesses*. Paper presented at the **International HR Summit on Digital Transformation**, Bangalore, India.

Suchitra, P. (2014, December). *Balancing work and life: A challenge ahead in the corporate world*. Paper presented at the **National Seminar on Work-Life Balance and Employee**

		<p>Productivity, New Delhi, India.</p> <p>Suchitra, P. (2015, March). <i>Knowledge management and emerging perspectives in HR practices</i>. Paper presented at the International Conference on Knowledge Economy and Business Innovation, Chennai, India.</p> <p>Suchitra, P. (2015, August). <i>Tourism branding and its relevance in today's marketing scenario</i>. Paper presented at the International Conference on Hospitality & Tourism Management, Goa, India.</p> <p>Suchitra, P. (2015, November). <i>Indian capital market in transition: The role of SEBI</i>. Paper presented at the International Financial Symposium on Capital Markets and Economic Growth, Mumbai, India.</p> <p>Suchitra, P. (2016, February). <i>Direct marketing: The one-to-one future in business strategies</i>. Paper presented at the National Conference on Marketing Innovations, Coimbatore, India.</p> <p>Suchitra, P. (2016, July). <i>Emerging role of insurance marketing in the digital age</i>. Paper presented at the International Conference on Finance & Insurance Strategies, Hyderabad, India.</p> <p>Suchitra, P. (2016, October). <i>Making CRM effective in a competitive business environment</i>. Paper presented at the National Seminar on Customer Relationship Management and Market Trends, Bangalore, India.</p> <p>Suchitra, P. (2017, January). <i>Innovations and challenges in Choice-Based Credit System (CBCS)</i>. Paper presented at the International Conference on Education & Learning Innovations, Chennai, India.</p> <p>Suchitra, P. (2017, April). <i>Rural HRD and its role in economic development</i>. Paper presented at the National Seminar on Rural Development & Economic Policies, Kolkata, India.</p> <p>Suchitra, P. (2017, September). <i>Teacher as a role model to meet global challenges in education</i>. Paper presented at the International Conference on Education & Pedagogical Innovations, New Delhi, India.</p> <p>Suchitra, P. (2018, March). <i>IFRS: A pathway to human resources accounting</i>. Paper presented at the International Conference on Financial Reforms & Corporate Accounting, Hyderabad, India.</p>
18	Profile ID's	<p>ORCID: https://orcid.org/0000-0002-5264-7733</p> <p>Google Scholar Profile Link: IGo9nYIAAAAJ</p> <p>VIDWAN Profile ID: 447474</p>

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