

## Dr. S.NEELIMA

Associate Professor and Incharge  
Department of B.Com with Banking & Insurance  
School of Commerce

**Qualification** : B.Com.,MBA.,M.Phil., M.Com.,Ph.D, UGC Net

**Experience** : **Teaching** : 14.6 Years

**Research Areas** : Finance & HR

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### Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.	Management	Krishna University	2019
Ph.D	Management	Dravidian University	2017
M.Com	Master of Commerce	S.V University, Tirupati	2014
UGC Net	Management	UGC	2013
M.Phil.	Management	S.V University, Tirupati	2008
M.B.A	Master of Business Administration	Sri Padmavathi Womens University, Tirupati	2006



## Online Certifications

Certification Details	Area of Specialization	Institution / University / Agency Name	Year
Investment Banking and MS –Excel	Finance	WallStreetmojo	2021
Online Certifications	Professional diploma certification in International Finance	European Open University	2021
	Professional Certificate Program in Information Management System Project Management Professional	Certified by Ministry of MSME- Government of India: <b>Registered Number:PD/2012-2013/01266</b>	2012



## Academic Positions @ KPRCAS

- Associate Professor and Incharge – Department of B. Com with Banking & Insurance
- 5S– Coordinator



## Significant Publications

- Paper Titled “Effect of Perceived Supervisory Support on Organisational Citizenship Behaviour: A Mediation Analysis, has published in the Journal of Strad Research, August 2021, Volume 8, issue 8, pp 135-144. (**Web of Science**).
- Paper Titled “The Strategic Implications of Green HRM Practices on Employee Engagement for Organisation Commitment. An Inferential Analysis has published in the Journal of Contemporary issues in Business and Government, March 2021, Volume 27, issue 2, pp 2150-2155 (**Web of Science**).
- Paper Titled “Assessment of Efficiency of Mutual Funds “has published the paper in International Journal of Advanced Science and Technology, volume 29, No.9s (2020), pp.01-07. (**Scopus**)
- Paper titled “Portfolio Management and Investment Decision with reference to J Marathon Advisory Services Pvt.Ltd, Hyderabad” has published the paper in the Think India Journal, UGC Care listed Multidisciplinary Journal, Volume 22-Issue 14-December 2019.

- Paper titled “Engagement Practices for Multi Generation Workforce “has published in the Journal of Advanced Research in Dynamical & Control Systems, Vol.11, No.9, November,2019(H-Index Journal) (**Scopus**)
- Paper titled “Time Series Model to Extract the Net Asset Values of Select SBI Mutual Funds” has published the paper in the professional Books, March 2019.
- Paper titled "An Insight into the Contribution and Status of Micro, Small and Medium Enterprises(MSMEs) in the state of Andhra Pradesh" has published the journal of International Journal of Scientific Research and Reviews, Volume 7, issue 32, April-June issue 2018.
- Paper titled "Extrapolation of the Net Asset Values of Select Indian Mutual Funds Using ARIMA" has published the journal of IOSR-JBM International Organization of Scientific Research Journal of Business Management, Volume 19, issue 3, March 2017.
- Paper titled "Factors influencing Investors Mutual Fund selection" has published the journal of IOSR-JBM International Organization of Scientific Research-journal of Business Management, Volume 18, issue 7, July 2016.
- GE-International journal of Management Research {GE-IJMR) ISSN:(2321-1709), impact factor-3.142 titled A Study on Emotional Intelligence of Engineering College Teachers. Page no 66-76, volume 2, issue 9. September 2014.
- Published paper in the Madras University Journal of Business and Finance on” Factors Influencing Investors in Mutual Funds Selection”, volume 1, issue 1. January 2013-page no.48-61, ISSN:2320-5857.
- Published paper in The International Journal on Global Business Management and Research, on the topic “A Study on Investors Behavior Towards Mutual Fund Products” and published in March 2013 volume 1, issue 2, page no.67-76, ISSN:227884255

## **Presentations in Conferences/Seminars**

### **International Level: 6**

- Presented a paper on “Efficiency of Mutual Funds using Data Envelopment Analysis” in the International Conference on Dimensions of Innovative Business Practices-Discerning New Perspectives held at St.Joseph’s College of Arts & Science for women, Chennai on August 9th,2019.
- Presented a paper on “A study on performance of public sector mutual funds” in 6DTC (Doctoral Thesis) conference at IBS Hyderabad on 26<sup>th</sup> and 27<sup>th</sup> April 2013.
- Presented a paper on “Exploring Inputs to Estimate the Efficiency of Women Employees in the Banking sector in a Semi-urban town” in SRM University at Global Conference on Women Leadership on February 21<sup>st</sup> and 22<sup>nd</sup> 2013.
- Presented a paper on the theme of “Role of Regional Rural Banks in Rural Development” at the International Conference, hosted by Department of Business Administration, The Oxford College of Engineering, Bangalore on 28<sup>th</sup> April, 2011.
- International seminar on “Organizational Ethics” on February 29, 2008 held at Sri Venkateswara University, Tirupati.
- Symposium on” Global Economic Crisis” for Management teachers and corporate executives entitled “Effect of Global Economic Crisis on Job opportunities” at JB Institute of PG courses, Tirupati.

### **National Level:20**

- Presented a paper on “Importance of Financial Literacy for Individuals during covid crisis” in the one-day National Seminar on Indian Business in Pandemic Times, Organized by ICBM School of Business Excellence, Hyderabad on July 07,2021.

- Presented a paper on “Perceived Effectiveness of E-Learning by the students of Senior Secondary Education and Higher Education in India” in the one-day National Seminar on Indian Business in Pandemic Times, Organized by ICBM School of Business Excellence, Hyderabad on July 07,2021.
- Presented a paper on “Evaluation of One Person Company: Growth and Challenges” in the Two Day National Conference on New Management Paradigms in a changing world: Innovations, Dynamics and Future Prospects Organised by NIT Warangal on 31<sup>st</sup> January to February 1<sup>st</sup> ,2020.
- Presented a paper on “Assessment of Performance of Mutual Funds in India” in the One day National Seminar on IMCAMFS-2019, held at ICBM-SBE in association with Anveshana Educational and Research Foundation on November 23<sup>rd</sup> ,2019.
- Presented a paper on ‘Perception of Students on Teaching Methods of Public and Private School” in the two-day National Conference on Management Perspectives -2019 held at Vignan’s University, Guntur on August 9-10,2019.
- Presented a paper on “Time Series Model to Extract the Net Asset Values of Select SBI Mutual Funds” in the two day National Seminar sponsored by ICSSR on 29<sup>th</sup> and 30<sup>th</sup> March 2019 entitled ‘New Business Avenues in Telangana State (NBA-TS) organized by Aristotle PG College, school of Business Management, Hyderabad.
- Presented a paper on “Challenges and Issues of Mutual Funds in India- A Contemporary Study “in the one day National Seminar held on Business and Management Contemporary Issues in Digital Era, held at Ramireddy Subbarami Reddy Eng. College, Kavali on March 25<sup>th</sup> 2017.
- Presented a paper on” Role of Promotion and Marketing Strategies of Mutual Fund Services” in the two-day National Seminar organized by SVU college of Commerce, Management and Computer Science sponsored by UGC –SAP-DRS II & ICSSR Hyderabad during 18<sup>th</sup> & 19<sup>th</sup> March 2017, SVU, Tirupati.
- Presented a paper on “Government route with percentage of FDI: Permitted and Prohibited Sectors” for a two-day National Seminar on ‘Foreign Direct Investment in Services sector in Emerging Economy: Opportunities and Challenges, organized by Krishna University, Machilipatnam, April 24<sup>th</sup> , 25<sup>th</sup> 2014.
- Presented a paper on “Changing Roles of Women in the Banking Sector” in the UGC sponsored National Seminar conducted by Dept. of Extension Studies and Women Studies S.V.University on April 1<sup>st</sup> and 2<sup>nd</sup> , 2013.
- National seminar on Inspirational Leadership & Communication organized by Department of Management studies, S.V.University, Tirupati on 10<sup>th</sup> February 2013.
- HR SHARE’12, the 12<sup>th</sup> Annual HR Conference organized by International School of Business & Media, Gurgaon on 12<sup>th</sup> & 13<sup>th</sup> October 2012.
- National Seminar on Official Statistics in conjunction with Golden Jubilee celebrations 10-12, August,2012 organized by Department of Statistics, S.V.University ,Tirupati.
- National seminar on “Emerging Trends in Financial Services:Challenges and Opportunities”on August 25&26,2011 on Impact of IRDA Regulations in the last decade on Insurance Sector in India.
- National Seminar on “Organizational Communication” on 4<sup>th</sup> April 2009 on” Non Verbal Communication “and “Perspectives of Communication” organized by Department of Management Studies, Sri Venkateswara University Tirupati.
- National level seminar organized by Dept.of Business Management,Sri padmavathi Mahila Visvavidyalayam Tirupati on 31<sup>st</sup> march 2008 On “Evolution of the concept of Entrepreneur”.
- National Level Seminar held at Sri Padmavathi Mahila University, Tirupati on “Trends in management Education” on August 11, 2007 by the Dept. of Business Management.
- One day seminar held at VIT University, Tamilnadu on “Investment Opportunities” on March 24, 2007.
- Seminar on ” Challenges of women entrepreneurs in information society” by ICSSR on March 4 and 5, 2006, conducted by Department of Business management of SPMVV, Tirupati.
- UGC National Level Seminar held during March 17and 18, 2005 on “Cross Cultural Management – Challenges and Responsibilities” by Department of Business Management, SPMVV, Tirupati.

### Participation in Faculty Development Programme

- Participated in International Faculty Development Program on Research and Teaching Methodology held from 5th July to 11th July,2021, organised by the Department of Biotechnology and Department of Chemistry of Govt. V.Y.T. PG Autonomous College, Durg, Chhattisgarh, India.
- Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Actuarial Science Applications" from 2021-06-14 to 2021-06-18 at Amal Jyothi College of Engineering.

- Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on "Be Future ready with Business Analytics" from 2021-7-5 to 2021-7-9 at Jaipuria Institute of Management, Jaipur.
- participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on " BEHAVIOURIAL FINANCE & INVESTMENT MANAGEMENT" from 2021-6-22 to 2021-6-26 at KIIT UNIVERSITY.
- Participated in the online Five-Day Faculty Development Program on Research writing from Manuscript to Citations  
By ICBM School of Business Excellence from 24<sup>th</sup> Feb to 28<sup>th</sup> Feb 2021.
- Attended Three-Weeks FDP “Adopting to Online Teaching and Learning Technologies” Conducted BR Ambedkar University, Srikakulam from November 16<sup>th</sup> to 7<sup>th</sup> December 2020.
- Attended Two – weeks Comprehensive Online “Patent Information Course “
- Organised by Turnip Innovations and facilitated by Dr.Rahul Kapoor from October 27<sup>th</sup> to November 10<sup>th</sup>, 2020.
- International Workshop on Financial Frauds and Mitigations, Malaysian University, Malaysia, 25<sup>th</sup> January, 2018
- One day FDP: Faculty Development Program held at Quality in Bliss hotel on “Data Analysis Using SPSS” software organized by KKC college Puttur, 12<sup>th</sup> November, 2016.
- **2 days FDP:** Faculty Development program held at S.V.University, Tirupati organized by Dept.of Management Studies SVU, in association with ITCOT Consultancy & Services Ltd., on the title“ FDP on Consultancy Services”, on March 16<sup>th</sup> & 17<sup>th</sup> 2013.
- **15 Days FDP by AICTE:** Faculty Development program held at BVIMR, New Delhi on “Quality Assurance in Teaching Learning Process” organized from May 14<sup>th</sup> to May 28<sup>th</sup> 2012.
- **14 Days FDP by UGC:** Faculty Development Program held at ED Cell, Department of Management Studies of Sri Venkateswara University, Tirupati from December 27 to January 9 2008.
- **7 Days FDP:** Faculty Development Program held at Sri Sai Ram Institute of Management Studies, Sri Sai Ram Engineering College, Chennai on “Balance of Emotional Intelligence in Working Environment for Teaching Faculty” from December 6 to 12, 2007.
- **3 Days FDP:** Faculty Development Program held at RVS Institute of Management Studies and Computer Application, Karaikal on “Innovations in classroom teaching” organized from Dec 13<sup>th</sup> to 15<sup>th</sup> 2011.
- One-day Faculty Development program held at Department of Management Studies, S.V. University, Tirupati on “Case Method of Teaching organized on 14<sup>th</sup> Nov, 2009.
- International Workshop on Advanced Statistical and Computational Methodologies (IWASACOM) from 28<sup>th</sup> to 31<sup>st</sup> January 2009.

### Conference / Seminar / Workshop Organized

1. **Organized one-day Faculty Development Programme on Data Science and its Importance for Engineering Graduates at BSIT, Hyderabad, 2019.**
2. **Organized Seminar for Engineering Graduates at BSIT, Hyderabad, 2019.**



### Teaching: Subjects Taught

**Management subjects handled:** Financial Management, Organizational Behavior, Managerial Economics, Production Management, Financial Management, Leadership Values, Human Values and Professional Ethics, Research Methodology, Managerial Economics and Financial Analysis, Management Science, Intellectual Property Rights, Human Resource Management.

**Specializations handled:** Management of Financial Services, Risk Management & Insurance, Security Analysis and Portfolio Management, Financial Derivatives.

**HR & Marketing specializations handled:** Human resource Planning, Human Resource Development, Employee Welfare, Organisational Development; Industrial Marketing, Retail Management, Sales and Distribution Management, Product and Brand Management, Advertising & Sales Promotion Management.



Academic Networks



<https://scholar.google.com/citations?user=dIRzIMgAAAAJ&hl=en&citsig=AMD79opmWyI>