**E.PRASHANTHI**

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Gopuram East III Cross,

Puttaparthi-515134.

**To work in a stimulating and challenging company that would facilitate the maximum utilization and application of my broad skills and expertise in making a positive difference to the organization**

## EDUCATION

**Yogi Vemana University, Kadapa 2018-Present**

Ph.D, Influence of Experiential learning and awareness on Financial incentives over Enterprising readiness among Management students - A Comparative study.

## Sri Venkateswara University, Tirupathi June, 2008- May-2010

Completed MBA from Sri Venkateswara University college of Commerce, Management and Computer Sciences (SVUCCMCS), Tirupati May 2010. Secured **65%** marks.

## St.Joseph’s Degree College, Kurnool June ,2003 – May,2007

Bachelor in Business Management from St.Joseph’s Degree College, Sri Krishnadevaraya University, Kurnool, A.P. May 2007. Secured***75%*** marks.

# WORK EXPERIENCE

## Associate Professor & Head Admissions Sanskrithi School of Business, Puttaparthi 7/2016- Present

* Handling Finance and HR Papers for II years, Managerial Economics, Operations Management and Business Communication, HR, Marketing and Finance Specialization papers
* Performing high-quality research in finance and finding publishers to help students with ready resources
* Advice students about the programs offered, admission procedure, eligibility and costs involved.
* Coordinate with recruitment activities, student interviews, admission publications, and information sessions.
* Maintain a database of student information, telephone logs and student feedbacks in order to generate student reports for management whenever required.
* Preparing curriculum and presentations for the College Boards.
* Engaging in student recruiting, program development, and program assessment & Coordinating with the placement Team
* Using technology in teaching, and publishing study-related materials on college website
* Coordinated & Conducted ED Cell Activities from last 4 years. Got one lakh fund from AICTE.
* Conducted Women Empowerment activities as Women Empowerment coordinator.
* Conducted many workshops and acted as resource person for workshops
* Acted as session chair for the international Conference.

## Research Associate, S&P Capital IQ, Hyderabad 7/2010 - 4/2013

* Providing accurate, transparent financial data in the marketplace by performing desktop research and Analysis of Financial Information, available in the reports of various Companies listed in US and other global stock exchanges.
* More specifically my task is, the analysis of the Segment Information by comparing from financial statements with respect to Revenues, Expenses (both Operating and Non-Operating), Earnings, & Assets, of Business & Geographical Segments of the Company.
* Providing solutions through our company web site and Excel-based applications as well as client-side systems.

# Research Papers Published (7 International & 2 National)

* Published Research Paper on “Impact Of Demonetization in Rural Areas”. **ISBN NO:978-93-85101-54-0**
* Published Research Paper on “Perception of Stakeholders about Industry Ready Management Education: A Perspective in AIMS JOURNAL OF MANAGEMENT.” **ISSN 2395-6852**
* Published Research Paper on “Current trends & Practices in succession Planning.” **ISBN 978-81- 922147-9-6**
* Published Research Paper on “The Assessment of Profits and Sales of Retailers Pre and Post GST.”**ISBN: 978-81-949524-6-6**
* Published Research Paper on “A Study on The Effect Of Covid-19 On Foreign Exchange For Pre And Post-Lockdown Phases With Respect To Indian Rupee And Us Dollar.” **ISBN: 978-81-953721-3-3**
* Published Research Paper on “Growth Of E-Payments and The Emergence of Financial Technology In India.” **ISBN: 978-81-953721-3-3**
* Published Research Paper on “A study on sensitive services adopted by Retail banks with the onset of COVID 19 with focus on Digital banking.” **ISBN: 978-81-949524-5-9**
* Published Research Paper on Sharing on “Social Media- Are we sharing ‘Too much’ or ‘Too less’? **ISBN: 978-81-949524-5-9**
* Published indexed your Article in the source of “INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY (IJRCS) ", Volume 5, Issue 8, 2021. Your Article title " Modern approaches to Agile transformation of Indian financial and technological companies " **ISSN Print: - and ISSN Online: 2456 - 6683**

# Books Published:

* Published book Titled “Management (through Transformation of Policy framework) for Better Society” in International Conference organized by Sanskrithi School of Business, Puttaparthi. **ISBN: 978-81-949524-6-6**
* Published book Titled **“MARKCON”** – 2020 - Innovation in Marketing @ Digital Era” in National Conference organized by Sanskrithi School of Business, Puttaparthi. **ISBN: 978-81-949524-5-9**
* Published book Titled **“BUSINESS SAGAS - UNFOLDING RURAL AND WOMEN ENTREPRENEURS STORIES”** ISBN: 978-81-953721-4-0

# Awards and Appreciations

* Cleared **APSET** Exam
* Achieved Best Teacher Award within One Year in Sanskrithi School of Business, Puttaparthi on the occasion of Teacher Day i.e 15th Sep,2018.
* Received Certificate of Appreciation for conducting one day online workshop on “Rural Entrepreneurship and orientation of Business plan Preparation.”
* Received Certificate of Appreciation for “**EACH ONE REACH ONE COVID MISSION”** organized by Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India

# Participations:

* Organized two days international Conference on Management (through Transformation of Policy framework) for Better Society (MTPBS) in 2018
* Participated in various **Faculty Development Programmes**.
* Guided And Guiding more than **250** students of MBA
* Conducted Counseling & Mentoring Sessions to Students
* Organized & coordinated Management Fests
* Coordinated And organized online one week FDP for 600 participants in online on Research Methodology.
* Coordinated And organized and Participated Case Study Methodology Programmed

**PERSONAL PROFILE:**

Name : E.Prashanthi

Date of Birth : 26-Jan-1987

Languages Known : English, Telugu, and Hindi

**REFERENCE:**

D.Pranavasree- HR,

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