

Resume

Name : Mr. P. Siddardha
Designation : Assistant Professor
Date of Birth : 22/03/1982
Date of Joining : 26/07/2010
Teaching Experience : 19 Years
Research Experience : 12 Years
Research Interests : Marketing, HR.

ORCID ID:

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Google Scholar ID:

<https://scholar.google.com/citations?user=4kYxnu8AAAAJ&hl=en>

Publon ID:

<https://www.webofscience.com/wos/author/record/ACZ-6549-2022>

Vidwan ID:

<https://vidwan.inflibnet.ac.in/profile/199047>

Research Gate ID:

<https://www.researchgate.net/profile/Ponduri-Siddardha-2>

Educational Qualifications:

Qualification	Board/University	Year of Passing
Ph.D (Management)	Andhra University	Pursuing
M.Phil., (Management)	Bharathiar University, Coimbatore	March 2009
M.B.A. (Marketing & HR)	Acharya Nagarjuna University, Guntur, Andhra Pradesh.	March 2005
B.Com (Comp)	Acharya Nagarjuna University, Guntur, Andhra Pradesh.	March 2003
Intermediate (CEC)	Board of Intermediate	March 2000
S.S.C.	S.S.C.	March 1997

Teaching Experience: 19 Years

S. No	Name of the organization	Designation	From	To	Total Service
01	Career Degree College, Guntur	Lecturer	2005	2006	1 Year
02	Christhu Jayanthi Jubilee PG College, Guntur.	Lecturer	2006	2008	2 Years
03	Nova College of Engineering & Technology, Hyderabad	Lecturer	2008	2010	2 Years
04	R.V.R. & J.C College of Engg. Dept. of Management Sciences, Guntur.	Lecturer	2010	2012	2 Years
05	R.V.R. & J.C College of Engg. Dept. of Management Sciences, Guntur	Assistant Professor	2012	Till date	Continuing

Book Chapters Published:

1. Computational Intelligence Techniques for Behavioral Research on the Analysis of Investment Decisions in the Commercial Realty Market, Computational Intelligence for Modern Business Systems (pp.47-62), DOI:10.1007/978-981-99-5354-7_3, Springer Nature Singapore Pte Ltd. 2024.

Membership of Professional Bodies:

1. Life member, Indgiants Association of Educators and Professional Trainers, August 2023.
2. Life Member of Indian Council for Business Education (ICBE) which is a Professional Body headquartered in Bangalore and promotes Commerce and Management Education in India and Abroad.
3. Member, Board of Studies, Department of Management Sciences, RVR&JC College of Engineering, Guntur.

Patent Published

1. 'Method and System for Revolutionizing Employee Growth with AI powered Performance Assessment Framework', Patent Application No. 202341072068, 1 December, 2023.

Papers published in Journals:

1. 'Computational Intelligence Techniques for Behavioral Research on the Analysis of Investment Decisions in the Commercial Reality Market', Computational Intelligence for Modern Business Systems, Springer Publication, pp.47-62, ISSN 2730-9061, November 2023.
2. 'The Interconnectivity of Performance Research and Employee Involvement in Human Resource Management: A Brief Study', Rabindra Bharati Patrika, Vol.XXVI, No.9, pp.146-151, ISSN 0937-0037 (UGC Care listed), September 2023.
3. 'A Brief Review of the Significance of Crypto Currency in the Present Scenario', Rabindra Bharati Patrika, Vol.XXVI, No.3, PP.49-54, ISSN 0937-0037 (UGC Care listed), March 2023.
4. 'New Business Models in the Era of Digital Technology Post Covid', Journal of Fundamental & Comparative Research, Vol.VIII, No.1, 38- 46, ISSN 2277-7067, November 2022.
5. 'Customer Relationship Management: A Changing Dimensions of Financial Service Market', Journal of Xi'an University of Architecture & technology (Scopus), Vol.XIII, Issue 7, 665-673, ISSN 1006-7930, July 2021.
6. 'Critical Factors influencing the role of FDI in E-Commerce Business', GITAM Journal of Management, Vol.16, No.3, PP.58, ISSN 0972-740x, July-September 2018.
7. "HRD Strategies for a sustainable virtual organization: A Case study of Oracle Corporation", International Journal of Management and Social Science Research Review, Vol.1, Issue. 3, ISSN-2349-6738, pp. 30-33, September 2014.

Papers published in proceedings of Conferences / Seminars:

1. 'Business Intelligence in Educational Institutions', IMRF International Publishing House, AP, pp.61-65, ISBN 978-93-84124-54-0, January, 2017.
2. 'Green Manufacturing as a CSR Initiative- A Case study of Indian Tobacco Company', Corporate Social responsibility Public sectors, Private Sectors and MNCs, Vrinda Publishing House, pp.499-503, ISBN 978-93-85518-08-9, March, 2017.
3. "Rural Marketing in India – Challenges and Strategies", published by Paramount Publishing House, pp. 137-141, ISBN-978-93-85100-18-5, July, 2015.
4. "Management Trust in Workers: The Need of the Hour", published by Paramount Publishing House, 570–572, ISBN- 978-93-85100-54-3, Dec, 2015.

Papers presented at Conferences / Seminars:

1. 'A Study on the needs of Education and their solutions in online tools – post covid 19', Changes & Developments in Business Processes Post Covid-19, Vol.1, 22-29, ISBN 978-93-5607-331-9, May 2022.
2. "Impact of Covid – 19 on Indian Economy: Government measures to aid business during Covid – 19" in webinar on impact of covid – 19 Lockdown on Trade and Commerce, organized by Mizoram University on 19th June 2020.
3. "Green Manufacturing at ITC – A CSR Initiative" in a two day National Seminar on 'Corporate Governance – Emerging Issues' organized by the Department Of International Business Studies, A.N.U and Board of Studies, Institute of Chartered Accountants of India(ICAI) during 15-16 July, 2015.
4. "Rural Marketing in India – Challenges and Strategies." in National Seminar on ' Rural Marketing and Rural Consumerism: Road Map towards Sustainable Rural India' sponsored by APSICHE, organized by department of Management Studies, TJPS College, Guntur, during 24 - 25 , April 2015.
5. "Critical factors influencing the Factories Act 1948 implementation in Cotton and Ginning Pressing Mills" in UGC Sponsored Four Day International Seminar on "Industrial Relations and Human Relations in the Era of Globalization" organized by Department of HRM, Acharya Nagarjuna University, Nagarjuna Nagar, Guntur during 5th – 8th February, 2015.

FDP's / Seminars / Conferences / Workshops participated:

1. Seminar on 'Recent Advances in Mathematical and Statistical Methods for Science and Technology', RVR&JC CE, 22 December, 2023.
2. National Workshop on 'Innovative Trends in Capital Markets', in collaboration with CDSL India IPF Trust Team, Mr.M.V.Narasinga Rao, CDSL IPF, Hyderabad, RVR&JC College of Engineering, 15 November, 2023.
3. Webinar on 'Financial Empowerment through Wealth Creation', Shri Ram Murti Smarak College of Engineering & Technology, UP, in collaboration with AMFI, 6 July, 2023.
4. Webinar on 'Financial Empowerment and Career Opportunities in Financial and Securities Market', Divine Bliss Foundation in collaboration with AMFI, 9 May, 2023.
5. Webinar on 'Strategy for Managing Personal Finance', WEAVE India, Assam and WEET, Jammu & Kashmir in collaboration with AMFI, 24 January, 2023.
6. Online 'Investor Awareness Program', Launchpad LLC, 24 January, 2023.

7. Webinar on 'Financial Empowerment and Career Opportunities in Financial and Securities Market', Dept. of English, J.S. University in collaboration with Association of Mutual Funds in India, 5 January, 2023.
8. Webinar on 'Academic Leadership in Higher Education Institutions', IQAC and Department of Business Management, VRSEC, on 18 February, 2022.
9. Webinar on 'The Advent of Crypto Currencies' Dept.of Commerce & Business Administration, PB Siddhartha College of Arts & Science, Vijayawada, on 9 November 2021.
10. Webinar on 'Entrepreneurship for Sustainable Development' ED Cell, Yogi Vemana University, Kadapa, on 16 July 2021.
11. Webinar on 'Role of a Leader in Entrepreneurship' ED Cell, Yogi Vemana University, Kadapa, on 13 July 2021.
12. Webinar on 'Business Enterprise Security in Globalised Era', Hindu College of Management, Guntur on 19 May 2021.
13. Webinar on 'A National Virtual Symposium on Women Entrepreneurship', Pondicherry University, on 28 April 2021.
14. Webinar on 'Covid – 19 Awareness Campaign in observance of world day for safety and health at work', Acharya Institute of Graduate Studies, Bangalore, on 28 April 2021.
15. Webinar on 'Instructional Strategies for English Language', KVR & MKR College, on 26 March 2021.
16. Virtual International Seminar 'Recent Marketing Trends' Hindusthan Business Schools, Coimbatore, in association with Bule Hora University, Ethiopia, on 9 February 2021.
17. Webinar on "The paradoxes of Entrepreneurial Thinking" organized by Department of MBA & MCA, Vivekanandha Institute of Information and Management Studies, Nammakkal, Tamilnadu on 14th August 2020.
18. Faculty Development Programme on New skill for new Normal organized by Bharathidasan College Arts and Science, during 12 August – 14 August, 2020.
19. Webinar on "Dream the Impossible" organized by Zillion Cubes Learning Foundation on 12th August 2020.
20. Webinar on "Towards Inclusive Innovations and Network-based Entrepreneurship", organized by Department of Management, Mizoram University on 10th August 2020.
21. Webinar on "How to become an e – learning developer" organized by Zillion cubes, on 10th August 2020.

22. Webinar on “New Trends in Logistics and Supply Chain Management” conducted by CBIT - School of Management Studies in association with Navata Supply Chain Solutions on 8th August 2020.
23. Webinar on “The impact of Covid – 19 on Indian Education Sector” organized by Department of Master of Business Administration, KKR & KSR Institute of Technology and Sciences, Guntur on 6th August, 2020.
24. Webinar on “The Importance of Corporate Governance Studies for Management during Covid-19 Pandemic” and “Corporate Governance of Asian Family Business-the strengths and weakness”, organized by Mizoram University on 6th August 2020.
25. Webinar on “Battle against Novel Coronavirus” organized by Promega Biotech India Private Ltd on 5th August 2020.
26. Webinar on “Future of Work: The Emerging Challenges for Business, Government and Society” Organized by the Department of Business Administration, P V P Siddhartha Institute of Technology & The Department of Business Administration, P. B. Siddhartha College of Arts & Science, Vijayawada in association with NHRD Network, Vijayawada Chapter on 5th August, 2020.
27. Webinar on “Predatory Journals and Open Educational Resources” organized by Dept of PG Studies, Alwas College, Manglore on 4th August 2020.
28. Webinar on “Youth and Community Development”, organized by Department of Youth Welfare studies, Madurai Kamaraj University during 4 – 5 August 2020.
29. Webinar on “Mental Health & Physical Fitness Post COVID 19” delivered by Dr.Dobson Dominic, MD, Head, Dept of Sports Medicine & Sports Science, Saveetha Medical College, Chennai organized by Dept of Physical Education, AACW, Chennai on 3rd August 2020.
30. Webinar on “COVID – 19 Lockdown and Women” organized by IQAC and Women Empowerment cell of Pt. Deen Dayal Upadhyay Government Girls Degree College, Sevapuri, Varanasi, Uttar Pradesh on 02nd August 2020.
31. Webinar on “Career in Risk Management, Business Continuity, Information Security” organized by Talent Battle - One Stop Platform for Placement Preparation on 2nd August 2020.
32. Webinar on “Digital and Media Literacy in Disinformation Age” organized by Department of Visual Communication, Kumaraguru College of Liberal Arts and Science, Coimbatore from 27th July – 1 August 2020.
33. Webinar on “COVID-19, Aviation and Tourism: Implications for Destinations and Managers of Tourism Enterprises”, organized by Department of Management, Mizoram University on 31st July 2020.

34. Faculty Development Programme on “Managing Sustainability in Turbulent Times” organized by Department of Mathematics and Humanities, Mahatma Gandhi Institute of Technology, Hyderabad during 29 – 30 July 2020.
35. Webinar on “Challenges of Health, Fitness and Wellness during Covid – 19 Era” organized by Department of Physical Education, Srikrishna College, Nadia, West Bengal on 29th July 2020.
36. Participated in the international webinar on “How to Future-Proof Your Business and Prepare for the New 'Normal'” organized by Zillion Cubes Learning Foundation on 29th July 2020.
37. Webinar on “Evolution of Digital Banking and the way forward” organized by Department of Commerce, Mizoram University on 28th July 2020.
38. Webinar on “Quality Leadership for Future Business Organizations” organized by Department of Commerce, Mizoram University on 28th July 2020.
39. Faculty Development Programme “Filing of Income Tax Returns – Law and Procedure” organized by P. B. Siddhartha College of Arts & Science, Vijayawada in Collaboration with Vijayawada Branch of SIRC of ICAI on 25th July, 2020.
40. Webinar on “Management Education and Covid – 19: An Analysis” organized by Department of MBA, Swarna Bharathi Institute of Science and Technology, Khammam on 25th July 2020.
41. Faculty Development Programme on Art of teaching philosophies organized by Bharathidasan College Arts and Science, during 23 July – 25 July, 2020.
42. Faculty Development Programme on “Changing the Way, You Think” organized by Department of Master of Business Administration, MLR Institute of Technology, Hyderabad during 23 –24 July 2020.
43. Webinar on “Challenges and Opportunities for Migrant Laborers’ in the age of Covid – 19”, organized by Department of Econometrics, Madurai Kamaraj University during 22 – 23 July 2020.
44. Webinar on “Online Teaching Tools for Faculty Members” organized by the Department of English and Other Foreign Languages, SRM Institute of Science and Technology, Ramapuram Campus, Chennai on 20th July 2020.
45. Webinar on “Accounting Standards” organized by P. B. Siddhartha College of Arts & Science, Vijayawada in Collaboration with Vijayawada Branch of SIRC of ICAI on 18th July, 2020.
46. Webinar on “How to write a Business Case Study” organized by Department of Basic Sciences & Humanities, Vignan's Institute of Management & Technology for Women, Hyderabad on 18th July 2020.
47. Online crash e-Certificate Program on “e-Learning Methodologies” organized by Department of Business Administration, Thiru Kolanjiappar Government Arts College, Vriddhachalam, Tamilnadu on 17th July 2020.

48. Webinar on “Digital Transformation and its Impact on Business Functions” organized by Hindu College of Management on 11th July 2020.
49. Webinar on “Indian Economy during the Pandemic: Strategies for Resilience and Navigating the New Normal” organized by Faculty of Business Administration and Commerce, Mandsaur University, on 11th July 2020.
50. Webinar on "Introduction to Intellectual Property Rights- Concept and Cases" jointly organized by Rukmini Devi Institute of Advanced Studies Delhi and Department of Management Studies, National Institute of Technology, Silchar on 11th July 2020.
51. Webinar on “Impact of COVID-19 on Indian Financial System" organized by the Department of Management Studies and PG Department of Commerce in association with Metropolitan Stock Exchange and SEBI on 9th July, 2020.
52. Webinar on ‘Enhancement of Employability skills for Management graduates in the perspective of Covid – 19 Pandemic’ organized by Department of Master of Business Administration, KKR & KSR Institute of Technology and Sciences, Guntur on 8th July, 2020.
53. Webinar on “Innovative Teaching Skills in Technical Education" organized by Sree Vahini Institute of Science and Technology, Tiruvuru on 4th July, 2020.
54. Webinar on “Step by Step Approach for Investing in Stock Markets” organized by Hindu College of Management on 1st July 2020.
55. Webinar on “Impact of COVID-19 on Gender Equality” jointly organized by Internal Complaints Cell, Sikkim University and University Grants Commission on 30th June, 2020.
56. Online workshop on Start up’s Awareness and its Significance organized by Center of Innovation, Incubation and Entrepreneurship, Lakireddy Balireddy College of Engineering, Mylavaram, on 29th June, 2020.
57. Webinar on “Indian Economy Post COVID-19” organized by Department of Management, VR Siddhartha Engineering College, Vijayawada on 27th June 2020.
58. Webinar on “Impact of covid – 19 Lockdown on Trade and Commerce” organized by Mizoram University and Sikkim University on 19th June 2020.
59. Webinar on ‘Indian Economy: Government Measures to aid businesses during COVID -19’, organized by Mizoram University and Sikkim University, on 19 June, 2020
60. International webinar on “Future Perspective” organized by Department of Management Studies, Nehru Institute of Information Technology and Management, Coimbatore during 10 – 12 June 2020.
61. Webinar on webinar on “Overview of Intellectual Property Rights” organized by Department of Computer Science and Engineering, Audisankara College, Gudur on 9th June 2020.

62. Webinar on ‘Impact of Lockdown on the Career Opportunities of Management and Engineering Students’ organized by PG Department of Commerce and Business Administration, Krishna University, Machilipatnam on 28th May, 2020.
63. Knowledge Sharing Program on “Academic Excellence – Creating Climate through Communication, organized by ICFAI Business School, Guntur on 2nd August, 2019.
64. Training Programme for Internal Auditors of ISO 9001 Quality Management System (ISO 9001:2015) organized by Department of Management Sciences and Centre for Human Resource Development, Hyderabad 17th & 18th June, 2019.
65. Training program on FDP 101X and FDP 201X, organized by IIT Bombay, on 13 September, 2018 and 29 November, 2018.
66. Faculty Development Program on ‘Paradigms of Education – Role of a Teacher and Reflective Teaching’, organized by Lakireddy Bali Reddy College of Engineering, Mylavaram, during 17th – 18th July 2018.
67. Faculty Development Programme on Logistics and Supply Chain Management organized by Department of Commerce and Business Administration, Acharya Nagarjuna University during 27 June – 2 July, 2017.
68. Seminar on ‘Ethics and Human Values in Engineering’ organised by Department of Mechanical Engineering, R.V.R & J.C College of Engineering, Guntur, during 5& 6 January 2017.
69. National Workshop on “Research Methods in Commerce and Management Studies”, organized by the Department of Commerce and Business Administration, K.B.N. College, Vijayawada in collaboration with Acharya Nagarjuna University, Guntur, during 25-26 June, 2011.

Other Duties:

- Department Class Incharge I MBA.
- Department Internal Examinations Incharge.
- Department Indent Incharge.
- Department Systems Incharge.
- Department ISO Internal Auditor.
- Department Staff Coordinator for Registration – MANMEET.
- Department Students details Incharge.
- Department ICET Admissions Incharge.
- Department Specialization Consolidation Incharge.
- Department NAAC Criteria Member.
- Department Seminar activities Member.
- College ISO Committee Co – Convenor.

- College Anti Ragging Committee Member.
- College Disciplinary Committee Member.
- College Extra Curricular & Co Curricular Activities Member.
- College Internal Examinations Committee Member.
- College IIC Committee Member.

Contact details:

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