



MANASADEEPTI PALANKI

Assistant Professor (Ph.D.,)
Malla Reddy Institute of Management

CONTACT

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CLASSICAL DANCE

I have won numerous awards for my Kuchipudi dance in school and college years. Kuchipudi is one of the eight major Indian Classical dances.

ART OF SPEAKING

I take pride in my public speaking skills, which allow me to express thoughts persuasively and can effectively convey ideas with clarity and confidence.

EDUCATION

- Pursuing Ph.D., from Acharya Nagarjuna University
- APSET Qualified
- Master of Business Administration (MBA) in Marketing & HR

EXPERIENCE

Malla Reddy Institute of Management

Assistant Professor | July-2015 to Till

Swarnandhra Institute of Engineering & Technology

Assistant Professor | June-2009 to Jan 2012

SUBJECTS

- Advertisement and Retail Management (ARM)
- Business Analytics (BA)
- Business Communication (BC)
- Business Law (B-Law)
- Business Research Methods (BRM)
- Consumer Behavior (CB)
- Customer Relationship Management (CRM)
- Economics for Managers (EM)
- Entrepreneurship and Development (ED)
- Human Resource Management (HRM)
- Management and Organizational Behavior (MOB)
- Management Science (MS)
- Managerial Economics and Financial Analysis (MEFA)
- Marketing Engineering (ME)
- Marketing Management (MM)
- Production and Brand Management (PBM)
- Production and Distribution Management (PDM)
- Retail Management (RM)
- Services and Digital Marketing (SDM)
- Strategic management (SM)
- Supply Chain Management (SCM)
- Total Quality Management (TQM)

Conferences and Papers

- Published a research paper titled “**A Study on the Importance and Impact of Digital Marketing on Indian Firms,**” with **ISBN-978-93-5915-673-6**, in a two-day National Conference on Innovations and Emerging Trends in Management Science, 2023.
- Presented a research paper titled “**Importance of CRM and Impact of CRM Practices on Consumer Behavior,**” with **ISBN-978-93-5679-924-0**, at a two-day National Conference on Innovations and Emerging Trends in Management Sciences, August 2022.
- Presented a paper entitled “**Impact of the covid-19 pandemic on the education and how its reshaping education**” in the Two Day International Webinar on “Online Programme in Distance Education (OPDE-2020)” held during 2-3 July, 2020, organized by the department of Education, center for distance Education, Bharathidasan University, Tiruchirapalli-24, Tamil Nadu, India.
- Published paper title “**Evolution of E-commerce in Indian Retail Market**” with **ISBN 978-81-948876-3-8** in the book “Dynamic Business Trends and Innovations in Contemporary Times”, First edition-2020.
- Presented a paper entitled “**Tirupathi the most visited places of worship and its history**” in the 42 annual session of Andhra Pradesh history congress, organized by Sri Y.N.M. College, Narsapur, West Godavari held on 6th & 7th January 2018.
- Presented a paper entitled “**Marketing verses E-Marketing and its importance**” with **ISBN 978-81-933256-4-3** in UGC sponsored Two-Day National Seminar on “Recent Innovations in Commerce, Management, Skill Development & ECommerce” held on 5th & 6th December 2017.
- Presented paper in National seminar entitled “**Work life Management in the Era of Globalization**” in Adikavi Nannaya University, Rajamahendravaram, AP, Dec 2016. Presented a paper on “Make in India-The Dimensions and Prospects” in Dantuluri Narayana Raju college, Bhimavaram (12th February 2016)
- Presented a paper on “**Promoting Excellence in Higher Education-Issues and challenges**” in Sri Y.N College, Narasapuram (8th-9th January 2016)
- Presented an article on “**Role of Women in Conservation of Water and Energy**” and got 2nd place in BITS PILANI, Hyderabad Campus.
- Presented a paper in UGC sponsored National Seminar on “**Ethics in advertising its Impact on consumer behavior**”, organized by S.K.S.D.Mahila Kalasala, Tanuku
- Presented a paper titled “**Intellectual Property Rights and Technological Development**” at a conference in Eluru, SP.

Faculty Development Program

- Actively participated in a Five-Day Online Faculty Development Programme on “**Data-Driven Decision Making to Enhance Management Practices through Analytics**,” organized by the Department of Business Management, Stanley College of Engineering & Technology for Women, Hyderabad, India, from 9th to 13th December 2024.
- Participated in the Five-Day Online Faculty Development Programme on “**Data-Driven Decision making to enhance Management Practices through Analytics**” held during 9th December to 13th December, 2024 organized by the Department of Business management, Stanley College of Engineering & Technology for women, Hyderabad, India.
- Participated in the International online workshop on “**Multivariate analysis and its interpretation using SPSS**”, 2023.
- Attended an Online Faculty Development Programme on “**Talent and Knowledge Management & Rural Marketing**” on 29th April 2022.
- Participated in an online FDP on “**Talent & knowledge Management and Rural Marketing**” on 29th april, 2022 organized by Department of Business Management, Osmania University in association with Avinash college of commerce, Himayathnagar, Hyderabad.
- Participated in Online International Faculty development programme on “**contemporary issues, Assessment collaboration, Research and publication**” from 15-21 June 2020.
- Participated in one-day Faculty Development Program to **enhance research & publication** on 20th November, 2018 at Vishwa Vishwani Institute of Systems & Management.

Seminars & Webinars

- Successfully completed the **NEP 2020 Orientation & Sensitization Programme-18** under the Malaviya Mission Teacher Training Programme (MM-TTP) organized by the UGC Malaviya Mission Teacher Training Centre, Jawaharlal Nehru Technological University Hyderabad, from 2nd to 10th December 2024.
- Attended a National Webinar on “**Recent Perspectives in the Research of Indus Civilization,**” organized by the Department of History & Tourism in association with IQAC on 11th June 2020 at SRI.Y.N.M College.
- Attended a Webinar on “**Corona Lockdown: A Boon or Bane – Converting Challenges into Opportunities,**” conducted by Ms. Archana Nanduri, a leading counseling psychologist, and organized by Vijaya School of Business Management, Hyderabad, in 2020.
- Participated in a **Leadership Talk with Dr. Nilesh Noak, an expert in Indian Civilization and History,** held on 30th May 2020, organized by MHRD’s Innovation Cell.
- Attended a Webinar on “**Employability Skills,**” organized by Vijaya School of Business Management, Hyderabad, in 2020.
- Participated in a **National Webinar on “Right to Information,”** organized by Aurora’s Degree & PG College in 2020.
- Attended a Webinar on “**Data Analysis in Management Research,**” organized by the Department of MBA, St. Martin’s Engineering College, in 2020.
- Participated in an International Webinar on “**Capital Market Amid COVID – Way Ahead,**” organized by the Department of Commerce, Bhavan’s Vivekananda College, on 22nd May 2020.
- Attended a National Webinar on “**Intellectual Property Rights: The Academic Perspective,**” organized by the Department of Commerce in association with IQAC on 15th June 2020.
- Participated in a Two-Day National Seminar on “**Intellectual Property Rights: Technological Development**” organized by the Departments of Commerce (UG & PG), Economics (UG & PG), and Management Studies (PG) in September 2019 at SRI.Y.N.M College.

Certification Courses

- Completed “**Digital Marketing**”, an online course authorized by Simplilearn on May 17th, 2022.
- Completed “**Stock Markets made Easy**” an online course authorized by Elearnmarkets on 28th april, 2022.