

SELF PROFILE



Dr. B. Parimala Devi

Lecturer

Department of Commerce

Government Degree College

Nandhikotkur

Nandyal Dist-Andhra Pradesh

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Educational Qualifications:

- Ph.D. from Sri Krishna Devaraya University, Ananthapur.
- Ph.D. in Management from Rayalaseema University, Kurnool.
- M. Com from Sri Krishna Devaraya University, Ananthapur.
- M. B. A from Allahabad Deemed University, Allahabad.
- M. Sc (Psychology) from Dr. B. R. Ambedkar Open University, Hyderabad.
- B. Com from Osmania Degree College for Women, Kurnool.

Academic Achievements:

- Qualified UGC – National Eligibility Test in Commerce.
- Awarded UGC Junior Research Fellowship in Commerce.
- Qualified Andhra Pradesh State Eligibility Test in Management.
- Qualified UGC – National Eligibility Test in Management.
- Awarded Gold Medal in M. Com by Sri Krishna Devaraya University, Ananthapur.
- University Sixth Rank in B. Com from Sri Krishna Devaraya University, Ananthapur.
- Awarded National Merit Scholarship in Intermediate.

Research:

- Doctoral Research on working of SHG Bank Linkage Programme in Kurnool District of Andhra Pradesh.
- UGC Minor Research Project on “A Comparative study on Problems and Prospects of Women Entrepreneurship in the Districts of Kurnool and Ananthapur”

Patents (Published):

- Methods for providing trusted and secure E commerce Transactions.

Awards: Best Women Faculty Award by Scientific International Publishing House, Recognised under the Ministry of MSME, Government of India

Books Published

- A Study on Working of Self Help Group – Bank Linkage Programme in Kurnool District of Andhra Pradesh”- Archers and Elevators Publishing Home
- Advertising Management and Sales Promotion – Scientific International Publishing House
- International Financial Markets and Institutions - Scientific International Publishing House
- Digital Marketing – JSR Publications
- Management Principles and Ethics - Scientific International Publishing House

Membership:

- Lifetime Membership in Indian Commerce Association.

Work Experience:

- Working as Lecturer in Government Degree College, Nandhikotkur from 02.08.2023 to till date.
- Worked as Lecturer in Commerce, K. V. R Government College for Women (A) from 03.01.2013 to 01.08.2023
- Worked as Junior Lecturer in Government Degree College, Yerraguntla, Nandyal District from 13.09.2012 to 02.02.2013.
- Worked as Assistant Professor in the Department of Management in Sri KottamTulasi Reddy College of Engineering and Technology from 2001 to 2010

Administrative Positions:

- Worked as Additional Controller of Examinations, Cluster University, Kurnool.
- Worked as Academic and Administrative Coordinator, Cluster University, Kurnool.
- Worked as Convenor of Finance Committee. in KVR Govt. College for Women (A), Kurnool.

- Worked as Assistant Controller of Examinations in KVR Govt. College for Women (A), Kurnool.
- Worked as Co-ordinator for the UGC Autonomous Extension Committee, in KVR Govt. College for Women (A), Kurnool.

Contribution to the Institution:

- Acting as IQAC Coordinator (Internal Quality Assessment Cell) in GDC Nandikotkur.

Research Publications:

S No	Title of the Paper/Book Published	Name of the journal/Publisher	Month & Year of Publication	Impact Factor	ISSN/ISBN
1	A Paper on Fintech Applications in India	Journal of Emerging Technologies and Innovative Research	November 2024	7.95	2349-5162
2	A study on Insurance Penetration and Insurance Density in India	International Journal of Analytical and Experimental Modal Analysis	May 2023 volume XV Pg no 803-808 Link https://drive.google.com/file/d/1g43Cnu8PPNfllD3XwG3g0EWCogTRKUzU/view	6.3	0886-9367
3	Analysis and optimization of supply chain finance management based on big data in e-commerce	Korea review of international studies	September 2022	ABDC Journal	ISSN - 1226-4741
4	A Paper on Revival Schemes of Government of India to support MSME during Covid Pandemic Period	International Journal of Analytical and Experimental Modal Analysis	July 2022 volume XIV Pg no 477-484 Link HTTPS://DRIVE.GOOGLE.COM/FILE/D/1MBGWD75IRWA0CPGU RTDQAIKRC2XAN_4/VIEW	6.3	0886-9367
5	A Study on Health and Hygiene in Slum area of Narasimha Reddy Nagar, Kurnool.	International Journal of Analytical and Experimental Modal Analysis	July 2022 volume XIV Pg no 1559-1565 Link HTTPS://DRIVE.GOOGLE.COM/FILE/D/1USARVUKMAMQLQXSD9YQT1RLP-6-119H0/VIEW	6.3	
6	Customer Satisfaction towards Online and Offline shopping with reference to Kurnool Town- A	MuktShabd Journal	June 2022 volume 11	4.6	2347-3150

	Comparative Study		Pg no 8-912 Link https://app.box.com/s/uulbsr32p9uo1flo2bvdnjwp36lcqjbd		
7	A Comparative Analysis of Deposits and Loans of Public, Private Sector Banks and Foreign Banks in India	MuktShabd Journal	March 2022 volume 11 Pg no 219-228 Link https://app.box.com/s/q6ofnfu4g59lw96wgn1wszcn0j6hkde	4.6	2347-3150
8	Impact of Effective and Non-Effective Change Management on Organizational Performance: A Comparative Study Between Nokia and Samsung	ECS Transactions	2022 volume Pg no 1215-12924 Link https://iopscience.iop.org/article/10.1149/10701.12915ecst/meta	.70	
9	How Social Media Marketing is Helping in Customer Retention and Customer Engagement: A Case of Marks and Spencer	ECS Transactions	2022 volume Pg no 17027-17035 Link https://iopscience.iop.org/article/10.1149/10701.17027ecst/pdf	.70	
10	A Study On “The Battle Of Covid 19 – Measures Taken Up By Central And State Governments In India”	International Journal of Multidisciplinary Research	October 2021	7.816	2277-7881
11	Government Initiatives on enhancing ease of doing Business in India	International research journal	July 2020	6.281	2319-9202
12	A study on awareness levels among investors towards regulatory framework of securities and exchange board of India-A study of Kurnool district of Andhra Pradesh	International journal of research and analytical reviews(IJRAR)	December 2018	5.75	2348-1269
13	Book on “A Study On Self Help Group Bank Linkage Programme In Kurnool District Of Andhra Pradesh”	Archers And Elevation Publishing House	2018	-	ISBN 978-93-86501-99-8
14	Awareness levels towards stock market investments in Kurnool district of Andhra Pradesh	Journal of emerging technologies and innovative research	December 2018	5.87	2349-5162
15	21 Century Women Striving towards Self Esteem	New Man International of Multidisciplinary Studies	August 2017	4.32	2348-1390
16	A Study on Progress of SHG Bank Linkage Programme in Kurnool District of Andhra Pradesh	International journal of commerce and management research	March 2017	5.22	2455-1627
17	Progress of SHG Bank Linkage Programme in Socio-economic Empowerment of Women in Kurnool District of Andhra Pradesh	International journal of Research and Review	Nov 2016	ICV 2017: 85.08	2249-7196

18	SHG-Bank linkage programme: An effective tool for financial inclusion and empowerment in India	International journal of commerce and management research	July 2016	5.22	2455-1627
19	A comparative study on the problems and prospects of women entrepreneurship in the district of Kurnool and Ananthapuramu	International journal of science and research(IJSR)	March 2016	5.611	2319-7064
20	Facilitating factors for women entrepreneurship in India	International journal of science and research(IJSR)	May 2015	5.611	2319-7064
21	Problems and prospects of women entrepreneurship in India	International journal of science and research(IJSR)	September 2014	5.611	2319-7064

TRAINING PROGRAMMES:

S no	NAME/TITLE	ORGANIZED BY	DURATION	YEAR
1	5 Day Training Programme on Entrepreneurship	Ni MSME, Hyderabad	05 Days	2024
2	TOT Training Programme	GDC, Kadapa	05 Days	2024
3	Capacity Building Programme	JNU New Delhi	14 Days	2024
4	FDP on Research Methodology Using ChatGPT and AI	Marian College, Kerala	08 Days	2023
5	Refresher Course on Advanced Research Methodology	Ramanujan College University of Delhi	14 Days	2023
6	FDP on Academic Writing	Ramanujan College University of Delhi	One week	2022
7	Refresher Course on Research Methodology	Ramanujan College University of Delhi	14 Days	2022
8	On-line Refresher Course in Computational Social Sciences	UGC-HRDC, University of Hyderabad	14 Days	2022
9	On-line FDP on Entrepreneurship Development Programme	AICTE-ATAL Academy	5 Days	2021
10	On-line Short term Course on Online tools for Teaching and Learning	UGC-HRDC, University of Hyderabad	6 Days	2021
11	On-line FDP in LMS Video and Pedagogy	Commissionerate of Collegiate Education	5 Days	2020
12	On-line FDP on Unleashing power of Commerce in Digital Era	Commissionerate of Collegiate Education	5 Days	2020
13	Online Refresher Course On Research Methodology For Faculty Of Social Sciences	H.R.D.C university of Hyderabad	14 Days	2020
14	Refresher course in Teachers Education	H.R.D.C university of Hyderabad	20 Days	2017
15	Research scholars in social sciences on research methodology	Royalaseema university,kurnool	10 Days	2014
16	Refresher Course in Commerce & Business Management	Academic Staff College, Osmania Universtiy	23 Days	2014
17	Training Programme on	Royalaseema	10 Days	2014

	Research Methodology	University, Kurnool		
18	Orientation Course	Maulana Azad National Urdu University	28 Days	2013

No. of Seminars/Conferences and Workshops Attended/Participated

	International	National
Seminars/Webinars/Conferences	09	55
Workshops	-	15