

FACULTY PROFILE

1. Personal Information:

Dr. Gangu Naidu Mandala,
Assistant Professor,
Department of Business Management,
Central Tribal University of Andhra Pradesh.
(A Central University)
Vizianagaram, Andhra Pradesh
E-mail: gangu.mandala@ctuap.ac.in
dr.gnmandala@gmail.com,
Profile URL: <https://vidwan.inflibnet.ac.in/profile/217408>



2. Area of Specialization

- ❖ General management
- ❖ Financial Management
- ❖ Behavioural Finance and Corporate Finance
- ❖ Security Analysis
- ❖ Financial Modeling
- ❖ Micro and Macroeconomics

3. Academic qualification

PhD	Finance May 2018 K L School of Business, Department of Management Studies Koneru Lakshmaiah Education Foundation University, Vijayawada, Andhra Pradesh http://hdl.handle.net/10603/213606
Thesis in UGC portal	
M.B.A (Regular)	Financial Management & Marketing Management Dual Specialization Academic Year: 2007 to 2009 Sri Sai Aditya Engineering College, Kakinada, JNT University Kakinada
MA (Regular)	Applied Economics- Rural Development Academic Year: 2003-2005, Andhra University, Visakhapatnam
M.Com (Part Time)	Accounting Academic Year: 2014-2016, Andhra University. Visakhapatnam
BA (Regular)	Economics Academic Year: 1999-2002, D.B.K Degree College, Affiliated to Andhra University, Parvathipuram, Vizianagaram.

4. Teaching Experience

1. Assistant Professor Present Working as **Assistant Professor** in Department of Business Management, **Central Tribal University of Andhra Pradesh** Vizianagaram from 19-12- 2022 to till today
2. Assistant Professor Narsee Monjee Institute of Management Studies, **SVKM' NMIMS Deemed to be University**, Mumbai from 06-06- 2022 to 18-12-2022
3. Sr. Assistant Professor Department of Finance and Accounting **CHRIST Deemed to be University- Bengaluru.** From 02-08-2021 to 30-05-2022
4. Sr. Assistant Professor Symbiosis Institute of Business Management-Nagpur, **Symbiosis International Deemed to be University- Pune** , From 08-06-2020 to 31-07-2021
5. Assistant Professor GITAM institute of Management, **GITAM Deemed to be University**, From 10-06-2019 to 31-05-2020
6. Associate Professor Mittal School of Business, **Lovely Professional University** From 12-07-2018 to 30-04-2019
7. Assistant Professor Department of Management Studies **LENDI Institute of Engineering and Technology** Vizianagaram. From 11-06-2010 to 29-05-2018
8. Assistant Professor Department of Management Studies **Vignan's Institute of Information Technology**, Visakhapatnam. From 01-09-2009 to 10-06-2010

5. Research, Scholarly, Professional and Scientific Activity:

Research publications

International and national journals: 47 papers

ABDC Journal: **05 Paper**

Web of Science: **04 paper**

Scopus indexed: **19 papers**

Google indexed and UGC Approved: **19 papers**

Scopus ID : <https://www.scopus.com/authid/detail.uri?authorId=57212137324>

ORCID ID : <http://orcid.org/0000-0002-0971-5104>

Google ID :

https://scholar.google.co.in/citations?user=u_nmETOAAAAJ&hl=en

ABDC- Indexed: 05

1. Gangu Naidu Mandala, Anuj Verma & Meenakshi Verma (2022) Consumption patterns during the COVID-19 pandemic, Journal of Information and Optimization Sciences, 43:6, 1363-1373, DOI: 10.1080/02522667.2022.2122196.

ABDC- C Category, Web of Science(ESCI)

2. Verma, A., Verma, M., Boaler, M.S., & Mandala, G.N. (2022). Determinants of consumer intention towards covid vaccination the mediating role of attitude. Academy of Marketing Studies Journal, Volume 26, Special Issue3, 202226(3), 1-20

ABDC- B Category

3. Anuj Verma, Meenakshi Verma, Gangu Naidu Mandala, Consumer intention towards blended learning a mediating role of attitude, Academy of Marketing Studies Journal, Online ISSN: 1528-2678, Volume 26(3), 1-20, 2022

ABDC- B Category

4. Gangu Naidu Mandala and Kavitha Desai, Impact of COVID-19 on of Investors' Investment Pattern with specific reference to Traditional Investment and Market Based Financial Products, Empirical Economics Letters Journal, ISSN 1681-8997, Volume 20, Special Issue 3, October 2021

ABDC- C Category

5. Sarika Keswani and Gangu Naidu Mandala, Impact of Macroeconomic Variables on Equity Mutual Fund Returns in India, Empirical Economics Letters Journal, ISSN 1681-8997, Volume 20, Special Issue 3, October 2021

ABDC- C Category

Web of Science – Indexed: 04

1. Gangu Naidu Mandala, The Effectiveness of Microfinance on Empowerment of Women: A Study with Reference to SHGs in North Coastal Andhra Districts, International Journal of Aquatic Science (Web of Science), Volume 12, Issue 2, Winter and Spring 2021, Pages 3605-3614.

(Web of Science)

2. Gangu Naidu Mandala, "influence of attributes of mutual funds on investment decision" in SMART Journal of Business Management Studies, ISSN: 0973-1598 (Print) ISSN: 2321-2012 (Online), Vol-16, Number-1, And January – June 2020.

(Web of Science)

Scopus – Indexed: 19

1. Meenakshi Verma, Anuj Verma & Gangu Naidu Mandala (2023) A study of sleep disorders, mental distress, and depression among students during COVID pandemic, Cogent Education, Volume 10, Issue 2, DOI: 10.1080/2331186X.2023.2224992.

(Scopus Elsevier Indexed) (Web of Science -ESCI)

2. Gangu Naidu Mandala, Optimization of Dynamic Pricing in E-Commerce Platform with Demand Side Management using Fuzzy Logic System, 23-25 August 2023, DOI: 10.1109/ICAISS58487.2023.10250726.

(Scopus Elsevier Indexed)

3. Gangu Naidu Mandala, A Critical Review of Applications of Artificial Intelligence (AI) and its Powered Technologies in the Financial Industry, IEEE Xplore: 18 July 2022. DOI: 10.1109/ICACITE53722.2022.9823776

(Scopus Elsevier Indexed)

4. Gangu Naidu Mandala; Risk Assessment Model for Quality Management System, IEEE Xplore, 16-17 October 2022, DOI: 10.1109/MysuruCon55714.2022.9972698

(Scopus Elsevier Indexed)

5. Gangu Naidu Mandala, Product Life Cycle and Business Model Techniques to Promote Marketing in Healthcare Units, IEEE Xplore, 16-17 October 2022, DOI: 10.1109/MysuruCon55714.2022.9972573.

(Scopus Elsevier Indexed)

6. Jerlin Jose , Gangu Naidu Mandala , Kavitha Desai , Nilofer Hussaini , Shaik Shamshuddin (2022). Price Discovery of Currency Futures at NSE. Universal Journal of Accounting and Finance, 10(1), 276 - 285. DOI: 10.13189/ujaf.2022.100128.

(Scopus Elsevier Indexed)

7. Gangu Naidu Mandala , Kavitha Desai , Jerlin Jose , Nilofer Hussaini , Martha Sucharitha M (2022). Aggression Behaviour and Physical Fitness of National Handball Girls Players. International Journal of Human Movement and Sports Sciences, 10(1), 1 - 5. DOI: 10.13189/saj.2022.100101.

(Scopus Elsevier Indexed)

8. Gangu Naidu Mandala , Kavitha Desai , Jerlin Jose , Elizabeth Renju Koshy , Macherla Bhagyalakshmi (2021). Patients' Perception about the Influence of CRM Factors in Selected Health Care Units. Universal Journal of Public Health, 9(6), 410 - 417. DOI: 10.13189/ujph.2021.090608.

(Scopus Elsevier Indexed)

9. Gangu Naidu Mandala , Pallawi Baldeo Sangode , S. Anjani Devi , Venkata Ramakrishna Rao Gandreti (2021). Problems and Constraints Faced by Farmers in Financing and Marketing of Agricultural Produce in India. Universal Journal of Accounting and Finance, 9(2), 139 - 144. DOI: 10.13189/ujaf.2021.090201.

(Scopus Elsevier Indexed)

10. Gangu Naidu Mandala , Meenakshi Verma , Anuj Verma , Pushpanatham Arumugam (2021). Service Quality of CRM: With Reference to Public and Private Banks in Nagpur City. Universal Journal of Accounting and Finance, 9(2), 191 - 196. DOI: 10.13189/ujaf.2021.090207.

(Scopus Elsevier Indexed)

11. Gangu Naidu Mandala , Meenakshi Verma , Anuj Verma , Suresh Siriseti , Venkata Ramakrishna Rao Gandreti (2021). The Influence of Agricultural Farmers' Entrepreneurial Behavior on the Business Performance of Dairy Farmers in Andhra Pradesh. Universal Journal of Agricultural Research, 9(2), 57 - 61. DOI: 10.13189/ujar.2021.090204.

(Scopus Elsevier Indexed)

12. Gangu Naidu Mandala, 'The influence of firm age on the relationship between the capital structure determinants and firm value.' International Journal of Scientific & Technology Research, ISSN 2277-8616, November 2019.

(Scopus Elsevier Indexed)

13. Gangu Naidu Mandala, "E-Banking in India: with Reference of Consumers Perception of Internet Banking in Visakhapatnam District" 'International Journal of Innovative Technology and Exploring Engineering', ISSN: 2278-3075, Volume-9 Issue-1, November 2019.

(Scopus Elsevier indexed)

14. Gangu Naidu Mandala "A Study on Impact of Exchange Rate Factor on Indian Stock Market" in Journal of Computational and Theoretical Nanoscience, ISSN: 1546-1955 (Print): EISSN: 1546-1963, Vol.16. Issue No:5 American Scientific Publishers,

(Scopus Elsevier indexed)

15. Gangu Naidu Mandala Title is "Demonetization and Its Impact on Indian Economy" in Journal of Computational and Theoretical Nanoscience, ISSN: 1546- 1955 (Print): EISSN: 1546-1963 (Online), Vol.16. Issue No:5 American Scientific Publishers,

(Scopus Elsevier indexed)

16. M. Gangu Naidu "A Study On Applications of Return And Risk- Adjusted Theoretical Parameters Of Mutual Funds In India" has been published in

“International Journal of Applied Business and Economic Research” (July-Dec 2014), ISSN: 0972-7302

(Scopus Elsevier indexed)

17. M. Gangu Naidu “The Mutual Fund Industry Needs to Tap the Rural Market to Grow” has been published in “International Journal of Applied Business and Economic Research” (July-Dec 2014), ISSN: 0972-7302.

(Scopus Elsevier indexed)

18. M. Gangu Naidu” A Study on Emerging Patterns of Employment: Global and Regional Trends” has been published in journal of Man in India, Volume: No.95 (2015) Issue No. : 4 (2015), ISSN: 0025-1569.

(Scopus Elsevier indexed)

19. M. Gangu Naidu “Impact of Globalization on Industrial Relations” has been published in International Journal of Economic Research, Volume: No.12 (2015) Issue No.: 4 (Part-I), ISSN: 0972-9380.

(Scopus Elsevier indexed)

Google Scholar- Indexed

1. Dr.Gangu Naidu Mandala, “How to direct a mutual-fund portfolio by walking through common strategies” ‘International Journal of Recent Technology and Engineering (IJRTE)’, ISSN: 2277-3878, Volume-8 Issue-4, November 2019.

(UGC Listed and Google Indexed)

2. Dr.Gangu Naidu Mandala, “The Impact of Foreign Direct Investment Inflows on Balance of Payment” ‘International Journal of Recent Technology and Engineering (IJRTE)’, ISSN: 2277-3878, Volume-8 Issue-4, November 2019.

(UGC Listed and Google Indexed)

3. Dr.Gangu Naidu Mandala, “Revisiting State Subsidy Food Programme Model for India”, International Journal of Recent Technology and Engineering (IJRTE)’, ISSN: 2277-3878, Volume-8 Issue-4, November 2019.

(UGC Listed and Google Indexed)

4. Dr.Gangu Naidu Mandala, “Capital Structure Decision during Firm’s Life Cycle: with Reference of Top Companies Listed in BSE 500 Operating in India in Terms of the Market Capitalization”, International Journal of Recent Technology and Engineering (IJRTE), ISSN: 2277-3878, Volume-8 Issue-4, November 2019.

(UGC Listed and Google Indexed)

5. Mr.Fanta Mady Doumbouya Dr.Gangu Naidu Mandala "Displacement, rehabilitation and resettlement in the case of anglo gold ashanti in guinea", International Journal of Emerging Technologies and Innovative Research

(www.jetir.org | UGC and ISSN Approved), ISSN:2349-5162, Vol.6, Issue 1, page no. pp197-215, January-2019, Available at : <http://www.jetir.org/papers/JETIR1901229.pdf>. **Researcher ID Thomson**

Reuters

6. Mr. Fanta Mady Doumbouya, Dr.Gangu Naidu Mandala, "Relation between trade and foreign exchange reserves of india study of post liberalization period",IJRAR - International Journal of Research and Analytical Reviews (IJRAR), E- ISSN 2348- 1269, P- ISSN 2349-5138, Volume.5, Issue 4, Page No pp.800-815, December 2018, Available at : <http://www.ijrar.org/IJRAR1944623.pdf>.

Researcher ID Thomson Reuters

7. Mr. Babagana Ali and Dr.Gangu Naidu Mandala, “A Study On Compares The Employee Productivity Of PNB And HDFC Bank From May To September 2018 In Phagwara” in International multidisciplinary journal of Review of Research, ISSN: 2249-894X, Volume - 8, Issue - 2, November – 2018.

UGC Approved Journal No. 48514, (Google Indexed)

8. Mr. Babagana Ali and Dr.Gangu Naidu Mandala,” A Study on Focus upon Exploring New Insights of Online Marketing, E-Marketing Helps In Achieving These Goals and Enlightens -Digital India Is A Good Spirit, in International multidisciplinary journal of Review of Research, ISSN: 2249-894X, Volume - 8 , Issue - 2 , November – 2018. **UGC Approved Journal No. 48514, (Google Indexed)**

9. Mr. Gangu Naidu Mandala “A study on analysis of return and risk of selected equity diversified schemes in India” has been published in International Journal of Advanced Research in Applied Science and Technology, Vol.1, No.1, May 2016, ISSN: 2456- 1959. **(Google Indexed)**

10. M. Gangu naidu, “A Study On Financial Performance of Dr. Reddy’s Laboratory Ltd. From 2009 TO 2012” In Zenith International Journal of Business Economics & Management Research January 2013 Volume - 03 Issue – 01 ISSN 2249-8826, **(Google Indexed)**

11. M. Gangu naidu, “A Study On Performance Of Mobile Baking Services And Models In India” in International Journal Of Research In Computer Application & Management December 2012, ISSN 2231-1009, **(Google Indexed)**

12. M. Gangu naidu, “The Performance Of Self Help Groups Effect On Rural Development” in Asia Pacific Journal Of Research In Business Management November, 2012 Volume 3, Issue 11 ISSN 2229-4104, **(Google Indexed)**

13. M. Gangu naidu, "A Study of Financial Performance of Reputed Public Bank In India During 2006 To 2010" In Asia Pacific Journal Of Marketing & Management Review November 2012 Volume No. 1, Issue No. 03, ISSN 2319-2836.

(Google Indexed)

14. M. Gangu naidu, "Performance Analysis Of Tier 1 NPS Schemes For Government Employees" in Tactful Management Research Journal, Vol. 1, Issue. 12, Sept 2013, ISSN: 2319-7943.

(Google Indexed)

15. M. Gangu Naidu "Synaptic View of Growth of Indian Mutual Fund Industry" In Excel International Journal of Multidisciplinary Management Studies Volume - 03 Issue - 10 (October. 2013), ISSN 2249- 8834.

(Google Indexed)

16. M. Gangu Naidu "A Study On Students' Attitude Towards Computer and Their Academic Achievement In Srikakulam Region" in International Recognition Multidisciplinary Research Journals- Golden Research Thoughts, Volume-03 issue- 12 (December 2013) ISSN No: 2231-5063,

(Google Indexed)

17. M. Gangu Naidu, An Empirical Study On Comparison Between Mutual Funds And National Pension Scheme Indian Streams Research Journal Volume: III Issue: XI, December 2013, ISSN No: 2230-7850,

(Google Indexed)

18. M. Gangu Naidu, " A Study On Issues and Challenges of Education System in Indian in Research Directions International Level Multidisciplinary Research Journal, Volume 1 | Issue 11 | May 2014, ISSN: -2321-5488, **(Google Indexed)**

19. M. Gangu Naidu, " A Study On Development of Quality Circle in Affiliated Colleges in Andhra Pradesh in Review of Research International Level Multidisciplinary Research Journal, Vol. 3 | Issue. 9 | June. 2014, ISSN: -2249-894X,

(Google Indexed)

6. Books published as author and co-author

- **International Business**, January-2022, Scientific International Publishing House
- **Advanced Business Strategies**, September 2021, IIP Publishing House
- **Basics of blockchain: Cryptoassets and decentralized Finance**- 2020 Publisher: Likitha Publication India,

7. Intellectual Property Right (patents/copyright)

S.No	Date of published	Title
1.	22-07-2022	Implementing financial incentives to improve employee performance in an organization
2	04/02/2022	Smart production monitoring and management system
3	27/01/2022	A technical physical assessment of the structural steel manufacture for improving the performance
4	25/02/2022	Block Chain Abetted Supply Chain Management
5	25/02/2022	Retail merchandising aided by shop display systems
6	22-02-2022	Device for analysis of market communication in tourism
7	11/02/2022	Impact of Management- Information- System (MIS) on effective HRM in a business

8. Membership of professional bodies

- ❖ Life Member of the **Indian Commerce Association**, Life Membership No : AP426
- ❖ Life Member of **Indian Accounting Association**, Life Membership No: VS-17.

9. Editor of Journal/Reviewer of Journal /Member of Academic Bodies/Advisor

- International Journal of Educational Research and Development, E-ISSN: 2664-7095, P- ISSN: 2664-7087
- International Journal of Multidisciplinary Research and Development, E-ISSN: 2349- 4182, P- ISSN: 2349-5979
- International Journal of Management and Commerce, E-ISSN: 2664-6854, P-ISSN: 2664- 6846
- International Journal of Creative Research Thoughts, ISSN: 2320-2882
- International Journal of Research and Analytical Reviews, E-ISSN 2348-1269, P- ISSN 2349-5138
- International Journal of Engineering Development and Research, ISSN: 2321-9939
- International journal of advanced research in basic engineering sciences and technology. ISSN (Online): 2456-5717

10. Workshops/ Seminars/Webinars attended:

Presented:

11. A study on the investing habits of the tribal people in the Andhra Pradesh Management Education and Research Colloquium (MERC), **IIM Kashipur**, 19th, 20th & 21st May 2023
12. Psychological Impacts on Travel Behaviour Post-COVID-19, CTSEM2023: 9th Conference on Transportation Systems Engineering and Management at **NIT Warangal**, India, October 12-14, 2023
13. Farm Size's divergent implications on farm earnings and food production, **Chandragupt Institute of Management**- Patna, 20th September 2023 -
14. Optimization of Dynamic Pricing in E-Commerce Platform with Demand Side Management using Fuzzy Logic System, **IEEE Xplore**- 2023 Second International Conference on Augmented Intelligence and Sustainable Systems (ICAISS), 23-25 August 2023
15. A Critical Review of Applications of Artificial Intelligence (AI) and its Powered Technologies in the Financial Industry, **IEEE Xplore**- 2022 2nd International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE)- 28-29 April 2022
16. Risk Assessment Model for Quality Management System, **IEEE Xplore**- 2nd Mysore Sub Section International Conference (MysuruCon)- 16-17 October 2022
17. Product Life Cycle and Business Model Techniques to Promote Marketing in Healthcare Units, **IEEE Xplore** - 2nd Mysore Sub Section International Conference (MysuruCon), 16-17 October 2022
18. Investors Perception towards Various Investment Avenues before and after COVID-19 pandemic: With reference to Andhra and Telangana States, presented in International Conference - VINC'22, on the theme "'Replenish, Restructure & Reinvent: Technology Fueled Transformation for Sustainable Future", **Vivekananda Institute of Professional Studies** jointly organized with the College of Information Science and Technology, the **University of Nebraska at Omaha, USA**
19. Stress Management among Employees: With reference to chit fund finance companies, presented in 3rd International Conference on Innovative Research in Science, Management and Technology (ICIRSMT 2021) held during 27-28 December, 2021, **Atal Bihari Vajpayee University, Bilaspur**
20. A study on the relationship between personality types and academic performance among undergraduate students in India, presented in the 2 Days National Conference on Innovations and Best Practices in Education held during December 17-18, 2021, **NIT Jalandhar**,
21. IPO pricing study: Trend Analysis with Comparative Study of the Data Specific Reference

to Indian Stock Market presented in International Conference DGV Confluence, 29/11/2021, **Dwaraka Doss Goverdhan Doss Vaishnav College, School of Management.**

22. The impact of psychological and COVID-19 pandemic stress on people involved in the agricultural industry presented in International Conference DGV Confluence, 29/11/2021, **Dwaraka Doss Goverdhan Doss Vaishnav College, School of Management.**
23. Effect of Investment Behaviour, Decision factors on Investment Performance in the Indian Stock market presented in International Conference 3rd International Research Conference, Nurturing and Transforming Business Practices in Global Village?, 30/10/2021, **Dr. D. Y. Patil Vidyapeeth, Pune (Deemed to be University)** Global Business School & Research Centre
24. A study on Investing in Mutual Funds is Considered to be Less Risky than other Investment Options, presented in International Conference AICTE sponsored Hybrid Conference!! International Conference on Circular Economy, Management and Industry 4.0 leading towards Sustainability, 21/10/2021, **Bharati Vidyapeeth's Institute of Management Studies and Research**, Apeejay School of Management, Navi Mumbai.
25. The impact of covid-19 on investors? investment pattern with specific reference to traditional investment and market based financial products in Bengaluru city presented in International Conference International Management Research Conference on 'Socio-Economic Impact of COVID-19 on Global Business Practices', held on 3rd & 4th September, 2021, **University of Mumbai**, Alkesh Dinesh Mody Institute for Financial & Management Studies
26. The effectiveness of microfinance on empowerment of women: a study with reference to SHGs in north coastal Andhra districts presented in International Conference Virtual Inter-Disciplinary International Conference on Embracing Change & Transformation in Social Science, Operations, Commerce & Management (HORIZON 2021) on 27th and 28th August 2021, **G H RAISONI UNIVERSITY**, School of Commerce & Management.
27. Impact of Covid 19 Pandemic on Students of Higher Education: A study on Sleep Disorders, Mental Distress and Depression presented in International Conference IIMBG 2021: Post COVID Management Strategies: Recovery, Resilience and Adaptation, 23/04/2021, **IIM Bodh Gaya, India.**
28. A Study on E-Banking in India: With Reference of Consumers Perception of Internet Banking in Visakhapatnam District” Presented in 3rd National Seminar on Fin-tech challenges and Opportunities on 10th November 2018, by **KLU Business School , K L Deemed University.**
29. A Study on Criminals Cash Flow Strategies in Financial Crime- Online and Offline Fraud” Presented in 3rd National Seminar on Fintech challenges and Opportunities on 10th

November 2018, by KLU Business School, K L Deemed University.

30. A study on psychometric tools in national seminar on Dynamics of HR Tools for Competitive Advantage On 19-20th November 2010, Andhra University.
31. A Study On Emerging Issues of Management Education in India in Two-day National Seminar on Dynamics of Co-operative Sector in India-Strategies to Strengthen 14 - 15th December, 2012, Organized by Department of Commerce and Management Studies Andhra University, Visakhapatnam-530 003, A.P.
32. A Study On Mutual Funds Industry Needs Tap Rural Market to Grow” March 18-19, 2014, KLU Business School (KLUBS), KL University, Green Fields, Vaddeswaram, Guntur, 522 502, Andhra Pradesh, India.

Participated:

1. A study on the investing habits of the tribal people in the Andhra Pradesh Management Education and Research Colloquium (MERC), IIM Kashipur, 19th, 20th & 21st May 2023
2. Psychological Impacts on Travel Behaviour Post-COVID-19, CTSEM2023: 9th Conference on Transportation Systems Engineering and Management at NIT Warangal, India, October 12-14, 2023
3. Farm Size's divergent implications on farm earnings and food production, Chandragupt Institute of Management- Patna, 20th September 2023 -
4. Optimization of Dynamic Pricing in E-Commerce Platform with Demand Side Management using Fuzzy Logic System, IEEE Xplore- 2023 Second International Conference on Augmented Intelligence and Sustainable Systems (ICAISS), 23-25 August 2023
5. A Critical Review of Applications of Artificial Intelligence (AI) and its Powered Technologies in the Financial Industry, IEEE Xplore- 2022 2nd International Conference on Advance Computing and Innovative Technologies in Engineering (ICACITE)- 28-29 April 2022
6. Risk Assessment Model for Quality Management System, IIEEE Xplore- 2nd Mysore Sub Section International Conference (MysuruCon)- 16-17 October 2022
7. Product Life Cycle and Business Model Techniques to Promote Marketing in Healthcare Units, IEEE Xplore - 2nd Mysore Sub Section International Conference (MysuruCon), 16-17 October 2022
8. International Conference - VINC'22, on the theme ""Replenish, Restructure & Reinvent: Technology Fueled Transformation for Sustainable Future", Vivekananda Institute of Professional Studies jointly organized with the College of Information Science and Technology, the University of Nebraska at Omaha, USA
9. 3 rd International Conference on Innovative Research in Science, Management and

Technology (ICIRSMT 2021) held during 27-28 December, 2021, Atal Bihari Vajpayee University, Bilaspur

10. 2 Days National Conference on Innovations and Best Practices in Education held during December 17-18, 2021, NIT Jalandhar,
11. DGV Confluence, 29/11/2021, Dwaraka Doss Goverdhan Doss Vaishnav College, School of Management.
12. 3rd International Research Conference, 'Nurturing and Transforming Business Practices in Global Village', 30/10/2021, Dr. D. Y. Patil Vidyapeeth, Pune (Deemed to be University) Global Business School & Research Centre
13. AICTE sponsored Hybrid Conference!! International Conference on Circular Economy, Management and Industry 4.0 leading towards Sustainability, 21/10/2021, Bharati Vidyapeeth's Institute of Management Studies and Research
14. , Apeejay School of Management, Navi Mumbai.
15. International Management Research Conference on 'Socio-Economic Impact of COVID-19 on Global Business Practices', held on 3rd & 4th September, 2021, University of Mumbai, Alkesh Dinesh Mody Institute for Financial & Management Studies
16. International Conference Virtual Inter- Disciplinary International Conference on Embracing Change & Transformation in Social Science, Operations, Commerce & Management (HORIZON 2021) on 27th and 28th August 2021, G H RAISONI UNIVERSITY, School of Commerce & Management.
17. International Conference IIMBG 2021: Post COVID Management Strategies: Recovery, Resilience and Adaptation, 23/04/2021, IIM Bodh Gaya, India.
18. Dr.Gangu Naid Mandala participated in 3rd National Seminar on Fin-tech challenges and Opportunities on 10th November 2018, by KLU Business School, K L Deemed University.
19. M.Gangu Naidu, "a study on psychometric tools in national seminar on dynamics of HR tools for competitive advantage on 19-20th November 2010, Andhra University.
20. Two days National Workshop on Holistic Marketing on 25-and 26th Feb 2011, Vignan's institute of information technology, Duvvada, Visakhapatnam. AP
21. National Conference on Financial inclusion in India: challenges and strategies 12th October 2012, GITAM University, Visakhapatnam, AP.
22. Two-day national seminar on dynamics of co-operative sector in India-strategies to strengthen 14 - 15th December, 2012, organized by department of commerce and management studies Andhra university, visakhapatnam-530 003, AP.

11. Offline/Online Certifications

- Business Analytics for Decision Making an online Course Certificate authorized by University of Colorado Boulder
- Evaluating Problems an online Course Certificate authorized by Macquarie University
- Analysing Complexity an online Course Certificate authorized by Macquarie University
- University Teaching an online Course Certificate authorized by The University of Hong Kong.
- Learning to Teach Online an online Course Certificate authorized by UNSW Sydney (The University of New South Wales)

12. Awards/Fellowships/Distinctions/Achievements:

- ❖ Got university **Gold medal** in MA Applied Economics (Rural Development) from Andhra University,
- ❖ Have been ratified as Assistant Professor of MBA by JNTU Kakinada in 2014
- ❖ The **Best Research Paper Award** for the Research paper entitled Stress Management among Employees: With reference to chit fund finance companies, presented in 3 rd International Conference on Innovative Research in Science, Management and Technology (ICIRSMT 2021) held during 27-28 December, 2021, Atal Bihari Vajpayee University, Bilaspur
- ❖ The Best **Paper Award** for the Research paper entitled Investor's investment patterns with specific reference to traditional investment and market based financial products in Bengaluru City presented at the International Management Research Conference on 'Socio-Economic Impact of COVID-19 on Global Business Practices', held on 3rd & 4th September, 2021. University of Mumbai, Alkesh Dinesh Mody Institute for Financial & Management Studies.