

CURRICULUM VITAE



Dr P Alekhya
Associate Professor
Department of Master of Business Administration
CMR College of Engineering & Technology
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Work Experience:

- Working as Associate Professor, CMR College of Engineering & Technology 15-07-10 to till date.

EDUCATION AND PROFESSIONAL DEVELOPMENT

- Ph.D from Osmania University, 2017
- *Master of Business Administration(MBA) in Finance*, Osmania University, August 2009
- *Bachelor of Commerce*, Osmania University , April 2007

My credited Accomplishments:

- Managing Editor for SUMEDHA Journal of Management (ISSN (P)2277-6753, (O)2322-0449) (www.cmrcetmba.in)
(UGC Approved Serial No : 46802)
- Organizing committee member for 2nd International Conference on Emerging Trends in Engineering, Science and Technologies (ICETEST-18), organized by IFERP-International and Balaji Institute of Technology & Science , Warangal , Telangana.

Achievements & Awards:

- Award for **OUTSTANDING RESEARCH PAPER** in 15th International Commerce and Management conference “ Impact of Digitalization and E-Commerce on Indian and Global Economy: Challenges and Opportunities ” Department of Commerce and Management : University of Mumbai, Mumbai , 18 & 19th January , 2018 (Paper Title : **A Study on the Changing recent Trends in the Flow of FDI in India during 2012 to 2017**)

Memberships:

- Life Member in Confederation Indian Industry
- Life Member in National Entrepreneurial Net work

ARTICLES PUBLISHED: (National & International)

International

1. **P Alekhya (2012) “A Study on Performance Evaluation of Public and Private Sector Mutual Funds in India”, *IRJC Asia Pacific Journal of Marketing & Management Review*, volume no: 1 (2012), Issue No. 02 (October), Page no 147-167, ISSN 2319 – 2836.**
2. **P Alekhya (2012) “Role of FDI in Retailing”, *IRJC Asia Pacific Journal of Marketing & Management Review*, volume no: 1 (2012), Issue No. 02 (October), Page no 45-56, ISSN 2319 – 2836.**
3. **P Alekhya & Dr B Saritha (2016) “A Study of Mutual funds Trends in India after Fourth Phase of Evaluation”, *International Journal of Trade & Commerce-IIRTC*, Volume -5, Issue 2, July December 2016; page no 263-273, ISSN (Print) – 2277-5811, ISSN (Online) 2278-9065, (UGC Approval serial No : 48636)**
4. **Dr. A Kotishwar & P Alekhya (2016) “A Study of Recent Trends in Foreign Portfolio Investment in India”, *International Journal of Trade & Commerce-IIRTC*, Volume -5, Issue 2, July December 2016; page no 274-280, ISSN (Print) – 2277-5811, ISSN (Online) 2278-9065, (UGC Approval serial No : 48636)**
5. **P Alekhya & Dr. A Kotishwar (2017) “A Study On Perception Of Professionals Towards Systematic Investment Plan Of Mutual Funds In Twin Cities Of Telangana State”, *Annamalai International Journal of Business Studies and Research* , Volume -9, Issue 1,**

November 2017;ISSN (Print) – 0975-749X,(UGC Approval serial No : 46897) (Coming Issue)

6. **P Alekhya** (2018) “**A Study on the changing recent trends in the flow of FDI in India**”, **International Journal of Trade & Commerce-IIRTC**, Volume -7, Issue 1, Jan-June 2018; page no , ISSN (Print) – 2277-5811, ISSN (Online) 2278-9065, (UGC Approval serial No : 48636) (Coming Issue)

National Journals

1. **P Alekhya & A Kotishwar** (2012) “**Capital Market Reforms and Investors Satisfaction : A study of Retail Investors of Hyderabad**”, **WIM Journal of Management**, Volume -4, Issue 1, July 2012, page no (114-120), ISSN-0975-5063, (UGC Approval No : 64068)
2. **A Kotishwar & P Alekhya** (2015) “**FII & DII FUND FLOW IMPACT OF MUTUAL FUNDS INFLOWS AND OUTFLOWS – A STUDY**”, **Madras University Journal of Business and Finance** Volume -3, Issue 2, July -2015, page no (87-93), ISSN – 2320-5857
3. **A Kotishwar & P Alekhya** (2015) “**A Study of Performance Evaluation of Selected HDFC Open Ended Schemes**”, **Journal of Global Management Outlook** Volume -I, Issue VIII, July-December -2015, page no (20-37), ISSN – 2277-3789
4. **P Alekhya & Dr.A Kotishwar** (2016) “**Budget Impact on Nifty Future Premium in Pre and Post Period - A Study**”, **Madras University Journal of Business and Finance** Volume -4, Issue 1, January -2016, page no (70-77), ISSN – 2320-5857
5. **P Alekhya & Dr B Saritha** (2016) “**A Study of Mutual Fund Recent Trends and challenges in India**”, **Sumedha Journal of Management** Volume no: 5 Issue No. 01 (Jan–March 2016), Page no 19-28, ISSN 2322 – 0449
6. **P Alekhya & Dr B Saritha** (2016) “**A study on Performance of Tax Saving mutual Fund schemes during 2012-16**”, **South Asian Journal of Commerce & Management** , Volume no: 07, Issue No.01 (Jan- Mar 2016), Page no 24-28, ISSN 0975 – 8259.
7. **Dr.A Kotishwar & P Alekhya** (2016) “**A Study on Indian Economy Impact on Commercial Banking Assets and Liabilities**”, **Madras University Journal of Business and Finance** Volume -4, Issue 2, July -2016, page no (27-39), ISSN – 2320-5857
8. **Dr. A Kotishwar & P Alekhya** (2016) “**A Study On Trading Days Effect On Stock Indices Performance**”, **SUGYAAN Management Journal**, Volume-VIII, Issue 2, July-December, 2016, page no 21-37, (UGC Approval No : 46067), ISSN – 0975-4032

9. **P Alekhya** (2018) “**A Study on impact of gold,silver,crude oil and dollar prices on nifty**”, **South Asian Journal of Commerce & Management** , Volume no: 09, Issue No.01 (Jan- Mar 2018), Page no , ISSN 0975 – 8259.(Coming Issue).

Faculty Development Programmes and Workshops attended:

1. Faculty Development Programme on “**Data Analysis for Management Research using SPSS** ” on 9th -11th August, 2011 at CMR College of Engineering and Technology, Hyderabad
2. Faculty Development Programme on “**Exploring Contemporary Business Management Practices**” on 4th April, 2012 at Hyderabad Institute of Technology & Management, Hyderabad
3. 2-Day Workshop on “**Finance for Non-Finance Managers**” on 28th-29th July, 2012 at Dhruva College of Management, Hyderabad.
4. 2-Day Workshop on “**Introduction to Basics of SPSS: A Research Application**”on 28th-29th October, 2013 at Bharat Institute of Engineering and Technology, Hyderabad.
5. Faculty Development Programme on “**International Finance & Trade**” on 11th – 13th September, 2014 at Center for Management Development, IBS,Hyderabad
6. One week National Workshop on “**Emerging Trends in research Methodology in commerce and Management**” From 27th to 2nd August, 2016 at Department of Commerce, St.Fancis College for Women, Hyderabad.

Paper Presentations in conferences:

1. National Conference on “**Changing Business Practices on 21st century**” on 11-12th November , 2011 at Department of Master of Business Administration , CMR College of Engineering & Technology, Hyderabad , Paper title “**Capital Market Reforms and Investors Satisfaction - A study of Retail Investors of Hyderabad** ”
2. National Conference on “**Emerging Trends in Indian Retailing Industry**” on 6th -7th January, 2012 at Department of Master of Business Administration, CMR Technical Campus, Hyderabad , Paper title “**International financial reporting standards in retail sector**”
3. National Conference on “**Emerging Trends in Indian Retailing Industry**” on 6th -7th January, 2012 at Department of Master of Business Administration, CMR Technical Campus, Hyderabad , Paper title “**Role Of FDI in retailing**”.

4. International conference on “**Consumer Dynamics and Marketing Strategies in the Globalized Economic Era-Perspectives and Challenges,**” on 29 & 30th October , 2013 at Department of Management Studies, GRIET, Hyderabad, Paper title “ **A study on Consumer attitude towards online shopping**”
5. Two day National Conference on “**Behavioural Finance**” on 22nd –23rd January, 2014 at School of management Studies, JNTUH, Hyderabad , Paper title “**A study on Risk Perception and Portfolio management of Equity Investors in Twin cities (Hyderabad & Secunderabad).**”
6. National Conference on “**Advancements and Innovations in Engineering, Technology & Management**” on 4th - 5th September , 2015 at Joginpally B.R.Engineering College, Hyderabad , Paper title “**Comparative Equity Analysis of Banking Sector**”.
7. International conference on “**New Paradigms in Restructuring of Business Management Strategies in Finance, Marketing , HR and IT in Global Scenario ,**” on 14 & 15th January , 2016 at Department of Commerce and Management , University of Mumbai, Mumbai, Paper title “ **A study on Budget Impact on Stock Markets** ”
8. International conference on “ **Management Strategies for Global Investment in India and from India ; FDI and ODI ,** ” on 12 & 13th January , 2017 at Department of Commerce and Management , University of Mumbai, Mumbai, Paper title “ **A Study of Recent Trends Foreign Portfolio Investment in India** ”
9. Two-Day National Conference on “**Management of Demonetization: Challenges and Opportunities ahead**” on 27th-28th February , 2017 at Department of Business Management, Stanley college of Engineering & Technology for Women, Hyderabad , Paper title “**Selected economic factors influence on Nifty- A Study** ”
10. Two day National Seminar on “**Role of women self-help group s on poverty alleviation and empowerment of women in the globalized era**” on 12th –13th October, 2017 at department of Economics, M.A.L.D. Govt arts & Science College, Gadwal, Telangana, Paper title “**A study on FII role in equity & debt market of India**”.
11. 70th All India Commerce Conference on Indian Commerce Association during 12 – 14th October, 2017 conducted by IIS University, Jaipur , paper title “ **Goods and Services Tax: A Study of the Newest Taxation System in India**” in the Technical Session IV on “**GST : Implications of Indian Economy** ‘

12. **70th All India Commerce Conference** on Indian Commerce Association during 12 – 14th October, 2017 conducted by IIS University, Jaipur , paper title “ **A Study of the Reflections of Economics Reforms in India** ” in the Technical Session I on “**Financial Sector : Regulation vis-à-vis Liberalisation** “
13. International conference on “**Impact of Digitalization and E-Commerce on Indian and Global Economy: Challenges and Opportunities** ” on 18 & 19th January , 2018 at Department of Commerce and Management , University of Mumbai, Mumbai, Paper title “**A Study on the Changing recent Trends in the Flow of FDI in India during 2012 to 2017** ”
14. International conference on “ **Digitisation of Business & Analytics- A Key Driver in The Paradigm Shift ,** ” on 11 & 12th February , 2018 at Siva Sivani Institute of Management, Hyderabad,, Paper title “ **A Study on Trends and Operations in the Securities Market in India** ”
15. International Seminar on “**Ease of Doing Business- Challenges And The Road Ahead,**” on 13th February, 2018 at Department of Management Studies(DMS),Maulana Azad Urdu National University, Hyderabad.

Paper Published in conference Proceedings:

1. National Conference on “**Changing Business Practices on 21st century**” on 11-12th November , 2011 at Department of Master of Business Administration , CMR College of Engineering & Technology, Hyderabad , Paper title “**Capital Market Reforms and Investors Satisfaction - A study of Retail Investors of Hyderabad** ”
2. National Conference on “**Emerging Trends in Indian Retailing Industry**” on 6th -7th January, 2012 at Department of Master of Business Administration, CMR Technical Campus, Hyderabad , Paper title “**International financial reporting standards in retail sector**”
3. National Conference on “**Emerging Trends in Indian Retailing Industry**” on 6th -7th January, 2012 at Department of Master of Business Administration, CMR Technical Campus, Hyderabad , Paper title “**Role Of FDI in retailing**”.
4. Two day National Conference on “**Behavioural Finance**” on 22nd –23rd January, 2014 at School of management Studies, JNTUH, Hyderabad , Paper title “**A study on Risk Perception and Portfolio management of Equity Investors in Twin cities (Hyderabad & Secunderabad).**”

5. Two day National Conference on “**Corporate Social Responsibility in India: challenges and Prospects For Socio-Economic Transformation**” on 21st –22nd February, 2018 at School of management Studies, Shathavahana university, Karimnagar, Paper title “**A STUDY ON CORPORATE SOCIAL RESPONSIBILITY OF SELECT MULTINATIONAL COMPANIES IN INDIA.**”

Level of students Taught: MBA, MCA, B.Tech

Subjects taught at Post-Graduate and Graduate levels:

MBA

- 1) Business Environment
- 2) Management Information System
- 3) Enterprise Resource Planning
- 4) Security Analysis and Portfolio Management
- 5) Financial Institutions ,Markets & Services
- 6) Business Ethics & Corporate Governance
- 7) International Financial Management

B.Tech.

- 1) Managerial Economics and Financial Analysis
- 2) Management Science

M.C.A

- 1) Accounting and Financial Management

Research Guidance : Handled 60 MBA Projects

Administrative Posts Held:

- **External Examiner:** Appointed as an External Examiner for Conducting MBA Project Viva-voce in various JNTUH affiliated colleges.
- **External Examiner:** Appointed as an External Examiner for evaluating MBA Regular/Supplementary End Semester Examination papers by JNTUH.
- **Observer:** Appointed as an Observer for Conducting MBA Regular/Supplementary End Semester Examinations in various JNTUH affiliated colleges.

- Appointed as Question Paper setter for MBA subjects for various JNTUH affiliated Autonomous Institutions.
- Appointed as a Moderator for MBA Regular/Supplementary End Semester Examinations.
- Appointed as **Academic Incharge** for MBA Dept
- **Class Co-ordinator** for MBA I year.
- **Co-ordinator** of AZURA 2K11 held in CMR college of Engineering &Technology
- Organizing Guest lecture & Industry Visits for MBA Students & also worked as lead generator.
- Handled student issues efficiently as student counselor.

Personal Details:

Name : Dr. P Alekhya
 Father's Name : Dr P V S R K Sarma
 Date of Birth : 06-06-1987
 Address : H.No 11-3-185/203, Sai nilayam apartment,
 Venkateshwara colony, Road No-9, Saroornagar.
 Hyderabad, Telangana, 500 014