



1. Name : Ms. P. USHA VAIDEHI
2. Father's Name : P. MADHUSUDHAN RAO
3. Social Status/Category : OC, Indian Hindu
4. Native Place : Warangal, Telangana
5. Languages known : English, Hindi, Telugu and Tamil
6. Designation : **Assistant Professor**

7. Service Details/Teaching Experience:

- Working as an Asst. Professor in CMR College of Engineering & Technology since November 2011 to Till date.
- Worked as an Asst. Professor in Nishitha College of Engineering & Technology from June 2008 to Nov 2011
- **Teaching Experience** : **9** years for **PG** Classes

8. Place of work : Dept. of Business Management, CMR College of Engineering & Technology, Medchal, RR District, Hyd

9. Academic Qualifications : **MBA, SET (Management)**

Degree	University	Year of Passing	Division/Award
B.Com	Osmania	2006	First
MBA	Jawaharlal Nehru Technological	2008	First

- 10. Subject Specialization** : "Marketing"

11. Subjects Presently Teaching :

- MBA II Sem : 1) Marketing Management
MBA IV Sem : 2) Retailing Management
Subjects Taught MBA :
1) Business Law & Regulations
2) Marketing Management

- 3) Consumer Behavior
- 4) Sales & Distribution Management
- 5) Retailing Management
- 6) Strategic Management

12. Research Guidance : MBA Projects: 80

13. Details of Participations/Publications in National/International Seminars/Conference/Journal

JOURNAL PUBLICATION			
Sno	Title	Description	Issue & Vol No
1	Role of FDI in Retailing	IRJC Asia Pacific Journal of Marketing & Management Review,	volume no: 1 (2012), Issue No. 02 (October), pp 45-56, ISSN 2319 – 2836
2	Factors Influencing Online Shopping Behavior Of Students In Engineering Colleges At Ranga Reddy District	Sumedha Journal of Management,	volume no: 03 (2014), Issue No. 01 (Jan-March), pp 50, ISSN 2277 – 6753
3	A Study Of Service Quality On Private Banks In Hyderabad Using Servqual Model: With Respect To HDFC Bank.	Emerging Trends In Management Practices	Winger Publishing House 3 rd & 4 th Feb 2017
4	Service Quality of Private Banks: A Study on HDFC Bank usin SERVQUAL Model	Prachothan – A journal of Management Science	volume no:3 (2017), Issue No. Special (Feb), pp 154-166, ISSN 2249 – 5088
INTERNATIONAL CONFERENCE			
Sno	Title	Description	Date
1	Online consumer Behavior an exploratory Study	International conference on “ Consumer Dynamics and Marketing Strategies in the Globalized Economic Era – Perspectives & challenges”.Gokaraju Ranga Raju Institute of engineering & Technology	29-30 Oct 2013
2.	Institutional Culture And Values Affecting Faculty Retention: A Study On Perception Of Management Faculty In Hyderabad City	International conference on “ Recent Trends in Industrial Relations: The Role of HR Professionals”.JNTUH	21-22 Aug 2014
3	A Study Of Service Quality On Private Banks In Hyderabad Using Servqual Model: With Respect To Hdfc Bank.	Emerging Trends In Management Practices Winger Publishing House HYDERABAD, NEW DELHI	3 rd & 4 th Feb 2017
NATIONAL CONFERENCE			
Sno	Title	Description	Date
1	Retailing in India	Changing business practices in 21 st century conducted by CMR college of engineering and technology	Nov 11 th -12 th 2011
2	Trends in retailing	Emerging Trends in Indian Retailing Industry conducted	6 th - 7 th Jan 2012

		by National conference, CMRTC	
3	Role of FDI in retailing	Emerging Trends in Indian Retailing Industry conducted by National conference, CMRTC	6th - 7th Jan 2012
4	Perceived issues in building sustainable business on green marketing	Sagar global business school	15 th sep 2012
5	A study of HR Practices in Retail Industry	SNDT College of Arts & Science for Women Mumbai -400020	26 th March 2013
6	Indian Companies Act 2013	FTAPCCI, Hyderabad	07/02/2015
7	Management Innovations: Strategies for Global Business Excellence	NCMISGBE-17 LMCST, Kuttical, Thiruvananthapuram	03 rd Feb 2017
WORKSHOP/FACULTY DEVELOPMENT PROGRAM			
Sno	Title	Description	Date
1	Introduction to Basics of SPSS: A Research Application	Workshop at Bharat Institute of Engineering & Technology, Mangalpally	OCT 28 th -29 th 2013.
2	Exploring Contemporary Business Management Practices	Hyderabad Institute of Technology & Management	4 th April, 2012

14. Administrative Posts

1. **Class Co-ordinator** for MBA I year.
2. **Co-ordinator** of AZURA 2K13, 14,15 held in CMR college of Engineering & Technology.
3. **In charge:**for conducting Business Games and Video Sessions
4. **External Examiner** : Appointed as an External Examiner for Conducting MBA Project Viva-voce in various JNTU affiliated colleges.
5. Appointed as Paper setter for various JNTU affiliated colleges.