


Name	Patha Rajitha
Designation	Assistant Professor
Recent Passport Size Photo	
Qualification	MBA,M.Phil
Mail Id	rajitha@josephspgcollege.ac.in
Experience	PLEASE PROVIDE THE DETAILS OF: 1. TEACHING EXPERIENCE: 12 2. INDUSTRY EXPERIENCE : 1
Paper Presentations	<ol style="list-style-type: none"> 1. A two days Inational conference on Innovations and Emerging trends in Management sciences title" Consumer behaviour at Big Bazaar,2019. 2. International conference at NNRG-IETMS 2020 title "A STUDY ON EMPLOYEE STRESS. 3.International conference at NNRG-IETMS 2020 "A STUDY ON EMPLOYEE ABSENTEEISM. 4.International Conference on Innovative Trends in Engineering, Applied Science and Management.Title" A study on distribution channels on Ultratech cement in 2018. 5.International Conference on Recent Trends in Engineering & TechnologyOrganised by Samskruthi College of Engineering & Technology on 28 & 29 July 2017.Title" A study on Performance Appraisal at Maruti Suzuki Auto Fin Motors. 6. International Conference on Innovative Trends in Engineering, Applied Science and Management" A study performance of transportation in Logistics in 2019.

<p>Book Publications</p>	<ul style="list-style-type: none"> • Published text book on “Principles of Management”. • Published text book on “ Business Organization and Management”.
<p>Paper Publications</p>	<ol style="list-style-type: none"> 1. A study on Work life balance with reference to Meenakshi Hospital ,Thanjavur (Web of science) studia rosenthaliana,ISSN no 1781-7838,Volume12,Issue10,October 2020. 2. A Study on impact of Social Media Networking Site on Consumer Behaviour(Web of science) studia rosenthaliana,ISSN no 1781-7838,Volume12,Issue11,November 2020. 3. FACTORS INFLUENCING JOB SATISFACTION OF EMPLOYEES IN SELECTED ELECTRIC EQUIPMENT MANUFACTURING COMPANY(UGC approved special issue) ACADEMICIA An International Multidisciplinary Research Journal, ISSN: 2249-7137,Volume10, Issue 8,August 2020. 4. A STUDY ON RISK AND RETURN ANALYSIS OF INDIAN IT SECTOR AT INDIA BULLS (UGC approved special issue) ACADEMICIA An International Multidisciplinary Research Journal, ISSN: 2249-7137,Volume10, Issue 8,August 2020. 5. A STUDY ON EMPLOYEE WORK LIFE BALANCE (UGC approved special issue) ACADEMICIA An International Multidisciplinary Research Journal, ISSN: 2249-7137,Volume10, Issue 8,August 2020. 6. A STUDY ON EMPLOYEE MOTIVATION AT ULTRA TECH CEMENT LIMITED, HYDERABAD (UGC approved special issue) ACADEMICIA An International Multidisciplinary Research Journal, ISSN: 2249-7137,Volume10, Issue 8,August 2020. 7. FACTORS INFLUENCING JOB SATISFACTION OF EMPLOYEES IN SELECTED ELECTRIC EQUIPMENT MANUFACTURING COMPANY,(UGC approved special issue)

ACADEMICIA An International Multidisciplinary Research Journal, ISSN: 2249-7137, Volume 10, Issue 8, August 2020.

8. **A study on work life balance with special reference to Meenakshi hospital**, (UGC approved special issue), Journal of Gujarat research society, ISSN No: 0374-8588, Volume: 21, October 2019.
9. **A study on brand image**, Asian research Journal, ISSN: 2278-4853. Vol 8, Spl Issue 1, April 2019.
10. **Customer satisfaction at D mart**, Asian research Journal, ISSN: 2278-4853. Vol 8, Spl Issue 1, April 2019.
11. **A study on brand loyalty**, Asian research Journal, ISSN: 2278-4853. Vol 8, Spl Issue 1, April 2019.
12. **MARUTI UDYOG LIMITED FINANCIAL PLANNING AND STATERGY**, Journal of Interdisciplinary Cycle Research, ISSN NO: 0022-1945, Volume 11, Issue 2, FEBRUARY-2019.
13. **EMPLOYEE SATISFACTION AT ELECTRONICS SHOWROOM**, Journal of Interdisciplinary Cycle Research, ISSN NO: 0022-1945, Volume 11, Issue 2, FEBRUARY-2019.
14. **A study on performance of transportation in logistics**, International journal of Engineering and Management research, VOLUME :05 Issue 02, April 2018.
15. **“ROLE OF INNOVATION AND MODERNISATION IN CHILD HEALTH CARE SECTOR**, Journal of Interdisciplinary Cycle Research, ISSN NO: 0022-1945, Volume 6, Issue 3, 2017.
16. **EVOLUTION ON INTERNET MARKETING**, The International journal of analytical and experimental modal analysis, ISSN NO: 0886-9367, Volume IX, Issue IV, April/2017
17. **Study to determine the impact of fringe benefits on job satisfaction**, Journal of Interdisciplinary Cycle Research, ISSN NO: 0022-1945, Volume 6, Issue 3, 2017.

	<p>18. A Study On Digital Marketing Services With Return On Web, JASC: Journal of Applied Science and Computations, ISSN NO: 1076-5131, Volume III, Issue II, July-Dec/2016.</p> <p>19. ELECTRONICS SHOWROOM EMPLOYEE SATISFACTION, JASC: Journal of Applied Science and Computations, ISSN NO: 1076-5131, Volume III, Issue II, July-Dec/2016.</p> <p>20. HUMAN RESOURCES MANAGEMENT IN BANKING SECTOR, The International journal of analytical and experimental modal analysis, ISSN NO: 0886-9367, Volume IX, Issue IV, April/2017.</p> <p>21. Impact of Rewards and Recognition on Employee Commitment and Employee Engagement, The International journal of analytical and experimental modal analysis, ISSN NO: 0886-9367, Volume IX, Issue IV, April/2017.</p> <p>22. A paper presented in international conference on Women Empowerment In Ranga Reddy district ,Telangana at MREC.</p> <p>23. EMPLOYEE SATISFACTIO IN JOB DUTIES (UGC approved special issue) JASC: Journal of Applied Science and Computations, ISSN NO: 1076-5131, Volume 2, Issue 2, December 2015.</p> <p>24. A study on performance appraisal at Tecumsh International Journal For Recent Developments in Science & Technology, Volume 02, Issue 03, March 2017</p>
Awards/Rewards/Achievements	-
Organized Seminars/Workshops	<p>7. Organized FDP on Business Analytics using SPSS 9 -11-2020 to 13-11-2020 at Mallareddy Engineering College.</p> <p>2.Organised FDP on pedagogy from 29-07-2019 to 30-07-2019 at Malla Reddy Engineering College.</p>
Participations	<p>1. One week FDP on Research Tools and Methodologies from 27-09-2021 to 01-10-</p>

	<p>2021.Organised by Lendi Institute of Engineering & Technology.</p> <ol style="list-style-type: none"> 2. Five days FDP on Impact of Covid on Higher Education and Research Initiatives from 24-05-2021 to 28-05-2021 organized by sri venkateshwara college and university,Pandicheri. 3. Three day National Faculty Development Programme (FDP) on "RESEARCH METHODOLOGY FOR SOCIAL SCIENCES" from 17-05-2021 to 19-05-2021,organized by IIMC Hyderabad. 4. One Week Faculty Development Programme on "COVID 19 – Business Dynamics in New Normal" during 26th April 2021 to 1st May 2021, organized by the Department of MBA (DoMBA), Vardhaman College of Engineering (Autonomous), Hyderabad. 5. One Week Faculty Development Programme on Research Paper writing, from 10-05-2021 to 15-05-2021 at KG Reddy College of Engineering. 6. One Week Faculty Development Programme on Research Methodology and Legal studies from 03-11-2020 to 08-11-2020 organized by Glocal Law School. 7. Ten days National level skill Development Programme on GST Registration ,Assessment and filing and Returns Phase-III,From 02-11-2020 to 12-11-2020 organised by Bharatiyar University. 8. Faculty Development Programme (FDP) on Online Teaching- Learning And Research Methodology from July 18 - July 29, 2020 organized by Government PG College ,Bilsapur. 9. National e-Workshop Changing Scenario in College Education in the Context of‘ One Week Online National Faculty Development Program on E-Contents and ICT Tools for Innovative and Effective Teaching & Learning Process” Organized by Roorkee College of Management & Computer Applications, Roorkee from 8 August to 14 August, 2020.National Education Policy
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2020 from Sept 5 - Sept 9, 2020, organized by Government PG College ,Bilsapur.

10. Three-day E-Faculty Development Programme on “Skill Development in Academic and Research”organised by Department of Commerce, held on 14th, 17th and 18th August, 2020 organized by Telangana Social Welfare Residential Degree College for Women, Warangal West.
11. ONE WEEK FACULTY DEVELOPMENT PROGRAMME (FDP) On ART OF EFFECTIVE TEACHING Held From 3rd August to 8th August , 2020 Organised by VJIT.
12. 7 Days national level workshop on “E womens self employment” from 1-08-2020 to 07-08-2020 organized by Shiva shakshthi arts and commerce college.
13. Three Day National Level Faculty Development Programme on ‘Research Methodology’ organized by the IQAC, Department of Accountancy and Commerce of N. G. Acharya & D. K. Marathe College of Arts, Science & Commerce, in association with Indian Accounting Association - Thane Branch, from 27th July to 29th July 2020.
14. International Faculty development Program on “Gateway to Innovation”from22-06-2020 to 26-06-2020 organized by Srimathi Indira Mahadev College.
15. 3 Days national level workshop on Research Methodology & Statistical techniques and Data analysis Using MS Excel “ from 17-05-2020 to 19-05-2020,organized by Tilak College ,Mumbai.
16. One Week Online Workshop on National ‘Interdisciplinary Research Methodology, ICT Application & Innovations in Teaching Learning Process’ organized by St. Francis De Sales College, Nagpur from June 08 to 12, 2020.

	<p>17. Five days National Webinar Series organised by MUPTA on “The Various Aspects of Covid 19” which was held from 20th to 24th May, 2020.</p> <p>18. 5 Day ONLINE FACULTYDEVELOPMENT PROGRAMME FOR TEACHERS IN THE DOMAIN OF COMMERCE/MANAGEMENT ON EMERGING BUSINESS ISSUES HELD DURING MAY 11-15, 2020 ORGANIZED BY THE DEPARTMENT OF COMMERCE , SCHOOL OF MANAGEMENT SCIENCES, TEZPUR UNIVERSITY, ASSAM.</p> <p>19. National level webinar on Research capability Building A strategy to Promote culture in Higher Education from 12-05-2020 to 14-05-2020 organized by Bhavan’s Vivekananda College.</p> <p>20. Faculty Development Programme on “Data Analytics in Management Research” organized by Department of Master of Business Administration from 09-11-2020 to 13-11-2020</p>
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