

Dr. Thota. Prameela



Designation : Assistant Professor
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Contact at : School of Management,
 Siddhartha Academy of Higher Education (Deemed to be University), Kanuru, Vijayawada, Andhra Pradesh 520007.

Education

Ph. D (Human Resource Management)

2024, VIT-AP University, Amaravati

MBA (HR and Marketing: Dual Specialization)

2017, Gudlavalleru Engineering College (JNTUK)

B.Tech (Electronics and Communication Engineering)

2015, Aurora's Technological and Research Institute, Uppal, Hyderabad (JNTUH)

Experience

Period	Designation	Institution / Organization	Key Responsibilities
2024 – Till date	Assistant Professor	Velagapudi Ramakrishna Siddhartha Engineering College / Siddhartha Academy of Higher Education	MBA 1st year Program Coordinator, Time Tables, Attendance, Continuous Assessment Marks, Co-ordinator Marketing Club, NAAC Criteria – VI
2021-2024	Full-Time Research Scholar/APC	VIT-AP University	Researcher, Teaching assistant
2019-2021	Assistant Professor	Maris Stella College	Program Coordinator, Time Tables, Attendance, Continuous Assessment Marks, B-Quiz Co-ordinator

2017-2019	Assistant Professor	RK College of Engineering	Program Coordinator, Time Tables, Attendance, Examinations, Student affairs, Management Events Co-ordinator
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Research Interests

Broad Area of Research :

Human Resource Management, Organizational Behaviour and Psychology

Honors and Awards

- Received best paper award at the International Conference on 'Impact of Covid-19 on Global Business Environment' organized by the Department of Management Studies and IQAC, Mar Athanasios College for Advanced Studies, Tiruvalla, Kerala on 26th Nov 2021.
- Received Best Poster Award in the Annual Five-Day Poster Presentation Event organized by VSB on 8th – 12th Nov 2022.
- Received a Research award with 10,000 + COA from the VIT-AP University for the academic year 2022-23.
- Received Best paper award in 3rd International Conference on 'Innovation and Sustainable Business Practices in the Digital Era' organized by the VIT-AP School of Business, VIT-AP University on April 5th & 6th 2024.

Courses Taught

S.No	Course Name	Level (UG/PG)
1	Organizational Behaviour	PG
2	Performance Management	PG
3	Principles of Human Resource management	PG
4	Principles of Management	PG
5	Innovation Management	PG
6	Strategic HRM	PG
7	Learning and Development	PG
8	Logistics and Supply chain management	PG
9	Digital Marketing	UG & PG

10	E-Commerce	UG & PG
11	Management Science	UG
12	Design Thinking	UG

Research Profile

Publications

The recent publications and research contributions can be viewed from the following URLs

Google Scholar	https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=thota+prameela&btnG=&oq=t
Publons	https://www.webofscience.com/wos/author/record/AEV-7235-2022
LinkedIn	https://www.linkedin.com/in/dr-prameela-thota-294a9a125/
ORCID	0009-0000-4945-4554

Certifications/MOOC Courses Completed

S.No.	Title	Platform	Duration	Year
1.	Introduction to Psychology	NPTEL	8 Weeks	2023

Invited Talks

No. of Invited Talks	01
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Professional Development Activities - Participations

Faculty Development and Training Programmes (at least 5 Days)	05
International / National Level Seminars	04 / 03
International / National Level Conferences	06 / 02
Workshops	05
Instructor Led / Self-Paced Courses	01
Webinars	05
Book Chapters	02

Professional Bodies Membership Details

S.No.	Membership No.	Society Name
1.	175220	Vidwan DataBase Network (INFLIBNET)



(Dr. Prameela Thota)
