



SIDDHARTHA
ACADEMY OF HIGHER EDUCATION
(Deemed to be University u/s 3 of UGC Act, 1956)

Dr. Sailaja Nimmagadda MBA., MHRM., P.hD.



Designation : Assistant Professor
E-Mail ID : nsailaja@vrsiddhartha.ac.in
Contact at : # F, Faculty Rooms, School of Management,
SAHE (Deemed to be University),
Kanuru, Vijayawada, Andhra Pradesh 520007.

Education

Ph. D (Management)

2017, Rayalaseema University, Kurnool

M.H.R.M

2017, Krishna University, Machilipatnam

M.B.A(Finance)

2001, Dr.B.R.Ambedkar University, Hyderabad

B.Com

1996, Acharya Nagarjuna University, Guntur

Experience

Period	Designation	Institution / Organization	Key Responsibilities
2009- Till date	Assistant Professor	(Velagapudi Ramakrishna Siddhartha Engineering College) SAHE	2 nd year Program Coordinator, Department Coordinator for NAAC, IQAC, Academic Audit, AQAR, NPTEL, NIRF, AFOSEC/SUPRAGNA, PBAS, Attendance, Time Tables, Continuous

			Assessment Marks, Faculty Feedback, Department reports, Sovenier, Ph.D./PG guidance, Mooc's Committee Member, OBC committee Member, Digital Education Committee member,
2006-2009	Quality Analyst	P.B.Systems India Pvt. Ltd.,	
2000-2006	Family Business	Owned	

Research Interests

Broad Area of Research :

Organisational Behaviour, Human Resource management

Courses Taught

- Performance Management
- HRD Strategies & Systems
- Organisational Leadership
- Marketing Management
- Organisational Behaviour
- Human Resource Management
- Business Law
- Accounting For Managers
- Cost and Accountancy Management
- Production and operations Management
- Advertising and Sales Management
- Sales and Distribution Management
- Legal Aspects of Business
- Business Law and Ethics
- Services Marketing
- Indian Ethos and Values
- International Marketing
- Management Development
- Engineering Economics and Accountancy(B.Tech -EIE,EEE)

- Accounting and Financial Management (MCA)
- Engineering Economics and Management (B.Tech –ECE,EEE,CSC)
- Engineering Economics and Finance (B.Tech –EEE,CSC)

Research Profile

Publications

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

Google Scholar	https://scholar.google.com/citations?view_op=list_works&hl=en&user=yvHxLEEAAAAJ&hl=en
Springer	https://link.springer.com/chapter/10.1007/978-981-16-0666-3_8
Scopus	https://www.scopus.com/authid/detail.uri?authorId=57224864936
ORCID	https://orcid.org/0000-0002-6931-1216
Publons WOS	https://publons.com/researcher/3708368/sailaja-nimmagada/ https://www.webofscience.com/wos/author/record/GXZ-9476-2022
Research Gate	https://www.researchgate.net/profile/Sailaja_Nimmagadda2
LinkedIn	https://www.linkedin.com/in/sailaja-nimmagadda-a43311b0/

Recognized Research Supervisor

S.No.	Department	University
01.	School of Management	Siddhartha Academy of Higher Education, Vijayawada

Certifications/MOOC Courses Completed

S.No.	Title	Platform	Duration	Year
01	AI for Every one	Coursera		2020
02	Data Visualisation	Coursera		2020
03	Sales Management	Coursera		2020

04	ICT Tools for Teaching, Learning and Administration	Training Program	01Week	2020
05	Excel Skills For Business Essentials-	Coursera		2021
06	Effective Problem Solving and Decision Making	Coursera		2021
07	Presentation Skills	Coursera		2022
08	Presentation skills: Speechwriting and Storytelling	Coursera		2021
09	Marketing Management	NPTEL	08 Weeks	2020
10	Working Capital Management	NPTEL	12Weeks	2023
11	Soft Skills	Certificate Course	01 Week	2023

Patents

S.No	Title	Status	Application No.	Year
01	A Digital Financial Device Forecasting And Analysing Stock Transactions	Design Granted	417817-001	2024
02	Adaptive E-Learning System For Leadership And Organizational Behavior Training	Published	202541028204	2025

Ph.D

Guiding	02
---------	----

Invited Talks

No. of Invited Talks	03
----------------------	----

Professional Service / Reviewer

Editorial Member	Journal of Micro & Small Business Management
	Research and Review: Human Resource and Labour Management

Professional Development Activities - Participations

Faculty Development and Training Programmes (1-15Days)	36
STTP	04
International / National Level Seminars	05 / 22
International / National Level Conferences	24 / 02
Workshops	29
Instructor Led / Self-Paced Courses	09
Webinars	45
Industry Visits Organised	04
Edited Books	02
ISBN Book Chapters	27

Professional Bodies Membership Details

AIMS/LF/AP/SZ/2491	Association of Indian Management Schools (AIMS) – DBM, VRSEC
CMA/25/0832	Commerce And management Association of India (CMAOI)

N. S. Singh

Dr. Sailaja Nimmagadda