

# Dr. Shahnazuddin



**Designation** : Assistant Professor  
**E-Mail ID** : Shahnazuddin@vrsiddhartha.ac.in  
**Contact at** : School of Arts and Commerce,  
 Siddhartha Academy of Higher Education,  
 (Deemed to be University)  
 Kanuru, Vijayawada, Andhra Pradesh 520007.

## Education

**Ph. D (Management- A Study On Green Marketing practices in India(With Reference to consumer perception towards durable goods in select cities of Andhra Pradesh) )**

*December, 2024, Andhra University, Visakhapatnam, AP.*

**MBA (Human Resource and Marketing )**

*2010, Nimara College, Affiliated to Acharya Nagarjuna University*

**B. A (Computers)**

*2003, Sarada College, Affiliated to Acharya Nagarjuna University*

## Experience

| Period                   | Designation         | Institution / Organization                                                                                                                 | Key Responsibilities                                                                                  |
|--------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| July 2021-<br>till date: | Assistant Professor | Siddhartha Academy of Higher Education (Deemed to be University)                                                                           | Co-ordinator for Campx, Business simulation, Corporate Readiness programme, Training and Development. |
| July 2018-<br>June 2021: | Assistant Professor | Assistant Professor Department, Master of Business of administration, Aurora's P.G College, Ramanthapur, Hyderabad, A.P. INDIA.            | Teaching                                                                                              |
| May 2015- May 2018:      | Assistant Professor | Assistant Professor Department, Department, Communication and Soft Skills, KL University, Vaddeshwaram ,Vijayawada, A.P. INDIA.A.P. INDIA. | Teaching                                                                                              |

|                         |                     |                                                                                                                                |          |
|-------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------|----------|
| December 2010- May 2015 | Assistant Professor | Assistant Professor Department, Master of Business of administration,Aurora's P.G College, Ramanthapur, Hyderabad, A.P. INDIA. | Teaching |
| June 2003- August 2008: | Free lancer.        | Personality Development and Soft Skills Trainer.                                                                               | Training |

## Research Interests

**Broad Area of Research:**  
Green Marketing

## Honors and Awards

- Won many prizes in Academics in different areas like Young managers, Debates, Elocution, Extempore kind of competitions.

## Courses Taught

| S. No | Course Name                    | Level (UG/PG) |
|-------|--------------------------------|---------------|
| 1     | English for Professionals      | UG (B. Tech)  |
| 2     | Personality Development course | UG (B. Tech)  |
| 3     | Human skills                   | UG (B. Tech)  |
| 4     | Soft skills                    | UG (B. Tech)  |
| 5     | Employability skills           | PG (MBA)      |
| 6     | Business Simulation            | PG (MBA)      |
| 7     | Corporate Readiness programme  | PG (MBA)      |
| 8     | Managerial communication       | PG (MBA)      |
| 9     | Business Communication         | PG (MBA)      |

## Research Profile

## Publications

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

|                       |                            |
|-----------------------|----------------------------|
| <b>Google Scholar</b> | NIL                        |
| <b>Scopus</b>         | NIL                        |
| <b>ORCID</b>          | <b>0009-0007-5101-2780</b> |
| <b>UGC</b>            | NIL                        |
| <b>Research Gate</b>  | NIL                        |
| <b>LinkedIn</b>       | NIL                        |

## Recognized Research Supervisor

| S.No. | Department | University |
|-------|------------|------------|
| 01.   | No         | No         |

## Funded Research Projects

| S.No. | Type | Title | Status | Funding Agency | Amount (INR) | Duration |
|-------|------|-------|--------|----------------|--------------|----------|
| 01.   | Nil  | Nil   | Nil    | Nil            | Nil          | Nil      |

## Administrative Roles

| S.No. | Role | Institution | Duration | Responsibilities |
|-------|------|-------------|----------|------------------|
| 1     | No   | No          | No       | No               |

## Certifications/MOOC Courses Completed

| S.No. | Title              | Platform | Duration | Year |
|-------|--------------------|----------|----------|------|
| 1.    | TRAIN THE TRAINERS | NPTEL    | 12 WEEKS | 2024 |
| 2.    | SOFT SKILLS        | NPTEL    | 12 WEEKS | 2024 |

## Consultancy / Industry Projects

|                  |   |
|------------------|---|
| <b>Completed</b> | 0 |
| <b>On-going</b>  | 0 |
| <b>Applied</b>   | 0 |

## Patents

| S.No | Title                                                                                                                    | Status    | Application No. | Year       |
|------|--------------------------------------------------------------------------------------------------------------------------|-----------|-----------------|------------|
| 1    | AI Based Human resource management system for Real Time performance Evaluation and feedback in Higher education systems. | Published | 202511052070 A  | 13/06/2025 |
| 2    | Automated Curriculum optimization,pedagogical enhancement,using machine learning and Data driven and learning analytics. | Published | 202531043076 A  | 16/5/2025  |
| 3    | Integrating machine learning into flood risk assessment for disaster risk management                                     | Published | 202541046577 A  | 30/05/2025 |

## Ph.D

|                |   |
|----------------|---|
| <b>Awarded</b> | 0 |
| <b>Guiding</b> | 0 |

## Invited Talks

|                             |   |
|-----------------------------|---|
| <b>No. of Invited Talks</b> | 0 |
|-----------------------------|---|

## Professional Service / Reviewer

**NIL**

## Professional Development Activities - Participations

|                                                                  |     |
|------------------------------------------------------------------|-----|
| Faculty Development and Training Programmes<br>(at least 5 Days) | 5   |
| International / National Level Seminars                          | 2/1 |
| International / National Level Conferences                       | 4/9 |
| Workshops                                                        | 1   |
| Instructor Led / Self-Paced Courses                              | NIL |
| Webinars                                                         | NIL |

## Professional Bodies Membership Details

| S.No. | Membership No. | Society Name |
|-------|----------------|--------------|
|       |                | NIL          |

Dr. D. Shahnazuddin (09-9-25)



(Your Name & Signature with Date)

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