

NEWS LETTER

Your window to business acumen

DEPARTMENT OF MBA



A HALF-YEARLY NEWSLETTER
AY: 2021-22 January - June Vol. 14 Issue -2

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ADITYA
Institute of Technology and Management
(An Autonomous Institution)

Tekkali-532 201, Srikakulam Dist., AP
Tel: 0845-245666, 245266, 92466 57908
Email: info@adityatekkali.edu.in

ADITYA

Institute of Technology and Management **(An autonomous institution)** **Department of MBA**

Vision and Mission of the Institute

Vision

To become a premier institution in Management Education for its Excellence in developing high-thinking Management Professionals, Entrepreneurs and Socially Responsible Citizens.

Mission

To prepare and nurture the future Business Leaders and Entrepreneurs through imparting high-quality Teaching, Research, Consultancy and Practicality-Based Management Education that meet Industrial and Societal needs and become one among the best institutions in the country.

Chairman's Message

At AITAM, we are committed to excellence in everything we do. We strive to mould the students in balancing intellectual and practical skills to become leaders in all the fields of Technical know-how and Management. We have created the finest facilities for the students to make the most of their scholastic pursuits. We are closely aligned with the corporate world which ensures exchange of ideas and experiences that keep our curricula focused on current developments and challenges in the field of engineering. We are firmly committed to research and consulting activities to contribute to the development of the discipline of engineering. Our vitality lies in our spirit of innovation. Our strength lies in our pragmatic approach. Our success lies in our will to do.



Dr. K. Someswara Rao

Secretary's Message

Aditya Institute of Technology and Management is founded to meet the increasing demand for competent engineering graduates. Within a short span of its inception, AITAM has grown to be a premier engineering college of its kind and has won laurels and kudos from the industry. The faculty and staff in AITAM are dedicated to providing first-class education that instills strong and potent basic knowledge for sound practice in science and engineering for the well-being of the society. The Institute offers curricula that nurtures creative thinking and prepares students for productive and rewarding careers. The Institute offers programmes that deepen learning experiences of our students and prepare them for successful careers as engineers.



Sri L.L. Naidu
SECRETARY

Director's Message

Engineering education at AITAM is indeed a rewarding intellectual experience. The Institute prepares the engineering professionals of tomorrow imbued with insight, imagination and ingenuity to flourish as successful engineers. Our programs are attuned to the needs of the changing times. The classrooms are ultra-modern; the library and labs are cutting-edge; and all the members of the faculty are workaholic professionals and masters in their fields. Not surprisingly, our students are recruited by such renowned organizations as HCL, Satyam, WIPRO, INFOSYS, TCS, Visual Soft, Innova-Solutions and InfoTech. The exceptional dedication of our students, faculty and staff, and our collaborations with Industry and other institutions ensure that the Institute is well-poised to create a unique niche in the horizons of engineering education.



Prof. V.V. Nageswara Rao
DIRECTOR

Principal's Message

It is only through knowledge that man attains immortality. Knowledge has to expand or grow to remain as knowledge. The road to excellence is toughest, roughest and steepest in the Universe. The world requires and honors only excellence. Available information has to be directed by wisdom and intelligence to create new knowledge. Promotion of creativity is the new role of education. It is only through creative thinking that the present and future problems can be addressed to find dynamic solutions. Technology should be used to help remove poverty from the world. In fact forty per cent of the world's poor are in India. Confidence leads to capacity. It is faith in oneself that produces miracles. Education at AITAM helps build character, strengthen the mind, expand



the intellect and establish a culture of looking at problems in a new perspective. The student is put through rigorous training so that he can stand on his own feet after leaving the portals of the Institute.

Dr. A.S. Srinivasa Rao
PRINCIPAL

HOD's Message

MBA in today's scenario is considered as a basic qualification for management positions be it in Finance, Marketing, and HR department of an organization. The major advantages of pursuing MBA is the exposure to the theories of management and their practical implications, understanding the actual organizational environment, the working culture and learning the ways to become successful managers in various disciplines.



In present globally acquired business environment, dynamic managers having vision, resourcefulness and proficiency to face the problems and challenges are in demand. Keeping this in view, Department of MBA, AITAM trains the students with quality education and skill sets required in business world. The pedagogy followed is in coherence with the current requirements in order to bring out the best in the students to be successful managers.

The institution has highly competent, committed and proficient faculty who have associated their personal aims and growth with that of the institution. We concentrate on providing soft skills with special emphasis on spoken English, role plays, case discussions, mock interviews, group discussions etc.

The students of the Department have been actively participating in the Career Development Cell as well as Entrepreneurship Development Centre in the institution. This practical approach helps students to face the highly competitive environment and unleash their full potential.

Dr. K. Venugopal
Head of the Department
Department of MBA

FACULTY PUBLICATIONS

INTERNATIONAL JOURNALS:

- 1 Koppala Venugopal MBA INTEGRATION OF MARKETING INFORMATION SYSTEM AND HORTICULTURAL PRODUCTS IN TRIBAL PLACES: IN CASE OF SRIKAKULAM, Vidyabharati International Interdisciplinary Research Journal (Special Issue) Oct-21 ISSN: 2319-4979**
<http://www.viirj.org/specialissues/2021/SP2110/Part%2014.pdf>, WoS/UGC

- 2 Koppala Venugopal MBA Assessment of perational functions affecting on the micro and small enterprises' sustainability. Parikalpana - KIIT Journal of Management Vol.18 / Issue 12, PP: 126-133 ISSN(P): 0974-2808; ISSN(E): 2582-4821,**
<https://ksom.ac.in/faculty-and-research/research/parikalpana-kiit-journal-of-management/download-journal-issues/https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101051772&flag=Search> UGC 1

- 3 Koppala Venugopal MBA Critical Success Factors of Online Shopping: Rural Perspective. , Asian Journal of Economics Business and Accounting 21(24): 34-45, , Article no 80495 ISSN:2456-639X DOI: 10.9734/ajeba/2021/v21i2430536**
<https://www.journalajeba.com/index.php/AJEBA/article/view/30536> WoS/UGC

- 4 Saumendra Das MBA Assessment of operational functions affecting on the micro and small enterprises' sustainability Parikalpana - KIIT Journal of Management Jun-22**
ISSN: 0974-2808 (P), 2582-4821 (E)
<https://ugccare.unipune.ac.in/Apps1/User/WebA/ViewDetails?JournalId=101051772&flag=Search> UGC

- 5 Saumendra Das MBA An impact study on Covid-19 and tourism sustainability: intelligent solutions, issues and future challenges World Review of Science, Technology and Sust. Development, Inderscience May-22 1741-2234**
<https://www.scopus.com/sourceid/5700165172> Scopus/ABDC/UGC

6 Saumendra Das MBA Crypto currency and its assemblage during the period of covid-19: a state of art review Pacific business review international Apr-22 ISSN: 0974-438X <https://mjl.clarivate.com/journal-profile> WoS/UGC

7 Sri V.Gopala Krishna MBA Critical Success Factors of Online Shopping: Rural Perspective Asian Journal of Economics Business and Accounting 21 (24): 34-45, , Article no 80495 ISSN:2456-639X DOI: 10.9734/ajeba/2021/v21i2430536 <https://www.journalajeba.com/index.php/AJEBA/article/view/30536> WoS/UGC

BOOKS:

- 1. Saumendra Das Future of Work and Business in Covid-19 Era Impact of COVID-19 on Indian Education System: Practice and Applications of Intelligent Technologies International management conference on reinventing the future of work and business: challenges, opportunities and the path ahead International 12.APRIL 2022 Online ISBN 978-981-19-0357-1 AITAM Springer, Singapore. https://doi.org/10.1007/978-981-19-0357-1_23 265-283**
- 2. Saumendra Das Computational Intelligence in Data Mining. Smart Innovation, Systems and Technologies Customer Segmentation via Data Mining Techniques: State-of-the-Art Review 6th International Conference on Computational Intelligence in Data Mining (ICCIDM) International 7th May 2022 Print ISBN 978-981-16-9446-2 Online ISBN 978-981-16-9447-9 AITAM Springer, Singapore. https://link.springer.com/chapter/10.1007/978-981-16-9447-9_38 489-507**
- Saumendra Das Computational Intelligence in Pattern Recognition. CIPR 2022. Lecture Notes in Networks and Systems An Impact Study on Covid-19 with Sustainable Sports Tourism: Intelligent Solutions, Issues and Future Challenges 4th International conference on computational intelligence in pattern recognition (CIPR-2022) International 21st June 2022 Print ISBN 978-981-19-3088-1 Online ISBN 978-981-19-3089-8 AITAM Springer, Singapore. https://link.springer.com/chapter/10.1007/978-981-19-3089-8_57 265-283**

PAPER PRESENTATIONS IN INTERNATIONAL CONFERENCES

- 1. Dr.B.Siva Kumar Two Week online Faculty development program on Capacity Building Programme 12-01-2022 to 25-01-2022.**
- 2. Dr.B.Siva Kumar International Conference on Rethinking Business Strategies by reshaping business perspectives in the current business environment 13 - 14 May 2022**
- 3. Dr.Saumendra Das One week national level workshop on Python Programming 20th to 26th June, 2022**
- 4. Dr.B.Siva Kumar Ethics and values to be followed in cross cultural workplace 29-Jan-22**
- 5. Dr.B.Siva Kumar Teaching Learning and Research online mode 12 - 25 Jan 2022**

6. Dr.Saumendra Das International Conference on Management and Entrepreneurial challenges in dynamic business environment 25-26 March 2022
7. Dr.K.Venugopal International Conference on Management and Entrepreneurial challenges in dynamic business environment 25-26 March 2022 2
8. Dr.K.Venugopal International Conference on Rethinking Business Strategies by reshaping business perspectives in the current business environment 13 - 14 May 2022

Editorial Board

STAFF

Dr.Chintamani Prasad Patnaik
Dr. P. Prasantham

STUDENTS

MUKESH P, IV Semester MBA
SAILEELA K, IV Semester MBA
SOBHA NATH, IV Semester MBA



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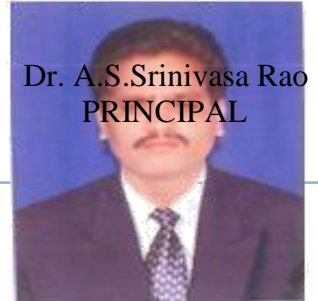
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Dr. B.SIVAKUMAR
Head of the Department
Department of MBA

FACULTY PUBLICATIONS

INTERNATIONAL JOURNALS:

1. Koppala Venugopal, Bonam Sivakumar (2021),“Integration of Marketing Information Systems and Horticulture in Tribal Places: In case of Srikakulam”, Vidyabharathi International Interdisciplinary Research Journal, Special Issue on Emerging Techniques in Interdisciplinary Sciences, October 2021, ISSN: 2319-4979PP.30403045, <http://www.viirj.org/specialissues/2021/SP2110/Part%2014.pdf> WOS Indexed
2. V Gopalakrishna, and Dr. N R Misra (2021),“ Factors Influencing e-tailing Among Rural Women: In Case Of Srikakulam District”, Vidyabharathi International Interdisciplinary Research Journal, Special Issue on Emerging Techniques in Interdisciplinary Sciences, October 2021, ISSN: 2319-4979 PP. 3040-3045, <http://www.viirj.org/specialissues/2021/SP2110/Part%2014.pdf> WOS Indexed

CONSULTANCY

1. Dr. Koppala Venugopal Conducted a field study on “Market study on NTFP and Agro -Produce and Business Plan” in Koyyuru for the purpose of marking opportunities for NTFP on 6th and 7th August 2021.

PAPER PRESENTATIONS IN INTERNATIONAL CONFERENCES

1. Dr. Koppala Venugopal Presented a paper titled “Assessment of Marketing prospects for non-timber produce at Koyyuru Mandal” in the International Multidisciplinary Conference [MDRC 2.0] organised by the Research Committee, Government College Tripunithura, Ernakulam, Kerala on 9th October 2021.
2. Dr. Koppala Venugopal Presented a research paper titled “ Integration of Marketing Information System and Horticulture produce: In case of Srikakulam, A.P.” in an international conference on ‘Industry 4.0 Leading Business practices for sustainable milieu (ILBPSM2021) sponsored by ICSSR and conducted by Alagappa University during 25th and 26th August 2021.
3. Dr. Koppala Venugopal Presented a research paper / case study titled “The Impact of Marketing Mix Strategies Practices on Micro and Small Business Enterprises Performance” in the

International Research Summit AVLOKAN 2021 titled “Redefining Social Responsibility and Ethical Leadership” organised by Faculty Research Cell – Gyanidhi and SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University) from 2nd – 10th August 2021.

4. Dr.B.Siva Kumar Presented a paper titled “Assessment of Marketing prospects for non-timber produce at Koyyuru Mandal” in the International Multidisciplinary Conference [MDRC 2.0] organised by the Research Committee, Government College Tripunithura, Ernakulam, Kerala on 9th October 2021.
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7. Dr.B.Balaram Presented a paper titled “A Comparative Study of Liquidity in Selected Indian Pharmaceutical Companies” in the Virtual National Conference on Metamorphosis of Modern Management and Research (NC 3MR 2021)held on 29 December 2021 at School of Management Studies (SMS), Bannari Amman Institute of Technology, Sathyamangalam, Tamilnadu.
8. Sri V.Gopala Krishna Presented a research paper titled Factors Influencing e-tailing among Rural Women: in case of Srikakulam district” in an international conference on ‘Industry 4.o Leading Business practices for sustainable milieu (ILBPSM2021) sponsored by ICSSR and conducted by Alagappa University during 25th and 26th August 2021.
9. Smt D.Pranaya Paper Titled ‘Organisational Efforts And Employee Satisfaction On Training And Development : In Case Of Manufacturing Units, Srikakulam’ presented in International Multidisciplinary Conference [MDRC 2.0] on 9th October 2021 organised by the Research Committee, Government College Tripunithura.

CONFERENCE PROCEEDINGS

1. Koppala Venugopal., Pranaya Deekonda.,(October, 2021) “Organizational Efforts And Employee Satisfaction On Training And Development: In Case Of Manufacturing Units, Srikakulam, A.P.” in the International Multidisciplinary Conference [MDRC 2.0] Proceedings, organised by the Research Committee, Government College Tripunithura, Ernakulam, Kerala, Multidisciplinary Research Thoughts ISBN 978-93-5566-389-4, pp.322-331
2. Moningi Padmaja., Koppala Venugopal., KanumettaSrikanth.,(October 2021)“Assessment of Marketing prospects for non-timber produce at Koyyuru Mandal” in the International Multidisciplinary Conference [MDRC 2.0] Proceedings, organised by the Research Committee,

RESOURCE PERSON FOR FUNDED PROJECTS

- I. Dr. Koppala Venugopal Acted as one of the resource persons and delivered a talk on “ACTIVITY BASED TEACHING METHODS WITH GAMIFICATION” at UGC HRDC, Andra University, Visakhapatnam, A. P. in a Refresher Course for Commerce and Management faculty of Government Degree Colleges on 6th November 2021.
- II. Dr. Koppala Venugopal Acted as one of the resource persons in an ICSSR Sponsored National webinar on “GROWING SIGNIFICANCE OF SUPPLY CHAIN MANAGEMENT IN RURAL MARKETING AND ITS IMPACT ON RURAL ECONOMY” Organised by the Department of Commerce, G.S. College of commerce, Wardha, for the session entitled “RECENT TRENDS AND FUTURE OF RURAL SUPPLY CHAIN MANAGEMENT IN INDIAN MARKETING SCENARIO” on 2nd September 2021

GUEST LECTURES

- 1) Dr. Koppala Venugopal Delivered a Guest Lecture on “Management of life in the age of Covid pandemic” to the students of Srinivasa Institute of Management Studies (SIMS) Visakhapatnam on 25th November 2021

FACULTY DEVELOPMENT PROGRAMME/WORKSHOPS/CONFERENCES ORGANISED

S. No.	Name of The Faculty	Name of The Programme	Venue	Dates	Organizing days
1.	D. Pranaya	“Awareness On Women Cancers”	AITAM, TEKKALI	26 th Nov 2021	1 Day

WEBINARS

1. Smt D. Pranaya Participated In Online Faculty Development Program On “ Sales Administrator, Organized By Andhra pradesh State Skill Development Corporation (APSSDC) in association with sales force as part of sales force Trailblazer connect program from 14th September -17th September 2021

INDUSTRY VISIT

S. No	Industry Name	Place	Date of Visit
1	MAHINDRA CASHEW INDUSTRIES	PALASA	11.12.2021





Editorial Board

STAFF

Dr. Chintamani Prasad Patnaik

Dr. P.Prasantham

STUDENTS

CHANDINI BALIVADA, IV Semester MBA

PENTA KAVYA, IV Semester MBA

MANDELA ARAVIND, IV Semester MBA



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