

CURRICULUM VITAE

of

Mrs B.Shailaja

Department Of Commerce

UCW, Koti, Hyd.

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Name : Mrs. B.Shailaja
Father's Name : Mr.B.Gopal
Mailing Address :shailaja.bangari@yahoo.com

Academic Qualifications :M.Com, M.phil (P.hD)

Designation :Assistant Professor

Academic Record :

	CLASS OBTAINED	YEAR	SCHOOL/COLLEGE	%
SSC	Third class	1997	Kendriya Vidyalaya National Police Academy,Shivrampally	45
INTERMEDIATE	First division	1999	Kendriya Vidyalaya Golconda no 1	71
B.Com.	First division	2002	University College for Women, Koti	63
M.Com.	First division	2005	Osmania University Post Graduate College Mahabubnagar	63
M.Phil.	Part I	2010	Osmania University	
Ph.D.	Pursuing	2011 registered	Osmania University	

Specialization : Marketing

Teaching Experience : 12 years

Designation and Place of Work : Assistant Professor, University College for Women, Koti

M.Phil. Topic : Consumer Perspective and Problems of Gadwal Handloom Weavers- an Empirical Study

Ph.D. Topic : Marketing of Handloom Fabrics in Telangana- an Empirical Investigation

Course Attended :
(Skill Development)

S.No.	Course Name	Duration (Dates)	Place
1	Training Programme in Research Methodology	20-22 Dec, 2012	University College for Womens, Koti
2	79 th Orientation Course	17 Jan to 13 Feb 2013	Hyderabad Central University
3	Training Programme on Foundation Course in Human Values and Professional Ethics	8-10 July 2013	MVS Govt. Degree and PG College
4	Accounting Standards and IFRS	30 Oct, 2013	Nizam College
5	Research Methodology in Commerce	11-15 Nov, 2013	UCCBM Osmania University
6	Parametric and Non Parametric Test in Research	20-21 Mar 2014	CFRD Osmania University
7	Induction Programme	20-21 June 2014	Osmania University
8	Corporate Social Responsibility	20 Oct 2014	Ramakrishna Math
9	Role of e-Resources in Research	22 Nov 2014	University College for Women, koti, Hyderabad
10	Review of Literature	21 Feb, 2015	University College for Women, Koti
11	New Age Business Accounting using Tally ERP 9	1July, 2015	Osmania University
12	CBCS Relevance, Review and	6 Feb, 2015	University College for

	Implementation		Women, Koti
13	CBCS	31Mar and 1 st April, 2016	University College for Women, Koti
14	Refresher Course in Commerce and Management	15 Sep 2016-5 th Oct 2016	MANUU,Gachibowli
15	Research in Accounting	15 th Dec, 2016	Indian School of Business
16	Orientation Course	13 th July to 14 th August, 2017	MANUU, Gachibowli

Awards for Excellence in Research / Teaching: 1. JRF- NET Awarded in the year 2011 (JRF/NET/SET/Best papers)
2. Best Paper Awarded at All India Accounting conference Chandigarh , 2015

Administrative Assignments : NSS Programme Coordinator at NTRGDC Mahabubnagar, June 2013 to September 2013

Assistant Academic Coordinator (with dates) : 30/10/2014 to 09/09/2015
Academic Coordinator from 10/09/2015 till date

Membership in Professional Bodies : ICA ,IAA,TCA

Membership in other Bodies : ----

Extension / Outreach Activities (Period and Programme) : Blood Donation Camp at NTR GDC Mahabubnagar

PUBLICATIONS

(a) Articles Published

Sl.No.	Name of the Journal	Title of the Article	Vol.No.& Date of Issue (ISSN)	Pg.No.
1	SEDME	Drudgery Exceeds	0970-8464 December	57-69

		Revenues for Gadwal Weavers : an Empirical Micro Analysis	2011	
2	International Journal of Research in Computer Application and Management	An Empirical Study of Marketing of Gadwal Saris in India	ISSN 2231-1009 vol no.2 April, 2012 Issue no. 4	

(b) Books Published

Sl.No.	Title	Course	Publisher	ISBN No.	Year

(C) Books / Material Edited / Reviewed

Sl.No.	Title	Course	Publisher	ISBN No.	Year
1	Auditing	M.Com.			2016

Ph.D. Supervision
List of Ph.D. Candidates

Sl.No.	Name of the Candidate	Ph.D. Topic (Osmania University)	Year of Regn.	Year of Completion

Papers presented in National Seminars / Conferences

Sl.No.	Conferences/ Seminars / Workshops	Title	Paper Presented	Venue	Year
1	National Seminar	Management Education in India Challenges and Opportunities	Need for Environment Management Education: a Study on NTPC Practicing Environment Management	Telangana University	2011
2	All India Commerce Conference	64 th All India Commerce Conference	Problems of Handloom Weavers: A Study of Gadwal	Pondicherry University	2011

			Weavers		
3	All India Commerce Conference	64 th All India Commerce Conference	Mgnrega - Issues and Challenges	Pondicherry University	2011
4	All India Accounting Conference	34 th All India Accounting Conference	Direct Tax Code	University of Rajasthan	2011
5	National Seminar	Contemporary Issues in Business	Walmart Success or Failure in Retail Trade	Osmania University	2012
6	National Seminar	Social Entrepreneurship in India - Problems and Prospects	SE:Mapping of Rural Entrepreneurship in India	Mahatma Gandhi University	2014
7	International Conference	Global Business: Opportunities and Challenges	Viral Marketing: a Road Ahead to Global Market	Osmania University	2014
8	National Seminar	Financial Inclusion for Inclusive Growth: Opportunities and Challenges	Financial Inclusion	Government Degree College Zaheerabad	2014
9	National Seminar	Retail Marketing Problems and Prospects	FDI and Multi Brand Retailing in Textile Industry	Giriraj Govt. College Nizambad	2014
10	National Seminar	Entrpreneurship Development- Adrive for Sustainable Growth in Global Scenario	Self Helf Group a Road to Women Entrepreneurship	St. Pious x Degree and PG College for Women Hyderabad	2015
11	All India Accounting Conference	38 th all India Accounting Conference	An Assessment of Quality of Accounting Education World Wide and a Comparative Study of Accounting Education in India and Australia	University Business School Panjab University Chandigarh	2015
12	All india	69 th all India	Women	University of	2016

	Commerce Conference	Commerce Conference	Empowerment-it's Journey in India	Lucknow	
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Organization of Seminars / Courses / Workshops / Conferences

Sl.No.	Conferences / Seminars / Workshops / Courses	Session	Position	Title	Year

Sponsored Research Projects

Sl.No.	Title of the Project	Sponsor	Year of Sanction	Duration	Amount	Status	Year of Completion