

Dr. Hari Leela.Vemula

Associate Professor of Management Science



Education Qualifications: MBA, M.Phil, Ph.D
Specialization: Finance & Banking

ADDRESS:

- A – Block -Room No

JNTUH ID:

0459-190828-121401

EMAIL:

vharileela_ms@mgit.ac.in

DATE OF JOINING:

09-07-2019

EXPERIENCE - 25 Years

- Teaching - 25
- Research -16

SUMMARY:

- Publications - 26
- Conferences - 13
- Books –3
- Honors/Awards - 3

EVENTS:

- Organized - 14
- Attended - 53

Membership of Professional Bodies:

1. Member of ISTE .
2. ISTD

Responsibilities Held at Institution Level:

1. Chairperson, College Maintenance Committee
2. Member, Anti-Ranging Committee

Responsibilities Held at Department Level:

1. Member, Board of Studies, Management Science
2. Member R&D
3. Member, Advisory Committee
4. Co-ordinator NBA
5. Co-ordinator NAAC

Honors/Awards Received:

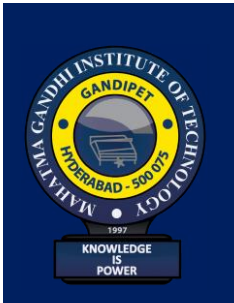
1. Certificate of Excellence in Reviewing by Asian Journal Medicine and Health in recognition of an outstanding contribution to the quality of the Journal on 9th April 2022.
2. Certificate of Excellence in Reviewer by International Journal of Tropical Disease and Health in recognition of an outstanding contribution to the quality of the Journal during 2020.
3. Best presenter award in a National conference on Business Competitiveness Prospective, Challenges & Strategies , organized by Siva Sivani Institute of Management during Feb 2015,

Courses Handled at Under Graduate /Post Graduate Level:

1. UG: Fundamentals of Management, Business Economics and Financial Analysis, Intellectual Property Rights, Constitution of India, Managerial Economics and Analysis
2. PG: International Finance, Strategic Financial Decisions, Financial Risk Management, Security Analysis and Financial Analysis, Managerial Economics, Financial Management, Logistics and Supply Chain Management, Business Communications, Financial Systems and Services.

Publications:

1. “Application of cloud computing in banking and e-commerce and related security threats”, Materials Today: Proceedings, December 2021, <https://doi.org/10.1016/j.matpr.2021.11.121> 1 Scopus Journal
2. “ROLE of cloud computing and its impact on consumer behavior in



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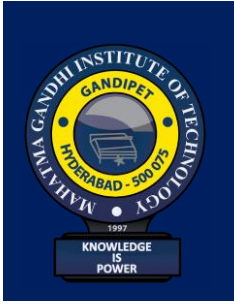
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- financial sector”, Materials Today: Proceedings, December 2021, <https://doi.org/10.1016/j.matpr.2021.11.146> 2 Scopus Journal
3. “MOVEMENT OF STOCK MARKETS IN INDIA: INFLUENCE OF MACROECONOMIC FACTORS” Galaxy International Interdisciplinary Journal, ISSN (E): 2347-6915, Vol. 9, Issue 6, June (2021).
4. “Attrition in Software Companies: Reasons and Measures”, Materials Today: Proceedings, June 2021(Scopus Journal) 2214-7853/ 2021 Elsevier Ltd. <https://doi.org/10.1016/j.matpr.2021.05.596>
5. “Earnings Management- An Indian Perspective”, Turkish Journal of Computer and Mathematics Education ISSN: 7136-7144 Vol.12 No. 10 (May 2021), (Scopus Journal) <https://doi.org/10.17762/turcomat.v12i10.5604>
6. A Study on the impact of Liquidity on Profitability of Select Banks in India., International Journal of Management, Technology And Engineering. ISSN NO: 2249-7455,/ DOI: <https://app.box.com/s/0y9p7u4g065i6cln2u2ki67gfaeoh7tt> ,Vol X Issue VI, June 2020 Journal NO:45550, Impact Factor- 6.3
7. A Study on Impact of Non-Performing Assets on Banks Liquidity and Profitability. International Journal of Innovative Research in Technology, Vol. 7, Issue 1, June 2020, ISSN NO: 2349-6002, DOI:16.10089.IJMTE.2020.V10I06.20.4023, Journal No: 47859, Impact Factor- 5.867.
8. Lean Management in Indian Healthcare: An Exploratory Study in Zenith International Journal Of Multidisciplinary Research, August’19, ISSN: 2231-5780, Index Copernicus Value (2012) : 4.82, **Scientific Journal Impact Factor (2012): 3.567. (2018) = 6.614**, JOURNAL No: 48877
9. “The Effect of Liquidity And Leverage on Profitability of Select It Companies”,**International Journal for Research in Engineering Application & Management (IJREAM), July’19** ISSN : 2454-915, Impact Factor : 5.83(2018) JOURNAL No: 64077
10. “Financial Inclusion and India 2030”, International Journal of Engineering Technology Science and Research, January 2018, Volume 5, Issue 1, ISSN 2394 – 3386, **(Journal No: 44431) IMPACT FACTOR 2.120**
11. The effect of Corporate Governance on profitability of a firm: A Study of Indian Automobile Industry”, International Journal of Engineering Technology Science and Research, August 2017, Volume 4, Issue 8, ISSN 2394 – 3386, **(Journal No: 44431)**
12. “A Study on Financial Inclusion through PMJDY”, National Seminar on “Banking and Financial Services in Indian Economy – Post Demonetization” *Airo International Research Journal*, Volume IX, ISSN: 2320-3714.**Impact Factor 3.09, Feb 2017 Journal No: 63012**
13. “Green Banking: An Initiative of Indian Commercial Banks”, Journal of Global Management Outlook, December 2016 Volume-1, Issue-X ISSN 2277-3789.
14. “Preparing For Self Sufficiency: A Study Of Food And Agricultural Sector In India”, Journal of Co-operative Management, January-March 2016, Vol. No. 50, No 4, ISSN No: 0302-7767.
15. “The changing face of operations management: an insight into banking sector” The International Journal for Science, Discovery Publication, Feb, 2016, ISSN 2319 – 7730 EISSN 2319 – 7749.



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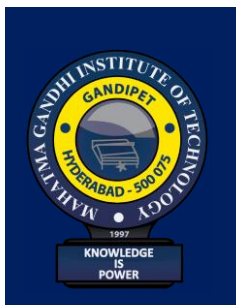
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16. “Impulsive Buying Behavior tendencies in Developing Markets: With special reference to Demographic Characteristics of Consumers (A Preliminary Study)” International Journal of Engineering Technology Management and Applied Sciences Sept’2015, ISSN-2349-4476, Indexed Journal Impact Factor 2.24
17. “Service Quality Delivery and its Impact on Customer Satisfaction in Indian Banking Sector”, **IFRSA Business Review, June 2014, e-ISSN 2249 5444, p-ISSN 2249 8168.** Impact Factor 0.1351.
18. “Foreign Direct Investment In Indian Retailing Sector-Prospects And Retrospect” **Zenith International Journal Of Business Economics And Management Research Vol3, Issue 8, August 2013 ONLINE ISSN: 2249-8826 (Journal No: 49368)**
19. “Foreign Direct Investment in Indian Retailing Sector-Prospects And Retrospect” **ZIJBEMR, August 2013, ISSN: 2249-8826.** Impact Factor (2012): 4.134. **(Journal No: 49368)**
20. ”Student Perceptions on Educational Service Quality-An Empirical Study”, International Journal of Innovative Research and Development, July 2013, ISSN: 2278 – 0211 Online, Indexed Journal.
21. "Inter relationship between Service Quality, Customer Satisfaction and Loyalty: An Empirical Analysis of Banking Sector" International Journal of Innovative Research and Development, May 2013, ISSN: 2278 – 0211 Online, Indexed Journal.
22. “Methodologies for innovation and improvement of services in tourism” EARTH NITHM Journal of Tourism and Hospitality Management, Volume 2, issue 1 Jan-June 2012, ISSN 2231-6213. **(Journal No : 44151)**
23. “HR Outsourcing: A Comparative Analysis at the Entry and Higher Levels” in Zenith International Journal Of Multidisciplinary Research, April’12, ISSN: 2231-5780, Index Copernicus Value (2012) : 4.82, Scientific Journal Impact Factor (2012): 3.567. **(Journal No: 48877)**
24. “A Comprehensive Model of Service Quality, Customer Satisfaction and Performance of Retail Banking.” in **EB Journal of Management and Research, Issue-1, Vol.4 Jan-Mar 2011 ISSN: 0974- 1755**
25. “A Gap Analysis of Service Quality Perception in Private Sector Banks- An Empirical Study” **EB Journal of Management and Research, Issue-2, Vol.3 Apr-Jun 2010, ISSN:0974 -1755**
26. “Role Stress and Gender as Determinants of Compulsive Buying Behavior : A preliminary study in a Developing Market”, Journal of International Management Studies, Volume 10, Number 1, 2010, ISSN: 1690-2140, pp. 92-97.

Conferences:

1. “Workers Safety at Indian Construction sites” Recent Advances in Civil Engineering: Proceedings of the 2nd International Conference on Sustainable Construction Technologies and Advancements in Civil Engineering (ScTACE 2021), ISBN978-981-19-0188-1,
2. “CSR@Infosys: A Case Study”, Corporate Social Responsibility, Mar’2017 ISBN:978-93-85518-09-9,
3. “Bank Service Quality, Customer Satisfaction and Loyalty in Indian Banking Sector”, Service Quality Management, 2016, Discovery Publishing House Pvt. Ltd. ISBN: 978-93-5056-804-0, pp. 86-98.



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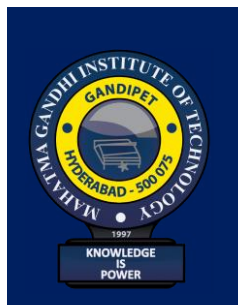
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4. “What Ails Entrepreneurial Engineers?”, Next Generation Education for Entrepreneurial Engineers, Bonfring, March 2016, ISBN: 9789385477768, pp 164-171.
5. “E-PAYMENTS- A STUDY OF VULNERABILITY & INSTITUTIONAL INFRASTRUCTURE IN INDIA”, Strategies for Business Excellence: Challenges and Opportunities, Dec 2015, ISBN:9789383038 29 9, pp. 120-123
6. “Customer satisfaction through Service Quality in Retail Banking Sector”, Business Competitiveness Prospective, Challenges & Strategies , Feb 2015, ISBN:978-81-8242-974-3,pp 365-372
7. “Work-Life Balance Among Bank Employees Through Flexible Work Arrangements: An Empirical Study”, Competency Mapping among College Teachers: Problems and Prospects”, January 2015, ISBN:978-81-929088-2-3, pp 155-160
8. “Gap Analysis of Service Quality and its Impact on Customer Satisfaction in Private Banks”, Innovations in Services Quality Management, July 2013.,ISBN: 978-81-907052-9-5, pp-67-77
9. “Technology and Service Quality in e-Banking in India”, Innovations in Services Quality Management July 2013, ISBN: 978-81-907052-9-5, pp-86-110
10. “Antecedents of Work-Life Imbalance Among Bank Executives: An Empirical Study” Stress Management at workplace April’13, ISBN: 978-81-923134-0-1, pp-144-149
11. “Customer Perception on Privacy, Security and Trust in E- commerce Portals –An Empirical Study” in an international Global Research March 2013, volume III, ISBN978-3-5087-186-7, pp-105-112.
12. Interrelationship Between Service Quality Attributes And Customer Satisfaction In Retail Banking Sector In India” in an international conference “GPBM” organized by Skyline University College, Sharjah during 29th April-1st May ’12.
13. “ Testing model of Retail Banking based on Service Quality, Customer Satisfaction and Bank Performance” in 24th Annual Convention of AIMS“ Innovative Management Education for Sustainable Development ” during 25-27th August 2012, pp-81-88.

No. of Books/Chapter Published with details:

1. Published a book titled “Service Quality Perception And Satisfaction In Indian Retail Banking” by LAMBERT Academic Publishing with ISBN :978-3-659-41848-8., 2014
2. Published a book titled “Security Analysis and Portfolio Management”, Paramount Publishing House ISBN: 978-93-26-8, 2014
3. Edited a book titled “Innovations in Services Quality Management” Lorven Publications with ISBN: 978-81-907052-9-5
4. “Business Economics” Maruthi Publications, (In-process)



Events Organized:

Conferences:

1. Two day National Seminar on “Innovations in Service Quality Management” in association with AIMS during 31 Jan 2013.(Convener)

FDPs/STTPs:

1. International Webinar FDP on “RELEVANCE OF MATHEMATICS TO CORE-ENGINEERING SCIENCES” during 12-16 October 2020 (Co-convenor) Two-day Online FDP on “ Intellectual Property Rights and Patent Filing” during 11& 12 Sept 2020 (co-ordinator, NISP)
2. A Two-day online Faculty Development Programme on “Managing Sustainability in Turbulent Times” during 29&30 July 2020 (Convener),
3. Two Day FDP on Transforming Management Faculty at CBIT in association with AIMS Telangana Chapter during December 29-30, 2017. (Convener)
4. A 3 day Executive Development Programme on Business Analytics: Basics to Applications on November 16-18, 2017.(Convener)

Refresher Courses/ Workshops/ Webinars/ Seminars/ Guest Lecture:

1. Two-Day Online International Webinar on “Empowering Women A Paradigm Shift in NEP 2020” during 08&09 Jan 2021(Convener).
2. National Seminar on “IOT for Real World” on 28th October 2019.(Co-Convener)
3. National workshop on “Relevance of Vedic Mathematics to Real World Computing” on 24th Sept 2019. (Member)
4. Two day workshop on “Digital Business” in association with Kartekeya Solutions and MSME Trainers during 24-25 Feb 2019. (Convener)
5. Two day workshop on "Research Methodology" for MBA Students during 13-14 Feb 2019.(Convener)
6. One day workshop on Career Opportunities, Plans & Strategies, for MBA students” on 11-11-2017 was organised on the eve of Foundation Day Celebrations of SMS.(Convener)
7. Confluence’17, Alumni meet was organised as part of Foundation Day celebrations.
8. A two day Management Fest “YUKTHI’17” was organised under the flagship of “SUDHEE’17” during 15-16th Sept 2017. (convener)
9. A two day National Management Fest Yu kthi’11 was organized during 31st March 2011.(convener).

Events Attended:

FDPs/STTPs:

1. 1 Week FDP on “Effective Learning and Teaching of Cutting Edge Technologies” organized by SPRUL and Sri Vidyanikethan Institute of Management during 27th -31st October 2021.
2. 3 day FDP on “Citation Styles and Reference Lists” organized by Siva Sivani Institute of Management during 21st-23rd June 2021.
3. 1 week FDP “Writing and Publishing Papers in High Impact Factor Journals” organized by Sanskrithi School of Business during 24th-30th April 2021.
4. Two day National level FDP on “Intellectual Property Rights and Patent Filing” organized by R&D Cell and NISP Cell MGIT during 11& 12th

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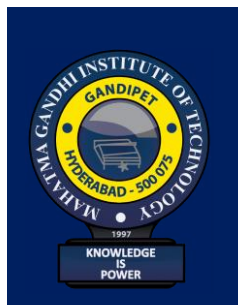
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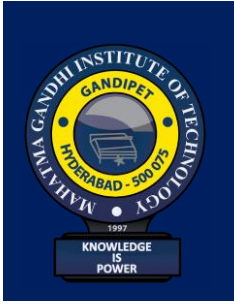
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Sept 2020.

- 1 week FDP on “Role of Machine Learning & Data Sciences in AI”, 28th June – 2nd July 2020, Department of CSE and M&H, MGIT.
- International Virtual FDP on Innovative Techniques for Effective Teaching Online and Offline, 12-13th June 2020, organized by M&H Dept, MGIT
- 1 week FDP on “Research Methodologies and Data Analytics using SPSS & R” 26-31st May 2020, organized by Sansrithi School of Business, Puttaparti
- 1 Week MDP on Empowering MSMEs during Crisis Time, 20-23rd May 2020 organised by RV Institute of Management, Bangalore.
- Effective and Efficient Online Teaching in the Age of Corona: A Hands-On Workshop. 16th May 2020 organized by IIT Bombay.
- 1 week AICTE Sponsored FDP on "OUTCOME BASED EDUCATION: A STEP TOWARDS EXCELLENCE" 12th to 15th May 2020 organized by Government College of Engg., Karad
- Three day workshop on “Developing and Analyzing Business Cases” organized by SMS, CBIT during 12th-14th December 2018.
- 2-Day Faculty Development Programme on “Microsoft Excel Applications in Finance” organized by School of Management Studies, University of Hyderabad during 24 & 25- MAR-2017.
- One week National Level Faculty Development Programme on “Emerging trends, Issues and Challenges in Big Data and Cloud Computing (ETICB 2017)” sponsored by TEQIP II organised by Department of Computer Science Engineering, CBIT, Hyderabad, during 20-25, Feb 2017.
- One week Faculty Development Programme on “Intellectual Property Rights” sponsored by TEQIP II, organized by **Chaitanya Bharathi Institute of Technology**, during December 19-24 December 2016
- One day “Awareness Workshop on Outcome Based Education Accreditation” organised by University College of Engineering, Osmania University in association with NBA New Delhi, on 18th December 2016.
- Two day workshop on “Digital Marketing” organized by CBIT in association with Skillfirst during 22nd-23rd November 2016.

Seminars/conferences:

- “Indian Startups Ecosystem, Issues, challenges and Opportunities” Two day National Seminar on Indian Startups: Issues, challenges and Opportunities organized by Padmavati Mahila University, Tirupati, A.P during 28 & 29 Feb 2020.
- “A Study on Impact of NPA on Bank’s Performance”, Two day International Conference on *Emerging Global Business Paradigms and Contemporary Management Issues (EGBPC 2019)* organized by Business and Accounting Department, Muscat College, during 26th March 2019.
- “Leveraging Fintech For Customer-Centric Banking Services: An Insight From Disruptive Perspective”, Two Day International conference on Disruption: Ideas, Narratives for Management and Leadership, organised By GITAM, Hyderabad during 9-10 March 2018.
- “Effect on Business if Machines have Feelings, Emotions and Common Intelligence”, SIBM- ASMA NATIONAL RESEARCH CONFERENCE 2018 during 23-24 February 2018
- “High Technology Entrepreneurship- The Drivenway for a New



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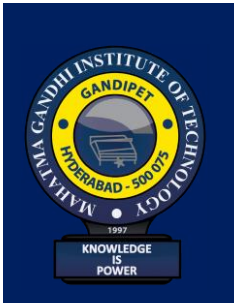
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Economy”, in Two day international conference on Management (through Transformation of Policy framework) for Better Society, organised by Sanskrithi School of Business, Puttaparthi during, 5-6th January 2018.

6. “India-an International brand and Its strategies to become Global Market Leader”, in Two day international conference on Management (through Transformation of Policy framework) for Better Society, organised by Sanskrithi School of Business, Puttaparthi during, 5-6th January 2018.
7. The effect of Corporate Governance on profitability of a firm: A Study of Indian Automobile Industry” in 6th International Conference on Research Trends in Engineering, Applied Science and Management, ICRTESM-2017 during 6th August 2017.
8. “Green Banking: An Initiative of Indian Commercial Banks”, in a National seminar on Changing Paradigms in Managerial Practices organized by Department of Business Management, Telangana University during 4th May 2017
9. “CSR@Infosys : A Case Study”, at 3 day International Conference on Corporate Social Responsibility organized by Acharya Nagarjuna University, Guntur, during 10-12, March 2017.
10. “A Study on Financial Inclusion through PMJDY”, at 2 day National conference, Banking and Financial Services in Indian Economy-Post Demonetization organized by Aristotle PG college during Mar 2017.
11. “Financial Inclusion and India- 2030” at National conference on Contemporary Issues on Corporate, Personal, Micro Finance, Banking, Insurance and Financial Analytics, organized by Siva Sivani Institute of Management, during Nov 2016.
12. “What Ails Entrepreneurial Engineers?”, National Conference on Next Generation Education for Entrepreneurial Engineers, organized by S.R. Engineering College during 9-10th March 2016,
13. “Wealth Management From The Disruptive Perspective” In 2 Day National Conference on Disruptive Innovations in Business-Lessons for Industry and B-schools” organized by REVA University, 29-30 Jan 2016.
14. The Changing Face Of Operations Management: An Insight Into Banking Sector” in 2 day national conference on “Operations Research and Management” organized by Mechanical Engineering Department and School of Management Studies, CBIT, 28-29 Jan 2016.
15. “E-Payments - A Study Of Vulnerability & Institutional Infrastructure In India”, 4th international conference on Strategies for Business Excellence: Challenges and Opportunities, organized by MRCET during 18-19th Dec 2015,
16. “Customer satisfaction through Service Quality in Retail Banking Sector”, in a National conference on Business Competitiveness Prospective, Challenges & Strategies , organized by Siva Sivani Institute of Management during Feb 2015,
17. “Work-Life Balance Among Bank Employees Through Flexible Work Arrangements: An Empirical Study”, National Seminar on Competency Mapping among College Teachers: Problems and Prospects”, organized by Dept. of Commerce Government Degree College, Siddipet, 29-30 Jan



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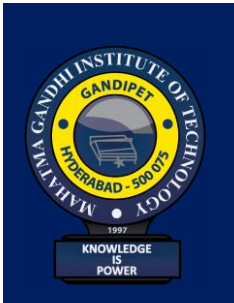
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18. “Bank Service Quality, Customer Satisfaction and Loyalty in Indian Banking Sector” at 2 day National Seminar on "Service Sector and Quality Management in India" organized by Dept. of Business Management, Yogi Vemana University, Kadapa during 21st-22nd Feb 2014
19. “Service Quality Delivery and Its Impact on Customer Satisfaction in Indian Banking Sector” at one day national seminar on Banking and Insurance-Contemporary Issues” on 13th Feb 2014 organized by Sir C.R. Reddy Autonomous College, Eluru, W.G.Dt.
20. “ Financial Inclusion towards sustainable Development of India” at 2 day national conference “ Can MSME’s be the India’s Sustainable Development Engine?” during 3-4th January 2014.
21. “Gap Analysis of Service Quality and its Impact on Customer Satisfaction in Private Banks “in two-day national conference “Innovations in Services Quality Management” organized by School of Management Studies, Chaitanya Bharathi Institute of Technology during 31st January - 1st February 2013.
22. “Technology and Service Quality in e-Banking in India” in two national conference “Innovations in Services Quality Management” organized by School of Management Studies, Chaitanya Bharathi Institute of Technology during 31st January -1st February 2013.
23. Antecedents of Work-Life Imbalance Among Bank Executives: An Empirical Study” in one day national seminar “Stress Management at workplace” organized by V.R.Siddardha Engineering college, Vijayawada during 20th April’13.
24. “Customer Perception on Privacy, Security and Trust in E- commerce Portals –An Empirical Study” in an international conference on Global Research on 20th March 2013.
25. “ Testing model of Retail Banking based on Service Quality, Customer Satisfaction and Bank Performance” in 24th Annual Convention of AIMS “ Innovative Management Education for Sustainable Development ” during 25-27th August 2012.
26. “Consumer Perception On Security In E-Commerce Portals” in an international conference “ICOMBS” organized by ICFAI Business School during 10-11th May ’12.
27. “Interrelationship Between Service Quality Attributes And Customer Satisfaction In Retail Banking Sector In India” in an international conference “GPBM” organized by Skyline University College, Sharjah during 29th April-1st May ’12.
28. HR Outsourcing: A Comparative Analysis at the Entry and Higher Levels” in 9th Annual International Smart Sourcing Conference (ISSC’09) on Jan 5-6, 2011 at the IIT Delhi.
29. Customer perception on privacy, security and Trust in E-Commerce portals- An Empirical Study”, International Conference on Global Research Stanford Organization, March 2013,.
30. Role Stress and Gender as Determinants of Compulsive Buying Behavior: A study in developing market” at an international conference organized by IABE, 2010, Bangkok during June 4th – 6th 2010.
31. “Women in Banking- Problems and Challenges” at a National Seminar “ Role of Women in Management” organized by School of Management Studies, Chaitanya Bharathi Institute of Technology during March 2007.
32. “Management Education, Autonomy vs. Affiliation – A tradeoff” in a



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National level seminar “ Management Education- Issues, challenges and possibilities” organized by School of Management Studies, Chaitanya Bharathi Institute of Technology during 17-18 December 2004.

33. “Indian Manager in his Environment”, in a national seminar on Indian Ethos and corporate India, organized by M.G.College Guntur during 26-27th October 2002

Refresher Courses/ Workshops/ Webinars/ Seminars/Guest Lecture:

1. Attended 3 week Refresher course in Research Methodologies organized by University of Hyderabad during June 2013.
2. Attended 2 week Faculty Development Programme organized by Mahatma Gandhi Institute of Technology during April 2013.
3. Attended 2 week Faculty Development Programme Organized by School of Management Studies CBIT.
4. Attended 3 week Refresher Course on Emerging trends in Finance Organized by Institute of Public Enterprise, Hyderabad.

Online Certifications:

1. Advanced Trading Algorithms, Indian Business School(ISB) during 2022.
2. Trading Basics, Indian Business School(ISB) during 2021
3. Trading Algorithms, Indian Business School(ISB) during 2021
4. Investment Risk Management, Coursera Project Network during 2021
5. Writing Professional Emails in English, Georgia Institute of Technology during 2020
6. Financial Markets, Yale University during 2020
7. Marketing Analytics, Darden School of Business, University of Virginia, during 2020
8. Specialization in Business Analytics, University of Pennsylvania, during 2020
9. Accounting Analytics ,Wharton University of Pennsylvania, during 2019
10. People Analytics, Wharton University of Pennsylvania during 2019
11. Customer Analytics, Wharton University of Pennsylvania during 2019.
12. Operations Analytics, Wharton University of Pennsylvania during 2019.

Any Other Contribution:

1. Reviewer for International Journal of Bank Marketing.
2. Reviewer for Asian Journal Medicine and Health in recognition of an outstanding contribution to the quality of the Journal on 9th April 2022.
3. Certificate of Excellence in Reviewer by International Journal of Tropical Disease and Health