



**Name: DR.V.H.S.PALLAVI**

**Qualification: MBA, Osmania University**

**PHD, Rayalaseema University**

**Present Designation:** Lecturer,  
Department of Commerce & Management  
St Joseph's Degree College  
Sunkesula Road, Kurnool

**Teaching Experience:** 17 years at St. Joseph's Degree College, Kurnool.

**Subject Area:** Marketing & allied Subjects, Management & allied subjects, Project Work

**Research Experience:** PhD  
PP.MAN.0765A  
Rayalaseema University, Kurnool

**Research Guide:** **Late** Dr. G. Rama Krishna  
Assistant Professor  
Department of Business Studies  
Rayalaseema University, Kurnool.

**Research Topic:**  
“Customer Preferences and Satisfaction Levels towards Online Shopping- A Study of Rayalaseema region in Andhra Pradesh”.

**Project Work in Post-Graduation:**  
Change Management-Assessing Employee Resistance and Readiness to change.  
Allwyn – A unit of Voltas Ltd,A TATA Enterprise, Hyderabad

## **Educational Qualification:**

<b>Course</b>	<b>Institution</b>
PHD - “Customer Preferences and Satisfaction Levels towards Online Shopping- A Study of Rayalaseema region in Andhra Pradesh”.	Rayalaseema University, Kurnool
Post Graduation – MBA (HRM and Marketing)	Progressive College for PG studies affiliated to Osmania University Hyderabad
Degree – B Sc Home Science	Government College for Women, Guntur
Intermediate	Government College for Women, Guntur
SSC	St. Ignatius English Medium School, Guntur

## **Additional Responsibilities**

1. Convener for Inter collegiate Commerce & Management Quest 2016,2019, 2020, SJDC
2. Convener for Intra collegiate Commerce & Management Quest 2024, SJDC
3. Convener for Entrepreneurship Development Cell, 2019-2021 SJDC
4. Convener of Institution’s Innovation Council, SJDC, 2022 -2024
5. Committee member for Women Empowerment Cell, SJDC
6. Committee member EISC, SJDC
7. Committee member in Criteria V, NAAC, SJDC
8. BoS Member in Business Administration for Osmania Degree College(A) KURNOOL AP 2024-25.

## **Certificate Courses**

1. Vani Certificate course by Prasar Bharati (Broadcasting Corporation of India) Staff Training Institute, All India Radio 16<sup>th</sup> July to 20<sup>th</sup> July 2007
2. Innovation Ambassador Training – Foundation Level conducted by Ministry of Education’s Innovation Cell & AICTE during IIC Calendar Year 2021-22
3. Innovation Ambassador Training – Advanced Level conducted by Ministry of Education’s Innovation Cell & AICTE during IIC Calendar Year 2021-22
4. Innovation Ambassador Training – Re skilling conducted by Ministry of Education’s Innovation Cell & AICTE during IIC Calendar Year 2024-25
5. Introduction to Project Management –Ed X University of Adelaide
6. Risk Management for Projects – Ed X University of Adelaide
7. Human Resources: Hiring and Managing Talent in the 21st Century – Ed X University of California Riverside
8. New Age Business Models – SWAYAM
9. Retail Management – NPTEL
10. Trainer’s Certificate Women In Digital Business under International Labor Organization

## **Online Webinars Attended**

1. International Webinar on Managing Services in the Era of Reshaping Opportunities organized by Dept of Commerce, Acropolis, Institute of Management Studies & Research, Indore on July 11<sup>th</sup> 2020.
2. Futurism & Prediction – improving estimates & long range forecasts organized by Association of Indian Management Schools on 8<sup>th</sup> July 2020
3. Innovation, Ecosystem & Incubation organized by The New College, Chennai on 28/6/20
4. 1-Day Online Workshop on Rural Entrepreneurship and Orientation of Business Plan Preparation organized by Mahatma Gandhi National Council for Rural Education, Dept of Higher Education, Government of India on 22<sup>nd</sup> January 2021.
5. 1-Day Online FDP on “Research & Innovation” organized by St Francis College, Bangalore in collaboration with Jyothi Nivas College Autonomous, Bangalore on 16<sup>th</sup> December 2023.

## **Resource Person**

1. Session on Orientation towards Entrepreneurship Development at 5 Day Entrepreneurship Development Program to student members of ED Cell, SJDC on 6<sup>th</sup> October 2021
2. Session on Awareness program on Institution's Innovation Council & Smart India Hackathon to EDC & IIC students June 2023
3. Evaluator in the Smart India Hackathon 2023, MoE's Innovation Cell, Govt of India
4. Speaker at NSS Camp at Nidzur, Munagalapadu & Singavaram villages for the years 2019,2020, 2023 & 2024
5. Evaluator for YUKTI 2025, MoE's Innovation Cell, Govt of India
6. Resource person for various sessions at 10-Day Entrepreneurship Development Program Certificate Course for the years 2022, 23, 24 &25.

## **Papers Presented at National Seminars:**

1. "Empowering Women is Empowering Nation"  
ICSSR Sponsored 2-Day National Seminar on Globalization- A Strategy towards Women's Empowerment conducted by Dept of Political Science, Govt College for Men, Kurnool. 24<sup>th</sup> & 25<sup>th</sup> September 2016.
2. "Entrepreneurs - the Need of the hour", National Seminar on Entrepreneurship Development conducted by Dept of Commerce & Management, Sri Ramakrishna Degree & PG College, Nandyal.  
7<sup>th</sup> to 10<sup>th</sup> September 2018
3. "E-commerce: a Paradigm shift in doing business", National Seminar on Changing Dimensions in Marketing Scenario conducted by Dept of Commerce, Sri Krishna Devaraya University, Anantapur. 28<sup>th</sup> & 29<sup>th</sup> 2018
4. "Consumer Protection and E-commerce", National Seminar on Consumer Protection in India: Issues & Challenges conducted by Sri Venkateswara University, Tirupati 24<sup>th</sup> & 25<sup>th</sup> January 2019
5. "Human Rights violation in Israeli-Palestinian Conflict", An ICSSR sponsored 2-Day International Seminar on The Israeli - Palestinian Imbroglio – Issues & Players – Multipronged Strategies for Dispute Resolution organized by K.V.R Government College for Women, Kurnool 22<sup>nd</sup> & 23<sup>rd</sup> February 2024

## **Paper Publications:**

1. Factors Motivating Online Shoppers,  
IJRAR June 2019, Volume 6, Issue 2, (E-ISSN2348-1269, P- ISSN 2349-5138)
2. Satisfaction Levels of online shoppers towards Promotional Deals, Volume No. 10  
(2020), Issue No. 01 (January),  
IJRCM, ISSN 2231-1009.
3. Customer Satisfaction Towards Product Usage Features In Online Shopping  
International Journal of Emerging Technologies and Innovative Research  
(www.jetir.org), ISSN:2349-5162, Vol.12, Issue 2, page no.f373-f378, February-2025,  
Available :<http://www.jetir.org/papers/JETIR2502553.pdf> JETIR2502553
4. Role of Question Paper Setter in Quality Assessment  
Journal of Emerging Technologies and Innovative Research (JETIR)JETIR October,  
Volume 12, Issue 10 [www.jetir.org](http://www.jetir.org) (ISSN-2349-5162)JETIR2510040 [www.jetir.org](http://www.jetir.org)

## **FDP'S Attended:**

1. Faculty Knowledge Program conducted by ICFAI Business School -2017.
2. Improved Teaching Methods conducted by ICFAI Business School- 2018.
3. ICSSR sponsored 12 day Capacity Building Program on Research Methodology, Data Analytics using SPSS & Academic Writing conducted by Sri Rayalseema University, Kurnool – 2019
4. The Usage of ICT as an effective Teaching Aid conducted by SJCQAC, ST Joseph's Degree College, Kurnool-15th February 2020
5. One week FDP on Research Methodologies, data analytics using SPSS & R conducted by Sanskrithi School of Business – 2020
6. Five-Week Faculty Development Program on MOODLE LMS organized by Dept of Computer Sciences 20<sup>th</sup> January to 18<sup>th</sup> February 2021
7. Two-Day Workshop titled 'What Makes an Incubator Successful' on the 16th and 17th of February 2023 organized by IIT Madras Incubation Cell & Startup India at the IIT Madras Research Park in Chennai, Tamil Nadu.

8. 5- Day Advanced Management Development Program on "Application and Challenges of Industry 4.0 Technology for MSMEs" (Sponsored under ESDP Scheme, Ministry of MSME, GoI) at Indian Institute of Information Technology Design and Manufacturing, Kurnool from 8<sup>th</sup> to 12<sup>th</sup> January 2024.
9. Six days Online AICTE Training And Learning (ATAL) Academy Faculty Development Program on Driving Innovation for Sustainable Urban Growth: Smart Cities, Mobility, Logistics and Start-up Ecosystems at ST. FRANCIS COLLEGE from 02/12/2024 to 07/12/2024
10. One-day Workshop on STEAM Evolution: think, Innovate & Express held on 27<sup>th</sup> March 2026 by the Department of Sciences & English at Indian Institute of Information Technology Design and Manufacturing, Kurnool

### **Conferences Attended:**

1. Attended National Women's Parliament Amaravathi -2017 Organized by Ministry of Youth Affairs & Government of AP
2. One day National Workshop on "Online AQAR: An ICT Integrated Approach for Quality Culture in HEI's", organized by IQAC, St Pious Degree College, Hyderabad on 9th March 2019.
3. Two Day National Conference on: Innovative Mechanisms & Standards For Assuring Quality In HEI's (IAQHEI'20) conducted by KLU University-6th & 7th March 2020
4. Institution's Innovation Council Regional Meet organized by Ministry of Education's Innovation Cell at Sreenidhi Institute of Science & Technology, Hyderabad 12<sup>th</sup> August 2022
5. Institution's Innovation Council Regional Meet organized by Ministry of Education's Innovation Cell at SRM University, Mangalagiri, AP on 2<sup>nd</sup> November 2025

## **Events Organized:**

1. Convened Intercollegiate competitions at St Joseph's Degree College, KNL
  - I. Commerce & Management Quest 2016
  - II. Commerce & Management Quest 2019
  - III. Commerce & Management Quest 2020
2. Faculty Coordinator for Rural Entrepreneurship Business Plan Implementation Competitions from 13<sup>th</sup> -15<sup>th</sup> March 2021 organized by Mahatma Gandhi National Council for Rural Education, Dept of Higher Education, Government of India.
3. Faculty Coordinator for "Rural Entrepreneurship and Orientation of Business Plan Preparation " organized by Mahatma Gandhi National Council for Rural Education, Dept of Higher Education, Government of India at St Joseph's Degree College on 22-01-2021
4. Organized a 5 day FDP on Entrepreneurship Education for English faculty, SJDC from 03-03-2021 to 05-03-2021
5. Organized 1-Day Entrepreneurship Awareness Program on 27-10-2023, sponsored by MSME Development Facilitation Office, Ministry of MSME ,Visakhapatnam, AP
6. Program developer & Convener for 10 Day Entrepreneurship Development Program to students of SJDC in the years 2021, 22, 23 &24
7. Coordinated Intellectual Property Awareness Program to students of SJDC by National Intellectual Property Awareness Mission on 24-04-2023
8. Convened Intra-collegiate competitions at St Joseph's Degree College, KNL  
Commerce & Management Quest 2024
9. Organized 1-Day Awareness Program on MSME Competitive Lean Scheme to Entrepreneurs sponsored by Andhra Pradesh Industrial Technological Consultancy Organization & Quality Council of India on 28-11-2025

## **Appreciation Certificates**

1. Workshop on Preparation of Project Report on Community Service Project held on 23<sup>rd</sup> July 2022 organized by Dept of Commerce & Management. SJDC.
2. Best Innovation Ambassador award at IIC Regional Meet held at 2<sup>nd</sup> December 2025 SRM University AP

## **Felicitations Received**

1. Narishakthi Puraskaram 2024 from Kalasourabha, TGV Kalakshethra, Kurnool

### **Residential Address: Dr V.H.S.PALLAVI**

Flat no 407, Block-A  
Gandhi Towers, Sunkesula Road,  
Kurnool.

**Mobile Number:** 9885102592

**E-mail id:** [pallavihannah38@gmail.com](mailto:pallavihannah38@gmail.com)

**DR V.H.S.PALLAVI**