

# Dr.Madhavi Latha Somayajula

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## EXPERIENCE

### **SamataPGCollegeforManagement,Visakhapatnam—*Professor***

JUNE2019-PRESENT

Been teaching Human Resource Management, Strategic Human Resource Management, Performance Management and Counseling, International Human Resource Management, Consumer Behavior, Business Communication, Industrial Sociology, Training and Development, Human Resource Development and Management Skill Development modules for MBA students.

### **SrinivasaInstituteofManagementStudies,Visakhapatnam—*Director&Professor***

JUNE2016-JUNE2019

Counselled the students for admission, conducted faculty development programmes while mentoring the students. Conducted various skill development programmes for both students and faculty. Taught modules like stress management and Human Resource Management for MBA students.

### **Samata PG College for Management, Visakhapatnam — *Professor & Head of the Department***

NOVEMBER2011-DECEMBER2015

Administered as the head of the postgraduate student affairs and student welfare. Taught a total of 6 postgraduate subjects like Organisational Behaviour, Human Resource Management, Strategic Human Resource Management, Management Skill Development, Business Communication and Labour Laws for MBA students.

### **SamataPGCollegeforManagement,Visakhapatnam—*AssociateProfessor***

JUNE2008-NOVEMBER2011

Taught a total of 6 postgraduate subjects like Organisational Behaviour, Human Resource Management, Strategic Human Resource Management. Management Skill Development, Business Communication and Labour Laws for MBA students.

### **SamataPGCollegeforManagement,Visakhapatnam—*AssistantProfessor***

NOVEMBER2000-MAY2008

Taught a total of 6 postgraduate subjects like Organisational Behaviour, Human Resource Management, Strategic Human Resource Management. Management Skill Development, Business Communication and Labour Laws for MBA students.

## EDUCATION

### **Andhra University, Visakhapatnam — *Doctor of Philosophy (Ph.D)***

2006-2011

Been awarded with Doctorate in Doctor of Philosophy with Human Resource Management as the specialisation.

### **Andhra University, Visakhapatnam — *Masters in Human Resource Management (MHRM)***

2006-2008

Acquired Masters in Human Resource Management where Business strategies, industrial relations laws, organisational behaviour and management of industrial relations as some of the modules.

### **Madurai Kamaraj University, Madurai — *Master of Philosophy (M.Phil)***

2003-2004

Acquired Master of Philosophy with Management as the specialisation.

### **Andhra University, Visakhapatnam — *Master of Business Administration (MBA)***

1998-2000

Acquired Master of Business Administration with Management as the specialisation.

### **Andhra University, Visakhapatnam — *Bachelor of Education (B.Ed)***

2013-2014

Completed Bachelor of Education with methodology in English and Biology.

### **Andhra University, Visakhapatnam — *Bachelor of Sciences (B.Sc)***

1995-1998

Completed Bachelor of Sciences with Chemistry, Botany and Zoology as Methodology.

## TRAINING PROGRAMMES

### **Labour Laws**

Organised a week training programme on Labour Laws to 25 esteemed Vizag Steel Plant officers.

### **Leadership and Strategy**

Organised a week training programme on Leadership and Strategy to 25 practising and working company secretaries.

### **Teamwork & Team Building**

Organised a week training programme on Teamwork and team building to 30 Engineers of AP Transco Ltd.

### **Interpersonal Relationship & Work Culture**

Organised three days of training programme on Interpersonal relationship and work culture to 30 Engineers of AP Transco Ltd.

## Leadership and Motivation

Organised two days of training programme on Leadership and motivation to 20 executives of Jensor Technologies Ltd.

## Leadership and Motivation

Organised two days of training programme on Leadership and motivation to 20 executives of HPCL.

## Faculty Development Programs/ Online Workshops Attended

Participated in the "Online Impact Lecture Series-II", sponsored by MHRD's Innovation Cell, AICTE, organized by Institution's Innovation Cell, University College of Engineering, Adikavi Nannaya University on 21<sup>st</sup> July 2022.

Participated in a week-long Faculty Development Programme on "Innovative Approaches in Commerce & Management Teaching" from 25<sup>th</sup> July to 29<sup>th</sup> July 2022 from a virtual platform organized by Amity College of Commerce & Finance (ACCFK).

Participated in IPR awareness/training program under the special mission called "National Intellectual Property Awareness Mission (NIPAM)" conducted by Office of Controller General of Patents, Designs and Trade Marks, on 29/07/2022.

## RESEARCH & PUBLICATIONS

### Andhra University, Visakhapatnam—Research Guide

APRIL 2013-PRESENT

Administering as a research guide for Ph.D. Scholars (Part Time). 3 out of 4 scholars have submitted their final thesis and are waiting for their doctorate.

Mrs. K. Madhavi awarded Ph.D. in the year 2021 and the title of the Thesis was "Sustainable Tourism Development: Prospectus and challenges (A Study on north coastal districts of Andhra Pradesh)

Mr. N. V. S. Anil Kumar awarded Ph.D. in the year 2021 and the title of the Thesis was "Customers Perception towards Online Banking (A comparative study with reference to select public and private sector banks in Visakhapatnam city)".

Mrs. A. Annapurna awarded Ph.D. in the year 2022 and title of the thesis is "Stress Management of Women teachers in Educational Institutions (A Comparative study between Public and Private selected Educational Institutions in greater Hyderabad, Telangana).

### International Journal for Research in Applied Science and Engineering Technology

VOLUME 1, ISSUE 1, JANUARY 2020

Stress Management among Women Employees in Education Institutions - A Study

### International Research Journal

VOLUME 7, ISSUE 1, JANUARY 2020

A Study on causes of occupational stress among women teachers and strategies adopted to overcome the stress in educational institutions.

### Our Heritage Journal

VOLUME 67, ISSUE 2, JULY 2019

An Empirical Study on Factors Motivating the Young Generation to Adopt Online Banking Services in Visakhapatnam City

## ACHIEVEMENTS

- Invited by CMT, IIPER, Magnus and IIAM business schools for Guest lectures.
- Invited by NALSAR University of Law to conduct a session to IAS officers from all over the country on “Aspects of HRM”.

## **SKILLS**

- Mentoring.
- Counselling.
- Personality development.
- Communication Skills.
- Stress Management.
- Administrative Skills.

## **LANGUAGES**

English, Hindi and Telugu.