

Faculty Profile – [Dr. Y . Madhuri Srinivas]



Name: Dr.Y.Madhuri Srinivas
Department: Management Studies
Designation: Assistant Professor
Qualifications: M.B.A., Ph.D, UGC NET, APSET
Experience: 18 years in Teaching, 4 years in Industry
Academic positions: Member, Research, Consultancy & Extension Committee
Areas of Interest: Marketing, Advertising

CONTACT

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Publications:

International:

1. Dr.Madhuri Srinivas Y, (2017)“Wearable Fitness Trackers And Their Effectiveness” *International Journal Of Advanced Research In Science And Engg.*, 6,(1), pp35-38.
2. Dr.Madhuri Srinivas Y,(2017)“Transit Advertising: Global Trends And Growth In India” pp 2594-2598.
3. Dr.Madhuri Srinivas Y.(2014) “Emerging Trends In Mobile Marketing Communication” *Asian Journal Of Multidimensional Research (Ajmr)*, 3(8), pp33-44.
4. Dr.Madhuri Srinivas Y.(2014) “A Study On Work-Life Balance In Different Professions: Issues & Challenges” *Epra International Journal Of Economic And Business Review*, 2, No.9,pp50-56.
5. Dr.Madhuri Srinivas, Y. (2011)“A Comparative Study Of Television Viewers In Hyderabad With Respect To Brand And Key Message Recall From Advts.” *International Journal Of Marketing And Management Research*, 2,(10),pp26-36.
6. Dr.Madhuri Srinivas Y.(2008)“It Initiatives In The Indian Services Sector.” *International Journal of ITAnd Knowledge Management* 1, (.2),pp 425-438.

National:

1. Dr.Y.Madhuri Srinivas Y. (2014)“Initiatives For Green Manufacturing In India.” *BVIMR Management Edge*, 7(2,)pp 78-85.
2. Dr.Madhuri Srinivas Y. (2012)“The Blue Ocean Strategic Advantage: Some Success Stories.” *KIMR Management Journal* 2, pp77-83.

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3. Dr.MohammedAbbas Ali,.Dr..Madhuri Srinivas.Y, Dr.Bhat,M.S., (2012): “Effectiveness Of Music In Humorous Advertisements.” *BVIMR Management Edge*, .5(.2), pp103-117.
4. Dr.Madhuri Srinivas Y (2011): Television Advertising: A Study Of Changes in Brand Preferences. *Gavesana Journal Of Management* 3, (1)pp 55-62.
5. Dr.Abbas Ali, Dr.Madhuri Srinivas Y (2009): A Comparative Study Of School Children, College Students, Working Men & Women And Housewives With Respect To Brand And Key Message Recall From TV Advertisements., *Osmania Journal Of Management*, 5(12), pp21-27.

ISBN/Book Chapter:

1. Dr.S.R.SubbaRao, Dr.Y.Madhuri Srinivas (2015) ‘Entrepreneurship Development In Indian Retail Sector: A Study Of Business Models In The Global Context.’ (Service Sector: Contemporary Issues)
2. Dr.Y.Madhuri Srinivas (2013) ‘Flyover Projects Management Planning And Execution In Hyderabad’. (Project Management: A Tool for Strategic Competence.)
3. Dr.Y.Madhuri Srinivas (2011) ‘International Financing Of Public Private Partnership Projects In The Indian Infrastructure Industry.’(Public Private Partnerships In The Infrastructure Sector.)

Papers presented:

1. Presented a paper on ‘Wearable Fitness Trackers And Their Effectiveness’, at the National Seminar On ‘Internet Of Things-Applications and Security’ held on 7th-8th September, 2017, conducted by the Dept. Of Computer Science, Bhavan’s Vivekananda College, Hyderabad.
2. Presented a paper on ‘Transit Advertising: Global Trends And Growth In India’, in a 2-Day International Seminar on ‘4is-Innovation, Incubation, Intelligence And Inclusion-Emerging Global Trends’ held on 8th and 9th February, 2017, conducted by Dept. Of Management Studies, Bhavan’s Vivekananda College, Hyderabad.

Workshops/ Refresher courses /Training programs Attended:

1. Attended a 1 week workshop on 'Outcome based education- A step towards excellence.' from 11th to 15th May, 2020, conducted by Govt. College of Engg, Karad, under AICTE Margdarshan scheme.
2. Attended an online workshop on 'Online course design, development and delivery.' from 26th -28th May, 2020, conducted by UGC, HRDC, University of Hyderabad.

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3. Attended a workshop on 'Employability-post COVID era-Expectations of Industry vs Education system's preparedness.' held on 11th July, 2020, Conducted by ASSOCHAM India, ISHRAE, Pune Chapter.
4. Attended an online Faculty Development Programme on 'Building Competency for Online Teaching' 6th -10th June, 2020, conducted by Bhavan's Vivekananda College.

Awards/ Recognitions:

- Published my MOOC course- 'Advertising Management- Concepts and Practice' which was approved by Udemy Inc.-an American Massive Open Online Course (MOOC) provider on 4th October, 2021, available live at www.udemy.com/course/advertising-management

Consultancy:

- Dr.Y.Madhuri Srinivas, Dr.M.V.S.Mahendra, Dr.S.Lalitha, and Dr.K.Suvarchala Rani conducted a 'Soft skills for personality development' programme for Cherlapally Industries Association, Secunderabad on 3rd December, 2016.