

Faculty Profile – [GUDDATI ARCHANA]



Name: Mrs. GUDDATI ARCHANA
Department: Management Studies
Designation: Lecturer
Qualification: MBA, PGDHRM, M. Phil
Years of Experience: 12 Years

CONTACT

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- ❖ **Academic Positions:** Teaching Faculty in Department of Management Studies
- ❖ **Areas of Interest:** Services Marketing, Customer Relationship Management
- ❖ **Publications:**
 - a) **International:**
 - 1) **Archana Guddati, Rajitha. P.** (November, 2020). A Study on Impact of Social Media Networking Sites on Consumer Behaviour. *Studia Rosenthiana Journal for the Study of Research – Web of Science Group, XII (XI), 71-76.* [doi.05.748/jsr/2020.vxiii11/098.09497](https://doi.org/10.5748/jsr/2020.vxiii11/098.09497)
 - 2) **Archana Guddati.** (May, 2019). “Impact of Customer Relationship Management in retaining and improving the Customer Satisfaction”. *International Journal of Management Technology and Engineering, IX(V), 865-872.* [doi:16.10089.ijmte.2019.v9i5.19.28115](https://doi.org/10.161089.ijmte.2019.v9i5.19.28115)
 - 3) **Archana Guddati.** (January, 2019). “Study on Customer Satisfaction, Customer Experience and Customer Loyalty and Brand Power in Hospitality Industry”. *International Journal of Management Technology and Engineering, IX (I), 2161-2167.* [doi:16.10089.ijmte.2019.v9i01.18.27658](https://doi.org/10.161089.ijmte.2019.v9i01.18.27658)
 - 4) **Archana Guddati.** (July, 2017). “Impact of Work Life Balance on Working women Job Satisfaction. *International Journal of Research in Computer Application & Management*”, 7(07). 49-53. <http://ijrcm.org.in/download.php?name=ijrcm-2-IJRCM->

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[2_vol-7_2017_issue-07-art-11.pdf&path=uploaddata/ijrcm-2-IJRCM-2_vol-7_2017_issue-07-art-11.pdf](#)

- 5) **Archana Guddati.** (November, 2016). “Information Technology Enabled Services in Promoting Services Marketing”. *International Journal of Research in Commerce, IT & Management*, 6(11). 20-21. https://ijrcm.org.in/article_info.php?article_id=7217

❖ **Papers Presented:**

Presented a Paper on “Impact of Customer Relationship Management in retaining and improving the Customer Satisfaction” in International Conference on Modern Technology in Engineering Research & Management (ICMTERM-2019), held in Siddhartha Institute of Engineering and Technology, Hyderabad, India, 01-02 May, 2019.

❖ **Workshops:**

- 1) Participated in Two Days International Virtual Workshop on “RESEARCH IN INDIAN MANAGEMENT” Organized by Centre for Educational and Social Studies, Bengaluru, Conducted on 17th, 18th December, 2020.
- 2) Participated in 3 days Online workshop on “MULTI CRITERIA DECISION MAKING (MCDM)” Conducted by REST Society for Research International, RSRI, Krishnagiri, Tamilnadu, India, on 23rd to 25th April, 2020.
- 3) Participated in 3 Online Research Methodology Workshop on “INTELLECTUAL PROPERTY RIGHTS” Conducted by REST Society for Research International, RSRI, Krishnagiri, Tamilnadu, India, on 18th to 20th April, 2020.
- 4) Participated in Online Workshop on “INTELLECTUAL PROPERTY RIGHTS” Conducted by Pandit Deendayal Petroleum University on 10th-11th April, 2020.
- 5) Participated in One-day Workshop on “GENDER SENSITIZATION” Organized By Siddhartha Institute of Engineering & Technology, on 8th January 2016.
- 6) Participated in Two-day National Workshop on “GENDER SENSITIZATION” Organized by Department of Humanities and social sciences, JNTUH, on 4th, 5th December 2015.

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❖ Faculty Development Programmes:

- 1) Participated in Two Days FDP on “EFFECTIVE TEACHING METHODOLOGY” Conducted by Siddhartha Institute of Engineering & Technology in collaboration with ISTE-TS on 28th, 29th June, 2019.
- 2) Participated in One Week FDP on “CONTEMPORARY ISSUES IN MANAGEMENT EDUCATION & TEACHING SKILLS” Organized by Department of Business Management, Avanthi Post Graduate and Research academy, Avanthi Group of Institutions on 29th December, 2018 to 4th January, 2019.
- 3) Participated in Two Days FDP on “MANAGEMENT PEDAGOGY” Organized by DCMS, JNTUH on 27th, 28th September, 2016.
- 4) Participated in Three Days Faculty Enablement Programme on “ORGANIZATION IMPACT SKILLS AND BEHAVIOURAL SKILLS” Organized by Sri Indu College Engineering and Technology, from 7th to 9th October, 2015.

❖ Refresher Courses:

- 1) Done 8 weeks Course on “CUSTOMER RELATIONSHIP MANAGEMENT” offered by Elite NPTEL Online Certification, September – November, 2020.
- 2) Done Five Days Online Certificate Course on “EMPLOYABILITY: AN ESSENTIAL SKILL FOR PROFESSIONAL DEVELOPMENT” through Viswa Bharathi Research Centre, April 26th – 30th, 2020.
- 3) Done Certificate Course in “INTRODUCTION TO PRODUCT MANAGEMENT”, offered by Amity Future Academy, 24th April, 2020.
- 4) Done Certificate Course in “E-LEARNING PROGRAMME ON BASIC TQM”, offered by TATA Steel Capability Development, from 17th to 24th April, 2020.
- 5) Done Certificate Course in “CONTENT MARKETING”, offered by Amity Future Academy, 22nd April, 2020.
- 6) Done Certificate Course in “PERSONALITY DEVELOPMENT”, offered by Vivekanandha College of Arts and Sciences, Tituchengode, Tamilnadu, from 17th to 18th April, 2020.

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- 7) Done “ONLINE REFRESHER COURSE IN MANAGEMENT” through SWAYM ARPITH, for Career Advancement Schemes Promotion-16 Week course-2019.

❖ **Membership of Professional Bodies:**

- A LIFE MEMBER of THE INDIAN SOCIETY FOR TECHNICAL EDUCATION (ISTE) from 2019.