



Name: Dama Maheswari

Designation: Assistant professor

Specialization: Finance and Marketing

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Qualification

UGC NET
MBA(Finance & Marketing) ,(Ph.D)

Work Experience

East Point of Higher education(From 6.03-2023 to 19-01-2024)
AdityaEngineering College(From 5-06-2018 to 31-10-2022)
Chirala Engineering College(From 2.3.2013 To 30-5-2018)
Malineni Lakshmaiah Women’s Engineering College(From 2.10.2011 to 1.03.13)

Career Summary

Dynamic and talented professional dedicated to inspiring students to pursue academic and personal excellence. Committed to creating a challenging and engaging learning environment where students become lifelong scholars and learners. Proficient in delivering comprehensive lectures, conducting research, and mentoring students. Excellent communication and interpersonal skills, coupled with a passion for empowering students to develop critical thinking abilities and apply financial management techniques in practical settings.

Research Interest

Micro Finance
Banking and Insurance
Women empowerment
Digital Marketing

Research Publications

1. Published a paper titled “Bibliometric Analysis of Micro Finance Research during 2000-2021 Using Scopus Data Base” in International Journal of Economics & Management Sciences with ISSN: 2162-6359.
2. Published a paper in GEC’s International Journal of Innovation Technology and Management with title of “**Current status of tourism industry in India**”.
3. Published a paper in GEC’s International Journal of Innovation Technology and Management with title of “**FACETS OF WOMEN ENTREPRENEURS IN INDIA**”.
4. Presented Research paper titled “Impact of COVID-19 on street foods business in India –marketing perspective in International conference in the Emerging trends in Management by MIIM, Kerala.
5. Presented a paper on “**EMERGING TRENDS AND CHALLENGES OF ECONOMIC REFORMS AND IMPACT ON GLOBAL INVESTMENT**” at the national seminar on emerging trends and challenges of economic reforms at Andhra kesari tanguturi Prakasam University.
6. Presented a paper on “**PROGRESSIVE OF ROLE OF WOMEN IN INDIAN ECONOMY**” at the national seminar on Empowerment of women recent trends and challenges at CR REDDY ENGINEERING COLLEGE ,ELURU

<p><u>Courses Facilitated</u></p> <p>Financial Management</p> <p>Portfolio Management</p> <p>Business Law</p> <p>Fundamentals of Trade in Stock and currencies</p> <p>Advanced Financial Management</p> <p>Investment Management</p> <p>Production planning and control</p> <p>Managerial economics</p>	<p>Articles / Case Studies</p> <p>Consultancy / Projects</p> <p>Books / Chapters</p> <p>Activities</p> <p>Recognition / Awards</p>	<p>-</p> <p>-</p> <p>-</p> <p>1. I organized different training programs for budding entrepreneurs being a member of EDC club of Aditya college</p> <p>2. I took training classes for small and medium entrepreneurs (Khadi and village industries commission), Bangalore</p> <p>---</p>
<p><u>Member on Committees / Editorial Boards</u></p> <p>----</p> <p><u>Professional Memberships</u></p> <p>I2OR INDIA</p>	<p>Seminar Conferences Attended</p>	<p>1. Attended five days Online National level National Level Research Conclave titled “ Scaling techniques and data analysis using excel and SPSS” organized by Jain (Deemed-to-be University) (Deemed-to-be University) , centre for management studies.</p> <p>2. Attended five days Online National level Faculty Development Programmed titled “Rudiments of Finance: Teaching and Research Perspective” organized by Jain (Deemed-to-be University) ,centre for management studies.</p> <p>3. Participated on International level online panel discussion on covid-19 crisis: the global economy reshaping by Jain (Deemed-to-be University) ,centre for management studies.</p> <p>4. Attended “Basic Author Workshop Research Article Writing & Reference Management Using Mendeley” by Faculty of Science, Annamalai University in collaboration with ELSEVIER</p> <p>5. Attended International Virtual Conference on "Role of Technology in the Era of Covid-19 for Education” by UttarKhand science Education and research centre.</p> <p>6. Attended Seven day Online International Faculty Development Programmed titled “Leadership Excellence” organised by the Department of Corporate Secretary ship and Information Systems Management.</p> <p>7. Attended Gyanidhi –National level webinar series titled Impact of covid-19 on entrepreneurship” organized by JAIN (DEEMED-TO-BE UNIVERSITY) center for Management studies, Bangalore.</p>

8. Attended virtual summit on Covid -19 impact on education, technology, Environment and mankind organized by Andhra Loyola institute of Engineering and technology, Vijayawada.
9. Attended online national level webinar on world economy on tenterhooks and Indian economy road ahead by Mahatma Night Degree college of Arts and Commerce.
10. Attended webinar on quintessential media skills required For Business students organized by Prestige Institute of Management.
11. Attended National webinar on Managing Finances and investments during on COVID-19 organized by ST ALOYSIUS COLLEGE (A), Mangaluru In Association With Finmark Trainers India Pvt Ltd
12. Attended 3 days Online FDP On “New challenges in business Management”-a strategic approach organized by Andhra Loyola institute of Engineering and technology, Vijayawada.
13. Attended UGC Sponsored National work shop on “Intellectual property rights –Issues and challenges” at KAKARAPARTI BHAVANARAYANA COLLEGE ,Vijayawada
14. Attended Faculty Development Program at IIT MADRAS.
15. Attended a one day National level Workshop on ‘Motivation and Inspiration’ at MALINENI LAKSHMAIAH ENGINEERING COLLEGE, Guntur.
16. Attended faculty knowledge program organized by ICFAI business school
17. Presented A Seminar Paper on “ gap analysis between customer expectations and current provisions f Indian life insurance industry” presented at the National Seminar on “latest trends in the globalised era” at CHIRALA ENGINEERING COLLEGE