

RESUME

Personal Information

Name : Dr.K.JAGANNAYAKI
Fathers Name : K.L.C.Kesava Rao
Designation : Professor
Department : Master of Business Administration
Office Address : Institute of Aeronautical Engineering
(IARE) Dundigal, Hyderabad - 500042
Date of Birth : 23 December, 1972
Mobile : 9848837510
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Education details

Examination	Specialization	University	Year of passing	Percentage of Marks/Class
Ph.D	Management Science	Jawaharlal Nehru Technological University, Hyderabad, Telangana	2016	-
MBA	Finance and Marketing	KITS, Ramtek (Nagpur University), Nagpur, Maharashtra	1997	65% (First Class)
BSc.	Maths, Statistics and Computers	Jaya Womens Degree College, Warangal, Telangana	1993	57% (Second Class)
10+2 (Inter)	MBiPC	Samarth Jr. College, Ramtek, Maharashtra	1990	50% (Second Class)
SSC	General	St. Anns Girls High School, Macherla, AP	1988	74.5% (First Class)

Employment details

Duration	Experience	Name and address of Employee
1 Feb 2022 – Till Date	4.2 years	Professor, Institute of Aeronautical Engineering, Dundigal, Hyderabad.
5 Jan 2010 – 31 Jan 2022	12.0 years	Associate Professor of MBA, CMR Institute of Technology, Kandlakoya, Hyderabad.
6 Jul 2007 – 23 Dec 2009	3.8 years	Associate Professor, Dept. of MBA & TRR Engineering College, Patancheru, Hyderabad.
March 2001 – May 2007	6.4 years	Lecturer, Dept. of Commerce &, Minerva Degree College, Prathipadu, East Godavari, AP.
Total Experience: 25 Years 4 Months		

Administrative Roles

Jan 2023 –Till Date	Deputy Head of Department, Dept. of MBA& , Institute of Aeronautical Engineering , Dundigal, Hyderabad.
Jan 2015 –Jan 2022	Dean NGIEDC and Incharge HoD, Dept. of MBA& , Institute of Aeronautical Engineering , Dundigal, Hyderabad.
June 2016 – Jan 2022	7 years as BOS member.Academic Council member and Coordinator of RTA committee, IQAC coordinator at departmental level, CMR Institute of Technology, Kandlakoya, Hyderabad.

Research Interest

Study of Stock Markets, Use of Predictive Analytics, Financial modelling,HR Analytics and Marketing Analytics

Publication Brief

Number of Research Papers Publications	47
In International / National Journals	37
Proceedings in Conferences	10
Publications with students	30

Journal Metrics

h-index	04
i-10 index	00
Total citations	21

Academic Identity

Indian Research Information Network System

<https://iare.irins.org/profile/256102>

Google Scholar Citation:

<https://scholar.google.co.in/citations?user=sa0yjpgEAAAAJ>

Orcid:

<https://orcid.org/0000-0002-0531-4434>

Scopus: [https:](https://www.scopus.com/authid/detail.uri?authorId=58364630600)

<https://www.scopus.com/authid/detail.uri?authorId=58364630600>

List of Publications

Referred Journals

1. Dr.Kanchanapalli Jagannayaki, et.al.Digital Persuasion: A Review of Inferential Cues and PLS-SEM in Predicting Consumer Purchase Intentions. *Advances in Consumer Research* Vol 2 Issue 5 (2025),Pages 1859-1865 <https://cibgp.com/>. (**ABDC Journal**)
2. Dr.Kanchanapalli Jagannayaki, et.al.CASE PEDAGOGY@2050: ADAPTIVE IMMERSIVE CASE LEARNING (AICL) CHALLENGES AND OPPORTUNITIES. *International Journal Advanced Research Publications* Vol 1 Issue 4 (2025), <https://doi.org/101555/ijrpa.7213> <https://cibgp.com/>. (**Google Scholar**)
3. Dr.Kanchanapalli Jagannayaki, et.al.APPLICATION OF SCIENTIFIC MANAGEMENT PRINCIPLES IN WORKFLOW OPTIMIZATION A CASE STUDY. *International Journal of Management (IJM)* Vol 16 (2025), Pages 1-11 <https://ijm.com/>. (**Google Scholar**)
4. Dr.Kanchanapalli Jagannayaki, et.al.Balancing Multiple Gigs: Strategies for Effective Time Management and Personal Well-Being. *International Journal of Research Publication and Reviews* Vol 6 Issue 4 (2025). <https://cibgp.com/>. (**Google Scholar**)
5. Dr.Kanchanapalli Jagannayaki, et.al.Navigating currency options: A case study on Indian corporations. *International Journal of Applied Research* Vol 11 (2025), <https://DOI:10.22271/allresearch.2025.v11.i1e.12308> <https://cibgp.com/>. (**Scopus indexed**)
6. Dr.Kanchanapalli Jagannayaki, et.al.Performance Evaluation of Select Banks Using Camels Approach. *International Journal of Research Publication and Reviews* Vol 6 Issue 2 (2025) <https://ijrpr.com/>. (**Google Scholar**)
7. Dr.Kanchanapalli Jagannayaki, et.al.The intelligent optimization of AI/ML framework to Detect Network Abnormalities via Time Series Analysis. *024 15th International Conference on Computing Communication and Networking Technologies Icccnt 2024* DOI:10.1109/ICCCNT61001.2024.10725899 <https://icccnt.com/>. (**Scopus**)
8. Dr.Kanchanapalli Jagannayaki, et.al.A Journey into Restaurant Ownership by Lean Management Practices. *International Research Journal on Advanced Engineering and Management* Volume 2, DOI:10.47392/IRJAEM.2024.0253 <https://irjaem.com/>. (**Google Scholar**)
9. Dr.Kanchanapalli Jagannayaki, et.al.Enhancing Financial Valuation Through DCF Model. *International Research Journal on Advanced Engineering and Management* Vol 29 Issue 4 (2023),P-ISSN: 2204-1990; E-ISSN: 1323-6903 <https://cibgp.com/>. (**ABDC Journal**)
10. Dr.Kanchanapalli Jagannayaki, et.al.EXCHANGE RATE VOLATILITY IN INDIAN MARKETS USING GARCH MODELS. *Journal of Contemporary Issues in Business and Government* Volume 2, DOI:10.47392/IRJAEM.2024.0253 <https://irjaem.com/>. (**Google Scholar**)
11. Dr.Kanchanapalli Jagannayaki, et.al.Data mining based framework for organisational financial management. *Journal of Informatics Education and Research* Vol 3 Issue 2 (2023),ISSN: 1526-4726 <https://doi.org/10.52783/jier.v3i2.430>. (**ABDC Journal**)
12. Jagannayaki, K., Srinivas, M., Babu, K.S., Butta, N.K, Ali, S.S., The Approach of Digital Marketing is Being Revolutionized by Machine Learning Possibilities . *2023 International Conference on Computer Communication and Informatics, ICCCI 2023, 2023*. (**Scopus**)
13. Dr.T.Vara lakshmi, Dr.K.Jagannayaki, Praxis Of Online Shopping Provision On Digital Payments In India-a Case Study . *Gisscience journal, Volume 10, Year 2023, Pages 606-614* . <https://DOI:20.18001.GSJ.2022>, Impact Factor 3.643 (**UGC Care & Scopus Indexed**).

14. Dr.Kanchanapalli Jagannayaki, Dr. Mantha Srinivas.GLOBAL STRATEGIES FOR SUSTENANCE OF MICRO ENTERPRISES A TURNAROUND-GAME-CHALLENGE IN POST-COVID PERIOD. *International Journal of Social Science & Economic Research* Volume 7, Year 2022, Pages 296–318. <https://doi.org/10.46609/IJSSER>, Impact Factor 5.156
(UGC Care & SCI).
15. Dr.K. Jagannayaki, Dr.T.Varalakshmi, J.Nandini. Impact of HR policies and Procedures on Employee Productivity at M & M. *The International journal of analytical and experimental modal analysis* Volume VOLUME XIV-ISSUE-Ix-September-2022, Year 2022, Pages 369-383. <https://doi.org/DOI:18.0002.IJAEMA.2022.V14I09.200001.0156859717572>, Impact factor 6.5 (UGC Care & SCI Till 1992).
16. Dr.K.Jagannayaki, Dr.T.Varalakshmi, Paleti.Saikrishnal. "RISK AND RETURN ANALYSIS OF MUTUAL FUNDS", *Science, Technology And Development Journal* Volume Vol XI Issue 09, Year 2022, Pages 140-152. <https://doi.org/22.18001.STD.2022.V11I09.22.36213>, Impact Factor 6.1. (UGC Care).
17. Dr.K. Jagannayaki, Dr.T.Varalakshmi,S.Niharika., "A STUDY ON "E-COMMERCE AS A PARADIGM SHIFT IN THE INDIAN TRADE" WITH SPECIAL REFERENCE TO AMAZON", *The International journal of analytical and experimental modal analysis* Volume XIV, Issue IX, September/2022, Year 2022, Pages 31-39. <https://doi.org/18.0002.IJAEMA.2022.V14I09.200001.0156859717539>, Impact Factor 6.5. (UGC Care & Scopus Indexed Till 1992)
18. Dr.K.Jagannayaki et al., A COMPARATIVE ANALYSIS OF MUTUAL FUNDS WITH EQUITY SHARES", *Science, Technology And Development Journal*, Vol XI Issue 09, Year 2022, Pages 75-83, <https://doi.org/22.18001.STD.2022.V11I09.22.36207>, Impact Factor 6.1. (UGC Care)
19. Dr.K.Jagannayaki et.al, "Impact of Stress on Organizational Growth and Quality of Work Life", *Journal of Engineering Sciences*, Vol 13 Issue 08,2022,ISSN:0377-9254, Year 2022, Pages 549-555. DOI 10.15433.JES.2022.V13I8.43P.80 , Impact Factor 7.15.
20. Dr.K.Jagannayaki et.al, "EMPLOYEE SATISFACTION AT SUMEGA TECHNOLOGIES" *Journal of Engineering Sciences* , Vol 13 Issue 08,2022,ISSN:0377-9254, Year 2022, Pages 543-548. DOI 10.15433.JES.2022.V13I8.43P.79 , Impact Factor 7.15.
21. Dr.K.Jagannayaki, Dr. T. Varalakshmi, A Kiran Kumar, "Digital Interface-A Paradigm Shift in Insurance Sector", *Journal of Engineering Sciences*, Vol 13 Issue 08,2022,ISSN:0377-9254, Year 2022, Pages 556-568. <http://dx.doi.org/10.15433.JES.2022.V13I8.43P.81>, Impact Factor 7.15.
22. Dr.K.Jagannayaki et.al, "Implications of select Foreign Currencies on Derivatives Hedging", *Journal of Engineering Sciences*, Volume 13, Year 2022, Pages 336-352. DOI:10.15433.JES.2022.V13I8.43P.52 , Impact Factor 7.15.
23. Dr. K.Jagannayaki , Dr Mantha Srinivas, A Study on Employee Motivation in the Indian Banking Sector", *Journal of Cost and Management Accountant, Research Bulletin* (2022). <http://doi.org/->, Impact Factor 0.277. (Bi-annual Report)
24. Dr.Kanchanapalli Jagannayaki , N Vanaja Impact of COVID-19 on E-Marketing Channels", *NOLEGEIN-Journal of Advertising and Brand Management*, Volume 4, Year 2021, Pages 19-23, DOI:10.37591/NJABM ,Impact Factor 0.6. (DRJI, SJIF)

25. Dr.Kanchanapalli Jagannayaki , G Anoosha Reddy, "Social Justice and Contemporary Issues of Indian Women- A case Study", *GIS SCIENCE Journal* , ISSN No.1869-9391, Volume 8, Year 2021, Pages 1566-1572, DOI:20.18001.GSJ.2021.V8I11.21.38463, Impact Factor 3.643.
26. Dr.Kanchanapalli Jagannayaki, Dr. Mantha Srinivas, "Glory of MSMEs in Growth of Indian Economy", *NOLEGEIN Journal of Financial Planning & Management*, Volume 4, Year 2021, Pages 36-48, DOI:10.37591/NJFPM, Impact factor 0.6 (**DRJISJIF**)
27. Dr.Kanchanapalli Jagannayaki, Dr. Mantha Srinivas ,K.Hareesh Kumar Reddy, Niranjana Prabhu, "A Skill Gap study of LMV Drivers in and around Hyderabad", *SSRG International Journal of Economics and Management Studies*, Volume 8, Year 2021, Pages 23-42, DOI:10.14445/23939125/IJEMS-V8I1P103, Impact Factor 0.75. (1823836X)
28. Dr.Kanchanapalli Jagannayaki ,M.Akhila Reddy, "ROLE OF WOMEN ENTREPRENEURS IN SOCIO-ECONOMIC DEVELOPMENT", *International Journal of Advanced Scientific Technologies in Engineering and Management Sciences*, Volume 5, Year 2019, Pages 1.6, <https://doi.org/10.22413/ijastems>.. (**UGC Care**)
29. Dr.Kanchanapalli Jagannayaki ,M.Akhila Reddy, "Quality Of Work Life In Educational Institutions", *Journal of Interdisciplinary Cycle Research*, Volume 11, Year 2019, Pages 99-106,DOI:18.0002.JICR.2019.V11I9.008301.26892 .
30. Dr.Kanchanapalli Jagannayaki , G Anoosha Reddy, "ALTMAN Z SCORE MODEL"-A TOOL FOR FINANCIAL DISTRESS," *The International Journal Of Analytical And Experimental Modal Analysis*, Volume 11, Year 2019, Pages 634-640, <https://doi.org/18.0002.IJAEMA.2019.V11I10.208301.3697>.
31. Dr.Kanchanapalli Jagannayaki ,Dr.P. Ramesh, "The process and enforcement of enactment systems for Visakhapatnam steel plant employees as per the norms of industrial labour act.", *International Journal of Innovative Research in Engineering & Multidisciplinary Physical Sciences*, Volume 6, Year 2018, Pages 1-12, DOI:10.17605/OSF.IO/8S3VM.
32. Dr.Kanchanapalli Jagannayaki ,M.Akhila Reddy, "Stress management among employees in IT Sector," *International Journal of Advanced Scientific Technologies, Engineering and Management Sciences (IJASTEMS)*,Volume 4, Year 2018, Pages 21-23, DOI:10.22413/ijastems. (**UGC Care**)
33. Dr.Kanchanapalli Jagannayaki, T Ramasubramanian, "Role Of Internal Auditing In The Changing Scenario," *ZENITH International Journal of Multidisciplinary Research*, Volume 6, Year 2016, Pages 17-23.
34. Dr.Kanchanapalli jagannayaki, Dr.K Venkat Janardhan Rao, "Optimum portfolio construction of IT sector using capital asset pricing model", *EXCEL International Journal of Multidisciplinary Management Studies*,olume 4, Year 2014, Pages 117-125.
35. Dr.Kanchanapalli jagannayaki, Dr.K Venkat Janardhan Rao "RISK ASSESSMENT IN STOCK MARKET THROUGH SHARPE'S SINGLE INDEX MODEL", *ASIA PACIFIC JOURNAL OF MARKETING & MANAGEMENT REVEIW (APJMMR)*, Volume 2, Year 2013, Pages 18-26.
36. Dr.Kanchanapalli jagannayaki, Dr.K Venkat Janardhan Rao , A Bhavani Shree, "Corporate Governance Regulatory Framework in India," *International journal of decision making in management*, Volume 1, Year 2012, Pages 50-63.
37. Dr.Kanchanapalli jagannayaki, Dr.K Venkat Janardhan Rao, "Strategy and Structure in Indian Business Groups a Changing Scenario in Public Vs Private Sectors," *The Management accountant*,Volume 44, Year 2009, Page 960.

Conferences

1. Dr.Kanchanapalli Jagannayaki, et.al "The Intelligent Optimization of AI/ML Framework To Detect Network Abnormalities Via Time Series Analysis", *15th International Conference on Computing Communication and Networking Technologies (ICCCNT), India* 2024, DOI: 10.1109/ICCCNT61001.2024.10725899.
2. Dr.Kanchanapalli Jagannayaki, et.al "Navigating to Modern Finance: Impact on Chit Funds", *5th International Conference on Multidisciplinary and Current Educational Research (ICMCER-2024)*.
3. Dr.Kanchanapalli Jagannayaki, et.al "Evaluating Performance of Selected Sectors through Fundamental and Technical Analysis", *22nd Proceedings of WRFER International Conference, Year 2023*.
4. Dr.Kanchanapalli Jagannayaki, Dr. S Siva Shankar Rao and M Radhika, "Is Social Entrepreneurship- A Barrier in India", *22nd Social Innovation & Entrepreneurship in India Conference, Volume 1, Year 2022, Pages 1-6*.
5. Dr.Kanchanapalli Jagannayaki, Dr. Mantha Srinivas, "Glory of MSMEs in Growth of Indian Economy", *Two day International E-conference on Emerging Trends in Management & Technology* organized by KL University, Hyderabad, 2021, ISBNNO: 978-93-90631-57.
6. Dr.Kanchanapalli Jagannayaki, N.Vanaja, "Impact of Covid-19 on E-Marketing Channels", *Two day International E-conference on Emerging Trends in Management & Technology* organized by KL University, Hyderabad, 2021, ISBNNO: 978-93-90631-57.
7. Dr.Kanchanapalli Jagannayaki, Dr. Mantha Srinivas, "Impact of Digitization and Demonetization on Indian Economy", *22nd International Conference On Digitization of Business And Analytics A Key Driver In The Paradigm Shift, Volume 1, Year 2018*.
8. Dr.Kanchanapalli Jagannayaki, V.Sai Kishore, "Curriculum Review On 4 P's Of Marketing With Special Reference To General Insurance Sector," *Three Day International Seminar on Global Insurance Practices and Outlook, Volume 1, Year 2017, Pages 6-12*.
9. Dr.Kanchanapalli Jagannayaki, M.Akhila Reddy, "Corporate Social Responsibility (CSR) as a tool to Improve competitiveness of MSMEs," *ISCSR 2017, Volume 1, Year 2017, Pages 6-12*.
10. Dr.Kanchanapalli Jagannayaki, G.Umamaheswara Rao, "A Study on Exploring the Volatility of Indian Stock Markets – An Application of Econometrics Tools," *ICBDA-2016, Volume 1, Year 2016, Pages 95-108*.

FDPs

1. " DST sponsored Two-week Faculty Development Programme on "Inculcating Entrepreneurial Values For Students" ," organised by Department of Management Studies, K G Reddy CET, Hyderabad in collaboration with NSTEDB, DST) , 4th March to 15th March 2024.
2. " online Three-Day Faculty Development Programme on "Citation & Reference Management for Scholarly Writing" ," organised by IQAC, NSB Bangalore in collaboration with Mendeley, Netherlands) , & 26th and 28th of February, 2024.
3. " Mendeley Certification of Achievement ," Mendely Advisors organized by NSB) , r & 28 March 2024.
4. " Seven day Professional Development Programme on Decoding Statistics ," Faculty of Management Studies, CMS Business School, JAIN (Deemed-to-be University) in collaboration with Institute of Data Analytics (UK) , 1 - 2 December & 5 - 9 December 2022.
5. " 8-day Online Faculty Development Programme on Optimization Techniques: Theory, Practices and Emerging Trends ," E & ICT Academy, NIT, Warangal, 24th January, 2022 To 1st February, 2022

6. " Personal Development Programme on Gender Bias and Barriers: Closing the Leadership Gap ,"*Institute of Certified Management Accountants*, 6/7/2022 to 5/9/2022
7. " Training Program/FDP on " First Hand Experience on SPSS-Introductory Module ,"*Research Foundation of India & RFI-CARE*, 16/08/2022 To 22/08/2022

Books & Book Chapters

1. " Human Resource Management ISBN:978-81-977749-6-6 *D3 Publishers & 2024* (Text Book)
2. " Assessment of Exchange Rate Volatility Using Garch Models: A Case Study from Indian Markets",*Contemporary Research in Business, Management and Economics B P International & April 2024* (BookChapter)
3. " US STOCK MARKET VIS- A- VIS INDIAN STOCK MARKET OF SELECT IT COMPANIES", *LAMBERT Academic Publishing,ISBN 978 -620- 6 -77931- 5 & August 2023*(Book)

Faculty Interaction with Outside World

1. " Visiting Faculty," *Mahendra Ecole Centrale,Hyderabad* ,125-07-2019 To 31-12-2019

Industry Training

1. " Digital Marketing," *ExcelR* ,18th Jan To 30th Jan,2023

MOOCS Certification Courses

1. "Logistics and Supply Chain Management,"*NPTEL SWAYAM Certification* ,November 2024
2. " Business Research Methods,"*NPTEL SWAYAM Certification* ,December 2023
3. "Business Statistics,"*NPTEL SWAYAM Certification* ,December 2023
4. " Introduction to Big Data,"*University of California San Diego*,28- 04- 2020 to 29- 05- 2020
5. " Strategic Management,"*Copenhagen Business School*,22- 05- 2020 to 22- 06- 2020
6. " Econometrics: Methods & Applications,"*Erasmus University Rotterdam*,24- 05- 2020 to 24- 07- 2020
7. " Finance for Everyone: Decisions,"*McMaster University*,24- 04- 2020 to 24- 05- 2020
8. " Quantitative Methods,"*University of Amsterdam*,28- 03- 2020 to 28- 05- 2020
9. " Excel Skills for Business: Intermediate I,"*Macquarie University*,06- 05- 2020 to 29- 06- 2020
10. " Excel Skills for Business: Intermediate II,"*Macquarie University*,10- 05- 2020 to 22- 06- 2020
11. " Marketing in a Digital World,"*University of Illinois at Urbana- Champaign*,15- 04- 2020 to 15- 05- 2020
12. " Finance for Everyone: Value,"*McMaster University*,22- 03- 2020 to 22- 04- 2020
13. " Basic Statistics,"*IE Business School*,01- 03- 2020 to 02- 05- 2020

Patents

1. *The Role of Machine Learning in Assessing Potential And Identifying Talent in Organization*, File No:202311048712 A, date of file:2023-07-19. Date of publication;2023-08-11.

2. *IoT-Based Fingerprint Engine Ignition for Motor Vehicle*, File No:202041057561, date of file:8-01-2023. Date of publication;13-01-2023.

Awards

1. Dr. K.Jagannayaki *Best Faculty Award, INSO Research Awards 2022*.
2. Dr.K.Jagannayaki *Certification of Appreciation (Faculty), EDC celll, JNTU, HYDERABAD,2018*.

Professional Societies Membership

1. "Telangana Commerce Association," *Lifetime membership,TCA 412*,Date of Registration 19-08-2017
2. "Hyderabad Management Association," *Annual membership IM 2292*,Date of Registration 05-04-2022
3. "International Association of Engineers," *Life membership 311874*,Date of Registration 18-05-2022
4. "IFERP," *Professional Premium membership ID: PROF42933146-1692342648,2023*

Subjects Taught

1. *Business Statistics, Business Research Methods, MOB, Marketing Management, Security Analysis and Portfolio Management, QABD, Strategic Management, Logistics and Supply Chain Management, BEFA*
2. "BEFA," *Video Lectures: Youtube Link <https://www.youtube.com/channel/UCrN2YGaiq0ITaokeOn2LEpQ>*

Place

Dr. K.Jagannayaki

Date: