

Curriculum Vitae

Personal Data

Name **Padala. Lalitha rani**
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Education

Ph.D., Department Business Management, Sri Padmavati Mahila Visvavidyalayam, Tirupati, 2020.

Title: *Consumer Buying Behaviour towards Green Products in AP.*

M.A. English, Department of English, GITAM University, Visakhapatnam, 2019.

MBA, VVS PG College, Affiliated by Andhra University, Burugupudi, 2015.

M.Com, Dr.B.R Ambedkar Open University, Rajahmundry, 2013.

Employment Details

Faculty, Department of Commerce and Management, Aditya Degree College, Rajahmundry, 5th July 2014 to 22nd October 2016.

Junior Lecturer, Vijay Durga Junior College, Rajahmundry, 20th June 2011 to 3rd July 2014.

Publications

Research Papers Published in International Journals:

1. A Paper Titled "*Exploring Consumer Behaviour and Buying Motivations for Green Personal Care Products in East Godavari District*" in JOICS, Volume 9, Issue 12, Pages: 517-525 ISSN: 1548-7741, December, 2019, ISO Certified Journal, Impact Factor 6.2.
2. A Paper Titled "*Consumer willingness to buy Green products at Chittoor District*", IJSSR journal volume 8, March 2019 Pages: 357 to 366 ISSN: 2279-543X Impact factor: 6.1 indexed in ISO.
3. "*Opportunities and Challenges of Green marking*" in the International Journal of Exclusive Management Research (IJEMR) with ISSN Number 2249-8672 and UGC Listed no.49166 indexed in Google Scholar with Impact Factor 5.76.

4. "Guerilla Marketing-A Marketing Tactic with a Limited Budget, but Exponential Creativity " in International Journal of Commerce, Business and Management, volume. 5 No. 1 Jan 2016, pages 19-24 with ISSN: 2319-2828

Research Papers Published in National Journal:

1. A Paper Titled "*Motivational Factors for Buying Green Homecare Products*" in Adalya Journal, Volume 8 Issue 9 Pages 357 – 366, ISSN:1301-2746, SEP 2019.

Research Papers Presented at International Conference:

1. A Paper Titled "*Consumer Attitude and Purchase Behavior towards Green Products*" at International Conference Trends on Innovation & Entrepreneurship, 29th -31st March 2017

Research Papers Presented at National Conferences:

1. A paper titled "*Bringing an Eco-Friendly Products to Market through Digital Marketing*" in National Seminar "Digitalization in Business Management : impact & Challenges" organised by KMM Institute of Technology & Science on 14th March,2018.
2. A paper titled "*Consumer awareness and purchase behaviour in relation to Green products*" in National Seminar "Emerging Trends In Harnessing Green Energy" organised by School of Science Govt. Degree College Urvakonda, 28th February & 1st March 2018.
3. A paper titled "*Opportunities and Trends in Agriculture and Allied Start-Ups through Green Marketing*" in National Conference on "Inclusive Growth through Startup India – Standup India: Opportunities and Challenges" organised by Department of commerce, SV University, during 10th &11th February, 2017, Tirupati,

Workshops, Training, Development Programs attended:

1. One week FDP on *Digital Marketing & Personal Branding* from Jan 20-25, 2020, Organised by Department of MBA, Narayana Engineering College, Nellore, (A.P).
2. *Incubatee Training* Program on 20th & 21st May 2019, supported by NSTEDB Division, DST, Govt of India, organised by SSIIE-TBI, Sri Mahila Visvavidyalayam, Tirupati.
3. Two day National Workshop on *Plagiarism and Publishhing in Scopus Indexed Journals* on 4th & 5th January, 2019, Sponsored by UGC, organised by IQAC, SPMVV, Tirupati.
4. Faculty Development Programme in *Entrepreneurship Development* from 03-12-2018 to 15-12-2018 sponsored by the Department of Science & Technology, Govt of India, organised by ni-msme, Yousufguda, Hyderabad.