

## Dr. K. Pradeep Reddy

### **RESEARCH ARTICLES PUBLISHED:**

- Dr. Ch. Sahyaja, Dr. Sravani Maddala, Dr. P. Akthar, Dr. Venkateswarlu Chandu, Dr. Elia Thagaram, Dr P. Suresh, Dr. K. Lakshmi Pavani , Dr. K. Pradeep Reddy. “**A Python-powered Investigation of Ambidextrous Leadership: Its Mediation Role between Firm Performance and Organizational Innovation.**” Educational Administration: Theory and Practice ISSN: Apr 2148-2403,2024, 30(4), 336-343. Impact factor: 0.31. Scopus Article.
  
- Dr. Venkateswarlu Chandu, Dr. T. Kiran Kumar, Dr. M. Thyagaraju, Dr. K. Pradeep Reddy, Jaahnavi Kandimalla, Rachapudi Khyathi Sri, Katta Likhil Siddhardha, Chereddy Meenamrutha, “**An Empirical Study on Influence of Grey Market Premium and listing gains on Investment in Initial Public Offering**”. Educational Administration: Theory and Practice ISSN: Apr 2148-2403,2024, 30(4), 344-353. Impact factor: 0.31. Scopus Article.
  
- Dr. K Pradeep Reddy, Venkateswarlu Chandu, Sambhana Srilakshmi, Elia Thagaram, Ch. Sahyaja, and Bernard Osei “**Consumers perception on green marketing towards eco-friendly fast moving consumer goods**”. International Journal of Engineering Business Management ISSN: 1847-9790,2023.Volume 15: p.g.1–14. Impact factor: 3.2. Scopus Article.
  
- Dr. Ch. Sahyaja1 , Dr. Sravani Maddala , Dr. M. Thyagaraju, Dr. M. Pragnashree4 , Dr. Venkateswarlu Chandu , Dr. K. Pradeep Reddy and Dr. G. Rakesh Naidu “**Predicting Cardiac Arrest using a Multi-Layer Perceptron Classifier in Python**” International Journal of Intelligent Systems and Applications in Engineering ISSN:2147-6799, 2023, Vol. 11(9s), 307–316. Impact factor: 8.99. Scopus Article.
  
- Prashant Yadav, Dr. K. Pradeep Reddy (July , 2023) “**Systematic Literature Review On Emerging Digital Marketing Trends In India**” Journal of Emerging Technologies and Innovative Research (ISSN-2349-5162) Vol.10 issue:7 2023. P.g.200-206 Impact Factor 2023:7.95.
  
- Dr. K. Pradeep Reddy, Dr.Venkateswarlu Chandu, Dr. Narendra Ryali, Dr. Amala Gangula, (July , 2023)”**Organizational Opportunities Through Digital and Social Media Marketing**” ” IGI Global ISSN: 2327-3275 Book Chapter 8- p.g.156-167. Impact Factor 2023:0.424.
  
- Dr. K. Pradeep Reddy, Dr.Venkateswarlu Chandu, Dr. Shifaly, Dr. Bhavana Likhitkar, Dr. Amamla Gangula, (May,2023) “**Ethical Business Marketing: The Practices to Compete Successfully in Business**” IGI Global ISSN: 2327-3275 Data-Driven Approaches for Effective Managerial Decision Making, Book

Chapter-13.p.g.259-276. Impact Factor 2023:0.424.

- Dr.Venkateswarlu Chandu, Dr. K. Pradeep Reddy Dr. Sambhana Srilakshmi, Dr. Shifaly (2022) “***Pre-Investment Perception Of Investors’ Towards Security Market In Indian Context***” International Journal of Professional Business Review ISSN: 2525-3654 Vol.7 No.2(VII) :2022 Impact Factor 2022:0.179, p.g.1-25. Scopus Article.
- Dr. Ch. Sahyaja and Dr. K.Pradeep Reddy (2022) “***A Study on Customer Preference on Buying Mobile Phones Using Powerbi***” Sambodhi UGC care Journal ISSN: 2249-6661 Vol-45 No.-01(VII): 2022 Impact Factor (2021) : 5.80| p.g.167-172
- Dr.Neel Rai and Dr. K.Pradeep Reddy (2021) “***Mobile Floriculture Traders Trends In Indore Region, India: Challenges And Solutions***” Sambodhi UGC care Journal ISSN: 2249-6661 Vol-44 No.-01(VI): 2021 Impact Factor (2021) : 5.80|
- Dr.Neel Rai and Dr. K.Pradeep Reddy (2020) “***The role of Financial Circuits in Women Entrepreneurs in small and medium enterprises***” submitted paper has been published in the **Journal of Xidian University, category scopus**. ISSN NO:1001-2400 VOLUME XIV ISSUE VI JUNE 2020 .Impact Factor (2020) : 5.4|
- Dr.Neel Rai and Dr. K.Pradeep Reddy (2020) “***A Study on Factors Influencing in Selection of Mobile Hand Sets, with special reference to Bhopal***”, Alochana Chakra Journal ISSN NO: 2231-3990. VOLUME IX ISSUE V MAY 2020 .Impact Factor (2020) : 6.3|
- Dr.C.Lakshmi Nath and Dr.K.Pradeep Reddy (2018) “***Innovative Performance Through Entrapreneurial Marketing -A Case Study of SME Manufacturing In Guntur And Krishna Districts, Andhra Pradesh***”, IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 20, Issue 12. Ver. II (December. 2018), Impact Factor (2018) : 3.52|
- Dr. A.V.V. Siva Prasad and Mr. K. Pradeep Reddy (2018) “***Study on Customer Experience Management (cem) practices in Organised Retail Stores at Vijayawada city, Andhra Pradesh***”, EPRA International Journal of Economic and Business Review Volume - 6, Issue- 7, July 2018 | e-ISSN : 2347 - 9671| p-

ISSN : 2349 – 0187 SJIF Impact Factor (2018) : 8.003/

- Dr. A.V.V. Siva Prasad and Mr. K. Pradeep Reddy (2018) “*Customer Experience Management in Indian Retailing Sector – An Empirical Study of Select Retail Formats in Andhra Pradesh, India*”, International Journal for Research in Engineering Application & Management (IJREAM) ISSN : 2454-9150 Vol-04, Issue-04, July 2018

### **PAPERS PUBLISHED IN BOOKS**

- Paper published in UGC sponsored two day National Seminar on “**Internet of things, Business Applications and Opportunities**”, Organised by Department of Commerce & Business Administration, Acharya Nagarjuna University, Guntur, on 14<sup>th</sup> & 15<sup>th</sup> February,2020,and presented a paper titled ‘**Internet of things in Marketing and Retail**’. ISBN: 978-93-83241-32-3 in Feb 2020, pg 142-147.
- Paper published in “Green Accounting – Issues and Implementation”. on 8<sup>th</sup> and 9<sup>th</sup> December,2017, Organized by Research Promotion and Monitoring Cell, K.B.N.College (Autonomous),Vijayawada, titled ‘**Corporate Social and Environmental Auditing: Perceived Responsibility or Regulatory Requirement**’. ISBN: 978-81-935990-0-6 in 2018 pg 310-316
- Paper published in “Brand Management in Indian Industry”, organised by Department of Business Management, V.R. Siddhartha Engineering College, on 28<sup>th</sup> March,2014, paper titled ‘**Recent Trends in Packaging: w.r.t. Pharmaceutical Industry**’.ISBN: 978-93-83241-32-3 in Mar 2014, pg 142-147.

### **PARTICIPATION & PAPER PRESENTATIONS IN SEMINARS/WORKSHOPS/**

#### **SYMPOSIA :**

- Participated in one Day Virtual National Level Workshop on "**Entrepreneurship Skill, Attitude and Behaviour**" on 28th Jan, 2022 Organized by St. Joseph's Degree & PG College, Hyderabad.

- Participated in International Conference on “**Recent Innovations in Industry 4.0 for sustainable developments in the Global Business, Management and Education**” on 22<sup>nd</sup> Jan, 2022 Organized by SAGE University, Bhopal.
  
- Participated in National Conference on “**Professional Ethics is a gateway to Success**” on 30<sup>th</sup> April, 2020 Organized by LNCT Group of Colleges, Bhopal, and submitted a paper titled “**E- Commerce Industry in India**”.
  
- Participated in International Conference on “Strategic Innovations and Emerging Perspective for Global Business in Engineering and Social Sciences” on 9<sup>th</sup> February, 2018 Organized by Sri Ganesh School of Business Management, Salem, Tamilnadu, and submitted a paper titled “**Customer Experience Management in Indian Retailing Sector – An Empirical study of select Retail formats in Andhra Pradesh, India**”.
  
- Participated in National Seminar on Goods and Services Tax (GST)- Operational Dimensions, Implementation and Impact” on 9<sup>th</sup> January, 2018 Organized by D.N.R.College(Autonomous) Bhimavaram, and submitted a paper titled “**Goods and Services Tax in India: A Key Tax Reform**”
  
- Participated in International Conference on “Dream Realization of Swachh Bharat Abhiyan through Innovative and Smart Technologies for Waste Management and Pollution Control” on 16<sup>th</sup> and 17<sup>th</sup> December 2017 Organized by Department of Research, Sunrise University, Alwar, Rajasthan.
  
- Participated in International Conference on Recent Innovations in Management, Engineering, Science and Humanities on 16<sup>th</sup> and 17<sup>th</sup> December 2016, Organized by Department of Research, Sunrise University, Alwar, Rajasthan.

- Participated in the National Seminar on ‘Foreign Direct Investment in Service Sector in Emerging Economy; Opportunities and Challenges’. On 24<sup>th</sup> -25<sup>th</sup> April 2014, organized by Faculty of commerce and management, Krishna University, in Association with Andhra Pradesh State Council of Higher Education, Hyderabad, and submitted a paper titled ‘**Analysis of FDI in Insurance sector in India**’.
- Attended National Conference on “Emerging trends in Marketing” organised by KLU Business School on March 18-19, 2014, and submitted a paper on ‘**Indian Rural marketing**’.
- Attended ICSSR Sponsored Three Day National Seminar on “New Paradigms and Perspectives in Business Excellence” organised by Department of Commerce and Business Administration, P.B. Siddhartha of Arts and Science, Vijayawada on 31<sup>st</sup> January- 2<sup>nd</sup> February, 2014.
- Attended workshop on “Intellectual Property and Innovation Management in Knowledge Era” conducted by NRDC and Krishna University Dr.MRAR PG Centre, Nuzvid on February, 2013.
- Attended U.G.C sponsored National Level Seminar on “Microfinance, Issues, Policy’s, challenges conducted by Krishna University, Machilipatnam in February 2012, and submitted a paper titled ‘**Self Help Groups and Microfinance, pathways out of poverty in India**’ .
- Attended ICSSR Sponsored National Seminar on “Building up a Prosperous India –Thriving on Entrepreneurial Spirit” conducted by P.V.P.Siddhartha Institute of Technology in October, 2010. And submitted a paper titled ‘**Rural Entrepreneurship**’.
- Attended U.G.C Sponsored National level Workshop on “Managing Self and Others” by The Hindu College, Machilipatnam in August, 2009.

## **PARTICIPATION IN FDPS**

- ❖ Attended **Faculty Development Programme** on “Structural Equation Modeling: Advances in Research Methodology and Research Publications” organized by Department of Humanities and Management, Dr. B.R. Ambedkar National Institute of Technology Jalandhar from 3<sup>rd</sup> July to 7<sup>th</sup> July, 2023.
- ❖ Attended **Faculty Development Programme** on “Writing Quality research Paper and publishing in high impact journals- Tips and Techniques”, conducted by Raj Kumar Goel Institute of Technology, Ghaziabad, from 22<sup>nd</sup> -27<sup>th</sup> March 2021.
- ❖ Attended Online **Faculty Development Programme** on “Moodle Learning Management”, conducted by Vidyalankar School of Information Technology in association with IIT Bombay, from 20<sup>th</sup> to 24<sup>th</sup> April 2020.
- ❖ Attended **Faculty Development Programme** on “Entrepreneurship Development”, conducted by Ni-Msme at Acharya Nagarjuna University. in June, 2010.

## **OTHER ACADEMIC AND ADMINISTRATIVE ASSIGNMENTS:**

- Acting as Member in BOS for academic activities in SAGE University, Bhopal.
- Acting as Chairman BOS for academic activities in LNCT University.
- Acted as Paper Setter and Valuer in K.B.N.College, for M.Com, in the subject Financial Accounting in 2017.
- Acted as Paper Valuer in Gudlavalleru Engineering College, in the subject Security Analysis and Portfolio Management in 2016.
- Member, NAAC preparation committee, ANR College, Gudivada.
- Examiner for Krishna University MBA spot Valuation.
- Academic Counsellor for Acharya Nagarjuna University Distance Education – MBA programme (ANR College Study Centre, Gudivada).
- Member of various seminars, Management students’ Meets’ organised by

ANRCollege, Gudivada.

- Organised Industrial Study Visits for MBA students across the country.