

Prof.JASTI KATYAYANI,**B.Tech.,MBA, M.Tech(CSE), Ph.D.,**

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**Education:**

- Engineering project in Community Services, Purdue University, & IUCEE, USA, 2018.
- Innovation Readiness Series IC2 Institute at the University of Texas at Austin, 23rd Nov, 2017.
- Post Graduate Diploma in E-Learning, Indira Gandhi Open University, New Delhi, 2013
- M.Tech (computer Science & Engineering), Acharya Nagarjuna University, Guntur, 2010.
- Ph.D, Faculty of Management Studies, S.V.University, Tirupati, 2000.
- MBA, Department of Management Studies, S.V.University, Tirupati, 1992,
- Specialization: Production & Information Systems.
- PGDCA, Department of Computer Science, SPMVV, Tirupati, 1990.
- B.Tech (Mechanical Engineering) S.V.U.C.E, S.V.University, Tirupati, 1987.

Work Experience:

- **Director, Center for SPMVV Innovation Society, (2016-2021)**
- **Professor, Department of Business Management, (2010-today)**
- **Associate Professor** Department Of Business Management, (2004-2010)
- **Assistant Professor** (Senior Grade), Department of Computer Science, S.V.U College of Engineering, A.Rangampet, (2001-2004)
- **Faculty (on contact)**, Department of Business Management, SPMVV, Tirupati (1998-2001)
- **Centre Director & Software Consultant**, KITS Computers, Tirupati (1995-1998)
- **Lecturer (Part-Time)** in Department of Computer Science, SPMVV, Tirupati, (1992-1995)
- **Engineer-Information Processing**, Jaya Engineering Ltd, Hyderabad, (1987-1989)

Teaching Experience	: 29 years (PG level)
Research Experience	: 16 years;
Research Publications	: International - 59; National- 10
Books Chapters	: 19
Books Published/Edited	: 4 + 6
Seminars/Conferences attended	: International - 6; National- 52
Research Projects	: 2 (UGC)

Workshops Organized	: 13
FDPs Organized	: 9
EDPs Organized	: 9
MDPs Organized	: 3
Webinars Organized	: 9
Ph.D/Mphils/Post Docs Guided	: 16+4+1(MTech) = 21
Seminars/Conferences organized	:International - 2 ; National- 40

Titles of best 5 publications (last 5 years):

1. A paper titled “Impact of Human Resource Management Practices on Employee Performance”, Vidyabharathi International Interdisciplinary Research Journal, ISSN: 2319 –4979, November 2021.
2. A Paper titled “Consumer opinion on Organic foods with reference to Chittoor District, Andhra Pradesh”, Journal of Interdisciplinary Cycle Research, ISSN No.: 0022 – 1945 – August 2020.
3. Paper titled “Hot topic Extraction from news websites”, Springer Nature Switzerland AG 2020 Advances in Computational and Bio-Engineering – 2019 Volume 2 ISSN 2662-3447 & ISBN 978-3-030-46942-9
4. A Paper Titled “Intelligent monitoring of temperature in tool room” in *Computing Communications and Data Engineering Series, Volume No 01, Issue No 04, 2018* IADS International Conference on Computing, Communications & Data Engineering (CCODE)7 – 8 Feb 2018 indexed at Elsevier.
5. “EFFECTIVENESS OF HUMAN RESOURCE MANAGEMENT PRACTICES ON THE SALES GROWTH OF THE ORGANIZATION”, International Journal of Business Management & Research (IJBMR) Volume 7, Issue 6, Dec 2017

Special Distinctions/Awards/Honours:

- Best Researcher award in ‘School of Social Science’ University Level 2020-2021
- Best teacher award in Commerce and Management State Level 2015-2016 AP
- Best NSS Program Officer University Level 2014-2015 & 2015-2016.
- Won the best innovation AP – State award for “Intelligent Environment Monitoring systems at heavy machinery using IOT” at Krishna Pushkaralu 2016.
- Won innovation achievement award on 3rd December, 2019 by IIA Internaional Innovation fair-2019(Gloves design for heavy machine work handling workers.

Patents:

A patent filed on “An AI based automated product/service purchase portal recommendation system by measuring ratings, cost and discount offers" with application number 202141031360, it is published and under examination.

Research Interests:

Data Mining, Business Intelligence systems, Knowledge Management, Production & Industrial Engineering, Human Resource Management, Management Information Systems,

Entrepreneurship, Small Business Management and Innovation Management.

Administrative Experience - SPMVV:

- **Head** Department of MBA from August 2019 to till date.
- **BOS Chairperson**, Department of MBA, 2012 to 2015 and 2017 to 2019.
- **NSS Coordinator** since May 2019
- **BOS Member in Engineering college**, 2015-2019 & 2020-21
- **BOS chairperson Department of Management studies, Vikram Simhapuri University** 2018-2020
- **Director, Center for SPMVV Innovation Society**, 2016 - today
- **Executive Member –SSIIE TBI**, 2014
- **NSS Program Officer**, 2012 – 2018
- **Network Co-coordinator** ,SPMVV, 2013 to 2017.
- **Dy. Director, DEC**, SPMVV, 2012 to 2016.
- **Placement Officer**, SPMVV, 2009 to 2012.
- **Head**, Department of Business Management, SPMVV, from 2009 to 2012 and 2015 to 2017.
- **Head I/c**, Department of Business Management ,SPMVV, June 2009 to July 2009
- **Head I/C**, GESH, School of Engg. and Technology Management ,SPMVV, 2007 to 2009
- **Warden** for SPMVV University Hostels for the academic year 2006-2007.
- **Website Co-ordinator** and Network Administrator, SPMVV, 2005 to 2007.

Membership/ Fellowship of Professional / Academic Bodies, Societies, Etc.

- Member in NICE Society, NI, India.
- Member in IUCEE (Indo-us Council For Engineering Education).
- Member in Board of Studies of MBA, in SPMVV.
- Member in Board of Studies of B. Tech in SPMVV.
- Member in Board of Studies of Technical Courses for Mahila Pranganams (DMSVK) A.P.
- Member in Intranet Facility Development in SPMVV, Tirupati.
- Member in Inculcating E-Learning.
- Member in E -Content Development Culture in SPMVV. TPT.
- Advisory Board Member “M/s. Chadalawada Ramanamma Educational Society”. Tirupati.
- Member in Environmental Society of India, New Delhi.
- Member in IACSIT (International Association for Computer Science And Information Technology) Executive Member in State Level Common Entrance Examination ICET 2015-2018.
- Executive Member in TBI, SPMVV Innovation Society since 2016
- Executive Member in Green Audit committee.
- Member in IIC, MHRD, New Delhi Since 2018
- Member in anti-ragging committee.

Foreign Visit:

Purdue University, University of Riverside and University of San Jose USA.