

## Profile

<b>Name of the Faculty</b>	Dr. A. Sita Madhavi	
<b>Designation</b>	Professor	
<b>Department</b>	Management Studies	
<b>Area of Interest</b>	Marketing management, Supply Chain Management	
<b>Subjects Taught</b>	Marketing Management, Supply Chain Management, Entrepreneurship, Operations Management	
<b>JNTUH Registration Id</b>	9270-151221-162216	
<b>College Staff Code</b>	SC 1129	
<b>Official Mail</b>	Sitamadhavi.mba@gcet.edu.in	

### Educational Qualifications:

S.No.	Degree	Specialization	University/College	Year
1.	PhD	Marketing Management	Osmania University	2008
2.	M.B.A	Marketing Management	Osmania University	1999
3.	B.Sc	Micro Biology	Osmania University	1997

### Paper Publications:

S. No.	Publication details
1	Paper titled “Digital marketing and Crowdfunding”, Gradiva Review Journal, UGC Care Group II, Scopus Indexed, Volume 8, Issue 1 2022, Page NO: 19. ISSN NO : 0363-8057, 5 Jan 2022
2	Paper titled, “Digital Healthcare Market platforms in India”, Scopus, elsevier, DOAJ indexing, Journal of Huazhong University of Science and Technology, Vol 50, Issue 06-2021, ISSN-1671-4512, Paper ID: HST-0621-528, 23 June 21

3	Paper titled “Revival strategies for forgotten places of importance in Telangana: A tourist review of Chalukya nagar Alampur”, was published in Indian Journal of Applied Research, Vol 10, Issue 5, in May 2020
4	Paper titled “Offering Human hair- A Donation or Pollution”, was published in International Journal of Multidisciplinary Educational Research, Vol 9, Issue 3, March 2020, issn: 2277-7881, Impact 6.514, in March 2020
5	Paper titled “Awareness on women hostel safety measures”, was published in International Journal of Advance Research, Ideas and Innovations in Technology, Vol 5, Issue 3, May- June 2019.

**Experience:**

<b>Teaching</b>	22 years
<b>Industry</b>	-
<b>Research</b>	13 years
<b>Total Experience</b>	22 years