

Faculty Profile

Name : **Dr. K. Padmaja**

Designation : Assistant Professor

Teaching Areas : Marketing Management, Consumer Behavior
Services Marketing, Advertising and Brand Management.

Research Interests: Attrition in IT Sector in India, the objective was to study the factors affecting attrition from the perception of both employer and employee. The survey was conducted in 4 major cities of India. Also interested in areas relating to Marketing of Services, Consumer Buying Behaviour

Education : Ph D, Department of Commerce, Osmania University, Hyderabad 2015
M. Phil from Madurai Kamaraj University 2008
Dissertation titled Performance Evaluation of Singareni Collarries Company Ltd.
M.B.A (E-Business) Annamalai University 2010.
M.Com Osmania University 1994.
PGCCA CMC Ltd 1997.



Professional Experience (12 Years)

1. Since 2016 December Faculty Member IFHE
2. 2008-2011 Assistant Professor at Badruka Institute of Management Studies
3. 1999- 2008 Vignan Group of Institutions

Research/ Selected Publications:

1. 'Attrition in IT Sector in India: A Study Comparing the Employee and HR Perceptions', Paper published in the Gavesana Journal of Management, Vol. 7, No. 1, Jan-June 2015 (This paper was awarded a cash prize by Vignan Jyothi Institute of Management Studies)
2. 'Attrition in Information Technology Sector in India' - paper presented and published at IBS in the 7th Doctoral Thesis conference, May 2-3, 2014
3. 'Factors Affecting Attrition in Information Technology Sector in India' - Paper published in the Intercontinental Journal of Human Resource Research Review, Vol. 2, No. 4, Oct-Dec 2014
4. 'Foreign Investment Inflows in India' - paper co-authored presented and published at the International Conference on Global Business: Opportunities & Challenges, Dept of Commerce, Osmania University, March 27-29, 2014.