

Curriculum Vitae

B.Rajeswari,

Full time Research Scholar,

School of Management & Commerce

Malla Reddy University, Hyderabad

E-mail:bhadragiri.ramya@gmail.com

Mobile: **9705744322**

Objective:

To pursue a career with an organization with a global vision that encourages creativity and offers an opportunity to learn and develop professionally and personally. I wish to use and enhance my technical knowledge and ability to work.

Teaching Experience: (3 years)

- Over 3 years of teaching experience in analytical and technical subjects including R programming, Advanced Excel, Business Analytics, Marketing Analytics, HR Analytics, Retail Management, and Digital Marketing.
- Experienced in teaching core management subjects such as Marketing Management, Rural Marketing, and Managerial Economics.
- Delivered practical, application-based instruction to enhance students' analytical thinking and technical skills.
- Designed and implemented interactive training sessions to improve students' proficiency in analytical tools.
- Enabled real-world application of technical concepts in business and human resources through hands-on learning.

Education Qualification:

- Pursuing PhD in Management Studies at Malla Reddy University with the research title: *"Promoting Generic Medicines: A Study on Consumer Perceptions, Marketing Effectiveness, and Policy Interventions."*
- Pursuing M.Sc. in Applied Statistics at Indira Gandhi National Open University (IGNOU).
- Completed Master of Business Administration (MBA) in Marketing from Andhra University.
- Completed Bachelor of Science (B.Sc.) in Computer Science from Aditya Degree College, Srikakulam.

Research Guidance:

- Guided MBA students' projects from 2022 to 2025, mentoring a total of 20 MBA students in areas including Business Analytics, Marketing, and HR.
- Provided academic supervision and support to 8 BBA students on projects related to business analytics, marketing, and human resources.
- Assisted students in topic selection, research methodology, data analysis, and report writing to ensure high-quality project outcomes.
- Encouraged practical application of analytical tools and marketing concepts to real-world business challenges.
- Monitored project progress through regular reviews and feedback sessions, ensuring adherence to academic standards and timelines.

Paper Publications:

- Rajeswari, B., & Venkateshwara Rao, P. (2024). Investigate The Influence Of Supply Chain Dynamics on the Availability and Price Of Generic Alternatives to Branded Drugs, With A Focus On Diabetes and Hypertension Treatments. *Educational Administration: Theory and Practice*, 30(4), 8217-8223. DOI: 10.53555/kuey.v30i4.2715. **(Scopus Publication)**
- Rajeswari, B., & Dayanand Raju, G. N. (2025). Marketing Generic Medicines: Bridging the Gap Between Affordability and Consumer Trust. *Journal of Philanthropy and Marketing*, 5(1), 111-126. E-ISSN: 2691-1361. **(Scopus Publication)**
- Rajeswari, B., & Venkateshwara Rao, P. (2025). Navigating the Regulatory Landscape: Assessing the Impact of Digital Marketing on the Pharmaceutical Industry Considering Positive and Negative Implications on Society. *International Journal of Research and Analytical Reviews (IJRAR)*. E-ISSN: 2348-1269 | P-ISSN: 2349-5138 | Research Scholar & Professor, Malla Reddy University, Hyderabad.
- Rajeswari, B., & Anjaneyulu, M. (2025). Importance of Natural Resource Accounting in India: A Case Study on the Mineral and Energy Resources. *International Journal of Advanced Research*, 12(1), 212-220. DOI: 10.21474/IJAR01/18111.

International/ National Conferences Attended:

- Presented the paper “Driving India's Healthcare Success: The Evolution and Future of Generic Medicines Startups Towards 2047” at the 11th International Conference on Viksit Bharat: Role of Indian Business, organized by Amity Business School, Amity University Madhya Pradesh (2024).
- Participated in the Two-Day National Conference on NEP 2020, organized by Malla Reddy University, Hyderabad, on February 14–15, 2025.
- Presented a research paper proposal titled “*Investigate the influence of supply chain dynamics on the availability and price of generic alternatives to branded drugs, with a focus on diabetes and hypertension treatments*” at the International Conference on Paradigm Shift Towards Sustainable Management and Digital Practices, Vishwa Vishwani Institute of Systems and Management, Hyderabad, 2025.
- Presented the research paper titled “*Millennial Purchasing Decisions: A Comprehensive Review and Analysis*” at the International Conference on Sustainability and Technology in the BFSI Sector, 2024, organized by Vignana Jyothi Institute of Management (VJIM), Hyderabad.

Faculty Development Programs Attended:

- Successfully participated and completed the AICTE Training and Learning (ATAL) Academy Faculty Development Program on "Alignment of Corporate and National Objectives: CSR's View of Vikasit Bharath" held at Koneru Lakshmaiah Education Foundation from December 9 to 14, 2024.
- Successfully participated in the five-day virtual Faculty Development Programme on “Advanced Statistical Techniques for Data Analysis Using R” organized by the Department of Management Studies, Acharya Bangalore B-School, held from May 22 to 26, 2023.
- Successfully participated in the five-day Faculty Development Programme on “Marketing Analytics for Strategic Decisions – A Case Based Approach” held from April 24 to 28, 2023.
- Certificate of Participation, Faculty Development Programme on Research Methodology (Online, 10 days), The Kingdom College, Bengaluru, 21–30 January 2023.

Workshops Attended:

- Certificate of Completion, National Level Workshop on AMOS: SEM, ESSGEE DIGISKILLS Learning Centre, 23 July–3 August 2024.
- Attended workshop on HR Analytics.
- Attended workshop on PLS-SEM.

Patents and Conference Book Proceedings:

- Published a Patent title “Adaptive, Human-Centric AI System for Workflow Optimization and Resilience Management in Dynamic Organizational Environments”
- Published conference proceedings with title “ Navigating the Micro,,small,and Medium sized Enterprises Landscape: Assessing Challenges and Oppurtunities in India ISBN-978-81-957366-9-0”

Departmental and Administrative Responsibilities:

- Fulfilled duties as Research Scholar in the Management Department, School of Management & Commerce, Malla Reddy University.
- Coordinated MBA departmental exams, organized schedules, and finalized internal marks.
- Actively contributed as a committee member for National & International Seminar organization.
- Planned and managed cultural events as Department Cultural Coordinator.
- Served as class teacher and mentor, supporting students’ academic progress and personal development.

Personal profile:

| | | |
|---------------|---|-------------|
| Name | : | B Rajeswari |
| Religion | : | Hindu |
| Date of Birth | : | 04-02-1991 |

Declaration:

I hereby declare that the above-furnished information is correct to the best of my knowledge and belief.

Place:

Date:

(B. Rajeswari)

