

DR. TAVITI NAIDU GONGADA



CONTACT INFORMATION

- *dr.tavitinaidugongada@gmail.com*
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- *Yendada, VSP 530045*

EDUCATION

12/2021

Post Doctoral Fellowship - Management

ICSSR
New Delhi

12/2017

Ph.D. - E-Banking Services of Private and Public Sector Banks - A study with reference to SBI and ICICI

Andhra University
Visakhapatnam

03/2014

M.Phil. - E-Banking: Problems and Prospects

Andhra University
Visakhapatnam

SUMMARY

Innovative academic leader and researcher with a Ph.D. in Management and extensive expertise in quantitative research. Currently an Associate Professor at Chandigarh University, with a strong portfolio of Scopus and ABDC-indexed publications and case studies. Experienced in curriculum development, student mentorship, and delivering workshops on research methodology and data analysis. Proficient in SPSS, Power BI, Tableau, R-Software, Generative AI, and Python.

SKILLS

- Statistical analysis with R
- SPSS and Power BI
- Generative AI
- Research methodology
- Data interpretation
- Predictive models
- Data mining
- Data visualization with Tableau
- Python fundamentals

EXPERIENCE

Associate Professor and Program Leader Chandigarh University | Mohali

- 06/2025 - Current
- Taught courses on statistical analysis for business decisions, smart supply chain analytics, and research methodology & modern digital tools at Chandigarh University, enhancing student understanding of complex concepts.

04/2003

M.B.A

Andhra University
Visakhapatnam

04/2016

M.Sc. (Distance Mode) - Mathematics

Sri Krishnadevaraya
University
Ananthapuram

09/2016

FDP - Business Management

Indian Institute of
Management
Ahmedabad

WEBSITES, SOCIAL LINKS

- <https://www.scopus.com/authorId/detail.uri?authorId=58572555800>
- <https://scholar.google.com/citations?user=fEPu7CoAAAAJ&hl=en&authuser=4>
- <https://www.linkedin.com/in/gongada-taviti-naidu-6ba064376/>
- <https://orcid.org/my-orcid?orcid=0000-0001-6211-9056>
- <https://www.youtube.com/@dr.tavitinaidugongada4450>

CERTIFICATIONS & LICENSES

- Conducted research in specialized fields, contributing to academic publications.
- Conducted research and organized workshops and expert talks, fostering academic development and engagement within the department.
- Developed and delivered engaging course content for diverse student groups.
- Mentored junior faculty and provided guidance on teaching methodologies.

Assistant Professor GITAM University | Visakhapatnam

- 04/2023 - 06/2025*
- Teaching, Research
 - Subjects taught at GITAM University: 1. Business Statistics 2. Quantitative Techniques 3. Operations Research 4. Business Research Methodology 5. Operations and Supply Chain Management
 - Chair Placements for UG from May 2023 to February 2024.
 - Coordinating placement drives with GCGC placement team
 - Arranging domain training to the UG students before placement
 - Time table coordinator for UG & PG.
 - Managed credits count and course mapping for each semester to streamline academic planning.
 - Encouraged and inspired students to pursue academic and career goals through engagement and support.

Assistant Professor Dr. L. BULLAYYA P.G College

- 07/2013 - 03/2023*
- Teaching & Research
 - Delivered MBA coursework at PG/UG level, focusing on quantitative techniques for management and operations research to enhance analytical skills.

Certificate Course on 'Digital Marketing Strategy' from Harvard Business School (Online).

Certificate Course on 'Supply Chain Analytics' from Swayam.

Certificate course on 'Generative AI' from Duke University (Coursera).

'Statistical Data Analysis' from Rice University (Coursera).

- Developed and delivered engaging course materials for diverse student populations.
- Facilitated interactive classroom discussions to enhance student learning experiences.
- Supervised graduate teaching assistants in instructional methods and classroom management.

**Assistant Professor
Noble Institute of Science and Technology**

- 06/2003 - 05/2013*
- Developed and delivered business statistics courses at NIST, enhancing students' analytical skills.
 - Designed and delivered engaging course materials for diverse student groups.
 - Facilitated collaborative research projects with faculty and students across disciplines.
 - Implemented innovative teaching strategies to enhance student learning experiences.

CASE STUDY PUBLICATIONS

Naidu, G.T, Sandhyavani, K.V., Kumar, A., and Dutta, G., Cyclone Hudhud at Rashtriya Ispat Nigam Limited, Visakhapatnam, 2019, Indian Institute of Management Ahmedabad, <https://doi.org/10.1108/CASE.IIMA.2020.000195>

RESEARCH PAPER PUBLICATIONS

- Advanced hybrid CNN-Bi-LSTM model augmented with GA and FFO for enhanced cyclone intensity forecasting, 2024, Alexandria Engineering Journal, Scopus (Q1)
- Optimizing Resource Allocation in Cloud Environments using Fruit Fly Optimization and Convolutional Neural Networks, 2024, International Journal of Advanced Computer Science and Applications, Scopus (Q3)
- Fuzzy Variable Linear Programming Problems Using A Fuzzy Dual Simplex Algorithm, 2024, Reliability: Theory and Applications, Scopus (Q4)

- Leveraging Machine Learning for Enhanced Cyberattack Detection and Defence in Big Data Management and Process Mining, 2024, International Journal of Advanced Computer Science and Applications, Scopus (Q3)
- Machine Learning Based Breast Cancer Detection and Recognitions Techniques in IoT Environment, 2024, International Journal of Intelligent Systems and Applications in Engineering, Scopus Indexed (Q3)
- E-Commerce Trend Analysis and Management for Industry 5.0 using User Data Analysis, 2023, International Journal of Intelligent Systems and Applications in Engineering, Scopus Indexed (Q3)
- Integrating Transfer Learning and Deep Neural Networks for Accurate Medical Disease Diagnosis from Multi-Modal Data, 2023, International Journal of Advanced Computer Science and Applications, Scopus Indexed (Q3)
- MULTIMODAL SIGNAL ANALYSIS FOR DEPRESSION AND ANXIETY PREDICTION: A HYBRID CNN-RNN APPROACH, 2023, Journal of Theoretical and Applied Information Technology, Scopus Indexed (Q4)
- THE EFFICIENCY OF ESTIMATING A POPULATION AVERAGE USING INDEX-TYPE ESTIMATORS IN SEQUENTIAL SAMPLING, 2023, Reliability: Theory & Applications, Scopus Indexed (Q4)
- Smart Buildings with Self-Supervised Learning: Exploratory Research in Energy Efficiency and Occupant Comfort, 2023, Conference Paper, Scopus Indexed
- Impact of artificial intelligence on employees performance in information technology sector, 2023, Conference Paper, Scopus Indexed
- Application of Machine Learning in the Classification of Data over Social Media Platform, 2023, Conference Paper, Scopus Indexed
- Analysation of Big Data in Smart Healthcare, 2022, Conference Paper, Scopus Indexed
- Technological Innovation Driven by Big Data, 2023, IGI Global publishers, Scopus Indexed
- Non-performing Assets: Magnitude, Status, and Impact (A Comparative Study concerning all public sector, private sector, and foreign banks in India), 2023, Journal of Informatics Education and Research, ABDC - C
- Factors Influencing the Purchase of Individual Health Insurance Policy in Urban India with Special Reference to Visakhapatnam City, 2021, Asian Journal of Management

- Perceived Stress Among Post Graduate Students And Its Association With Academic Performance, 2021, Turkish Journal of Computer and Mathematics Education
- Impact Of E-Banking Service Quality On Customer Satisfaction: A Case Study Of ICICI Bank, Visakhapatnam, 2020, International Journal of Future Generation Communication and Networking
- Customer Perceptions on E-Banking services: A Comparative study of select public and Private sector banks in Visakhapatnam city, 2020, International Journal of Advanced Science and Technology
- A Study of the Impact of the Select Demographic Variables on Men and Women Online Buyers, 2016, MERC Global's International Journal of Social Science & Management, UGC CARE Listed
- Financial Fraud Detection Using Hybrid Convolutional and Recurrent Neural Networks: An Analysis of Unstructured Data in Banking, 2024, Conference Paper, Scopus Indexed
- Advanced Deep Learning Integration for IoT Ecosystem for Content Classification, 2024, Conference Paper, Scopus Indexed

WORKSHOPS CONFERENCES

- Sampling Techniques, Determination of Sample Size and Testing Reliability, 12/03/18, Workshop on Research Methodology in social sciences, Colleges of Arts and Commerce, Andhra University
- Data Analysis with SPSS, 12/05/18, Workshop on Research Methodology in social sciences, Colleges of Arts and Commerce, Andhra University
- Research Methodology, 12/06/18 - 12/12/18, Workshop for faculty, Dr. L. Bullayya Colleges
- Review through Mendeley, Quantitative Data Analysis with SPSS, 06/08/22 - 06/09/22, Workshop on Research Methodology, SIDAR
- Business Research Methods, 09/03/22, Workshop for MBA students and faculty, Visakha Institute of Engineering & Technology

RESEARCH PAPER PRESENTATIONS

- Technological Services of E-Banking in Public and Private Sector Banks, IIM INDORE - NASMEI SUMMER MARKETING INFORMATION SYSTEMS CONFERENCE
- Generational Diversity of Workforce in IT Industry: A Study of Employee Attitudes on Select Variables in IT and ITeS Companies in Visakhapatnam, India, International Academic Research Conference on Multiple Academic Disciplines (MAD18New York Conference)
- Trends in Accounting, 36th ALL INDIA ACCOUNTING CONFERENCE & International seminar on Accounting Education and Research, Department of Commerce and Management Studies, Andhra University
- Online Consumer Behaviour, International conference on Business Competitiveness, Siva sivani institute of Management, Secunderabad
- A Study of the impact of the selected demographic variables on men and women online buyers, International conference on Innovative Management Strategies, Madanapalle Institute of Technology and Science, Chittoor
- Supply chain challenges in BRICS, International Seminar on BRICS Shaping the new Global Architecture, GITAM School of International Business, Visakhapatnam
- Factors Influencing the purchase of individual health insurance policy in Urban India with special reference to Visakhapatnam, International Conference on Mathematical Sciences & Engineering Applications, Baba Institute of Technology & Sciences in association with S.V.University, Visakhapatnam
- The contribution of social enterprises in Sustainable Development: a case study of SEVA Cafe, Ahmedabad, International Symposium on Social Business for Sustainable Development, Andhra University, Visakhapatnam
- Technological Change on global Economics and present global economic scenario of major economics, International Seminar on International Economic Scenario & Economic Order, Gangadhar Meher University, Sambalpur, Orissa
- Corporate Social Responsibility towards development in India, UGC sponsored International seminar, Acharya Nagarjuna University
- Corporate Social Responsibility to change in Indian Business, UGC sponsored National seminar, Andhra University

- Adopting to change in the Organization, International Conference held at St ALOYSIUS COLLEGE Mangaluru, Multidisciplinary Business Research

WORKSHOP PARTICIPATIONS

- 38th FDP, 06/06/16 - 09/24/16, Indian Institute of Management, Ahmedabad
- Statistics and Data analysis for Engineers and Researchers, 05/27/19 - 06/01/19, NIT, Warangal
- Conducting Meaningful Research, 07/26/19, IIM, Indore
- Latent Variable Technique, 07/27/19, IIM, Indore
- Statistical Techniques for Research Methodology, 12/14/21 - 12/18/21, Indian Statistical Institute (ISI), Mumbai
- Data analysis using Statistical Tools and Econometric Techniques, 12/26/21 - 12/30/21, IIM, Sirmaur
- Computational Statistics & Data Analytics, 03/07/22 - 03/10/22, Indian Statistical Institute (ISI), Kolkata

BOOKS AUTHORED

- Research Methodology for Management, 2021, Scientific International Publishing House, 978-9392992-29-2
- Research Methodology for Management, 2022, Sankalp Publications, 978-9391176-53-2

AWARDS

- Qualified NET (Management) from UGC
- Qualified AP-SET (Management) from AP-SET
- Awarded Postdoctoral Fellowship from ICSSR
- BEST TEACHER, Dr.L.B.Colleges, 2018
- BEST TEACHER, Noble Institute of Science & Technology, 2010

ASSOCIATIONS

- Lifetime member of Confederation of Indian Industry (CII)
(Membership ID: **N4745I**)
- Lifetime member of 'Indian Society for Training & Development'
(ISTD)

PERSONAL INFORMATION

- Wife: Sandya Sneha Sri
- Father's Name: G. Pakeru Naidu
- Mother: Satyavathi
- Date of Birth: 12/03/79
- Gender: Male
- Address: Flat-106, MK GOLD Coast, Visakhapatnam