

D.N.R.COLLEGE (AUTONOMOUS) :: BHIMAVARAM

FACULTY PROFILE

1)Name : Dr. U. MADHURI

2)Designation & Faculty : Lecturer

3)Father's Name : U. NARAYANA RAJU

4) Age & Date of Birth : 54 years & 15-05-1970

5)Educational Qualifications : M.Com, M.phil , Ph.D

6)Area of Specialization : Management in co-operation

: Regional Rural Banks-An Evaluation

:Banking Reforms –An Analytical Study in NPA and in Public Sector

7)Date of appointment :1-06- 2006

8)Details of Innovations / Contributions in Teaching

a. Design of Curriculum : Yes

b. Teaching Methods : Lecturer Method

9)Publications (From 01-11-2019 to till-date)



S.No	Name of the Journal	Title of the Article	Names of the Authors	ISSN / ISBN No.	Publication Details	ImpactFactor
1.	Business Sciences International Research journal vol8,Issue 1	Globalization and Economic growth	Dr.D.Venkata pathi Raju Dr. U. Madhuri	ISSN2221-3191	Imrjournals.in	SE Impact Factor 2.75
2.	Journal of pharmaceutical Negetative Results vol. 13Special Issue:10	Effect of Consumer Buying Behaviour on Internet Shopping	Dr,Dhadurya Naik M, Dr. K.K.V.Varma Dr. U. Madhuri	10.47750/pnr.2022.13 S10.394		
3.	Crops Residue Burning In India : Polocy Challenges and Potencial Solutions.	R-R-R (Reduce – Reuse – Recycle)- A Sustainable Solutions of waste Management		ISBN:978-81-958825		
4.	International Research Journal of Management Science and Technology	Rural Marketing in India :	Mr. M. prudhvy Raju Dr.D.Venkata	ISSN 2250-1950(onlin	www.IRJMST.com www.isarasolution.com	

5.	vol.14, Issue:10 Ethical Issue in Marketing Communication for Real estate in India: Issues and Intricacies.	Initiatives by the Stake holders and its Challenges. Marketing Strategies to go Vibrant in Digital Era	pathi Raju Dr. U. Madhuri	e) ISSN 2348-9367 (print) ISBN:978-93-92257-R52-0	Roshan Publications, Vihakapatnam	
6.	Impact of Government Development Programmes on the Lively hood of Scheduled tribes:A study of Kinnaur District,Himachal Pradesh.	The Existing Opportunities Facilitating The Preservation,Promotion and Dissemination ofTribal in India		ISBN:978-81-958704-3-1		
7.	Socio- economic States of Kaani Scheduled Tribes in Kaniyaumati District , Himachal pradesh	The Existing Opportunities Facilitating The Preservation, Promotion and Dissemination of Tribal in India		ISBN:978-81-958704-3-1		

10)Research Projects Carried out :

Title of the Project	Name of the Funding Agency	Amount Sanctioned Rs.	Duration of theProject	
			From	To

11)Seminars / Conferences / Refresher Courses attended:

Name of the Seminar / Symposia / Conference, etc.,	Name of the Organizer	Duration		Nature of the Participation
		From	To	
reduce –reuse-recycle- a sustainable solution towards waste management	National seminar S.C.I.M government college	08/02/2023	09/02/2023	Paticipated
marketing strategies to go vibrant in digital era.	Two days national seminar ideal college	25/11-2022	26/11/2022	Paticipated
INTER NATIONAL WEBINAR	D.N.R COLLEGE(A)	17/07/2021		Paticipated

BUSINESS INTELLIGENCE AND ITS ROLE AROUND THE GLOBE NATIONAL WEBINAR INTELLECTUAL PROPERTY RIGHTS	D.N.R COLLEGE(A)	24/07/2021		Paticipated
NATIONAL WEBINAR AGAINST WOMEN-PREBIRTH TO DEATH	SCHVPMR GOVT COLLEGE	6/12/2021		Paticipated
INTER NATIONAL WEBINAR INTRODUCTION TO DATA ANALYTICS	D.N.R COLLEGE(A)	31/03/2023		Paticipated
Workshop on “Case-based Methodology:A pedagogical Tool for Teaching”	Case Development cell(CDC)of Dr.D.Y.PatilB Scool .	24 th March to 25 th March 2022		Paticipated
Workshop on”SMALL BUSINESS IDEAS- 2022&BUSINESS FUNDING FOR ENTEREPRENEURSHIP	RAJEEV GANDHI COLLEGE OF MANAGEMENT STUDIES	5 TH March 2022.		Paticipated
Webinar entitled “Marketing 5.0”	Balaji Institye of Management Sciences Narsampet,Warangal	January 25,2022		Paticipated
International Entrepreneurship Summit’AVLOKAN 2.0’	Faculty Research cell-Gyanidhi &SRDC-Vidhyanidhi.	10 th -12 th &17 th -22 nd January2022		Paticipated
CALCUTTA MANAGEMENT SUMMIT	Sir Jehangir Ghandy Memorial Oration	19 th February,2022		Paticipated
Intellectual property rights & technological development	C.R. REDDY COLLEGE		28/09/2019	Paticipated
Intellectual property rights challenges and issues in India	D.N.R COLLEGE(A) National seminar	13/03/2019		Paticipated
Public private partnership in Indian economy	D.N.R COLLEGE(A) National seminar	25/2/2020		Paticipated
Gender Equality for a Sustainable Tomorrow	Sri Padmavathi Mahila Visvavidyalayam	3/3/2022&4/3/2022		Paticipated
NATIONAL LEVEL ONE WEEK WORKSHOP TOOLS AND TECHNIQUES IN RESEARCH	WSRM: VIET ,VIZAG		26/09/2022	Paticipated
		20/9/2022		

METHODOLOGY AND PRACTICES				
ONEDAY NATIONAL CONFERENCE ON : THE IMPACT OF GLOBALIZATION ON ECONOMIC GROWTH	Mahatma Gandhi National Council of Rural Education	04/09/2022		Participation & Presentation
"SMALL BUSINESS IDEAS - 2022 & BUSINESS FUNDING FOR ENTREPRENEURS"	RAJEEV GANDHI COLLEGE OF MANAGEMENT STUDIES	05/03/2022		Participated

Attach extra sheet, if necessary (Encl. No)

12. Memberships in Professional Bodies, Societies etc : No

13. Academic Distinctions (Awards / Honours, etc) : No

Participation in Extension Work / Community Service : Participated in janma bhumi ma vouru.

Additional responsibilities attended/attending in the college: NO

14. Participation in corporate life : Nil

15. Mobile No : 94409 46631, 63002 65524

18. Mail Id : madhuridattla@gmail.com

16. Employee Id : 6003018

17. Any other information : No