



Name	GELLI SEKHAR BABU
Designation	ASST.PROFESSOR
Qualifications	M.Phil., M.B.A.
Specialization	HR AND MARKETING
Email-ID	gellisekharbabu@gmail.com
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Experience	11
Area Of Interest	MANAGEMENT
Membership in Professional Societies	ISRD; IAENG
Publications : [ National ]	<ol style="list-style-type: none"> <li>1. Participated in the National Level Seminar on “RESEARCH METHODOLOGY IN MANAGEMENT SCIENCE” organized by QIS COLLEGE OF ENGINEERING AND TECHNOLOGY, ONGOLE, 2010.</li> <li>2. Participated in “ONE DAY WORKSHOP” on “INTELLECTUAL PROPERTY RIGHTS”; NATIONAL RESEARCH DEVELOPMENT CORPORATION and KRISHNA UNIVERSITY, 2013.</li> <li>3. Two Day National Seminar participation on Innovative Trends and Global Advancements in Technology, Industry, Banking and Finance in Pithapur Rajah’s Govt. College, Kakinada Sponsored by UGC held on 23<sup>rd</sup> and 24<sup>th</sup> September, 2016.</li> <li>4. One day Workshop on Improving the Presentation Skills in Teaching – Faculty Development Programme at JNTUK held on 17<sup>th</sup> September 2016.</li> </ol>

	<ol style="list-style-type: none"> <li>5. Two Days National Seminar: Assessment and Accreditation: A tool to Enhance Quality and Excellent in Higher Education Organized by Krishna University in Siddartha Pharmacy College, Vijayawada.</li> <li>6. A Journal on Imprenditore Challenges in 21<sup>st</sup> Century in Narayana Engineering College, Nellore April, 2016.</li> </ol>
<p>Publications : [International ]</p>	<ol style="list-style-type: none"> <li>1. The Extolment of Employee as well as Employer: Employee Retention Aspects of Corporate Social; Journal of Educational aspects, Management studies and Applied Sciences; International (Volume 1, Issue 2, ISSN 2320 0383, Feb-Apr 2013, Sl.No.17, Pg. No.147)</li> <li>2. Women Empowerment: Women Entrepreneurship Problems and Prospects; GEC'S International Journal of Innovation Technology and Management; International (Volume: I; Issue: II; ISSN : 2394-594X)</li> <li>3. Labour Welfare measures – Various aspects of Healthy Industrial Relations, GEC'S International Journal of Innovation Technology and Management; International (Volume: II; Issue: I; ISSN : 2394-594X)</li> <li>4. Women Empowerment: Women Entrepreneurship Problems and Prospects; VIJAYA COLLEGE OF BUSINESS MANAGEMENT FOR WOMEN'S, VIJAYAWADA;</li> <li>5. Journey of Women from Home to Board Room at Vijaya Institute of Management Sciences for Women; ISBN -978-81-932824-9-6; Sl.No.32; Pg.No.189. World is Women's Hand – Women Entrepreneurship Problems and Prospects of Indian Scenario.</li> <li>6. One day International Conference on Emerging Trends in engineering, management and science and Technologies in RISE Krishna Sai Prakasam Group of Institutions, Ongole and Seventh Sense Research Group at RISE Group of Institutions held on 3<sup>rd</sup> March 2017.</li> </ol>