



**Name:** Ch. Kavya

**Designation:** Assistant Professor

**Department:** Commerce

**Qualification:** M.Com., UGC – NET, TS – SET, (Ph.D.)

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**Overview:**

Ch. Kavya holds a Post-Graduation in Commerce and is a qualified aspirant of UGC - NET & TS – SET. Currently, she is pursuing her Ph.D. from Annamalai University, Tamil Nadu in the area of Technology Banking. For Mrs. Kavya, teaching is never an option but always a passion. She has 8+ years of experience in teaching. Apart from teaching in the Departments of Commerce & Business Management, she has also served in various positions in concern with Accreditation and Outcome based Education. To add to her profile, she has attended & participated in various National & International Conferences /Seminars/Workshops and also presented 15+ research papers. Her area of interest lies in Behavioural Finance and Technology Banking. She is known for her enthusiasm and dynamism.

### **Details of Research Paper Publications**

1. A Study on Consumer Perception in the Selection of Taxi – Cab Industry – JETIR
2. A Study on Awareness of Academicians on Atal Tinkering Labs – Atal Innovation Mission - Think India Journal UGC – CARE LIST
3. Role of Unified Payment Interface in Digital Banking Services - UGC – CARE – MUKHT SABDH JOURNAL
4. Impact of Performance Appraisal on Employee Well – Being - International Journal of Advance & Applied Research
5. A study on Usage of Digital Pedagogy for Sustainable Learning - International Journal for Research Trends and Innovation
6. MSME's Role in creating Employment Opportunities and its Challenges (With special reference to Telangana State) - Asian Economic Journal
7. BNPL – A Contemporary Fintech Evolution - International Journal of Research and Analytical Reviews
8. Impact of Virtual Assistants on Creative Thinking – Madhya Bharathi Print Journal, UGC Care Listed
9. A Study on Public Perception of E-Rupee – Digital Finance
10. The effect of internet advertising on consumer purchase decision - Sardar Patel Institute of Economic Research – Anveshak
11. Puffing: the modern way of hype building – PBMEIT Journal

### **Scopus publications**

1. Creative Accounting – Does that impact Accounting Ethics? - International Journal of Advanced Science and Technology
2. Green Entrepreneurship in Emerging Eco- Friendly Indian Market - A Perceptual Study of Millennials with special reference to Hyderabad City – Journal of Critical Reviews

### **ISBN Books / Papers Published**

1. A Study on Consumer Perception in the Selection of Taxi – Cab Industry - Himalaya Publishers
2. A Study on Indian Postal Payments Bank with special reference to Department of Postal Employees - TSCHE
3. Business Law (Text Book) – Wisdom India Publishers
4. Impact of Influencer marketing on Consumer Purchase Behavior Post Pandemic

### **Details of Certifications:**

1. Accreditation & Outcome Based Learning – SWAYAM
2. Blended Learning Practice - Common Wealth of Learning and Athabasca University
3. Learn Moodle - Common Wealth of Learning and Athabasca University
4. Technology – Enabled Learning - Common Wealth of Learning and Athabasca University