



1. Educational Qualifications :

- **MBA (Marketing)** – Osmania University, Hyderabad in 1994
- **Bachelor of Science (Mathematics)** – Calicut University, Kerala in 1991
- **Intermediate** Education at Kendriya Vidyalaya-HVF, Avadi, Chennai in 1988
- **High School** Education at Kendriya Vidyalaya-HVF, Avadi, Chennai in 1986

2. Membership in Professional Societies : Nil

3. Teaching, Research, and Consultancy Profile :

3.1 Teaching Interests :

Principles of Marketing, Retail Management, Services Marketing & Marketing Models

3.2 PGDM Projects Guided :

Around 10-12 students guided every academic year during Summer Projects in the area of Marketing

3.3 PGDM Projects being Guided :

Topics of some of the projects guided are:

- a) “Multi Brand Mobile Service Retailer Mapping Study”;
- b) “Brand Equity in Umbrella Branding”; “Perceptual Image Study”

3.4 Research Interests :

Service Innovation, Consumer Behavior in Retail Purchases & Pharma Marketing

3.5 Consultancy Projects Carried Out :

A Study on Consumer Perception with respect to Automated Simulator

4. Outcome of Research :

4.1 Papers Presented in International Conferences :

- ‘Current Economic Model – A Road to Perdition?’ at International Conference organized by AIMS International, IIM Indore.
- “How Fresh?—A Working Woman’s Perspective of Vegetable Vending” at International Conference on Retail Management organized by University of Hyderabad, Hyderabad

5. Work Experience and Training Activities :

5.1 Professional Experience :

Academic : 12 ½ years

- 2007- till date : Vignana Jyothi Institute of Management (2 year)
- 1999-2007 : Kasturba Gandhi Degree and P G College for Women, Marredpally (8 years)
- 1998-1999 : Sai Sudhir P G College, Kushaiguda and Aurora P G College (1 Year)
- 1995-1996 : Badruka College P G Centre, Kachiguda (1 ½ Years)

Industry : 1 year

As sales executive in Maxworth Orchards, a Sterling Resorts Group Company

5.2 Short Term Training Programs Conducted(Management Development Programme) :

- Program on “Enhancing Personal Selling Skills”
- Customer Relationship Management” at BHEL, Hyderabad

5.3 Other Details :

Papers Published in Journals

- Published a paper on ‘Valuing Human Values’ in VNS Management Today published by VNS Institute of Management, Bhopal.
- Published a paper on “The Current Economic Model- a Road to Perdition? in VNS Management Today published by VNS Institute of Management, Bhopal
- Published a paper on “How Fresh?—A Working Woman’s Perspective of Vegetable Vending” in Journal of Contemporary Research in Management published by PSG Institute of Management, Coimbatore

Papers Presented in National Seminars

- Presented paper on ‘Valuing Human Values’ at national seminar organized by KITS, Nagpur.

- Presented paper on ‘Capitalizing Intangible Human Capital for Strategic Competitiveness’ at ICOM-2006, organized by S K Patel Institute of Management, Gujarat INDIA.

6. Co-Curricular and Extra-Curricular Activities :

6.1 CCA/ECA Involved :

- a) Coordinating Student Forum activities at VJIM
- b) Coordinating Marketing club activities at VJIM

6.2 Counseling and Mentoring Activity :

Counseling and Mentoring done for I year and II year PGDM students regularly to support students in program completion, confidence building and transitioning to further education or the workforce.

6.3 Monitoring Activities(Anti-ragging, general discipline) :

Member of the Anti-ragging Committee at VJIM and conducted regular meetings with students regarding general discipline.

7. Student project guidance at VJIM:

1. A perceptual image study of Servo on the demand and competitiveness analysis on the supply side.
2. Brand equity in umbrella branding at Reliance Communications (Hyderabad).
3. Search Engine optimization (SEO) and direct marketing at P2W2.
4. Study on generic products price erosion.
5. Multi brand mobile service retailer mapping study on cellular mobile services in urban, semi-urban, tier-I and tier-II regions of A.P.
6. A study on the marketing mix in relation to supply chain and competing brands at Birla Cement.
7. Consumer promotion strategies of ITC and competition in the premium segment of soaps and shampoos.
8. Entry strategy for multi village scheme at Waterhealth.
9. Viral Marketing and Direct Marketing at P2W2.

7.1 Areas of guidance:

Marketing

8. Personal Details :

8.1 Permanent Address :

Plot No. 19, “Sowparnika”, Akash Vihar Enclave, Trimulgherry, Secunderabad – 500 015

8.2 Present Address :

Plot No. 19, “Sowparnika”, Akash Vihar Enclave, Trimulgherry, Secunderabad – 500 015

8.3 Phone Number, Mobile Number and E-Mail :

040-27791243, 9440061943 - v.jayashree@vjim.edu.in

8.4 Social Activities:

