

DR. NEELIMA RAMIREDDY

Assistant Professor | Commerce & Management Studies

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PROFESSIONAL PROFILE

Higher-education professional with experience in teaching Commerce and Management, including Human Resource Management, Marketing, Organisational Behaviour and Entrepreneurship. Holds a Ph.D. in Commerce & Management Studies, an M.Com. in Banking and an MBA in Human Resource Management. Experienced in classroom teaching, student mentoring, academic administration, training and development, examination-related duties, and curricular and co-curricular activities.

CORE COMPETENCIES

- Teaching, lesson delivery and student mentoring
- Commerce, Banking and Computer Applications
- Presentation, communication and facilitation
- Paper setting, examination duties and answer-script evaluation
- Human Resource Management, Marketing and General Management
- Training and development; interview and competitive-examination preparation
- Academic administration, admissions and student grievance support
- Coordination of curricular, co-curricular and extracurricular activities

EDUCATION

Qualification	Specialisation	University / Board	Year
Ph.D.	Commerce & Management Studies	Andhra University	2022 (Awarded)
MBA	Human Resource Management	Andhra University	2009
PGDSM	Software Marketing	Pondicherry University	2008
M.Com.	Banking	Andhra University	2002
B.Com.	Commerce / General	Andhra University	1998
S.S.C.	General	Board of Secondary Education	1992

PROFESSIONAL EXPERIENCE

Assistant Professor

March 2022 – Present

Gayatri Vidya Parishad College of Engineering for Women (GVPCEW), Visakhapatnam

- Teach undergraduate and postgraduate students in Management Studies and related subjects.
- Contribute to academic delivery, student support and departmental activities.

Lecturer

June 2008 – April 2019

Prism Degree & P.G. College

- Taught management- and commerce-related subjects and served as In-charge of the Department of Management Studies.
- Supported admissions, student grievance handling, parent communication, training and development sessions, and industrial visits.
- Used contemporary examples from management journals and newspapers to support teaching.

Lecturer (Part-time)

June 2010 – April 2012

Alliance Institute of Management

- Delivered MBA-level teaching in Human Resource Management.

Lecturer

June 2006 – May 2008

T.S.R. & T.B.K. Degree College

- Taught Human Resource Management and Organisational Behaviour.

Earlier Teaching Appointments

2002 – 2007

Maxwell's Institute of Science and Technology; Vignana Bharathi Degree College; Presidency Degree College

- Worked in teaching roles covering Computer Applications and Commerce & Management.

BOOKS & PUBLICATIONS

Books

- E-Commerce – Dr. N. R. Mohan Prakash and Ms. R. Neelima, Himalaya Publishing House Pvt. Ltd., 2018. ISBN: 978-93-5273-771-0.
- E-Commerce – K. V. Nagaraj, M. A. Anish Kumar, Neelima Ramireddy and Romala Vijay Srinivas, Himalaya Publishing House Pvt. Ltd., 2017. ISBN: 978-93-5273-344-6.

Journal Paper

- "Contemporary Emerging Issues, Challenges and Development Measures of Cooperative Marketing in India," IJSDR, Volume 7, Issue 9, September 2022. ISSN: 2455-2631.

PROFESSIONAL QUALIFICATIONS & CERTIFICATIONS

- Diploma in Software Applications – MCC Computer Education
- Diploma in Web Designing – Small Industries Service Institute, Ministry of Industry, Government of India
- MS Office and Internet
- Cambridge B.E.C. Certification – B2 level
- IELTS General Training – CEFR Level B2

ACADEMIC SERVICE

- Served as an Observer for Andhra University B.Com. examinations.
- Worked as a paper setter for St. Joseph's College for Women (Autonomous), Visakhapatnam.
- Undertook examination administration and answer-paper correction duties.

WORKSHOPS, FACULTY DEVELOPMENT & ACADEMIC ENGAGEMENT

- Academic Leadership Workshop, "GenAI-Enabled Campus: Prompts and Tools for Institutional Excellence," TCS iON, 25 September 2026.
- One-day workshop, "Where Ideas Create Impact," EPI Center 26, IIM Visakhapatnam, 31 January 2026.
- Workshop on "Teaching in International Marketing," Academy of International Business – South India Chapter, IIM Bangalore, 31 October 2025.
- Workshop on "Publishing South Asia Focused Research in Top Management and International Business Journals," Academy of International Business – South India Chapter, IIM Bangalore, 13 September 2025.
- Online Awareness Programme on Innovation and Entrepreneurship, National Institute of Micro, Small and Medium Enterprises, Government of India, Hyderabad, 25 January 2022.
- National Webinar on "Role of Financial Services & E-Commerce in the Growth of Indian Economy," Government Degree College, Pithapuram, 16 September 2020.
- Webinar on "How to Produce Effective Online Teaching Content with Screen Casting," Dr. Lankapalli Bullayya College of Engineering, Visakhapatnam, 24 August 2020.
- National Webinar on "Post COVID-19 Economy: Dynamics & Challenges," Dr. Lankapalli Bullayya College, Visakhapatnam, 18 August 2020.
- Webinar on "Mode of Internship in Management Course during the Present COVID-19 Scenario," Lakireddy Bali Reddy College of Engineering, Mylavaram, 31 May 2020.
- Online Quiz on "Awareness on Research Methodology," Sri Vahini Institute of Science and Technology, Tiruvuru, 30 May 2020.
- One-day International Webinar on "Covid World, Covid Mind: Towards a New Consciousness in the Ongoing Covid Reality," IQAC, St. Thomas College, Kozhencherry, 29 May 2020.
- E-Quiz on Higher Education System, Jamal Mohamed College, Tiruchirappalli, 18–25 May 2020.
- One-day Faculty Development Programme, "Art of Teaching Management," IIM Business School, Visakhapatnam, 8 January 2019.
- Workshop for college teachers, Research Group Society for Integrated Development and Research (SIDAR), Dr. Lankapalli Bullaya College, Visakhapatnam, 11–14 June 2018.
- National Seminar on "Implications of GST on the MSME Sector in the Coastal Corridor of Andhra Pradesh," UGC-SAP-CAS-II Programme, Andhra University, 26 March 2018.
- Teacher Support Programme for British English Certificate (BEC), 12–13 October 2017.
- Workshop on "Entrepreneurship Development," National Small Industries Corporation Ltd., Hyderabad, 10 December 2016.
- Ten-day Research Methodology Programme in Social Sciences, Institute of Advanced Studies in Education, Andhra University, sponsored by ICSSR, Ministry of HRD, New Delhi, 2–11 May 2016.
- Choice Based Credit System (CBCS) Workshop, Andhra University, 27 April 2016.
- Faculty Development Programme, IBS Business School, 20 August 2014.
- Faculty Development Programme, "Facilitator – the New Age Teacher," ICFAI National College, 28 October 2005.

LANGUAGES & INTERESTS

Languages: English, Telugu and Hindi

Interests: Photography and gardening