


Name of the Faculty	Dr. Aitha Cheralu		
Designation	Associate Professor		
Date of Joining	07-12-2023		
E - Mail	aithacheralu@gmail.com		
Educational Qualifications	Name of the Degree	Institute	Class
Ph. D	Doctor of Philosophy (Commerce and Management)	Kakatiya University	Awarded
PG	MBA	Vaagdevi Degree and PG College(KU)	First
UG	B.Com	Lal Bahadur College (KU)	First
Work Experience			
Teaching	12 Years		
Research	6 Years		
Industry	-		
Responsibilities held at the departmental level in college	<ul style="list-style-type: none"> • Acting as a Co-ordinator for conducting Management events. • I had gone to state level Management Meet as Jury member held at JBREC for the event of Business Quiz. • I had acted as a jury member for the event of Young Manager Award held at Vaagdevi degree and PG college at Warangal. 		
Subjects Handled at PG Level	<ul style="list-style-type: none"> • Indian Ethos and Values Course for MBA First Year Students. • Research Methodology and Report Presentation Course for MBA First Year Students. • International Financial Management Course for MBA Final Year Students. 		
Area of Research	<ul style="list-style-type: none"> • Banking Sector 		
Research Guidance for MBA.	<ul style="list-style-type: none"> • Guided for 100 MBA Students to finish their projects 		

<p>Prominent Research Publications in Journals</p>	<ul style="list-style-type: none"> • Aitha Cheralu (2015). "Aspects of Mergers and Acquisitions." ITIHAS, 2249-7803. • Aitha Cheralu (2013). "Causes of poor participation in financial markets." International Journal of Technology of business management, 2319-6815. • Aitha Cheralu(2013). "Emerging trends in Indian Capital Markets." International Journal of Decision Making in Management: Series,2319-6793. • Aitha Cheralu (2018). "HR issues in Financial Services-A study." Osmania University, 978-93-5299-913-2. • Aitha Cheralu(2021). "Modern Generation of Financial services in Indian Banking sector- A study." Red'Shine publication,978-91-987581-1-5. • Aitha Cheralu (2023). "Effectiveness of customer services in commercial banks- A comparative study." International journal of innovative science and research technology, 2456-2165.
<p>Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops (Attended)</p>	<ul style="list-style-type: none"> • Work shop on "Data Analysis and Report Research" at Vaagdevi Degree and PG college, Warangal from 02-7-2019 to 08--2019. • A one-day workshop on" Career Building through Research Publications and Academic Social Networks", Vaagdevi Degree and PG college,warangal, on 06th August 2022.
<p>Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops (Organized)</p>	<ul style="list-style-type: none"> • A Seminar on "Micro finance" held at Krishna University on February 2012. • A Seminar on "Fixed deposits and Recurring deposits" held in University post graduate college .Kakatiya University in March 2012.

