



DR. SUKANYA METTA

Faculty Id	:	0553-171226-122921
Date of Birth	:	30 June, 1979.
Designation	:	Associate Professor.
Years of Experience	:	Teaching: 14 years.
		Industry: Nil
Email Id	:	Hod.mba@kgr.ac.in , sukanyametta79@gmail.com
Phone Number	:	9951699515
Faculty Web Page	:	
Employment Status	:	Full Time - Ratified by JNTUH
Area of Specialization	:	<ul style="list-style-type: none">• Marketing
UG Degree	:	BSc, (BZC) ,2000, Siddhartha Mahila Kalasala, Vijayawada, Andhra Pradesh.
PG Degree	:	MBA, 2002, Sri Padmavathi Mahila Visva Vidyalayam, Tirupati, Andhra Pradesh.
Ph.D	:	Awarded in 2017, Sri Padmavathi Mahila Visva Vidyalayam, Tirupati, Andhra Pradesh.
Ph.D Thesis topic	:	Indian Brands in the Global Market.
UG Subjects Taught	:	NIL

PG subjects Taught	:	Marketing management, Management & Organizational Behavior, Consumer Behavior, Advertising and Sales Promotion, Service Marketing, Retail Marketing, International Marketing, Business Communication, Innovation Management, Data Analytics, Strategic Management, Research Methodology.
Projects handled (Consultancy)	:	Marketing consultant at Sucasa Infra.

PAPERS PUBLISHED:

INTERNATIONAL JOURNALS:

☞ **M. Sukanya**, Dr. J. Katyayani, “INFLUENCE OF DEMOGRAPHICS ON INDIAN BRANDS IN THE GLOBAL MARKET”, International Journal of Research in Finance and Marketing (IJRFM), vol 6, Issue 10, October 2016, PP 73-86.

<https://euroasiapub.org/current.php?title=IJRFM>).

☞ **M. Sukanya**, Dr. J. Katyayani, “A STUDY ON THE INFLUENCE OF COUNTRY OF ORIGIN EFFECT ON INDIAN BRANDS IN THE GLOBAL MARKETS”, International Journal of Trade and Global Business Perspectives, vol 5, No 4, Oct- Dec 2016.

http://pezzottaitejournals.net/pezzottaite/2016_IJTGBP_PAGE_OF_CONTENTS_V5N4_OCTOBER_DECEMBER.php)

CONFERENCES:

☞ International Conference on Strategies For Business Excellence: Challenges and Opportunities, 2016 presented a paper on “Literature Review On Performance Of Indian Brands In The Global Market”.

☞ Published an article on Make in India-India a Future Global Manufacturing Destination in ELK ASIA Pacific Journals with ISBN: 978-81-930411-3-0.

☞ Published an article on “the challenges and strategies of marketing in rural India” in ELK ASIA Pacific Journals with ISBN: 978-81-930411-9-2.

☞ Published an article on “the future of retailing in India” in NCIM-2012 with ISBN 978-81-922763-6-0.

☞ Published an article on “Indian brands in the global market” in Himalaya Publications with ISBN 978-93-5051-334-7.

WORKSHOPS ATTENDED:

- ☞ *ATEENDED AN FDP ON “RESEARCH METHODOLOGY” ORGANISED BY UOH IN NOVEMBER 2017.*
- ☞ *ORGANIZED A NATIONAL LEVEL CONFERENCE ON “MAKE IN INDIA PROBLEMS AND PROSPECTS” IN 2015 FROM GLOBAL EDUCATION CENTER.*
- ☞ *ATTENDED A NATIONAL LEVEL WORKSHOP ON “ONLINE COURSE DESIGN TECHNOLOGIES” IN MARCH 2014 ORGANISED BY SRI PADMAVATHI MAHILA VISVA VIDYALAYAM.*
- ☞ *ATTENDED A NATIONAL LEVEL CONFERENCE ON “CHANGING BUSINESS PRACTICES IN 21ST CENTURY” IN NOVEMBER 2011.*
- ☞ *ATTENDED WORKSHOP ON “MBA PROJECT WORK” ORGANISED BY OSMANIA UNIVERSITY IN DECEMBER 2016.*
- ☞ *ATTENDE WORKSHOP ON “INTERACTIVE LEARNING METHODOLOGIES” FOR MANAGEMENET FACULTY CONDUCTED BY JNTUH IN DECEMBER 2005*

PATENTS:

- ☞ NONE

MEMBERSHIP/PARTICIPATIONS:

- ☞ NONE

WORKSHOPS ATTENDED/SEMINARS:

- ☞ NONE

ACHIEVEMENT:

- ☞ NONE

BOOKS PUBLISHED:

None

RESEARCH PROJECTS UNDERTAKEN:

None