



Dean, Research & Consultancy
St Joseph Degree & PG College
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Dr. S Brinda has got 33 years of experience of Teaching, and has a keen eye for Research. Administration, Training and consultancy are her special interests. A serious writer; Dr. Brinda has authored 17 Books and 17 Research papers on Banking, Women empowerment Expatriates Training, Internet Banking. issues in various National and International journals of repute. She has presented several research papers in around 17 National and International seminars and conferences. She is on the Board of Studies of Autonomous Colleges affiliated to Osmania University. She is the resource person for M Com and MFC courses of Osmania University, She is a counselor of IGNOU for management papers for MBA. She is a course Editor for various computer and commerce subjects for Osmania University and Mahatma Gandhi University. She has been a B Com (Honors) Coordinator for more than a period of 5 years representing Aurora's Institutions.

She renders guest lectures to students of professional background of various business Schools.. Presently she is holding the position of Dean, Research & Consultancy, St Joseph's Degree and PG College, an autonomous institution which was recently reaccredited with 'A' by NAAC.. She has received several awards for her academic achievements including Best *Commerce Faculty award* in the year 2008 by IPA (Institute of Practical Accountancy), a well known professional body in state of Telengana. Her current research interests include CRM, Bank Marketing, and, Human Resource Management, Cyber security, E-Commerce.

Dr S. BRINDA

CURRICULUM VITAE

Professional Profile:

Name: Dr S Brinda

Qualification: M Com, M Phil, PGDCA and PhD

Research: PhD in Commerce from Osmania University

Area: Finance

Title: "Legal and Security Aspects in Internet Banking in India"

Designation: Dean, Research & Consultancy

Objective: Be able to consistently contribute to the growth of the institution. Believe sincerely in the saying 'work silently and god will shower all his blessings joyfully'

Seminars, Conferences, Refreshers Courses Attended/ Organized

- a. Attended Training Program in TALLY for the Teachers of Accounting from 25.3.2006 to 26.03.2006 at Department of Commerce, Osmania University, Hyderabad.
- b. Resource Person, Corporate Accounting with Tally Soft Ware Staff Orientation Program, organized at St Pious PG and degree College, Nacharam, Hyderabad. 2008
- c. Participation in the Visionary Leaders: Lecture Series II on Teaching OB and HR – New Perspectives by Dr. T. V. Rao, on 20th November, 2010 at Aurora's Business School, Hyderabad.
- d. Presented Paper "Digital Signatures in India" at International Conference on International Trade and Commerce, March 5th – 7th 2010 at Department of Commerce, Osmania University, and Hyderabad.
- e. Participated in "ICT Training Programme on Graphics Using Photoshop" 14- 16 November, 2011 at St. Francis College, Hyderabad.
- f. Participated in the two week "Staff Development Programme on World Class Manufacturing". December, 12-24, 2011 at Institute of Public Enterprises, Hyderabad.
- g. Participated in one day seminar on best teaching practices in commerce education conducted by Institute of Public Enterprise, 2012, Hyderabad

- h. Challenges for industrial survival & growth micro small and medium enterprises - a study on the problems faced by micro, small and medium enterprises in Andhra Pradesh. Pacific Institute of Business Studies-International Conference 12-13 Feb,2013
- i. Participated and assisted in organizing National Level Seminar of Osmania University in Innovative Banking 2010.
- j. Attended and participated in workshop of Teaching-learning at Osmania University campus, Hyderabad 2009.
- k. Resource person for workshop of Teaching-learning methodologies,2012 at Osmania University campus, Hyderabad.
- l. Resource person for workshop on teaching “C” Language for Commerce teachers at Osmania University campus, Hyderabad.
- m. Participated and presented a paper in national level seminar in 2009, on E-commerce Application.
- n. Presented a paper on “Digital Signature in India” in the national Seminar conducted by the Department of Commerce, Osmania University in 2009
- o. Attended workshops on research methodologies and case studies at XLRI Jamshedpur.
- p. Organized workshops for Computer Practical for commerce teachers in Osmania University-2009
- q. As director, organized a national seminar on 19th dec 2013 on ‘ recent trends in commerce-an edge ‘ where more than 150 papers were presented by the participants from all over India
- r. Chaired a session in national conference on ‘Women Empowerment through Employment, Education and Entrepreneurship” held on 17th April @015 by Arora PG College, Hyderabad Telengana

Technical Skills:

- Problem solving techniques, dealing with different types of students, developed sensitivity and understanding.

- Teaching skills developed with handling different theory and practical subjects.
- Team Leader & Team player
- As a Course Coordinator developed counseling skills.
- As a Teacher, Coordinator, In-Charge and Event Organizer can take independent decisions if situation requires and own responsibility.
- In charge of curriculum development for undergraduate and post –graduate commerce courses.
- Conducting national and international seminars
- Conducting workshops for the faculty development
- Coordinating certificate courses
- In charge for Curriculum Delivery, Procedure Manuals, Teaching Process, Assessment, Examination, Moderation and Annual Audit Process.
- Maintaining good working relationships with faculty and administration in all academic and non-academic areas
- Maintaining effective communication between students, faculty and the management within the institute and with other academicians.
- In-charge of Research Cell and motivating the faculty in pursuit of research.
- **NAAC Coordinator for Research & Consultancy**

Professional Membership

- Member of Hyderabad Management Association
- Member of British Library, Hyderabad.
- Member-JIBC-International Journal

Books published

1. Title of the book	Publisher	Year
2. Fundamental of Computers	Kalyani Publishers	2006
3. Fundamentals of	Kalyani Publishers	2006

Information and Technology		
4. Fundamentals of E-Commerce	Kalyani Publishers	2007
5. Programming in C Language	Himalaya Publishers	2009
6. Web Programming	Kalyani Publishers	2010
7. Programming in C Language	Himalaya Publishers 2 nd revised Edition	May, 2012
8. Financial Accounting	Taxman's Publications- New Delhi	July,2013
9. Fundamentals of Information Technology	Taxman's Publications- New Delhi	July, 2013
10. Relational Database Management System	Kalyani Publishers 2 nd revised Edition	May, 2013
11. Programming in C Language	Himalaya Publishers 3 rd revised Edition	May, 2013
12. Web Technologies	Kalyani Publishers	Dec, 2013
13. Fundamentals of E-Commerce	Kalyani Publishers 3 rd revised Edition	Dec, 2014
14. Modern Data Base Management System	Kalyani Publishers	June 2014
15. Web Programming	Kalyani Publishers 3 rd revised Edition	June 2014
16. Fundamentals of	Lakshmi Publishers	Under Print

Information Technology-		
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Books Edited:

Prof. G. Ram Reddy Centre for Distance Education: Course Editor:
Web Programming –2013

Prof. G. Ram Reddy Centre for Distance Education: Course Editor:
E Commerce –2013

Mahatma Gandhi open University: : Course Editor: E Commerce –2013

Mahatma Gandhi open University: : Course Editor Web Programming –2013

Mahatma Gandhi open University: : Course Editor: C Language –2013

Mahatma Gandhi open University: : Course Editor: Fundamentals of Information Technology –
2013

Papers Presented

Title	Organization	Year
21st Century and Corporate Social Responsibility Motivation For CSR Profit Vs Ethics Challenges for Industrial Survival & Growth micro small and medium enterprises – a study on the problems faced by medium enterprises in AP.	IPE, Hyderabad. IPE, Hyderabad Pacific Institute of Business Studies	December 2012, December, 2012 Feb, 2013.
Impact Of Cross Culture Training A Review	Don Bosco College of Management, Siligury, Assam	June, 2013
Role of micro finance in women empowerment (a study on select SHGS of Ranga Reddy district)	Bhavan's Vivekananda College of Arts, Commerce and Sciences, Hyd	Sep, 2013
Mobile Commerce-	St.Joseph's Degree &	Dec, 2013

Implications	PG College	
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Papers published

TITLE	NAME OF THE JOURNAL	YEAR
Internet Banking in India	Gavesana Journal of Management , Vol. 1, No. 3, 2010, p. 8- 98	2011
Technology Adoption by Banks in India: A Comparative study of Public Sector	WIM Journal of Management	2012
Customers' Satisfaction and Internet Banking Service Quality: A Comparative Study of ICICI and SBI	Gitam Journal of Management Vol. 9, No.4, 201, p.140-163	2012
Role of Micro Finance in Women empowerment (a study on select SHGS of Ranga Reddy District)	Sep 2013 Bhavan's College, Hyderabad.	2013
Impact Of Cross	Saleasian Journal Of Management	2014

Cultural Training On Expatriates		
Security Aspects in Internet Banking in India-A comparative study of ICICI and SBI	Proceedings of the 9th INDIACom; INDIACom-2015; IEEE Conference, 2015 2nd International Conference on “Computing for Sustainable Global Development”, 11th - 13th March, 2015	2015

Professional Achievements/Engagements

1. Best Commerce Faculty Award-By Institute of Practical Accountancy—2008
2. IGNOU Councilor since 2009 for MBA Course-MS-1,55,62
3. Prof. G. Ram Reddy Centre for Distance Education: Course writer- Fundamentals of Information Technology-2010
4. Mahatma Gandhi University for Distance Education-Course Editor- Fundamentals of Information Technology B Com(computers)-2011
5. Prof. G. Ram Reddy Centre for Distance Education: Course Editor: Web Programming--2012
6. Prof. G. Ram Reddy Centre for Distance Education: Course Writer: Accounting System—2012
7. Mahatma Gandhi University for Distance Education-Course Editor- Fundamentals of Relational Database Management System BCom(computers)—2012
8. Mahatma Gandhi University for Distance Education-Course Editor- Fundamentals of Information Technology PGDCA -2011
9. **In-Charge of Research Cell and guiding the faculty for UGC Sponsored Minor and Major Projects**

