

Chief Patron: **Mrs. S. Aarathy**
President and CEO
Siva Sivani Group of Institutions, Secunderabad

Patron: **Dr. Sailesh Sampathy**
Vice President and Deputy CEO
Siva Sivani Group of Institutions, Secunderabad

Chief Editor: **Dr. N.R.K.S. Chakravarthy**
Director
Siva Sivani Institute of Management, Secunderabad

Editor: **Dr. K. Subba Rama Sarma**
Assistant Professor
Siva Sivani Institute of Management, Secunderabad

EDITORIAL ADVISORY & REVIEW PANEL

1. **Prof. Srinivas Gunta**, IIM-Indore,
2. **Prof. V. Sita**, Sr. Professor, School of Management Studies, University of Hyderabad.
3. **Dr. K. Mathiyazhagan**, Professor & Chairperson - Research Centre,
Thiagarajar School of Management, Madurai.
4. **Prof. V. Shekhar**, Former Dean & Professor, Dept of Business Management, Osmania
University, Hyderabad
5. **Dr. Mahesh Pavan Sathavalli**, Associate Director, Kyndryl India
6. **Dr. Avvari V. Mohan**, Professor (Innovation and Strategy), Monash University, Malaysia Campus
7. **Sreedhar Nandiraju**, Assistant Vice President, Reliance Jio
8. **Prof S Sreenivasa Murthy**, Director, IPE, Hyderabad
9. **Dr. Naga Venkata Raghuram**, Jeedigunta, Professor & Assistant Director International Relations
- VIT, Vellore
10. **Prof. M. Kamalakar**, Executive Vice president, SIVA Sivani Institute of Management
11. **Prof. P. Narayana Reddy**, Executive Board Member, AIMS
12. **Dr. S.F. Chandra sekhar**, Professor and Area chair- HR, Siva Sivani Institute of Management
13. **Dr. K.S Harish**, Professor & Area Chair- Data Science & Operations, Siva Sivani Institute of
Management
14. **Dr. Pavan Patel**, Professor and Program Chair, Siva Sivani Institute of Management
15. **Dr. N. C. Rajyalakshmi**, Professor, Siva Sivani Institute of Management