


Profile

Name of the Faculty	Dr. A. Sita Madhavi	
Designation	Professor	
Department	Management Studies	
Area of Interest	Marketing management, Supply Chain Management	
Subjects Taught	Marketing Management, Supply Chain Management, Entrepreneurship, Operations Management	
JNTUH Registration Id	9270-151221-162216	
College Staff Code	SC 1129	
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Educational Qualifications:

S.No.	Degree	Specialization	University/College	Year
1.	PhD	Marketing Management	Osmania University	2008
2.	M.B.A	Marketing Management	Osmania University	1999
3.	B.Sc	Micro Biology	Osmania University	1997

Paper Publications:

S. No.	Publication details
1	Madhavi, A. S. (2025). <i>Global e-commerce success: Personalization, SEO, and sustainability in digital marketing</i> . In <i>Digital Transformation and Sustainability of Business</i> (eBook ISBN 9781003606185). CRC Press.
2	Madhavi, A. S. (2023). Enhancing educational quality through brand tribalism: The role of IQAC in higher education institutions. <i>South India Journal of Social Sciences</i> , 21(17), 89–96.
3	Madhavi, A. S. (2022). Digital marketing and crowdfunding. <i>Gradiva Review Journal</i> , 8(1), 19.
4	Madhavi, A. S. (2021). Digital healthcare market platforms in India. <i>Journal of Huazhong University of Science and Technology</i> , 50(6). https://doi.org/10.XXXX/HST-0621-528
5	Madhavi, A. S. (2020). Revival strategies for forgotten places of importance in Telangana: A tourist review of Chalukya Nagar Alampur. <i>Indian Journal of Applied Research</i> , 10(5).
6	Madhavi, A. S. (2020). Offering human hair – A donation or pollution? <i>International Journal of Multidisciplinary Educational Research</i> , 9(3).
7	Madhavi, A. S. (2019). Awareness on women hostel safety measures. <i>International Journal of Advance Research, Ideas and Innovations in Technology</i> , 5(3).

Experience:

Teaching	23 years
Industry	-
Research	14 years
Total Experience	23 years