


## Profile

<b>Name of the Faculty</b>	Diddi Keerthana	<b>Latest Passport Size Photo</b> 
<b>Designation</b>	Assistant Professor	
<b>Department</b>	MBA	
<b>Area of Interest</b>	MBA (Finance)	
<b>Subjects Taught</b>	TKM, ETP, EEA,FM,ER	
<b>JNTUH Registration Id</b>	8832-160223-120602	
<b>College Staff Code</b>	SC1681	

### Educational Qualifications:

<b>S. No.</b>	<b>Degree</b>	<b>Specialization</b>	<b>University/College</b>	<b>Year</b>
1.	Degree	B.Com	Musheerabad degree college	2012
2.	MBA	Major- finance Minor - HR	Cvsr college of engineering	2015
3.	M.COM		PGGRCDE	2018

### Publications:

<b>S. No.</b>	<b>Publication details</b>
1.	Significance of financial management practices at airline( Two days national conference on innovation and emerging trends in management science)
2.	An Analytical Study Of Investors Using Top-Down And Bottom-Up Approach Of Selected Banks with International Journal of Emerging Technologies and Innovative Research (www.jetir.org   UGC and issn Approved), ISSN:2349-5162, Vol.10, Issue 1,

	page no. ppd370-d376, January-2023, Impact Factor:7.95. - 23rd January, 2023
3.	Using Structural Equation Modeling On Foreign Direct Investment Of Indian Economic Growth - A Case Of Institutional Quality Approach with The Seybold Report Journal (TSRJ) ISSN 1533-9211-31/12/2023

**Experience:**

<b>Teaching</b>	10 years
<b>Industry</b>	
<b>Research</b>	
<b>Total Experience</b>	10 years