

**Dr. Praboju. Shirisha** has achieved her Ph.D in Management and MBA with specializations in Finance/Marketing from Osmania University, M.A (English) from PGRRCDE as well as Qualified in TS & AP SET in 2014. She has got 15 + years of teaching experience and 1 year industry experience. Presently she is working as Assistant Professor (c) in the Dept. of Business Management at Palamuru University PG centre: Kollapur from 2015.

She has published 9 Papers in reputed International Journals, 2 papers in National Journals. She also Presented 5 Papers at National Seminars, 2 Papers at International Conference, 1 at National Conference, conducted and attended webinars, attended Faculty Development Programmes at Palamuru University, OU and JNTUH, and workshops organized by OU and National Small Industries Corporation Ltd.