

Dr. ROOPA RANI EMMELA

Designation: Associate Professor

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Dr. Roopa Rani Emmela is an Associate Professor in the Department of Management Studies at Dr. Lankapalli Bullayya College, Visakhapatnam. With over 17 years of teaching experience and 8 months of industry exposure, she specialises in Human Resource Management and Marketing. She holds a Ph.D. in Human Resource Management, awarded by Andhra University in 2013, and has qualified for the UGC-NET for Lectureship in 2006. Additionally, Dr. Roopa has completed a Post Doctoral Fellowship with ICSSR in 2018 and holds an MBA, as well as a PG Diploma in Travel and Tourism Management.

Her teaching portfolio includes a wide range of subjects, including Human Resource Management, Marketing Management, Organisational Behaviour, Industrial Relations, and Performance Management. She has a strong interest in exploring workplace behavioural dynamics, focusing on how individual and group behaviours impact organisational outcomes. Passionate about innovative teaching methods, she continually seeks new ways to make management concepts engaging and relatable for students, fostering a deeper understanding of real-world business challenges through practical examples and interactive learning techniques.

Dr. Roopa is actively engaged in research, with several published papers and presentations at national and international seminars. Her recent book, *Managing Stress at the Workplace*, was published in 2024. She has also contributed to various conferences, including those organised by Andhra University and the International Stress Management Association. Her professional journey is marked by a commitment to both teaching and research.