

Dr. Saidalavi K

Associate Professor,
Department of Management and Commerce,
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Summary

Associate Professor with 13+ years of experience in teaching, research, and academic administration. Specializes in Consumer Behaviour, leadership, cultural intelligence, and marketing Management. Has led major institutional initiatives, including Academic Coordination, Internal Quality Assessment, Projects, mentoring, and internships, and actively contributes through conferences, workshops, and scholarly publications.

Teaching Subjects

- Consumer Behaviour
- Sales and Advertisement Management
- Marketing Management
- Organizational Behaviour
- Innovations Management
- Research Methodology

Education & Qualifications

- PhD in Management Studies (2017–2021)
- MPhil in Management Studies (2011–2012)
- MBA (Marketing & HRM) (2009–2011)
- BA in Sociology, University of Calicut (2006–2009)
- UGC-NET (2011)

Teaching Experience

- Associate Professor, Department of Management & Commerce, MANUU, Hyderabad (08.03.2025 - Continuings)
- Assistant Professor, Department of Management & Commerce, MANUU, Hyderabad (2013–08.03.2025)
- Assistant Professor, Department of Business Administration, AMU Malappuram Centre (2012–2013)

Academic Achievements & Contributions

- Guiding 4 PhD scholars.
- Coordinated internships for 250+ students across 5 years.
- Improved placement conversion by 45% during coordination tenure.
- Established MoUs and built industry relationships with 30+ companies.
- Mentored 100+ students under the Department Mentoring Program since 2013.
- Guided 100+ MBA project students.

Training Programs & Certifications

- NFLP Training Program, IIM Visakhapatnam — 10 Nov 2025 to 14 Nov 2025
- 14-Day Refresher Program, MMTTC, MANUU — 19 Aug 2024 to 31 Aug 2024
- 2-Week Industrial Training, Popees India — 18 Dec 2023 to 05 Jan 2024
- 7-Day NEP 2020 Orientation & Sensitization Programme — 18 Dec 2023 to 28 Dec 2023
- 2-Week Industrial Training, Globe Capital — 03 Jan 2022 to 21 Jan 2022
- FDP on Organizational Behaviour, St. Pious X Degree & PG College for Women — 15 Feb 2021 to 19 Feb 2021
- FDP on Student-Centered Teaching Learning Methods, SIBER Kolhapur — 05 Jan 2021 to 09 Jan 2021
- FDP on Design Thinking, Amity Centre for Entrepreneurship Development — 21 Dec 2020 to 25 Dec 2020
- FDP on Data Science & Machine Learning, NIT Warangal & MANUU — 20 Dec 2020 to 30 Dec 2020
- 14-Day Refresher Program, University of Hyderabad — 27 Feb 2020 to 11 Mar 2020
- 21-Day Research Methodology Workshop, University of Calicut — 2019
- FDP on Nai Talim, MGNCRE — 29 Jul 2019 to 03 Aug 2019

Administrative Experience

- Academic Coordinator for MBA, PhD Programs at School of Commerce and Business Management, MANUU, 2026-Continuing
- IQAC Coordinator, School of Commerce and Business Management, MANUU, Hyderabad, 2020- 2026
- Head of Projects and Internships, School of Commerce and Business Management, MANUU, Hyderabad, 2024- Continuing
- Head of Mentoring Program, School of Commerce and Business Management, MANUU, Hyderabad, 2022- Continuing
- Promotions and Publicity Coordinator, School of Commerce and Business Management, MANUU, Hyderabad, 2021- Continuing
- Placements and Internships Coordinator, School of Commerce and Business Management, MANUU, Hyderabad, 2018 – 2022
- Examination Coordinator, School of Commerce and Business Management, MANUU, Hyderabad, 2016-2020

Academic Events Organized

- Coordinator of 14-day Refresher Program for Management and Commerce, Organized by MMTTC, MANUU, 2025
- Convenor of National Conference on Innovative Business Practices towards Sustainable Development Goals, Organized by DMC, Hyderabad, 2023; 188 participants, 127 papers presented.
- Convenor of Research Methodology Workshop at SCBM, 2024

- Convenor of the International Seminar of Spirituality at Workplace at DMC, MANUU, 2018; 130 participants.
- Convenor, workshop on understanding Technicals in Capital Markets at SCBM, Hyderabad, 2022
- Coordinator, workshop on Financial Markets at DMC, Hyderabad, 2017

Research Projects

- 2023 A Comprehensive Analysis of E-Learning Adoption and Effectiveness In Training Programs for Teachers in Higher Education, Sponsored by MANUU, Hyderabad.

Research Publications

- K Rasheed, F Uddin, A Islam, K Saidalavi (2026), Religiosity and Consumer Behavior: Examining the Roles of Intrinsic and Extrinsic Religious Orientations, *Strategic Business Research*, 2(4).
- Mahfooz, K., Saidalavi, K., Birau, R (2025), Impact of framing effect and financial behavior: A review of cognitive bias in investment decisions, *International Journal of Accounting and Economics Studies*, 12(8), 939–943., 2025
- Saidalavi K., Rasheed & Cholasseri, A. (2025). Influence of AI Trading Tools on Cognitive Biases and Investor Behavior: An Exploratory Study. *IUP Journal of Accounting Research & Audit Practices*, 24(3), 562-580.
- Saidalavi, K. (2025). A Study On E-Learning Adoption And Effectiveness In Training Programs For Teachers In Higher Education. *European Journal of Education Studies*, 12(6).
- Saidalavi, K., Rasheed, K., Popescu, V., Birau, R., & Nioata, R. M. (2025). Investigating the Impact of e-Service Quality on Customer Satisfaction by Examining the Trends in Consumer Behavior towards Quick Commerce (Qcommerce). *Revista de Stiinte Politice*, (87), 213-225.
- Azeem, M. A., Saidalavi, K., & Rasheed, K. (2024). Cultural Intelligence and Job Satisfaction: An Examination of Cross-Cultural Contexts and Expatriate Experience. *IPE Journal of Management*, 14(1), 1-10.
- Cholassery, A., & Saidalavi, K. (2022). Optimizing Healthcare Costs: Best Practices and Strategies for Cost Management in Hospitals. *IPE Journal of Management*, 12(2), July-December, ISSN 2249-9040.
- Ahmad, S., & Saidalavi, K. (2019). Cultural Intelligence and Leadership Effectiveness in Global Workplaces. *International Journal on Leadership*, 7(1), 1-7.
- Ahmad, S., & Saidalavi, K. (2018). Sales Leadership Styles and Sales Performance. *Journal of Marketing Vistas*, 8, 90-101.
- Saidalavi, K. (2018). Authentic Leadership and Organizational Effectiveness. *Asian Journal of Research in Business Economics and Management*, 8(4), 9-18.
- Ahmad, S., & Saidalavi, K. (2018). Online Sales Communications and Customer Retention. *International Journal of Research in Management & Social Science*, 1(9), 1-5.
- Saidalavi, K. (2013). A Study on Online Shopping Experience and Customer Satisfaction. *Advances in Management*, 7(5), 38.
- Saidalavi, K. (2011). Cultural Intelligence in Cross-Cultural Workplace: An Enabler of Sustainability through Effective Diversity Management. In *Today's HR for a Sustainable Tomorrow*. Allied Publishers Pvt. Ltd, New Delhi.

Conferences and Seminars

- Saidalavi, K. (2025, November 28–29). Impact of loss aversion and regret aversion on trading performance in algorithmic trading [Conference presentation]. XXII Edition of the International Scientific Conference ECOTREND 2025: Digitalization – Sustainability – Competitiveness, Constantin Brâncuși University of Târgu-Jiu, Târgu-Jiu, Romania.
- Saidalavi, K. (2025, February 22–23). *Adopting AI tools in business education: Assessing the impact of TPACK and teaching experience*. ICISAS 2025, Curtin University Dubai, UAE.
- Saidalavi K. (2025, April 15–16). E-servicescape aesthetics and consumer behavioural intentions: Examining the trends in instant grocery delivery services [Paper presentation]. 1st Annual International Management Conference, BITS Pilani Hyderabad, India.
- Saidalavi K (2025, April 4–5). AI trading tools and cognitive biases [Paper presentation]. 17th International Conference on Business and Finance (ICBF-2025), ICFAI Business School, Hyderabad India.
- Saidalavi K. (2025, February 13–14). Impact of telecommuting on work efficiency and sustainable work practices [Paper presentation]. ICCBC 2025, Guru Nanak College, Chennai, India.
- Saidalavi, K. (2025, January 29). Sustainable leadership and employee engagement: Analyzing the mediating effects of psychological safety and social innovation [Conference presentation]. 7th International Conference on Management and Business Practices (ICMBP-2025), Department of Management and Business Administration, Aliah University, India.
- Saidalavi, K. (2024, February 22–23). AI-integrated leadership development programs and authentic leadership development [Conference presentation]. International Conference on the Role of AI in Higher Education, Xavier Institute of Management & Entrepreneurship, Bangalore.
- Saidalavi, K. (2022, April 16–17). Impact of e-service quality on customer satisfaction [Conference presentation]. Online Conference on COVID-19: Learnings & Implications for Management, IIM Indore & GIZ Germany.
- Saidalavi, K. (2025, February 17). Sustainable supply chain management and procurement [Conference presentation]. Transforming Business for a Better World: Sustainability and CSR in Action, Department of Commerce and Department of Management Studies, Ideal Arts and Science College, Cherpulassery, Palakkad, India.
- Saidalavi K. (2024, October 5). People analytics: A comprehensive study [Paper presentation]. National Seminar on the Future of Commerce: Unlocking Growth and Sustainability, Soundarya Institute of Management and Commerce, India.
- Saidalavi K. (2024, September 20–21). Effect of service quality on service quality and behavioural intentions [Paper presentation]. Emerging Issues in Business and Technology, Brainware University, Kolkata, India.
- Saidalavi, K. (2012). Cultural intelligence and training on cross-cultural work values [Paper presentation]. Synchronizing Management Theories and Business Practices: Challenges Ahead, Annamalai University, Tamil Nadu, India.
- Saidalavi, K. (2013). Developing global leadership mindset and multinational team experience [Paper presentation]. Contemporary Global Management Practices Conference, SNIST, Hyderabad, India.
- Saidalavi, K. (2015). Quality of work life and performance: An empirical study on selected BPOs in Hyderabad [Paper presentation]. Challenges and Opportunities in HRM Conference, DBITM, Punjab, India.
- Saidalavi, K. (2016). Suitability of industrial relations as a key FDI magnet: A comparative study between India and China based on Eclectic Paradigm Theory [Paper presentation].

FDI in India: Opportunities and Challenges, Department of Management Studies, MANUU, Hyderabad, India.

- Saidalavi, K. (2014). Face-to-face computer mediated communication model (FFCMCM) as a double-edged e-business strategy [Paper presentation]. Innovative Management Strategies Conference, Department of Management Studies, MIST, Madanapalle, Andhra Pradesh, India.
- Saidalavi, K. (2011). Cultural intelligence in cross-cultural workplace: An enabler of sustainability through effective diversity management [Paper presentation]. Today's HR for a Sustainable Tomorrow, Institute of Public Enterprise, Osmania University, Hyderabad, India.
- Saidalavi, K. (2011). Cultural intelligence and managing ethics and values in global workplace [Paper presentation]. New Management Practices and Strategies Conference, Royal Institute of Science and Technology, Hyderabad, India.
- Saidalavi, K. (2011). Cultural intelligence and managing cultural diversity in cross-cultural workplace [Paper presentation]. International Conference on Management, IBS, Hyderabad, India.

Research and Academic IDs

- University ID SK0688
(<https://manuu.edu.in/University/SCBM/DMC/People/688>)
- IRINS ID 127544 (<https://manuu.irins.org/profile/127544>)
- ORCID ID 0000-0002-3464-9057
- Google Scholar ID 2hI-S6AAAAAJ
- Academic Blogger <https://businesskites.blogspot.com>

Languages

- English – Read, Write, Speak
- Arabic – Read, Write, Speak
- Urdu – Read, Write, Speak
- Malayalam – Read, Write, Speak
- Hindi – Speak

Personal Details

Sex	Male
Date of Birth	29.12.1987
Marital Status	Married

References

Available upon request.