

CURRICULAM - VITAE

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Web of Science ResearcherID ABH-2553-2021 <https://www.webofscience.com/wos/author/record/ABH-2553-2021>

IIC Id: IC201811059

✂ ACADEMIC QUALIFICATIONS:

- ❖ Awarded Ph. D. in 2013 from the Department of Commerce and Management Studies, Andhra University, Visakhapatnam, A.P. India
“Tribal Consumer Behaviour –A Study on Tribals of Seethampeta Mandal Srikakulam, Andhra Pradesh” Under the guidance of Prof B. Ramakrishna Rao and Prof M. Madhusudhana Rao. <https://shodhganga.inflibnet.ac.in/handle/10603/28779>
- ❖ Qualified APSET Conducted in 2012
- ❖ MBA (Marketing) with Second class from Gayatri College for P.G. Courses, Srikakulam affiliated to Andhra University during 1994 -1996. Achieved First class (61.5%) after attempting a special drive for improvement conducted by the University in 2013.
- ❖ Bachelor of Arts (Economics, History and Politics) with first class (61.16%) from BVK College, Visakhapatnam, AP, India during 1990 – 1993

✂ FIELD EXPERIENCE: 2 Years and 8 Months

- Worked as Sales Officer in Dabur India Ltd., (F.P.D.) during 07-08-1996 to 01-05-1998 for 1 year and 8 months
- Worked as a Medical Service Representative in Dorland Drugs & Pharmaceutical Ltd. during 06-07-1993 to 30-06-1994 for 1 year

✂ TEACHING EXPERIENCE: 27 Years as on 19th February 2025

- a. Have been working as a Professor in the Department of Management Studies Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A.P., India from since 19th July 2019 i.e. for 4 year and 4 months
- b. Worked as a Professor in the Department of Marketing Management, College of Business and Economics, University of Gondar, Ethiopia from 15th October 2014 to 15th July 2019 i.e. for 4 years and 8 months.
- c. Worked as an Associate Professor in the Department of Management Studies Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A.P., India from 1st April 2014 to 10th October 2014 i.e. for 6 months.

- d. Worked as a Senior Assistant Professor in the Department of Management Studies Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A.P., India from 2nd September 2011 to 1st April 2014 i.e. for 2 Years and 7 months.
- e. Worked as a Lecturer for M.B.A and B.B.M. in Gayatri College for P G Courses, Srikakulam, A. P. India from 1st September 2005 to 31st March 2011 i.e. for 5 years and 6 Months.
- f. Worked as Assistant Professor as well as the Head of the Department for M.B.A. in A.K.R.G. College, Nallajerla, West Godavari, A. P. India from 3rd July 2003 to 30th August 2005 i.e. for 2 years and 2 months.
- g. Worked as an Assistant Professor in Management Department of Gayatri College for P.G. courses, Srikakulam, A P. India from 1st September 1998 to 30th June 2003 i.e. for 4 years and 9 months.

⌘ ADMINISTRATIVE RESPONSIBILITIES

1. Associate Dean (R&D) at Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A. P. from 1st July 2024.
2. Assigned as the Institute Convener for NISP (National Innovation Startup Policy), Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A. P. from 6th July 2023.
3. HoD in the department of MBA, Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A.P. from 19th September 2019 to 1st February 2023.
4. N.S.S Coordinator in Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A.P. from 2nd December 2011 to 1st January 2014.
5. COPE Coordinator in Gayatri College for P.G. courses, Srikakulam, A. P. from 1st September 2005 to 31st March 2011.
6. HoD in the department of Management Studies, A.K.R.G.College, Nallajerla from 3rd July 2003 to 30th August 2005.

⌘ PATENTS: 2

Granted: 2 Published: 1

- Patent application of Utility entitled “Self-Healing Composite Materials for Aerospace Applications” Application No.202541075447 A was submitted on 8th August 2025 and PUBLISHED on 5th September 2025.
- Patent application of design titled “Cooling Cap” bearing application number 332137-001 was submitted on 19th August 2020 and Accepted and GRANTED on 16th June 2021 by The Patent Office, Government of India, Kolkata.
- Submitted a Patent Application of Utility (Method) entitled ‘Nano Channeled Photovoltaic Cell’ in the field of Solar Energy Direct Conversion on 24th June, 2019 and published on 2nd August 2019 bearing the Application No: 201941024994 and GRANTED on 21st March 2024.
- Applied for Patent Cooperation Treaty (PCT) filed on 24th June 2020 with International Application no: PCT/IN2020/000016 Published on 30th December 2020 with NO: WO/2020/261288

⌘ MAJOR RESEARCH PROJECTS: 7

(MRP UGC = 1, ICSSR=1, MRP UOG = 4 & TECHNOLOGY TRANSFER = 1)

COMPLETED: 4

- 1) Mega Research Project recommended by Research and Community Services Core Process, University of Gondar (UOG) Ethiopia, East Africa granted in September 2015.

Details:

- Position : Co- Investigator
- Title of the project: Micro and Small Enterprises Sustainability and Economic Contribution in Amhara Region, Ethiopia.
- Candidate ID: Co/K/58
- Financial Allocation Recommended: 2,13,864 Birr
- Tenure of the Project Recommended: One year (2015-16)

➤ **Status : COMPLETED AND SUBMITTED**

- 2) Mega Research Project recommended by Research and Community Services Core Process, University of Gondar (UOG) Ethiopia, East Africa granted in October 2016.

Details:

- **Position :** Co- Investigator
- **Title of the project:** Business Performance and Competitiveness of Manufacturing Industries Concentrated on Micro & Small, Medium and Large scale Enterprises (MSMLEs) in the case of North Gondar Zone, Ethiopia
- **Candidate ID:** M/K/58
- **Financial Allocation Recommended:** 733,383.20 Birr
- **Tenure of the Project Recommended:** One year(2016- 17)
- **Status :** COMPLETED and SUBMITTED

- 3) Major Research Project recommended by University Grants Commission (UGC), India granted in 2013.

Details:

- **Position :** Co- Investigator
- **Title of the project:** Technological Accustomisation of Rural People with E-Banking against Branch Banking: A Case Study in the Coastal Districts of Andhra Pradesh, India
- **Candidate ID:** MRP-MAJOR-MANA-2013-32625
- **Financial Allocation Recommended:** Rs 7,84,400/-
- **Tenure of the Project Recommended:** Three years
- **Recommendation sheet No:** 87
- **Status :** COMPLETED and SUBMITTED

- 4) Mega Research Project recommended by Research and Community Services Core Process, University of Gondar (UOG) Ethiopia, East Africa granted in October 2016.

Details:

- **Position :** Co- Investigator
- **Title of the project:** Multipurpose Agricultural Cooperatives : Members Livelihood, Performers and Market Development: Case of Amhara region
- **Candidate ID:** Co/K/58
- **Financial Allocation Recommended:** 3,73,057 Birr
- **Tenure of the Project Recommended:** One year (2016- 17)
- **Status :** COMPLETED and SUBMITTED

PROJECTS CONTINUING: 3

1. Research Project (Collaborative) under the special call for Vision Viksit Bharat@2047 (VVB@2047) recommended by Indian Council of Social Science Research (ICSSR) granted in September 2024.

Details:

- **Position :** Co- Investigator
- **Title of the project:** Eco-Tourism and Sustainable Development: A Study of Key Destinations in Andhra Pradesh
- **F. No.** 214/VVB@2047/2024-2206/EP- A /SCD
- **Financial Allocation Recommended:** Rs. 24,50,000/-
- **Tenure of the Project Recommended:** One year (2024-25)
- **Status :** ONGOING

2. Technology Transfer Project recommended by Research and Community Services Core Process, University of Gondar (UOG) Ethiopia, East Africa granted in November 2017.

Details:

- **Position** : Co- Investigator
- **Title of the project**: Integrating Mobile Technology And Social Media Networking With Marketing Strategy For Tourist Standard Hotels, Restaurants And Lodges In North Gondar
- **Candidate ID**: M/K/58
- **Financial Allocation Recommended**: 141,398.25 Birr
- **Tenure of the Project Recommended**: One year (2017-18)
- **Status** : DOCUMENTATION STAGE

3. Mega Research Project recommended by Research and Community Services Core Process, University of Gondar (UOG) Ethiopia, East Africa granted in November 2017.

Details:

- **Position** : Co- Investigator
- **Title of the project**: Livestock marketing in Amhara region: A study of structure, performance and Market development initiatives
- **Candidate ID**: M/K/58
- **Financial Allocation Recommended**: 167,131.60 Birr
- **Tenure of the Project Recommended**: October 2017 to June 2018
- **Status** : CONTINUING (Analysis Stage)

✂ **AWARDS AND ACHIEVEMENTS:**

- Best Researcher Award for the Department of MBA, Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A. P. for the year 2024.
- Best Researcher Award for the Department of MBA, Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A. P. for the year 2023.
- Best Researcher Award for the Department of MBA, Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A. P. for the year 2022.
- Achieved the best Branch Award in DABUR INDIA Ltd as the First Runner up' for Family Products Division in 1996 – 1997 representing Srikakulam territory.
- Achieved silver medal for the voluntary services at Red Cross India, Srikakulam, A.P., for 2013.

✂ **THESIS EVALUATIONS:** Three PhD thesis evaluation from Bharathiar University, Tamil Nadu as an external examiner

✂ **COURSES/ SUBJECTS DEALING**

Core Subjects

- Organization Behavior
- Principles and Practices of Management/ Management Theory and Practices
- Business Research Methods

Specialization Subjects in Marketing

- Fundamentals of Marketing Management
- Consumer Behavior
- Sales and Distribution Management
- Service Marketing
- Advertisement Management
- Rural Marketing
- E-Marketing
- Marketing Research
- Digital Marketing

Specialization Subjects in Business Analytics

- Essentials of Business Analytics

- Business Forecasting and Data Analytics
- Data Mining and Machine learning

✂ **PARTICIPATIONS IN FACULTY DEVELOPMENT PROGRAMMES – Eighteen (18)**

- 1) Undergone Innovation Ambassador training (Advanced Level) of total 16 sessions of 30 contact hours conducted in online mode by MoE's Innovation's Cell and AICTE during the IIC calendar year 2023-24
- 2) Undergone Innovation Ambassador training (Foundation Level) of total 15 sessions of 30 contact hours conducted in online mode by MoE's Innovation's Cell and AICTE during the IIC calendar year 2022-23
- 3) 12 Day AICTE-ATAL funded Faculty Development Programme entitled "Mapping the Impact of Social Media" organised by school of Humanities, Social Sciences and Management, Indian Institute of Technology, Bhubaneswar from 12th to 23rd December 2022.
- 4) 2 day FDP on "National Education Policy of India 2020: Challenges and Prospects" organised by ISTE Chapter and Aditya Institute of Technology and Management on 9th and 10th December 2022.
- 5) 21 day FDP programme on " Adopting to Online Teaching Learning Technologies" organized by Dr. BR Ambedkar University , Delhi and Dr. B. R. Ambedkar University, Srikakulam, during 16th November 2020 to 7th December 2020.
- 6) Three-Day National level online Faculty Development Program on "New Challenges in Business Management: A Strategic Approach" Organized by the Department of Management Studies, Andhra Loyola Institute of Engineering and Technology during June 8, 2020 to June 10, 2020
- 7) "Five-Day Faculty Development Program – Webinar Series" Organised by the School of Management Studies, Sathyabama Institute of Science and Technology, during May 9, 2020 to May 13, 2020
- 8) One week online Faculty Development Program on "Skill Set in Turbulent Time: Industry Experiences & Challenges", 2020. Organized by Chaudhary Bansi Lal University, Bhiwani, India & United International University, Dhaka, Bangladesh during 27th April to 1st May 2020.
- 9) One Day Online Faculty Development Program on "Challenges in Building Collaborations in Research and Innovation" organized by Faculty Of Humanities And Science and Abdul Kalam Centre Innovation, Dr. M.G.R Educational And Research Institute (Deemed To Be University) & Entrepreneurship Development on 09.05.2020.
- 10) "Pedagogical skills training for Expatriates staff" organized by Quality Assurance and Audit Directorate (QAAD), University of Gondar, Ethiopia on 4th and 5th April 2015.
- 11) Trainers' development program on "Training of Trainers on Life skills for Youth organized by Rajiv Gandhi National Institute of Youth Development (RGNIYD) at Nehru Yuva Kendra, Srikakulam during 22nd and 26th January 2015.
- 12) Two week ISTE Work shop on Pedagogy in effective use of ICT in Engineering Education conducted by Indian Institute of Technology, Bombay under National Mission on Education through ICT (MHRD) from 12th June to 2nd August 2014.
- 13) Mission 10x workshop on 'High impact teaching skills' conducted by WIPRO at AITAM, Tekkali, A P during 24th and 28th April 2012.
- 14) Faculty development program on 'Making of a great teacher – Model for excellence' conducted by Datta Meghe Institute of Management Studies, Nagpur on 18th February 2012.
- 15) Faculty development program on Entrepreneurship sponsored by NSTEBD and organized by CED at M.V.G.R. College, Vijayanagaram during 18th and 30th April 2011.
- 16) Faculty development program sponsored by A.I.C.T.E. and conducted by AITAM, Tekkali, and A.P. on 'Teaching Methodology and Techniques for Management Teachers' during 16th and 29th June 2010.
- 17) "Management Teachers' programme Foundation course in Strategic management conducted by IIM, KHOZIKHODE during 24th and 29th august 2009.

- 18) Faculty development program on Management teaching methodologies sponsored by AICTE and conducted by Department of Transport Management at Andhra University during 3rd and 16th March 2003.

∞ CERTIFICATIONS/ COURSES

1. Social Media Optimization Course by E-market education, Bangalore during 15th Sep to 15th Oct 2022
2. Search Engine Optimization Course by E-market education, Bangalore during 1st Apr to 30th Apr 2022
3. Research Proposal: Initiating Research an online non-credit course authorized by University of California, Davis and offered through Coursera by 08/18/2020

∞ PARTICIPATIONS IN SEMINARS AND WORK SHOPS AT NATIONAL AND INTERNATIONAL LEVEL: 16 (Sixteen)

- i. A 1 day Live Workshop by bel0x on “AI Tools” on 3rd December 2023
- ii. A 1 day Live Workshop by Skill Nation on “Data Analysis Using AI” on 25th November 2023.
- iii. Regional Meet and workshop Institute’s Innovation Council and MoU’s Innovation Cell held at Andhra University, Visakhapatnam, A.P. on 10th August 2022
- iv. National Workshop on “Curriculum Development of Post-Graduation Programme” at College of Business and Economics, University of Gondar, Ethiopia on 10th January 2016.
- v. National Workshop on “PhD Curriculum Development Evaluation Programme of Management and Economics” at Tewedros campus organised by College of Business and Economics, University of Gondar, Ethiopia on 19th December 2015.
- vi. National Workshop on “Curriculum Revision of Existing Post Graduation Programme” at College of Business and Economics, University of Gondar, Ethiopia on 10th October 2015.
- vii. A 5 day International workshop on “ Receiving Education by Active & Guided Inquire Experiences in Science, Technology, Engineering, Mathematics and Management (REIMAGINE-STEM) through POGIL Methodology of Teaching Practices” organised by Aditya Institute of Technology and Management , Tekkali, Srikakulam on 3rd to 7th August 2015.
- viii. Seminar on “ Social Media Marketing” conducted by the Department of Marketing Management, CBE, University of Gondar, Ethiopia on 10th June 2015.
- ix. Learning session and interaction with field managers on “The Best Practices of HR and Marketing Management” conducted by CII (Confederation of Indian Industry) at City Campus of GITAM University, Visakhapatnam on 31st January 2013.
- x. Workshop on ‘Outcome based Education’ (In compliance with NBA Accreditation) organised by Aditya Institute of Technology and Management , Tekkali, Srikakulam on 19th January 2013.
- xi. Workshop on “Intellectual Property Rights” organized by BABA institute of engineering, Visakhapatnam, A.P. in 2012.
- xii. Workshop on ‘Leadership role in creating knowledge economy’ organised by Datta Meghe Institute of Management Studies, Nagpur on 17th February.
- xiii. National seminar on Housing Finance opportunities & strategies Under AB & UGC conducted by DCMS, AU, Visakhapatnam on 21st September 2007.

- xiv. National seminar on supply chain management strategies for Competitive advantages organised by AIMS, Visakhapatnam on 6th & 7th July-2007.
- xv. National seminar on globalization challenges and opportunities, Sectorial response of Indian economy organized by U.G.C. SAP at DCMS, A.U. Visakhapatnam on 25th, 26th March 2004
- xvi. Symposium on “Management of India’s Foreign exchange reserves“ Organized on 28th Feb 2004 under U.G.C. special assistances program at Department of Commerce and Management Studies Andhra University, Visakhapatnam.

✂ **PARTICIPATIONS IN WEBINARS: Seven (7)**

1. Webinar on “Impact of Covid-19 on the Rural Economy- Challenges and Opportunities” organized by Lead India Foundation and JNTUA Ananthapuram on 27th July 2020.
2. National webinar on “Decoding Digital Pedagogy: A Practical Approach” organised by Albertian Institute of Management, St. Albert’s College (Autonomous) Friday 05th June 2020
3. Webinar on “Digital Marketing” organized by Department of Library and Information Science, Mizoram University, Aizwal
4. National Level Webinar on “A Sustainable Response to Covid-19 – The New Normal” on May 27, 2020 organized by CMS, Jain (Deemed-to-be University).
5. Webinar on “Evolution of Connected Industries” organized by the Department of Mechanical Engineering, Narasaropeta Engineering College, Andhra Pradesh, India on 23rd May 2020.
6. Webinar on "Drafting a Patent Application & Procedure for Filing an Indian Patent" organized by Vignan Pharmacy College, Vadlamudi, Guntur (Dt) on 10th May, 2020.
7. Online Workshop on Rural Entrepreneurship Development (RED) Action Plan conducted on 17th September 2020 by Mahatma Gandhi National Council of Rural Education, Hyderabad.

✂ **TOTAL PAPER PRESENTATIONS : 59 (Fifty Nine)**

✂ **PAPER PRESENTATIONS IN NATIONAL SEMINARS : 32(Thirty Two)**

- 1) Presented a paper entitled “Assessment of Consumer Response to Climate Centric Branding” in a National Seminar on “Synergizing Sustainability: Green Initiatives, Water Conservation, and Climate Change Management” organized by G. S. College of Commerce, Wardha on 8th & 9th of February 2025.
- 2) Presented a paper entitled “Assessment of Dexterous and Detrimental factors Upscaling the usage of Solar Energy at Domestic Level” in a National Seminar on “Synergizing Sustainability: Green Initiatives, Water Conservation, and Climate Change Management” organized by G. S. College of Commerce, Wardha on 8th & 9th of February 2025.
- 3) Presented a paper entitled “An Exploratory Study on Virtual Water: Smale Scale perspective” in a National Seminar on “Synergizing Sustainability: Green Initiatives, Water Conservation, and Climate Change Management” organized by G. S. College of Commerce, Wardha on 8th & 9th of February 2025.
- 4) Presented a paper entitled “Green Growth: Regenerative Marketing's Indian Odyssey” in the “National e - Conference” on “Industry 5.0 : Transition Towards Sustainability” organized

by Ashoka Business School in Affiliation with Savitribai Phule Pune University, Pune under the Internal Quality Assurance Cell (IQAC) on 22nd & 23rd of May 2024.

- 5) Presented a paper entitled “Impact of Children’s engagement in Traditional Sports on the Fitness: A Descriptive Study in Andhra Pradesh” in an ICSSR Sponsored National Conference on “Reviving Indian Sport's Heritage to Regain Health, Harmony, Glory, and Legacy: Reclaiming the Past, Shaping the Future” organised by G.S.College of Commerce, Wardha, Maharashtra on 22nd March 2024.
- 6) Presented a paper entitled “Impact of Mother Tongue on Students’ speaking Abilities in English Language at Rural Places” in an ICSSR Sponsored National Conference on “English Language Competence in Rural Youth: Improving Job Readiness” organised by G.S.College of Commerce, Wardha, Maharashtra on 5th & 6th August 2023.
- 7) Presented a paper entitled “Assessment on the Intricacies of English Speaking Abilities by Rural Students in India” in an ICSSR Sponsored National Conference on “English Language Competence in Rural Youth: Improving Job Readiness” organised by G.S.College of Commerce, Wardha, Maharashtra on 5th & 6th August 2023.
- 8) Presented the paper entitled “Factors Influencing Rural Tourism Development: In case of Srikakulam District” in a National seminar on “Emerging Issues in Rural Development with special reference to A.P.” conducted by the department of Public Administration, Dr. B R Ambedkar University, Etcherla, Srikakulam, A P, India on 29th and 30th November 2019.
- 9) Presented the paper entitled ‘E-Accounting: Technological Legerdemain for the future Management’ in a National conference on “Emerging Challenges in Finance” sponsored by AICTE organised by the department of management, Aditya Institute of Technology and Management (AITAM), Tekkali, AP, India on 29th to 31st March 2015.
- 10) Presented the paper entitled ‘Progression of Family business in Micro and Small Business – A study in Gondar Region in Amhara State, Ethiopia’ in the Fourth National Conference PANACEA 2015 on “Indigenous management practices” organized by Department of MBA , Datta Meghe Institute of Engineering, Technology & Research, Wardha, Nagpur, Maharashtra on March 24th 2015.
- 11) Presented the paper entitled ‘Agri –Marketing Practices in India’ in the Fourth National Conference PANACEA 2015 on “Indigenous management practices” organized by Department of MBA, Datta Meghe Institute of Engineering, Technology & Research, Wardha, Nagpur, Maharashtra on March 24th 2015.
- 12) Presented the paper entitled ‘Niche- The way to go in Succeeding Internet Marketing’ in a National seminar on “Sustainable Development and Growth in Business: A Strategic Challenge” organised by Biju Patnaik Institute of IT and Management Studies (BIITM), Bhubaneswar, Odisha on 5th July 2014.
- 13) Presented the paper entitled ‘Global Leadership with Business Excellence’ in the Third National Conference PANACEA 2014 on “Indigenous management practices” organized by Department of MBA, Datta Meghe Institute of Engineering, Technology & Research, Wardha, Nagpur, Maharashtra on April 4th 2014.
- 14) Presented the paper entitled ‘Business Excellence with Indianism: An Epitome to Global Leadership’ in a National seminar on “New Paradigms and Perspective for Business Excellence” organized by P.B. Siddhartha College of Arts and Science, Vijayawada, AP, on 31st January to 2nd February 2014.
- 15) Presented the paper entitled ‘Five star hospitals - A way forward to facility management in health care industry’ in the National seminar on “Global Economic Turmoil - Redefining

Indian Business” organized by Gandhi Institute of Management Studies, Gunupur, Odisha on 18th and 19th January 2014.

- 16) Presented the paper entitled ‘Accustomisation of Online Shopping in India’ in a National seminar on “Strategic Services Marketing in the Comprehensive Market Scenario – Challenges and Opportunities” organized by W.S. College of commerce and Management, Wardha, Maharashtra on 27th and 28th September 2013.**
- 17) Presented the paper entitled ‘Indian Banking- Then and Now’ in National seminar on “Strategic Serves Marketing in the Comprehensive Market Scenario – Challenges and Opportunities” organized by W.S. College of commerce and Management, Wardha, Maharastra on 27th and 28th September 2013.**
- 18) Presented the paper entitled ‘Bank Nationalization - 44 years of Socio-Economic Justice in India’ in the National seminar on “Nationalization of Banks –Its impact on Socio Economic Development of India” organized by Department of Commerce and Management Studies Dr B R Ambedkar University, Srikakulam on 19th July 2013.**
- 19) Presented the paper entitled ‘Blog that markets at ease’ in the First National Conference PANACEA 2012 on “Indigenous management practices” organized by Department of MBA , Datta Meghe Institute of Engineering, Technology & research, Wardha, Nagpur on 2nd March 2012.**
- 20) Presented the paper entitled ‘Paradigm shift of higher education in India’ in a National Seminar on ‘Innovative approaches to learning and evaluation in higher education, keeping in view the requirements of our time’ organized by Gayatri college of science and management, Srikakulam on 19th February 2012.**
- 21) Presented the paper (in absentia) entitled ‘Interventions in micro - insurance’ in the National Seminar on “Microfinance –issues, challenges and policy options in emerging economies” organized by Department of Business Management, Krishna University, Machilipatnam on 17th February 2012.**
- 22) Presented a paper entitled ‘Employer Branding: A Strategic HR Tool in India’ in 65th All India Commerce Conference Of Indian Commerce Association hosted by K.P.B. Hinduja College of Commerce, Mumbai during 9th to 11th November 2012**
- 23) Presented a paper entitled ‘Global Turbulence – Indian Response’ in 65th All India Commerce Conference of Indian Commerce Association hosted by K.P.B. Hinduja College of Commerce, Mumbai during 9th to 11th November 2012.**
- 24) Presented a paper entitled ‘Foreign Direct Investment in Indian Multibrand Retail Sector’ in 65th All India Commerce Conference of Indian Commerce Association hosted by K.P.B. Hinduja College of Commerce, Mumbai during 9th to 11th November 2012.**
- 25) Presented the paper entitled ‘Changing Consumer Behavior on organized Retailing in India’ in the 2nd National seminar on “Unleashing the Power of Excellence in Management” organized by Department of Management Disha Institute of Management and Technology, Raipur on 20th and 21st February 2010.**
- 26) Presented the paper entitled ‘Emergence of Women Entrepreneurs’ in a National seminar on “Economic Empowerment of Rural Women through E.D ; Skills Issues & Challenges” organized by Department of Management Studies, Nannaya University, Rajahmundry on 30th and 31st October 2009.**
- 27) Presented the paper entitled ‘Total Productive Maintenance’ in a National seminar on “Technology & Management In The Business Journey Of Design To Delivery” organized by**

Department of Management C.V. Raman College of Engineering, Bhubaneswar on 9th to 11th October 2009

- 28) Presented the paper entitled 'Philanthropy & CSR' in a National seminar on 'Corporate Social Responsibility' organized by Department of Management Studies Krishna University, Machilipatnam on 10th and 11th September 2009.
- 29) Presented the paper entitled 'Emergence of women Entrepreneurs' in a National seminar on "Status of Women in Higher Education Institutions in the Post-Independence Scenario" sponsored by UGC and organized by Govt. College for Women, Srikakulam on 9th September 2009.
- 30) Presented the paper entitled 'Customer Relationship Management in Banking Sector' in a National seminar on "Dynamics of Banking Reforms: Emerging Issues, Challenges and Strategies" organized by Department of Management Studies, A U, Visakhapatnam on 19th to 21st July 2009.
- 31) Presented the paper entitled 'SEZ as a Tool for Rural Development' in National seminar on "Current Issues of Indian Economy" sponsored by APSCHE and organized by Dr. B.R. Ambedkar University, Srikakulam on 20th December 2008.
- 32) Presented the paper entitled 'Green Colour; Economy Friendly' in National seminar on "Current Issues of Indian Economy" sponsored by APSCHE and organized by Dr B.R Ambedkar University, Srikakulam on 20th December 2008.

✂ PAPER PRESENTATIONS IN INTERNATIONAL CONFERENCES :27 (Twenty Seven)

1. Presented the paper entitled "Employees' Perception On 360 Degree Evaluation: Apitoria Pharma Pvt Ltd Perspective" in the International Conference on "Trends in Management, Commerce & Information Technology in Sustainable Environment (ICONMANIT-2024)" organised by School of Management Studies Gandhi Institute of Engineering and Technology University (GIET UNIVERSITY), Gunupur, Odisha, India on 30th December 2024.
2. Presented the paper entitled "Charting Employee Growth: The Role of Competency Mapping Atapitoria Pharmaceuticals Ltd" in the International Conference on "Trends in Management, Commerce & Information Technology in Sustainable Environment (ICONMANIT-2024)" organised by School of Management Studies Gandhi Institute of Engineering and Technology University (GIET UNIVERSITY), Gunupur, Odisha, India on 30th December 2024.
3. Presented the paper entitled "Exploring AI Tools in Academia: A Theoretical Examination of their Application for Academic Advancement" in the International Conference on "The Impact of AI Driven Decision Making and Agile Management Practices for Sustainable Development (ACADMS 2024)" organised by Acharya Institute of Graduate Studies, Bengaluru during May 3rd & 4th 2024.
4. Presented the paper entitled "Assessment of Determinants Impacting Job Engagement : In Case of Inspiredge IT Solutions" in the International Conference on "Realigning Dynamics at Workspace for Workforce" organised by NSB Academy Business School, Mumbai during May 19th & 20th 2023.
5. Presented the paper entitled "Talent management Through Training and Development influencing HR-hr" in the Global Entrepreneurship & Management Summit AAROHAN 2023 on "Sustainable Ideas for Business in the New Normal" organised by Student Research & Development Cell - SRDC, ATLAS Skilltech University from 23rd - 29th March 2023

6. Presented the paper entitled “Impact of Unorganised Selling on organised selling in the age of Covid Pandemic: In case of rural Srikakulam, A.P.” in an international conference on “Rethinking Business Strategies by Reshaping Business Perspectives in the Current Business Environment ” organised by School of Management and Social Sciences in association with IQAC, Haldia Institute of Technology, West Bengal, India on 13th and 14th May 2022.
7. Presented a paper titled “Assessment of Operational Functions effecting on the Micro and Small Enterprises’ Sustainability” in the International Conference on Management and Entrepreneurial Challenges in Dynamic Business Environment [ICMEBE-2022] conducted by the School of Management, Centurion University of Technology and Management, Odisha on 25th and 26th March 2022.
8. Presented a paper titled “Assessment of Marketing prospects for non-timber produce at Koyyuru Mandal” in the International Multidisciplinary Conference [MDRC 2.0] organised by the Research Committee, Government College Tripunithura, Ernakulam, Kerala on 9th October 2021.
9. Presented a research paper titled “ Integration of Marketing Information System and Horticulture produce: In case of Srikakulam, A.P.” in an international conference on ‘Industry 4.0 Leading Business practices for sustainable milieu (ILBPSM2021) sponsored by ICSSR and conducted by Alagappa University during 25th and 26th August 2021.
10. Presented a research paper / case study titled “The Impact of Marketing Mix Strategies Practices on Micro and Small Business Enterprises Performance” in the International Research Summit AVLOKAN 2021 titled “Redefining Social Responsibility and Ethical Leadership” organised by Faculty Research Cell – Gyanidhi and SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University) from 2nd – 10th August 2021.
11. Presented a paper entitled “Assessment Of Barriers To Online Shopping Behaviour”, in an International Conference on “Re-Inventing the future of Work and Business: Challenges, Opportunities and the Path ahead” organised by KIIT School of Management, KIIT Deemed to be University, Bhubaneswar, Odisha, India held during 27th - 28th February 2021
12. Presented a paper entitled “Determinants Influencing Employee Performance In Rural Places: In Case Of Srikakulam District, A.P”, in an International Conference on “Re-Inventing the future of Work and Business: Challenges, Opportunities and the Path ahead” organised by KIIT School of Management , KIIT Deemed to be University, Bhubaneswar, Odisha, India held during 27th - 28th February 2021
13. Presented a paper entitled “Impact Of Government Schools Promotion Through Digital Marketing On Parents”, in an International Conference on “Re-Inventing the future of Work and Business: Challenges, Opportunities and the Path ahead” organised by KIIT School of Management , KIIT Deemed to be University, Bhubaneswar, Odisha, India held during 27th - 28th February 2021
14. Presented a paper entitled “Assessment Of Employee Benefits: In Case Of Dredging Corporation Of India Ltd, Visakhapatnam”, in an International e-Conference on “Exponential Transition of Management Practices and Implications for Sectorial Prosperity” organised by Department of Management and Commerce, Dr B R Ambedkar University and ‘Forum for Intellectual Academicians and Researchers Publications held on 28th & 29th September 2020
15. Presented a paper entitled, “Impact Of The Factors On Exporting Cashew Kernels: In Case Of Palasa Cashew Industry In Srikakulam”, in an International e-Conference on “Exponential Transition of Management Practices and Implications for Sectorial Prosperity” organised by Department of Management and Commerce, Dr B R Ambedkar University and

‘Forum for Intellectual Academicians and Researchers Publications held on 28th &29th September 2020

16. Presented a paper entitled “Assessment of factors influencing Employee Loyalty: In Case of Automotive Manufacturers Pvt. Ltd, Visakhapatnam”, in an International e-Conference on “Exponential Transition of Management Practices and Implications for Sectorial Prosperity” organised by Department of Management and Commerce, Dr B R Ambedkar University and ‘Forum for Intellectual Academicians and Researchers Publications held on 28th &29th September 2020
17. Presented a paper entitled “Assessment of Employee Perception on Training and Development: In Case of Vamshadhara Paper Mills Ltd, Srikakulam, A P” in an International e-Conference on “Exponential Transition of Management Practices and Implications for Sectorial Prosperity” organised by Department of Management and Commerce, Dr B R Ambedkar University and ‘Forum for Intellectual Academicians and Researchers Publications held on 28th &29th September 2020
18. Presented a paper entitled ‘Purchase Behaviour of Domestic versus Global products: In case of cloth, textiles and footwear in Srikakulam town” in 72nd All India Commerce Conference of Indian Commerce Association hosted by KIIT Deemed to be University, Bhubaneswar, Odisha, India during 22nd to 24th December 2019.
19. Presented the paper entitled ‘A Study on the participatory outcomes in Small Screen Programs of the viewers of Gondar city, Ethiopia” in the Silver Jubilee Annual Research conference - 2015 conducted by University of Gondar, Ethiopia on 19th and 20th June 2015.
20. Presented the paper entitled ‘Challenges of Family business in Micro and Small Business – A study in Gondar Region in Amhara State, Ethiopia’ in the seminar on Entrepreneurship and Market Linkage Practices for Micro and Small Enterprises-2015 conducted by University of Gondar , Ethiopia on February 5th 2015
21. Presented a paper entitled ‘Analysis of Randomness in Graphical Authentication System’ in the second MGI International conference on ‘Recent trends & Innovations in Engineering & Technology-2014’ hosted by Datta Meghe Institute of Engineering, Technology & Research, Wardha on 19th-20th December 2014.
22. Presented a paper entitled ‘People Dimension In Organizational Success: A Talent Management Perspective’ in an International conference on “Changing Trends and Paradigms for Business” organized by Tirpudi Institute of Management Education, Nagpur on 7th and 8th February 2014
23. Presented a paper entitled ‘Value creation through IT; A tool for better service delivery under knowledge economy’ in the second International conference ELIXIR 2012 on ‘Emerging trends for value creation in the era of knowledge economy’ Organized by Datta Meghe Institute of Management Studies, Nagpur in association with Northern Illinois University, USA, Indo-US Collaboration for Engineering Education (IUCEE), ISTE, on 18th and 19th February 2012.
24. Presented a paper entitled ‘Evaluation of Behavioral Changes among Rural Consumers’ in the First International conference ELIXIR 2011 on ‘Challenges and Innovations on Marketing Practices’ Organized by Datta Meghe Institute of Management Studies Nagpur, on 18th and 19th February 2011.
25. Presented a paper entitled ‘Corporate Philanthropy and Social Responsibility’ in 14th International conference on ‘Managing in Turbulent Times: Creativity, Innovation Entrepreneurship, and Leadership& Learning’s’ Organized by NICOM (Nirma University) Ahmadabad, on 6th to 8th January 2011.

26. Presented a paper entitled 'Talent management' in 14th International conference on "Managing in Turbulent Times: Creativity, Innovation Entrepreneurship, Leadership & Learning's" Organized by NICOM (Nirma University) Ahmadabad, on 6th to 8th January 2011.
27. Presented a paper entitled 'Behavioral changes of Consumer in Indian Organized Retailing' in International conference on 'Marketing and Business Strategy' Organized by ICOMBS, Department of Management IBS Hyderabad on 3rd and 4th December 2010.

✂ **TOTAL PUBLICATIONS** (Books, National & International Journals, Conference Proceedings, Edited and Chapter Books): 158 (One Hundred And Fifty Eight)

✓ **BOOKS : 17 (Seventeen)**

1. Venugopal, K., Satyanarayana, A.V., Naidu, M.S.R., Srikanth, n. (2025). "AI in Academia: The Worst Beauty".
2. Koppala Venugopal, G. Sateesh Kumar, D. Sreeramulu (2025). "*The Modern Guide to Entrepreneurship and IPR*" HSRA Publications, First Edition 2025, ISBN:978-93-6850-922-6
3. Nallapuraju A N Raju, Koppala Venugopal, Prasant Choudury, Gopalakrishna Vakamullu (2025). "*Financial Technology Management*". HSRA Publications, First Edition 2025, ISBN:978-93-6850-216-6
4. Vakamullu Gopalakrishna, D. Vishnu Murty, Koppala Venugopal (2025). "*Economics and Management Science for Engineers*" HSRA Publications, First Edition 2025, ISBN:978-93-6850-693-5
5. Koppala Venugopal, N.S. Ranganath, B. Pravalika (2025). "*Engineering Academia Stressors: A Theoretical and Practical Exploration*" Forum for Intellectual Academicians and Researchers Publications. First Edition: 2025, Copyright © forum4researchers, ISBN: 978-81-947515-9-5
https://www.researchgate.net/publication/391293669_ENGINEERING_ACADEMIA_STRESSORS_A_Theoretical_and_Practical_Exploration_Koppala_Venugopal_Professor_Department_of_MBA_Aditya_Institute_of_Technology_and_Management_Tekkali_Srikakulam_Andhra_Pradesh
6. Koppala Venugopal, K.V Somanath, D. Vishnu Murty, (2025). "*Marketing Small Business*" HSRA Publications, First Edition 2025, ISBN: 978-93-6850-669-0.
https://www.amazon.in/MARKETING-SMALL-BUSINESS-Koppala-Venugopal/dp/B0F3F8B33B/ref=sr_1_1?dib=eyJ2IjoiMSJ9.DILGwcSBogFWSPoSTNIP3g.ITvZKlh1vhkbNWLIdbpsqnbRz6XJb0NQLgRchIBmGI0&dib_tag=se&keywords=MARKETING+SMALL+BUSINESS+BY+HSRA+PUBLICATIONS&m=A2I5IOPBFCD5D&nsdOptOutParam=true&qid=1745907476&s=merchant-items&sr=1-1
7. Venugopal, K. & A. Venkata Satyanarayana (2024). "*Reverse Logistics for Small Business: A Theoretical and Practical Exploration*" Forum for Intellectual Academicians and Researchers Publications. First Edition: 2024, Copyright © forum4researchers, ISBN: 978-81-947515-8-8
https://www.researchgate.net/publication/382870220_Reverse_Logistics_for_Small_Business_A_Theoretical_and_Practical_Exploration
8. Venugopal, K. & Konchada Sandeep Kumar (2023). *Cashew Marketing; A Theoretical and Practical Exploration*, 'LAP LAMBERT Academic Publishing', copyright@2023 International Book Market Service Ltd., member of OminiScriptum Publishing Group, Mauritius., ISBN: 978-620-6-75065-9

9. Venugopal, K., Aschalew Adane., & Samuel Asmare (2020). *Customer Relationship Marketing of Breweries: Ethiopian Perspective*”, ‘LAP LAMBERT Academic Publishing’, copyright@2020 International Book Market Service Ltd., member of OminiScriptum Publishing Group, Mauritius., ISBN: 978-620-0-65690-2
10. Venugopal, K. (2019). *Tribal Consumer Behaviour: Perspective of Seethampeta, Srikakulam, A. P.* ‘LAP LAMBERT Academic Publishing’. copyright@2019 International Book Market Service Ltd., member of OminiScriptum Publishing Group, Mauritius., ISBN: 978-620-0-32448-1
11. Venugopal, K., Esuyawkaal Alemu Belay., & Guday Abeje (2019). *Consumption of Domestic and Foreign Made Products: Ethiopian Perspective.* Forum for Intellectual Academicians and Researchers Publications. First Edition: 2019, Copyright © forum4researchers, ISBN: 978-81-935201-8-5
https://www.researchgate.net/publication/375698024_CONSUMPTION_OF_DOMESTIC_AND_FOREIGN_MADE_PRODUCTS_Ethiopian_Perspective_FORUM_FOR_INTELLECTUAL_ACADEMICIANS_AND_RESEARCHERS_PUBLICATIONS
12. Aschalew Adane., Getie Andualem., & Venugopal, K. (2018). *Marketing Strategy Practice to Enhance Sustainable Tourism Development In Bahir Dar and its Environs.* Forum for Intellectual Academicians and Researchers Publications. First Edition: 2018, Copyright © forum4researchers, ISBN:978-81-935201-7-8
https://www.researchgate.net/publication/375697896_MARKETING_STRATEGY_PRACTICE_TO_ENHANCE_SUSTAINABLE_TOURISM_DEVELOPMENT_IN_BAHIR_DAR_AND_ITS_ENVIRONS
13. Venugopal, K., Aschalew Adane., & Getye Shumye (2017). *Analysis of Dairy Marketing Chain: In Case of Gondar Town and the Nearby Rural Kebeles, Northwest Ethiopia.* Forum for Intellectual Academicians and Researchers Publications. First Edition: 2017, Copyright © forum4researchers, ISBN: 978-81-935201-5-4
https://www.researchgate.net/publication/375698121_ANALYSIS_OF_DAIRY_MARKETING_CHAIN_IN_THE_CASE_OF_GONDAR_TOWN_AND_THE_NEARBY_RURAL_KEBELES_NORTHWEST_ETHIOPIA
14. Venugopal, K., Aschalew Adane., & Yimer Asemare (2017). *Assessment Of Customers’ Brand Switching of Beers: In Case of Brewery Industry in North Gondar Region.* Forum for Intellectual Academicians and Researchers Publications. First Edition: 2017, Copyright © forum4researchers, ISBN: 978-81-935201-4-7
https://www.researchgate.net/publication/375697994_ASSESSEMENT_OF_CUSTOMERS_BRAND_SWITCHING_OF_BEERS_IN_THE_CASE_OF_BREWERY_INDUSTY_IN_NORTH_GONDAR_REGION
15. Abebe worku Hassan, & Venugopal, K. (2017). *Assessment of The Marketing System for Fish Originated from Lake Tana, Ethiopia.* Forum for Intellectual Academicians and Researchers Publications. First Edition: 2017, Copyright © forum4researchers, ISBN: 978-81-935201-3-0
https://www.researchgate.net/publication/375697974_ASSESSMENT_OF_THE_MARKETING_SYSTEM_FOR_FISH_ORIGINATED_FROM_LAKE_TANA_ETHIOPIA
16. Venugopal, K., Sewhareg Getenet., & Firnus Yalew (2017). *The Impact of Marketing Mix Strategies on Micro and Small Business Enterprises Performance (Case Study of Manufacturing Enterprises in Gondar City Administration, Ethiopia).* Forum for Intellectual Academicians and Researchers Publications. First Edition: 2017, Copyright © forum4researchers, ISBN: 978-81-935201-2-3.
https://www.researchgate.net/publication/375697787_THE_IMPACT_OF_MARKETING_MIX_STRATEGIES_ON_MICRO_AND_SMALL_BUSINESS_ENTERPRISES_PERFORMANCE_Case_Study_of_Manufacturing_Enterprises_in_Gondar_City_Administration_Ethiopia

17. Haimanote Belay., Getie Andualem., & Venugopal, K. (2017). *The Impact of Ethiopian Commodity Exchange on Commodity Exporters' Performance*. Forum for Intellectual Academicians and Researchers Publications. First Edition: 2017, Copyright © forum4researchers, ISBN: 978-81-935201-1-6.
https://www.researchgate.net/publication/375696905_THE_IMPACT_OF_ETHIOPIAN_COMMODITY_EXCHANGE_ON_COMMODITY_EXPORTERS_PERFORMANCE

✓ **AUTHORING EDITED BOOK – 1 (One)**

1. Ranganadh N.S., & Venugopal, K. (2020). *Exponential Transition of Management Practices and Implications for Sectorial Prosperity*. Forum for Intellectual Academicians and Researchers Publications. First Edition: 2020, Copyright © forum4researchers, ISBN: 978-81-935201-9-2
https://www.researchgate.net/publication/375747798_Exponential_Transition_of_Management_Practices_and_Implications_for_Sectorial_Prosperty

✓ **ALL PAPERS PUBLISHED : 142 (Hundred and Forty Two)**

✓ **SCOPUS INDEXED: 24 (Twenty Four)**

• **NATIONAL :11 (Eleven)**

1. G. Sravani, Saumendra Das, Venugopal, K., Rabinarayan Subudhi (June, 2024). Assessments of Determinants impacting Job Engagement: In Case of Inspiredge IT Solutions. Parikalpana - KIIT Journal of Management, Vol.20 / Issue 1/ June/ 2024, ISSN(P): 0974-2808; ISSN(E): 2582-4821, pp. 64-79, DoI: 10.23862/kiit-parikalpana/2024/v20/i1/225092, https://ksom.ac.in/wp-content/uploads/2024/07/Parikalpana_june-Issue-2024-web.pdf?x75744 - UGC I- Indexed
2. Venugopal, K., Saumendra Das (2023). Entrepreneurial cluster branding influencing the sustainable Cashew market: A case study.. Parikalpana - KIIT Journal of Management, Vol.19 / Issue 2/ December/ 2023, ISSN(P): 0974-2808; ISSN(E): 2582-4821, PP: 84-96 DoI: 10.23862/kiit-parikalpana/2023/v19/i2/223462, https://ksom.ac.in/wp-content/uploads/2023/12/Parikalpana_December-2023-web.pdf?x65313 - UGC I- Indexed
3. Venugopal, K., Saumendra Das (2022). Assessment of Operational Functions Affecting On the Micro and Small Enterprises' Sustainability. Parikalpana - KIIT Journal of Management, Vol.18 / Issue 1 / June/ 2022, ISSN(P): 0974-2808; ISSN(E): 2582-4821, PP: 126-133 DoI: 10.23862/kiit-parikalpana/2022/v18/i1/212350 <https://ksom.ac.in/faculty-and-research/research/parikalpana-kiit-journal-of-management/download-journal-issues/> UGC I- Indexed
4. Venugopal, K., Saikrishna Vadrevu., Saumendra Das., Sabyasachi Dey (2020). Assessment of Applicants' Response on the Implementation of RTI Act: A Case Study of Srikakulam District. Indian Journal of Natural Sciences, Vol.10 / Issue 60 / June / 2020, ISSN: 0976 – 0997, S.No: 856, PP: 23139-23144
<http://tnsroindia.org.in/JOURNAL/issue60/ISSUE%2060%20FULL%20TEXT%20%20PART%20-%204.pdf> WOS and UGC Indexed, IF: 2.452
5. Vishnu Murty, D., Venugopal, K., Ratnal, D., Gopala Krishna, V. (2014). Demand Forecasting Of Gold With Time Series And Regression Analysis- A Case Study In Visakhapatnam. Chaitanya Business Journal from MBA Department of Progressive Education Society's Modern College of Engineering, Pune, March- August 2014, ISSN: 2277-6885, pp:01-11
https://www.researchgate.net/publication/372788234_Demand_forecasting_of_gold_with_Time_series_and_Regression_analysis-A_Case_study_in_Visakhapatnam_Andhra_Pradesh#fullTextFileContent
6. Venugopal, K. (2013). A Way Forward to Branch Banking. *Journal of Economic and Social Research*. Economic and Social Research Institute (ESRI), Rajasthan, Volume 4, Jul 2013, ISSN: 0975-7635, CJ No -03984, pp.26-31
https://www.researchgate.net/publication/375747369_A_Way_Forward_to_Branch_Banking
7. Venugopal K., Guntuboina Ravi Kumar L.S., Somanadh K.V. (2013). Succession Planning of Family Business: the Entrepreneurial perspectives. *DMIETR Journal on Management*

- Outlook*, Volume 2 , June 2013, ISSN: 2449 -9253, pp.18-28,
http://dc679.4shared.com/doc/cWogfQ_n/preview.html
8. Saumendra das, Venugopal K., Padhy P.K. (2012). Surprise and Regularity –An Advertisement Creativity Approach, *Acropolis- Sodha Ganga*, Volume -2, Number -1, Jan-Dec 2012, ISSN: 2250-303X, pp 35-41.
<https://www.researchgate.net/search.Search.html?query=Surprise+and+Regularity+%E2%80%93+An+Advertisement+Creativity+Approach&type=publication>
 9. Santosh Ranganath N., Achutarao K., Venugopal K. (2012). Green Marketing In India – A Tool For Corporate Social Responsibility, *Journal of Economic and Social Research*, Economic and Social Research Institute (ESRI), Rajasthan, Volume3, Jan 2012, ISSN: 0975-7635, pp.14-21.
https://www.researchgate.net/publication/375747545_Green_Marketing_In_India_-_A_Tool_For_Corporate_Social_Responsibility
 10. Santosh Ranganath N., Venugopal K. (2012). Gender Discrimination and Growth: A Management Perspective, *Economic Challenger*, Number 14, Issue 54, January-March 2012, ISSN:0975-1351,pp.65-68.IF: 0.875
<http://www.economicchallenger.net/index.php?m=01&y=12&entry=entry120103-234126>
 11. Santosh Ranganath N., Venugopal K. (2011). Rural Entrepreneurship Challenges and Opportunities: An Indian Context, *Indian Journal of Applied Research*, Volume 1, Issue 2, November 2011, ISSN: 2249-555X, pp. 65-68.
<http://www.theglobaljournals.com/ijar/file.php?val=Mzc=>

• CONFERENCE PROCEEDINGS : 24

1. Koppala Venugopal, Immidishetty Hemalata & Kalpana Koralla (Feb 2025). Assessment of Consumer Response to Climate-Centric Branding. In an ICSSR Sponsored National conference on “Green Synergies: leveraging water and climate strategies for sustainable development” conducted by G.S. College of Commerce, Wardha, Maharashtra ISBN: 978-93-48367-88-4, First Edition, pp. 61-75.
https://www.researchgate.net/publication/391837085_Assessment_of_Consumer_Response_to_Climate-Centric_Branding
2. Kandha Sai Supraja & Koppala Venugopal (Feb 2025). Assessment of Dexterous and Detrimental Factors Upscaling the Usage of Solar Energy at Domestic Level. In an ICSSR Sponsored National conference on “Green Synergies: leveraging water and climate strategies for sustainable development” conducted by G.S. College of Commerce, Wardha, Maharashtra ISBN: 978-93-48367-88-4, First Edition, pp. 49-60.
https://www.researchgate.net/publication/391836898_Assessment_of_Dexterous_and_Detrimental_Factors_Upscaling_the_Usage_of_Solar_Energy_at_Domestic_Level
3. Somanadh, K. V. & Koppala Venugopal (Feb 2025). Strategic Synergies between Green Initiatives and Corporate Social Responsibility (CSR). In an ICSSR Sponsored National conference on “Green Synergies: leveraging water and climate strategies for sustainable development” conducted by G.S. College of Commerce, Wardha, Maharashtra ISBN: 978-93-48367-88-4, First Edition, pp. 186-195.
https://www.researchgate.net/publication/391836991_Strategic_Synergies_between_Green_Initiatives_and_Corporate_Social_Responsibility_CSR
4. Sanapati Kavya, Lakshmi Srikanth, N. & Koppala Venugopal (Feb 2025). An Exploratory Study on Virtual Water: Small Scale Perspective. In an ICSSR Sponsored National conference on “Green Synergies: leveraging water and climate strategies for sustainable development” conducted by G.S. College of Commerce, Wardha, Maharashtra ISBN: 978-93-48367-88-4, First Edition, pp. 154-168.
https://www.researchgate.net/publication/391836896_An_Exploratory_Study_on_Virtual_Water_Small_Scale_Perspective

5. Venugopal, K. and K.V Somanadh (August 2024), Smart Library Systems: Integrating IOT for Enhanced User Experience. In an ICSSR Sponsored National conference on “Libraries as Wisdom Hubs: Interdisciplinary Insights for the Future”, conducted by G.S. College of Commerce, Wardha, Maharashtra, ISBN: 978-81-975949-9-1. pp. 196-205.
https://www.researchgate.net/publication/383062233_Smart_Library_Systems_Integrating_IOT_for_Enhanced_User_Experience

6. Venugopal, K. and K.V Somanadh (August 2024), Gen Z's Journey through Virtual Library Landscapes: Predictive Analysis. In an ICSSR Sponsored National conference on “Libraries as Wisdom Hubs: Interdisciplinary Insights for the Future”, conducted by G.S. College of Commerce, Wardha, Maharashtra, ISBN: 978-81-975949-9-1. pp. 100-108.
https://www.researchgate.net/publication/383062172_Gen_Z's_Journey_through_Virtual_Library_Landscapes_Predictive_Analysis

7. K.V Somanadh and Venugopal, K. (2024), Impact of Children's Engagement in Traditional Sports on the Fitness: A descriptive Study in Andhra Pradesh. In an ICSSR Sponsored National conference on “Reviving Indian Sport's Heritage to Regain Health, Harmony, Glory and Legacy: Reclaiming the Past, Shaping the Future”, conducted by G.S. College of Commerce, Wardha, Maharashtra, ISBN: 978-81-970389-8-3. pp. 197-204.
https://www.researchgate.net/publication/379955623_Impact_of_Children's_Engagement_in_Traditional_Sports_on_the_Fitness_A_descriptive_Study_in_Andhra_Pradesh

8. Deekonda Pranaya, P. Sreedevi, Venugopal, K. (2023). Talent Management through Training and Development influencing HR-TQM. in a Global Entrepreneurship and Management Summit on Sustainable Ideas for Business in New Normal entitled HR in the 21st Century: Challenges and Strategies, conducted by Student Research & Development Cell - SRDC, ATLAS Skilltech University from 23rd - 29th March 2023, Eureka Publications (A Division of EnTo Tech Pvt. Ltd.), ISBN: 978-81-19567-22-5, First Edition – 2023, pp. 155-166.
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9. Gopalakrishna Vakamullu, Nihar Ranjan Misra, Venugopal, K. (2023). Critical Factors for the Affluence of Online Shopping: Rural Perspective. in a Global Entrepreneurship and Management Summit on ‘Sustainable Ideas for Business in New Normal entitled Navigating the Marketing Landscape: Contemporary Insights’, conducted by Student Research & Development Cell - SRDC, ATLAS Skilltech University from 23rd - 29th March 2023, Eureka Publications (A Division of EnTo Tech Pvt. Ltd.), ISBN: 978-81-19567-04-1, First Edition – 2023, pp. 245-251
https://www.researchgate.net/publication/375926794_Critical_Factors_for_the_Affluence_of_Online_Shopping_Rural_Perspective

10. K. Sravani, Dr. Saumendra Das and Venugopal, K. (July, 2023). Assessment of Factors Influencing Job Engagement of Software Employees: A Rapid Literature Review. Forum for Intellectual Academicians and Researchers Publications, ISBN: 978-81-947515-0-2, First Edition: 2023, Copyright © 2023 forum4researchers pp. 141-148.
https://www.researchgate.net/publication/375747911_ASSESSMENT_OF_FACTORS_INFLUENCING_JOB_ENGAGEMENT_OF_SOFTWARE_EMPLOYEES_A_RAPID_LITERATURE_REVIEW

11. Kalyani Divya & Venugopal, K. (July, 2023). Dexterous Applications of Social Marketing in India: Literature Review Standpoint. Forum for Intellectual Academicians and Researchers Publications, ISBN: 978-81-947515-0-2, First Edition: 2023, Copyright © 2023 forum4researchers pp. 220-227.
https://researchgate.net/publication/375748056_DexterousApplicationsof_Social_Marketingin_India_Literature_Review_Standpoint

12. Venugopal, K. & Jallu Akhila (July, 2023). Assessment of Customers' Critical Inclinations on Retail Stores Environment. Forum for Intellectual Academicians and Researchers Publications, ISBN: 978-81-947515-0-2, First Edition: 2023, Copyright © 2023 forum4researchers pp. 300 -309.
https://www.researchgate.net/publication/375747983_Assessment_of_Customers_Critical_Inclinations_on_Retail_Stores_Environment

13. Venugopal, K., Pranaya Deekonda.,(October, 2021) "Organizational Efforts And Employee Satisfaction On Training And Development: In Case Of Manufacturing Units, Srikakulam, A.P." in the International Multidisciplinary Conference [MDRC 2.0] Proceedings, organised by the Research Committee, Government College Tripunithura, Ernakulam, Kerala, Multidisciplinary Research Thoughts ISBN 978-93-5566-389-4, pp.322-331
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14. Moningi Padmaja., Venugopal, K. & Kanumetta Srikanth.,(October 2021) "Assessment of Marketing prospects for non-timber produce at Koyyuru Mandal" in the International Multidisciplinary Conference [MDRC 2.0] Proceedings, organised by the Research Committee, Government College Tripunithura, Ernakulam, Kerala, Multidisciplinary Research Thoughts ISBN 978-93-5566-389-4 pp.120-131
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• *PAPERS IN EDITED BOOKS: Fourteen (14)*

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2. Venugopal, K., Malipeddi Rakesh and Tarra Balaji (August, 2024). "A Qualitative Research On Data-driven Exploration of Employee Engagement" in an edited book entitled "Empowering Young Researchers: Strategies for Visionary India", Shiksha Mandal's G. S. College of Commerce, Wardha Publishers, ISBN: 978-81-975949-5-3, First Edition – August 2024, pp. 73-81.
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13. Lade Vamsy, Venugopal, K. & Kota V S Sravan Kumar (2020). Assessment Of Factors Influencing Employee Loyalty: In Case Of Automotive Manufacturers Pvt. Ltd, Visakhapatnam, Conference Edited Book entitled “Exponential Transition of Management Practices and Implications for Sectorial Prosperity”, ‘Forum for Intellectual Academicians and Researchers Publications’. First Edition: 2020, Copyright © forum4researchers, ISBN: 978-81-935201-9-2, PP: 264-278
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https://www.researchgate.net/publication/375748017_Impact_of_Dexterous_and_Detrimental_on_SBI_Credit_Cards_Application_of_Random_Forest_and_Regression_Analysis
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<https://doi.org/10.4018/978-1-6684-8898-0.ch016> SCOPUS INDEXED

✂ RESEARCH GUIDANCE for Ph. D - 5

Awarded- 1

- Nagamuralikrishna, P (Registration Number: 41800381) Awarded in November 2023 for the thesis entitled "Factors Affecting Customer Choice in Multi- Channel Distribution System in Health Insurance Industry: A Study of Telangana" from Lovely Professional University, Punjab

Ongoing- 4

- K. A. K. Gupta, on “Effect of Digital Marketing on the Hospital Sector with reference to North Coastal A.P.” from GIET University, Gunupur, Odisha
- Tutika V. V. M. Raju on “Tribal Consumer Behaviour mediating Urbanization: In case of Seetham Peta Mandal, Srikakulam, A.P.” from GIET University, Gunupur, Odisha
- K. Sravani on “Managing the Remote Workforce and Employee Engagement: A study on virtual work Environment of selected software companies” from GIET University, Gunupur, Odisha
- Akkireddy Venkata Laxmi, on “Human Capital Management in SEZ” from JNTUGV, Vizianagaram, A.P.

✂ MEMBERSHIPS : Twenty-Two (22)

➤ RESEARCH MEMBERSHIPS – ONE (1)

1. External Member to the Research Advisory Committee in the Place of Higher Learning and Research. G.S.College of Commerce, Wardha, Maharashtra from 21st October 2020

➤ EDITORIAL BOARD: 13 (Thirteen)

1. Editorial member for EDWIN GROUP OF JOURNALS, Madhya Pradesh, India, from 25th December 2023. <https://www.edwinincorp.com/Editorial-Board>
2. Co- Managing Editor for “ETHIOPIAN JOURNAL OF BUSINESS MANAGEMENT AND ECONOMICS” University of Gondar, Ethiopia.
<https://journal.uog.edu.et/index.php/EJBME/about/editorialTeam>
3. Member of Editorial Board for “INTERNATIONAL JOURNAL OF RESEARCH AND INNOVATION IN APPLIED SCIENCE” Research and Science Innovation Society Journals (RSIS). <https://rsisinternational.org/journals/ijrias/board-members/>
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STUDIO ART (JFSA)” Academic Journals.

6. Member Editorial Advisory Board “INTERNATIONAL JOURNAL OF RESEARCH AND INNOVATION IN APPLIED SCIENCES” (IJRIAS), Research and Science Innovation Society Journals (RSIS).
7. Member of International Editorial Advisory Board “INTERNATIONAL JOURNAL OF LATEST TECHNOLOGY IN ENGINEERING, MANAGEMENT & APPLIED SCIENCES” (IJLTEMAS), Research and Science Innovation Society Journals (RSIS).
https://www.ijltemas.in/search.html?cx=006845220622465613844%3Af_eiez88qqg&cof=FORID%3A11&q=koppala+venugopal
8. Editorial Board Member for the international journal “INTERNATIONAL JOURNAL OF BIODIVERSITY CONSORTIUM (IJBC),
9. Editorial Board Member for the international journal “CASE STUDIES IN BUSINESS AND MANAGEMENT” (CSBM), MACROTHINK INSTITUTE
<http://www.macrothink.org/journal/index.php/csbm/about/editorialTeam>
10. Editorial Review Board Member for the international journal “INTERNATIONAL JOURNAL OF MARKETING STUDIES”(IJMS)
<http://www.ccsenet.org/journal/index.php/ijms/about/editorialTeam>
11. Editorial Board Member for the international journal “JOURNAL OF MANAGEMENT AND ADMINISTRATION (JMA)” RE-Imagined Academic Publishing@MANCOSA (GSB), South Africa
12. Editorial Advisory Board Member for the international journal “INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH AND PRACTICES”(IJIRP)
<http://www.forum4researchers.com/editorial-board.php>
13. Advisory Member for “INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH AND PRACTICES” <http://www.forum4researchers.com/genesis.php>

➤ **PROFESSIONAL MEMBERSHIPS: Six (6)**

1. Life Member of the Indian Society for Technical Education (ISTE) Membership ID is 135475. from 29 August 2022
2. Professional Membership in Institute for Engineering Research and Publication (IFERP) ID: PM28950413 from 07-04-2020 to 31-12-2020
3. Lifetime membership with membership ID: TERA-M19824 in Teaching and Education Research Association (TERA)
4. Member as a Research Advisor and Referee with Membership ID :: IndApp_RT_768261 Through Partner NA2315646_United States And Concerned Chapter No : NA3355647 under the category of in International Management Research and Technology Consortium IMRTC- USA
5. Life Membership in Forum for Researchers and academicians
6. Membership in Exclusive MBA-GLOBAL, the Ultimate Management Group

➤ **SOCIAL MEMBERSHIPS: Two (2)**

1. Executive member in SOCIAL AND CULTURAL YOUTH ASSOCIATION, Srikakulam.
2. Life member in Indian Red cross Society (Regd. No.2872).

✂ CONSULTANCY

➤ Research consultancy -THREE (3)

1. Conducted a field study for RAMKY FOUNDATION on “Market study on NTFP and Agro -Produce and Business Plan” in Koyyuru for the purpose of marking opportunities for NTFP on 6th and 7th August 2021.
2. Conducted a field survey for CAPITAL ONE on “Financial Market Dynamics and the behavioral differential threshold of customers towards the market volatilities” on 25th to 30th July 2020.
3. Conducted an attitude survey and simulation tests for the employees of SRI DAKSHA INDUSTRIES on 4th and 5th September 2020.

➤ Corporate Training – Four (4)

1. Took part in a Corporate Training session on “Reverse Mentoring Practices” at Surekha Group, Visakhapatnam with the BOD on April 4, 2025
2. Acted as a Trainer for Supervisory Team on “Effective Leadership Communication” at Nagarjuna Agrichem (NACL) Industries Limited, Srikakulam on 3rd July 2023.
3. Acted as one of the evaluators for the Book review performances of top level managers of Nagarjuna Agrichem (NACL) Industries Limited, Srikakulam in a Senior Leadership Training Programme on 11th & 12th April 2023.
4. Took a training session on “Personality Modification and Individual Contribution” to the employees (HR, Marketing, Service and Logistics departments) in Surekha group, Visakhapatnam on 27th October 2022.

✂ RESOURCE TALK (Key Note Speaker/ Chairing/Trainer/ Guest Lectures): 70 (Seventy)

➤ In Funded projects from recognized Agencies: 9 (Nine)

- I. Chaired the session as well as delivered the key note speech in an ICSSR sponsored National Seminar on “Inculcating Research & Innovation Culture among Under Graduate Students” conducted by the Department of Commerce, Siskha Madal’s Govindram Seksaria College of Commerce, Wardha, Maharashtra on 31st August 2024.
- II. Chaired the session as well as delivered the key note speech in an ICSSR sponsored National Seminar on “English Language Proficiency Among Rural Youths: Need For Better Employability” conducted by the Department of English, Siskha Madal’s Govindram Seksaria College of Commerce, Wardha, Maharashtra on 6th August 2023.
- III. Chaired as a Plenary speaker, Track rapporteur for a two days ICSSR, New Delhi funded National Seminar on “Gig Economy And Atmanirbhar Bharath: Challenges And Opportunities” conducted by the Department of Commerce, S.G Degree and PG College, Pileru, Chittore District on 26th and 27th August 2022.
- IV. Acted as one of the resource persons and delivered a talk on “Activity Based Learning through Gamification” at UGC HRDC, Andra University, Visakhapatnam, A. P. in a Faculty Induction Programme for the faculty of all disciplines from Government Degree Colleges on 11th March 2022.
- V. Acted as one of the resource persons and delivered a talk on “Activity Based Teaching Methods with Gamification” at UGC HRDC, Andra University, Visakhapatnam, A. P. in a Refresher Course for Commerce and Management faculty of Government Degree Colleges on 6th November 2021.

- VI. Acted as one of the resource persons in an ICSSR Sponsored National webinar on “Growing Significance Of Supply Chain Management In Rural Marketing And Its Impact On Rural Economy” Organised by the Department of Commerce, G.S. College of commerce, Wardha, for the session entitled “Recent Trends And Future Of Rural Supply Chain Management In Indian Marketing Scenario” on 2nd September 2021.
- VII. Chaired as a Delegate (Plenary member and Track coordinator) for a two days ICSSR, New Delhi funded National Seminar on “Digital Economy In India: Trends, Prospects And Challenges” sponsored by ICSSR and conducted by the Department of Commerce, S.G Degree and PG College, Pileru, Chittore District on 5th and 6th March 2020.
- VIII. Acted as one of the resource persons in an AICTE Sponsored Two Week Faculty Development Programme on “Life skills Education To Protect Intellectual Property And Leverage Ethical Behaviour” organized by the Department of Humanities, Aditya Institute of small and Management, Tekkali, Srikakulam for a session entitled “Application Of life skills And Ethics In Patenting” on 20st July 2019.
- IX. Acted as one of the resource persons in an AICTE Sponsored Two Week Faculty Development Programme on “Advances In Research Methods And Data Analytical Tools By Using Spss For Social Sciences And Management” Organised by the Department of Management Studies, Aditya Institute of Technology and Management for two sessions entitled “Preparation Of Research Proposal” and “Research Questionnaire Preparation With Measurements” on 1st March 2018.

Chairing: 12 (Twelve)

- 1) Acted as a resource person by delivering an expert hands on practice on ‘Machine Learning Applications in Research’ in a six day online Global Faculty Advanced Development Programme (GFADP) on “Enhancing Scholarly Writing , Machine Learning and Modern Tools for Article Development” conducted by Acharya Institute Of Graduate Studies, Bangalore, on 11th June 2025.
- 2) Delivered a session III as a resource person on “Gamification and AI in Education; Enhancing Student Engagement” in a National level Faculty Development Programme on “Innovative Pedagogical Strategies Using AI & Digital Platform” Organised by the Department of Commerce, Kreesthu Jayanthi College, Bangalore on 6TH November, 2024.
- 3) Acted as a chief Guest and speaker in an international conference on “The Impact of AI Driven Decision Making and Agile Management Practices for Sustainable Development - (ICADMS) 2024” organised by Department of Management, Acharya Institute Of Graduate Studies, Bangalore, on 3rd and 4th April 2024.
- 4) Acted as a resource person by delivering an expert talk in a One Week Offline FDP on “Sustainable And Resilient Civil Engineering Practices-SRCEP-2024” and delivered a session on “The Innovation Imperative: Fuelling Entrepreneurial Growth and Success” conducted by Department of Civil Engineering, Aditya Institute of Technology and Management (AITAM), Tekkali on 13th March 2024.
- 5) Acted as a resource person by delivering an expert talk on “Research Practices of Distinguished Methodologies” and chaired the session in a national seminar on “Innovative Teaching and Research Practices in Higher Education Institutions for Sustainable Development” conducted by Dr B.R. Ambedkar University, Etcherla, Srikakulam, A.P. on 18th and 19th
- 6) Acted as a Resource Person and delivered an expert session on “Changing the Face of ELT in Higher Education-” in the Faculty Development Programme on “Blended

Learning: Tools for Teaching & Research” organised by the Department of Commerce (UG), Kristu Jayanti College (Autonomous), Bengaluru on 6th May 2023.

- 7) Chaired as a chief Guest in a workshop “MARKETO VISTA 2K23” and delivered a resource talk as a key note speaker on “Marketing Trends in Industry 5.0” at Kakinada Aditya Degree College, Srikakulam, A.P. on 7th January 2023.**
- 8) Acted as Speaker and Session Chairperson for Industry 5.0 Track in an International conference on “Contemporary Developments In Entrepreneurship, Business And Management In Digitized Era- Towards Industry 5.0” organised by the School of Management Studies REVA University, Bangalore held on 27th & 28th December 2022.**
- 9) Acted as Session Chairperson for Marketing Track in a National e-conference on “Call Of The Secondary Sector – A Futuristic Approach” organised by the School of Management Studies GIET University, Gunupur, Odisha held on 7th November 2020**
- 10) Chaired as a resource person for Marketing Track in an International e-conference on “Exponential Transition Of Management Practices And Implications For Sectorial Prosperity” organised by Department of Management and Commerce, Dr B R Ambedkar University and ‘Forum for Intellectual Academicians and Researchers Publications held on 28th & 29th September 2020**
- 11) Chaired as a resource person in an online One-Day International Webinar on “Atmanirbhar Bharat Abhiyan and Indian Economy under COVID-19: Road ahead” organized by the Department of Commerce, S.G. Govt. Degree & P.G. College, Piler on 10th June, 2020.**
- 12) Chaired an activity based workshop on “Communication and Organisation Behaviour” conducted by Aditya Global Business School, Kakinada, A.P. on 30th November 2019.**

Guest Lectures: 49(Forty Nine)

- 1) Delivered a resource talk in an International workshop on “The Role of Artificial Intelligence on the Research Practices in Management Studies” organised by Department of Marketing Management, College of Business and Economics, University of Gondar, Ethiopia 28th April 2025**
- 2) Delivered a resource talk in a workshop on “Innovation & Protection: Celebrating World Intellectual Property Rights Day” organised by IIC, Department of IT, AITAM, Tekkali on 26th April 2025.**
- 3) Delivered a resource talk a workshop on “Innovation by You: A Self-Driven Exploration in Design Thinking and Entrepreneurship” organised by IIC, Department of ECE, AITAM, Tekkali on 16th April 2025.**
- 4) Conducted an activity based workshop as the sole speaker on “Advertising Adroit and Gamification” for BBA Students at Gayatri College of Science and Management, Gurajada Education Society, Munasabupeta, Srikakulam, on 6th March 2025.**
- 5) Delivered a resource talk as one of the speakers in a Panel Discussion on “Innovation and Start-up Ecosystem Enablers” organised by IIC, Department of MBA, AITAM, Tekkali on 30th July 2024.**
- 6) Delivered A Resource talk to the final year Students of Computer Science Engineering Students on “Innovate and Iterate: The Lean start up Success” organised by IIC and Department of Computer Science Engineering, AITAM, K. Kothuru, Tekkali on 25th July 2024.**

- 7) **Delivered A Resource talk to the final year Students of Civil Engineering Student on “Business Model Canvas” organised by IIC and Department of Civil Engineering, AITAM, K. Kothuru, Tekkali on 19th July 2024.**
- 8) **Delivered a guest lecture to the faculty members on “ IPR and Patent Process” organised by The Place of Higher Learning and Research in Collaboration with IQAC, Siskha Madal’s Govindram Seksaria College of Commerce, Wardha, Maharashtra on 7th August 2023**
- 9) **Delivered a guest lecture to the students of III years commerce and computers on “ Data Analytics” conducted by the Department of B.Com Computer Applications, Siskha Madal’s Govindram Seksaria College of Commerce, Wardha, Maharashtra on 7th August 2023**
- 10) **Delivered a resource talk as an exclusive contributor on ‘Interview Interface And Presentation Skills’ to the final year students of BBA in SUN degree College, Srikakulam AP on 24th June 2022.**
- 11) **Delivered a Guest Lecture on “Management Of Life In The Age Of Covid Pandemic” to the students of Srinivasa Institute of Management Studies (SIMS) Visakhapatnam on 25th November 2021**
- 12) **Delivered a Guest Lecture on “Marketing Dynamics” to the students of management Studies from School of Management Studies GIET University, Gunupur, Odisha on 29th December 2020**
- 13) **Delivered a Guest Lecture on “Group Dynamics” to the students of commerce and management from G. S. College of Commerce, Wardha on 13th October 2020**
- 14) **Delivered a resource talk in an activity based workshop on “Team Building and Leadership with Simulations” in German Eastern Medical Sciences (GEMS) College, Srikakulam on 15th February, 2020.**
- 15) **Delivered a resource talk on “Entrepreneurship Orientation” conducted by ALEAP of CED in St, Joseph’s college for women in Visakhapatnam, A.P. on 18th November 2019 as a part of Entrepreneurship Awareness Camp.**
- 16) **Conducted an activity based workshop with gamifications on “Entrepreneurship Orientation for the Engineering Students” conducted by Entrepreneur Development Cell, Lendi College of Engineering and Technology, Vizianagaram, A.P. on 30th July 2019.**
- 17) **Acted as the sole resource person in a Training programme on ‘Interview Interface and Presentation Skills” to the final year students of Marketing Management at college of business and Economics, University of Gondar, Ethiopia, East Africa on 8th June 2019.**
- 18) **Delivered a lecture on “Plagiarism Issues and Report Writing” conducted by the department of Management Studies, Sri Venkateswara Institute of Engineering college, Srikakulam, AP on**
- 19) **Acted as the sole resource person in a Training programme on “Research Methodology for Architecture Engineering” organised by the Department of Architecture Engineering, Fasil Campus, University of Gondar, Ethiopia, East Africa on 4th December 2018.**
- 20) **Acted as a sole resource person in an activity based workshop on “Personality Development Through Communication, Leadership And Team-Work” for the Post Graduate students of Dr. B R Ambedkar University, Etcherla, Srikakulam, A.P, India on 27th September 2018.**

- 21) Delegated as an exclusive contributor on ‘Interview Interface And Presentation Skills ’ to the final year students of MBA in AITAM college , Tekkali, Srikakulam AP on 25th September 2018
- 22) Acted as one of the speakers in the Integration camp and delivered speech on SWOT Analysis and GOAL SETTING at Srikakulam Arts College on 19th September 2018.
- 23) Addressed all first year engineering students from Mechanical, Civil, ECE, CSE and Electrical Engineering of Dr B R Ambedkar University, Etcherla, Srikakulam, A.P, India on “Personality Development Through Communication, Leadership And Team-Work” on 12th September 2018.
- 24) Acted as one of the guest speakers in an induction programmed instructed by UGC to the first year engineering students from Mechanical, Civil, ECE, CSE and Electrical Engineering of AITAM college, Tekkali, Srikakulam A P , India on “Personality Development Through Communication, Leadership And Team-Work” on 5th, 7th and 9th September 2018.
- 25) Acted as the sole resource person in a Training programme on ‘Interview Interface and Presentation Skills” to the final year students of Logistics and Supply Chain Management at the college of business and Economics, University of Gondar, Ethiopia, East Africa on 31st May 2018.
- 26) Acted as the sole resource person in a Training programme on ‘Interview Interface and Presentation Skills” to the final year students of Marketing Management at college of business and Economics, University of Gondar, Ethiopia, East Africa on 29th May 2018.
- 27) Acted as a sole resource person in an activity based workshop on “PERSONALITY DEVELOPMENT” for the Post Graduate students of Dr B R Ambedkar University, Etcherla, Srikakulam, A.P, India on 23rd February 2018.
- 28) Acted as the sole resource person in an activity based workshop on “Personality Development and Career Opportunities” organized by the Department of Management, SUN Degree College, Srikakulam, A. P. on 18th September 2017.
- 29) Acted as one of the resource persons in a 15 days Training programme and conducted an activity based session on Personality Development to National Youth Corps volunteers organized by Nehru Yuva Kendra: Srikakulam, Government of India, Ministry of Youth Affairs & Sports on 6th and 8th August 2017.
- 30) Acted as the sole resource person in a Training programme on ‘The Presentation Skills in the Interviews” to the final year students of Marketing Management and Logistics and Supply Chain Management at the college of business and Economics, University of Gondar, Ethiopia, East Africa on 28th June 2017.
- 31) Acted as a sole resource person in a training programme on ‘The Presentation Skills in the Interviews” for the Post Graduate students of Dr B R Ambedkar University, Etcherla, Srikakulam, A.P., India on 2nd March 2017.
- 32) A lecturer on ‘Dynamics Of Management Practices Trending At The Standpoint Of Successful Organisations” for the under and Post Graduate students of Gayatri college of science and Management, Srikakulam, A.P, India on 20th February 2017.
- 33) Acted as the sole resource person in a Training programme on ‘The Presentation Skills In The Interviews” to the final year students of Marketing Management and Logistics and Supply Chain Management at the college of business and Economics, University of Gondar, Ethiopia, East Africa on 19th June 2016.

- 34) Acted as one of the resource persons in a 15 days Training programme and conducted a session on Personality Development to National Youth Corps volunteers organised by Nehru Yuva Kendra: Srikakulam, Government of India, Ministry of Youth Affairs & Sports on 10th August 2016.
- 35) A lecturer on 'Dynamics Of Research Practices In Management Studies' for the Post Graduate students of Sri Sivani Institute of Technology, Srikakulam, A.P, India on 29th February 2016.
- 36) A motivational lecture for the Career Development for Tenth class students in the Government high school, Matsyalesam, Srikakulam, India on 28th February 2016.
- 37) A lecturer on 'Career Craft With Communication, Technology And Research' for the Post Graduate students of AITAM college, Tekkali, Srikakulam A P , India on 15th February 2016.
- 38) Acted as the sole resource person in a Training programme on "Personality Development Focusing On Communication, Leadership And Motivation" organised by the Department of Architecture Engineering, Fasil Campus, University of Gondar, Ethiopia, East Africa_on 7th December 2015.
- 39) Acted as the sole resource person in an activity based workshop on "The Leadership Implications On Entrepreneurship Development" organized by the Department of Management, Sri Sivani Institute of Technology, Srikakulam, A.P., on 16th September 2015.
- 40) Acted as the sole resource person in an activity based workshop on "The Dynamics of Logistics and Supply Chain Management" organized by the Department of Management, SUN Degree College, Srikakulam, A. P. on 18th August 2015.
- 41) Acted as the sole resource person in a Training programme on 'The Presentation Skills in the Interviews" to the final year students of Marketing Management as a part of Community Service on 16th June 2015 at the college of business and Economics, University of Gondar, Ethiopia, East Africa.
- 42) A lecturer on 'Application of Standard and Colloquial Formats of the Language in Communication' at Jyothi B.Ed. College, Etcherla, Srikakulam.
- 43) Acted as the resource person in a work shop on "Personality Development through Management Games" for II year MBA students at VIGNAN Vizag Campus, Visakhapatnam on 10th Jan 2013.
- 44) A lecturer on 'Interview Techniques' for the graduate students at Sun Degree College, Srikakulam on 18th December 2012.
- 45) Acted as the resource person in a Training programme on "Sales Techniques as Emerging Practices" for the sales managers of APCO Ltd at Netabazaar, Srikakulam in July 2011.
- 46) A lecturer on INTERVIEW TECHNIQUES for graduate students at Sun Degree College on 20th February 2011 in Srikakulam.
- 47) A lecture on Business English & Soft Skills for Tally students under Rajeev Udyog in NEXGEN on 7th October 2008.
- 48) A lecture on COMMUNICATION SKILLS to computer students in APTECH during 1st to 31st December 2006.
- 49) A lecture on Public Speaking & Personality Development to the force at Police Department Training Centre, Srikakulam during 23rd to 28th October, 2006.

✍ ACTED AS THE EVALUATOR/JUDGE: 11 (Eleven)

- i. Acted as a judge for marketing event in a management meet PRABHANDHA 2020 conducted by the Dept. of Management Studies, Dr. B.R. Ambedkar University, and Srikakulam on 19th & 20th February 2020.
- ii. Acted as one of the interview panel members for ZYDAS CADILA Pharma Limited in the campus recruitment at Sri Venkateswara Pharmacy College, Srikakulam, A. P. in 2012.
- iii. Acted as judge for Marketing Event in ASPIRE- 2016 conducted by AITAM College, Tekkali on 27th February 2016
- iv. Acted as a judge for Business Quiz in a management meet PRASTANAM 2016 conducted by the Dept. of Management Studies, Gayatri college of Science and Management, Srikakulam on 10th February 2016.
- v. Acted as judge for Marketing Event in ASPIRE- 2015 conducted by AITAM College, Tekkali
- vi. Acted as a judge for Business Quiz in a management meet PRASTANAM 2012 conducted by the Dept. of Management Studies, Gayatri college of Science and Management, Srikakulam in 2012.
- vii. Acted as a judge for marketing event & cultural activities (songs, Dances, Skits & mono actions) in the management meet PRABHANDHA 2012 conducted by the Dept. of Management Studies, Dr. B.R. Ambedkar University, and Srikakulam in 2012.
- viii. Acted as a judge for DASKHATHA (Management events) at Sri Sivani Group of colleges Srikakulam in 2011
- ix. Acted as judge for Marketing Event in CHATURA 2011 conducted by AITAM and ASCAM, Tekkali.
- x. Acted as a judge for SANSKRUTHI (Dance Competitions) at Sri Sivani Group of colleges Srikakulam in 2011.
- xi. Acted as judge for Marketing Event in CHATURA 2010 conducted by AITAM and ASCAM, Tekkali.
- xii. Acted as a judge for CULTURAL ACTIVITIES (songs, Dances, Skits & mono actions) at Dr. B.R. Ambedkar University, Srikakulam in 2010.

✍ EXTRA-CURRICULAR ACTIVITIES:

- Mimicry, Dramatics, Mime, Folk Dance & Mono Action.
- Bagged several prizes in MONO-ACTION at BVK College, NBM Law College, GVP Degree College and St Joseph College for women in Visakhapatnam in inter-college competitions at graduation level during 1991-1994.
- Acted as coordinator for youth festivals & internal performances at Gayatri College for PG Courses and also as a judge for many cultural competitions.

✍ PERSONAL PROFILE:

Father Name	:	Late. K.L.N. Acharyulu
Date of Birth	:	15 th June – 1971
Nationality	:	Indian
Religion	:	Hindu
Marital Status	:	Married

Languages known : English, Telugu, Hindi & Amharic

Passport Number/Validity

K2279729 / 18-03-2023

Address for Communication

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REFERENCE

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E mail: vishnudevi33@gmail.com

DECLARATION

I hereby solely declare that the above furnished details are correct to the best of my knowledge.

Date :
Station: Tekkali


(KOPPALA VENUGOPAL)