

Dr. V Srinivasa Rao

Assistant Professor of Management Science



Education Qualifications: Doctor of Philosophy (Management Studies, HCU)
Specialization: Marketing Management

- A – Block -Room No 116

JNTUH ID:

2312 190108 160343

EMAIL:

vsrinivasarao_ms@mgit.ac.in

DATE OF JOINING:

17-12-2018

EXPERIENCE - 24 Years

- Teaching - 22
- Research -4
- Industry -2

SUMMARY:

- Publications - 1
- Conferences - 2

EVENTS:

- Organized - 1
- Attended - 20

LET'S MEET ON SOCIAL:

- <https://www.facebook.com/mgithyderabad>
- <https://www.instagram.com/mgithyderabad>
- <https://www.linkedin.com/company/mgithyderabad>
- <https://twitter.com/MGIThyderabad>

Responsibilities Held at Institution Level:

1. Convener, College Maintenance Committee.

Responsibilities Held at Department Level:

1. Member, Web Coordinating Committee.
2. Member, Industry – Institute Interaction Committee.
3. Member, National Innovation and Startup Policy.

Research Guidance:

1. Guided 100 MBA student's projects.

Courses Handled at Under Graduate /Post Graduate Level:

- **UG:** Business Economics and Financial Analysis, Fundamentals of Management, Intellectual Property Rights, Organization Behavior, Strategic Management.
- **PG:** Marketing Management, Business Research Methods, Strategic Management, International Business, Product and Brand Management, Promotion and Distribution Management, Consumer Behavior, Services Marketing.

Publications:

1. Authored an article in International Journal of Innovative Technology & Adaptive Management (IJITAM) ISSN: 2347-3622, Volume-1, Issue-5, February 2014 with the title “Green Marketing and Its Impact on Sustainable Development”.

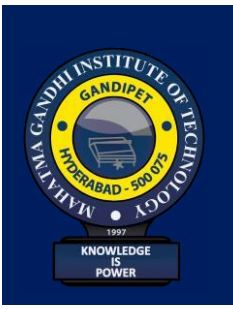
Conferences:

1. Presented a paper in the “International Conference on Transformative Consumerism and Sustainability: The Emerging Global Business Scenarios” on “The Impact of Service Climate on Customer Satisfaction: The Mediating effect of Service Behavior” during 15th and 16th November 2019, Organized by GITAM Hyderabad Business School.
2. Presented a paper in Two Day National Conference on “Management and Social Sciences – Its impact on Sustainable Development” during 25th and 26th October 2013, on “Green Marketing and Its Impact on Sustainable Development” Organized by School of Management Studies, C.B.I.T.

Events Organized:

FDPs:

1. Organized Two Day Faculty Development Programme on “Managing Sustainability in Turbulent Times” during 29th and 30th July 2020.

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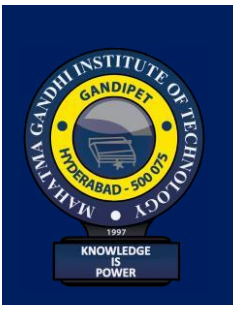
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Events Attended**FDPs/STTPs:**

1. Two-day National level online Faculty Development Programme on “Intellectual Property Rights and Patent filling” conducted by Research and Development Cell and National Innovation Start-Up Policy (NISIP) Cell of MGIT, during 11th and 12th September, 2020.
2. Two-day FDP Managing sustainability in turbulent times conducted by Management Science of MGIT during 29th and 30th July, 2020.
3. Two-day International virtual FDP on “Innovative techniques for effective teaching online and offline” conducted by Department of Mathematics and Humanities, M.G.I.T. during 12th and 13th June, 2020.
4. Two-day online FDP on “Effective technical report writing using LaTeX” conducted by M.G.I.T. during 8th and 9th June, 2020.
5. FDP on “Creation of Google sites and OER” conducted by RBVRR college 26th May, 2020.
6. Online AICTE Margadarshan FDP “Art of writing papers and research methodologies” conducted by GRIET during 7th to 13th May, 2020.

Refresher Courses/ Orientation Courses/ Workshops/ Webinars/ Seminars/Guest Lecture:

1. Two Day National Webinar on “Free Online Tools for Easy, Effective and Impactful Research” conducted by M.V. Muthiah Government Arts College for Women, Dindigul, Tamil Nādu during 19-20 March, 2022.
2. Two Day International Webinar on “Empowering Women: A Paradigm shift in NEP 2020” conducted by Department of M & H, P & C, CSE and IT of MGIT during 8th and 9th January 2021
3. One Day programme on “NISIP implementation Status at Higher Education Institutes” conducted by National Institute of Startup Policy on 10th November, 2020.
4. Workshop on “Social Responsibility and Community Engagement” conducted by School of Management Studies, C.B.I.T. on 17th June, 2020.
5. National webinar on “Transforming Classrooms into Informal and Learning Grounds: Online and Offline Apps” conducted by ST. Xavier's college, Jaipur, Rajasthan on 30th May, 2020.
6. National webinar on “Fine tuning your research papers” conducted by Bharat Mata college, Kochi, Kerala on 27th May, 2020.
7. “National level symposium on Design thinking in digital marketing” conducted by Vignan University, 24th May, 2020.
8. “SPANCO-Sales framework” conducted by St. Martin Engineering College on 20th May, 2020.
9. “Latest technology training programme” conducted by Bhavan's Vivekananda College on 16th May, 2020.
10. Two-Day workshop on “online teaching” conducted by UGC HRDC JNTUH during 24th and 25th April, 2020.
11. “IoT for Real World” conducted by Department of M&H, CSE, IT of M.G.I.T and MCA of C.B.I.T.(A) on 20th October, 2019.



12. Participated in Three-weeks Orientation Course conducted by UGC HRDC, JNTU, Hyderabad from 13-05-2019 to 01-06-2019.
13. One day National Seminar on “Teacher as Performer” conducted by Department of Mathematics and Humanities, M.G.I.T. on 21st December, 2018.
14. Attended Workshop on "Structural Equation Modeling: Testing Mediation and Moderation Models" organized by the School of Management Studies, University of Hyderabad, during 16th to 20th May, 2018.

Other Achievements:

1. Secured I rank in Ph.D. Entrance test and Interview conducted by University of Hyderabad in the year 2015.
2. Qualified UGC National Eligibility Test-2014.
3. Qualified Andhra Pradesh State Eligibility Test-2013.

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