

Dr.P.V.M.Raju

Department: Department of Business and Management Studies

College: Gudlavalleru Engineering College

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Academic Qualifications:

- Awarded Doctoral degree from GITAM University, Visakhapatnam
- Master of Business Administration from IBMA with Marketing as Specialization, Loni, from University of Pune.
- Bachelor of Science (MPC) from Nagarjuna University

Academic Rewards / Achievements:

- **Associate Editor** of “GEC’s International Journal of Innovation Technology and Management” *ISSN 2394 – 594X. Published by Department of Business and Management Studies, Gudlavalleru Engineering College.*
- Qualified in APSET -2019
- Received Best Customer Service Representative (CSR) AWARD for the Year 2005 in Reliance Info streams Pvt Ltd, Chennai.
- Ratified by JNTU(K) MBA with Marketing (Dec 2015)

Professional Experience:

Designation	Institution	Period
Assistant Professor	Gudlavalleru Engineering College, Gudlavalleru	2015 to till date
Assistant Professor	Raghu Institute of Technology, Visakhapatnam	2009 to 2015

Industry Experience:

Designation	Industry	Period
Manager –Retail Store Operations	Woodland, Visakhapatnam	2006 to 2009
Customer Service Representative (CSR)	Reliance Info Streams Pvt. Ltd, Dhirubai Ambhani Knowledge City (DAKC), Mumbai	2004 to 2006
Senior Executive	Ramoji Film City, Hyderabad	1999 to 2003

Projects Guided:

PhD	Post Graduation	Under Graduation
Nil	130	NA

Specialization: Marketing

Research Papers / Books:

Books /Chapters Published in Publications: 1

Papers Published In Journals: 5

- Published an article 'Efficient Consumer Response using Big Data Analytics' in DRSR Journal (UGC CARE Group I Journal) ISSN:2347-7180, Volume :11, Issue : 7. No: 1, July 2021,p.p.17-23
- Published an article on 'IoT enabled Smart Banking System – a Technological Revolution' in Scopus indexed journal 'International Journal of Recent Technology and Engineering (IJRTE)', ISSN: 2277-3878 (Online), Volume-8 Issue-2, July 2019. Page No.: 4313-4318.Published by 'Blue Eyes Intelligence Engineering & Sciences Publication', Bhopal (Madhya Pradesh), India. **Website:** www.ijrte.org.
Scopus Link: <https://www.scopus.com/sourceid/21100889873>,
- Paper published on "A Study on Customer awareness towards Green consumerism" in International Journal of Creative Research Thoughts (IJCRT) Volume 6, Issue 1 January 2018 | ISSN: 2320-2882 www.ijcrt.org p.p.941-946
- Paper published on "A comparative study on HRD climate in public and private sector industrial units" in International Journal of Multidisciplinary Education research (IJMER) Vol : 5 ,Issue 12(5)December 2016 , ISSN : 2277 - 7881 p.p. 17-35
- Paper published on "The Effectiveness of In-store communication with reference to Spencer's Retail Ltd, Visakhapatnam" In The International Journal of business and Management , (The IJBM) March 2014, www.theijbm.com

Papers Published In Conferences/Workshops: 3

- Presented a Paper on "IoT enabled smart banking system–A technological revolution in India" in 3rd National conference on FINTECH- OPPORTUNITIES AND CHALLENGES on 10th November,2018@ K.L. Business School , KL University
- Presented a Paper on "Efficient consumer response with big data & data analytics w.r to Branded Retail stores" in National Conference on Emerging & Innovative Trends in Computer Science, at Vasavi Engineering College, Hyderabad, in March 2017.

List of Workshops organized:**List of Workshops /Conferences /Seminars Attended:**

- Attended a Two Day Faculty Development Programme on “Perception& Perspectives of pedagogy-The Role of case Study in Management Education” on 17th &18th of August 2018 at GEC
- Attended a Two Day Faculty Development Programme on “Paradigms of Education :Role of A Teacher and Reflective Teaching” on 17th &18th JULY 2018 at LBRC , Mylavaram ,
- Attended a One day Workshop on “Stress Management” conducted by CII, Vijayawada. at Efftronics Systems Pv.Ltd., VIJAYAWADA on 25th January 2018
- Attended A Two-week Teacher Training Programme on “English Communication Skills” conducted by APSCHE-British Council Pilot.(19-06-2017 to 23-06-2017 & 03-07-2017 to 07-07-2017)
- Attended A One week (TOT) Training of Trainers on Supply Chain Management organized by APSSDC at ANU Commerce Dept., ANU, Nagarjunanagar (27-06-2017 to 02-07-2017)
- Participated in UGC National Seminar “on Management of Micro, Small & Medium enterprises (MSMEs) in the LPG & ICT” Organized by the Dept of Commerce and Management studies, Andhra University (30/3/ 11-31/3/11) at AU Campus, Vishakhapatnam.
- Attended A Symposium on Effects of NPAs on Banks at SBLC , Vijayanagaram on 13/3/2014
- Attended “29th Indian Engineering Congress Meet” (18th-21st Dec 2014) , Hyderabad.
- Participated in the 50-hour FDP –Communication Skills (Level I: Oral Communication) at the ELT centre from (Dec 2015 – April 2016) and successfully completed it with Grade B

- Attended Training Programme by Dr. B.G.Barki at GEC on “Training teaches for Excellence” June 2016

Certifications: Nil**Guest Lectures Delivered: Nil Professional****Bodies: Nil****Consultancy Activities: Nil****Grants Fetched: Nil**