

PROFILE



Dr. D. Ajay Rathan

MBA, L.L.B, Ph.D

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Rajahmundry-533106

Educational Qualifications:

Examination Passed	Name of the University/Board
Ph. D	Acharya Nagarjuna University
MBA (Marketing)	Andhra University
L.L.B	Andhra University
B.A	Acharya Nagarjuna University

Academic Admin', Teaching & Research Experience

year	Name of the Institute	Main Responsibilities
1 st August 2017 to till date	Adikavi Nannaya University	Assistant Professor and Placement Officer at MSN Campus, Kakinada
1 st September 2015 to July 31 st 2016	Andhra University	Guest Faculty at Tadepalligudem P.G Center
1 st July 2012 to August 2015	K C Reddy College for P.G. Courses (MBA& MCA),	Joined as Assistant Professor and at present Worked as Associate Professor in MBA department
3 rd Dec' 2008 to 5 th May 2012	Gokul Institute of Technology And Sciences (G I T A S), Bobbili , Vijayanagaram -	Worked as Lecturer in MBA dept.
26 th Oct' 2006 to 30 th Nov'2008	Dr Reddy's Foundation	Facilitator cum I/C Cluster Coordinator to the project LABS (skill Development & placements)
2002 to 2006	J.L.Morrison India Ltd.	Executive in sales at Vijayawada Base`

Subjects Taught:

Principles of Management, Marketing Management, Consumer Behavior, O.B, Sales and Distribution Management, Corporate Legal Framework and Advertising Management.

Overall Experience:

I have overall 18 years of experience in multi streams i.e. sales and marketing, teaching and legal. I have more than 12 years of experience in teaching in various colleges ,four years of experience in legal and also more than four years of experience in Sales and Marketing field.

Research Papers/ Work Shops:

1) No. of Research Papers Published	: 05
International Journals	: 02
Seminar/conference proceedings with ISBN	: 03
2) No. of Seminars/conference Attended & Presented Papers	: 03
International	: 01
National	: 02
3) No. of Workshops Attended	: 02
4) No. of Books Published	: 01
5) No. of Seminars/Workshops/FDPs/IFDPs organized	: 05
1) House-ISBN 978-93-85100-05-5	

Research experience: supervised more than 42 MBA projects.

PERSONAL PROFILE

Name	: Dr. D. Ajay Rathan
Father Name	: D. Raja Ratnam
Date of Birth & Age	: 03-06-1971.
Sex	: Male
Marital Status	: Married
Nationality	: Indian
Community	: Scheduled Caste
Languages Known	: English, Telugu, and Hindi

(D. Ajay Rathan)