

K.Manikanteswara Reddy

 manikantaeswarareddy@gmail.com

 +91 8019451089

D.No:61-15-6,
Rajahmundry, East Godavari District,
Andhra Pradesh-533105.



Career objective:

To work with a reputed institution as an Assistant professor, that will provide me a good platform to utilize my teaching & administration skills and will help me to grow my career.

Working Experience:

- ❖ Worked as an Works Manager in M.Nagi Reddy and Co. Visakhapatnam from October 2017 to April 2018.
- ❖ Worked as an Assistant Professor in RIET Engineering College, Rajahmundry from June 2016 to May 2017.

Educational qualifications:

Course	Year of Passing	Institution	University/Board	Percentage
Andhra Pradesh State Eligibility Test (Management)	2017	Andhra university	Andhra university	---
Post Graduate Diploma in International Business	2017	IGNOU-Rajahmundry	Indra Gandhi National Open University	64.5%
M.B.A (Finance &Marketing)	2016	Adikavi Nannaya University	Adikavi Nannaya University	70.23%
B.Tech (ECE)	2014	AIMS college of engineering	JNTU-Kakinada	68.39%
Intermediate	2010	Narayana junior college	Board of intermediate education	75.5%
SSC	2008	Adarsa public school	Board of secondary education	76.1%

Subjects Handled:

- ❖ MEFA(Managerial Economics & Financial Analysis)
- ❖ MS (Management Science)
- ❖ Marketing Management.

National seminars attended:

- ❖ National seminar on Contemporary issues in Management, organized by Department of Management Studies, GIET engineering college on 19th Nov, 2014.
- ❖ National seminar on Intellectual Property Rights, organized by AIMS Engineering College on 18th February, 2014.

- ❖ National seminar on Soft Skills, organized by AIMS Engineering College on 28th February, 2014.
- ❖ National workshop on “Research Methodology and Report Drafting-Commerce, Management and social sciences ,organized by Department of Management Studies, Adikavi Nannaya University on 29th -30th January,2016.

Papers presented at International conferences and published in Journals:

- ❖ Presented a paper on “Marketing the Viral through Social Networking Sites with Reference to YouTube” in ‘International Conference on Recent Innovations in Science, Engineering and Management’ held on 27th February 2016 at Sri Venkateswara College of Engineering and Technology Srikakulam, Andhra Pradesh.ISBN:978-81-932074-1-3 and get published in ‘International Journal of Science Technology & Management’, volume 05, special issue 01, Feb, 2016.ISSN:2394-1537.

Papers presented at National seminars and Conferences:

- ❖ Presented a paper on “Cruise Tourism in India: Issues, Opportunities and Designing Strategies for the Growth and Development” in the Two-Day National Seminar, ‘TRAVEL AND TOURISM: CHALLENGES AND OPORTUNITIES FOR ECONOMIC DEVELOPMENT’, during 25-26 January 2016 at Vikrama Simhapuri University, Nellore, Andhra Pradesh. ISBN: 978-93-85100-43-7.
- ❖ Presented a paper on “Maximizing Productivity in E-Commerce Warehousing and Distribution using Information Technology” in the Two Day National Seminar on ‘Logistics and Supply Chain Management-Issues, Challenges and Prospects’, during 19-20 February 2016 at Pendekanti Institute of Management, Hyderabad, Telangana.
- ❖ Presented a paper on “Proximity Marketing-A Game changer in Retailing Industry” in National Conference on ‘New Paradigms in Management, Economics & Commerce’ on March 11-12, 2016 organized by College of Business Management, Economics and Commerce, Mody University, Lakshmangarh, Sikar, Rajasthan.ISBN:978-81-92434-23-0
- ❖ Presented a paper on “Viral Marketing” in National Conference ‘PARADIGM SHIFTS IN BUSINESS MANAGEEMNT’ held on 19th, March 2016 at Aditya Global Business School, Aditya Nagar, ADB Road, Surampalem, East Godavari District, Andhra Pradesh.
- ❖ Participated and presented a paper on “Health Insurance in India: Challenges, Opportunities & Marketing Strategies” in Two-Day National Seminar on ‘ROLE OF INSURANCE IN FINANCIAL INCLUSION’, during March 28-29, 2016 organized by Department of Commerce, Osmania University (Under UGC SAP DRS-3), Hyderabad.
- ❖ Participated and presented a paper on “Consumer Perception towards Online Shopping” in National Seminar on ‘Responsible Marketing for Sustainable Business’, Sponsored by UGC & ICSSR and organized by Department of Management Studies, Mahatma Gandhi University, Nalgonda,Telangana held on 31st March 2016.ISBN:978-93-85886-00-3.
- ❖ Presented a paper on “Customer Perception towards Hero Motocorp” in the one day National Conference on ‘Emerging Trends in Management and Technology-2016’, organized by the Department of Management, Narayana Engineering College, Nellore on 2nd April 2016.

Co-curricular activities:

- ❖ Visited NSE&BSE in Mumbai on behalf of university as a part of study tour.
- ❖ Participated in various Workshops and Management fests at other colleges during PG.
- ❖ Participated in various national level technical symposiums in events of technical quiz, paper& poster presentations at engineering level.
- ❖ Participated in Robotics workshop conducted by IIT-K in association with Kyrion robotics club.

Extracurricular activities:

- ❖ Actively organized “Medho wiz-2k15”, a national level management fest held at our university as a main coordinator.
- ❖ Organized various tours of our university tourism start-up project as a main coordinator.
- ❖ Participated and won prizes in Essay writing competition held during University fests.
- ❖ Actively organized the annual day celebrations & ABHYASA-2K12, 2K13&2K14 a national level student symposium in our engineering college as a student coordinator.
- ❖ Represented Kabbadi Team in school, college & university level for various times.
- ❖ Participated in blood donation camp conducted by Indian Red Cross society.

Strengths:

- ❖ Verbal communication skills
- ❖ Hard working.
- ❖ Mobility and flexibility
- ❖ Comprehensive problem solving abilities

Personal dossier:

Father name : Karri Ramalinga Reddy
Mother name : Karri Rajya Lakshmi
Linguistic efficiency : Telugu & English
Hobbies : Cooking, Gardening and Active writer on Quora.

References:

- ❖ Prof.S.Teki, Professor, Department of Management Studies, Dean of Academic Affairs, Adikavi Nannaya University, Raja Raja Narendra Nagar, Rajahmundry.
Mob no: 8121692457, Email id:tekisunny@gmail.com
- ❖ Dr.N.Uday Bhaskar, Assistant Professor, Head of the Department, Department of Management Studies, Adikavi Nannaya University, Rajahmundry.
Mob no: 9490450510, Email id: nudaybhaskar@yahoo.com

Declaration:

I hereby declare that the above-furnished details are fully true to the best of my knowledge and belief.

Date: 22/4/2018

Place: Rajahmundry.

Signature

K Marikanteshwara Reddy