



M. SREERAMA RAJU

msreeramaraju@gmail.com

+91-9908795983

D.no: 8-135, Odalarevu
Allavarmmandal, East Godavari
Andhra Pradesh, Pin:533210

Objective

I would like to utilize my lively and energetic attitude in innovative research with great enthusiasm. I would also to work in an organization where my skills are put to test and I have an opportunity to facilitate my professional growth.

Work Experience

- Working as Assistant professor in the Department of Management Studies, AdikaviNannaya University, Rajahmundry form 1st August 2017 to till date
- Worked as Assistant professor in Kakinada Institute of Technological Sciences, from October 2011 to August 2014.

Educational Qualifications

Year	Course	University/Board	Percentage
August 2014 (Pursuing)	Ph.D (Management)	AdikaviNannaya University	---
2009 – 2011	M.B.A (General)	JNTUK	74.12%
2005 - 2009	B-Tech	JNTUK	58.68%
2003 - 2005	INTERMEDIATE	Intermediate board	63.90%
2002 - 2003	SSC	State Board	74.33%

Additional Qualification

- Twice Qualified UGC NET (Dec 2012, June 2014)
- Post-Graduation Diploma in Human Resource Management (PGDHRM) from AcharyaNagarjuna University, Guntur, in 2013.

Research

Title: Assessment of Service Quality in Higher Education –A Study of Select Universities in Andhra Pradesh.
Supervisor: Dr.N.UdayaBhaskar

Social Research

Worked as Research Associate for “Competitiveness opinion survey for Andhra Pradesh: The Voice of the business Community” The survey conducted by the Government of Andhra Pradesh in Collaboration with Confederation of Indian Industries (CII) and World Economic Forum (WEF) 2016 and 2017.

International Journal Publications

1. "Service Quality in higher education: A review and conceptual model" Published in International Journal of Science Technology and Management, Volume-6, Issue-2, Feb 2017. ISSN: 2394-1537.
2. "Marketing the viral through social networking sites with reference to Youtube" Published in International Journal of Science Technology and Management, Volume-5, Issue-1, Feb 2016. ISSN: 2394-1537.
3. "Customer Satisfaction Towards ATM Services" Published in Indian Journal of Commerce and Management, Volume-1, Issue-2, June 2014. ISSN: 2348-6325, Pg.: 100-110.
4. "Role of Information Technology in Indian Banking Sector" Published in International Journal of Advances in Arts, Sciences and Engineering, Volume-1, Issue-4, January 2014. ISSN: 2320-6144, Pg.: 26-30.
5. "AC/DC Micro grid Power Balancing with MPPT Controller" Published in International journal of Engineering Research and Innovative Applications, Volume-1, Issue-3, September-October 2013. ISSN: 2248-9278.

Papers Presented in International Conferences

1. "Globalization and Higher Education" International Conference "Global Studies Conference" organized by Faculty of arts & Social Sciences, National University of Singapore, Singapore, on 8th & 9th June 2017.
2. "Service Quality in Higher Education A Review and Conceptual Model" International Conference "2nd International Conference on Latest Trends in Engineering, Science, Humanities and Management" organized at Indian Federation of United Nations Associations New Delhi, on 26th February 21017.
3. "Marketing the viral through social networking sites with reference to Youtube" International Conference "Recent Innovations in Science, Engineering and Management" organized at Sri Venkateshwara college of Engineering and Technology srikakulam, Andhra Pradesh, on 27th February 2016.

Papers Presented in National Conferences

1. "Changing Paradigm of Management Education" National Seminar on "Changing Paradigms in Management Practices" organized by Department of Business Management, Telangana University, Nizamabad, on 4th May 2017.
2. "Impact of Demonetization on Public life" National Seminar on "Indian Economic Turnaround Challenges and Prospects" organized by UG& PG Departments of Commerce and Management Studies, SIR C R Reddy College, Eluru, sponsored by UGC, on 9th & 10th February, 2017.
3. "Work Life Balance Why Now" National Seminar on "Work Life Management in the Era of Globalization" organized by Department of Management Studies, AdikaviNannaya University, Rajamahendravarm, on 20th & 21st December 2016.
4. "Consumer Perception Towards online shopping" National Seminar on "Responsible Marketing for Sustainable Business" organized by Department of Management Studies, Mahatma Gandhi University, Nalgonda, sponsored by UGC & ICSSR on 31st March 2016. Published by Zenon Academic Publishing, ISBN: 978-93-85886-00-3.
5. "Cruise Tourism in India: Issues, opportunities and Designing Strategies for Growth and Development" National Seminar on "Travel and Tourism: Challenges and Opportunities for Economic Development" organized by Department of Tourism Management, VikramaSimhapuri University, Nellore, on 25&26th January 2016. Published by Paramount Publishing House, ISBN: 978-93-85100-43-7.

6. "A study on Impact of Tourism on Indian Economy" National Seminar on "Travel and Tourism: Challenges and Opportunities for Economic Development" organized by Department of Tourism Management, VikramaSimhapuri University, Nellore, on 25&26th January 2016. Published by Paramount Publishing House, ISBN: 978-93-85100-43-7.
7. "Impact of Globalization on Indian Higher Education and Universities Service Quality" National Seminar on "Trends Challenges and Innovations in Management" Sponsored by UGC, organized by Department of Management Studies Mahatma Gandhi University, Nalgonda on 20th March 2015. Published by Zenon Academic Publishing, ISBN: 978-81-926819-9-3.
8. "Role of Higher Education in Inclusive Growth" National Seminar on "Faster More Inclusive and Sustainable Growth" Sponsored by Indian Council of Social Science Research, organized by the Department of Economics AdikaviNannaya University, Rajahmundry during 6&7th February 2015.
9. "Emotional Intelligence on Employee performance and Its Impact" Published in "Managing Human resources in Global Era: Prospectus and Challenges" Book Published by Commerce and Business Management, Mahatma Gandhi University, Nalgonda, 2014. Published by Zenon Academic Publishing ISBN: 978-81-926819-3-1, Pg: 67-78.
10. "Consumer Perception on Innovative Banking Services" Published in "Management and Social Science Strategies for Business Excellence; Issues & Challenges for the DECADE" Book Published by Department of Business Management, Saveetha University, Cheennai, 2014. ISBN: 978-93-83241-23-1.
11. "The Steering Role of Knowledge Management in Banking Sector" National Seminar on "Role of Knowledge Management in Modern Era" Sponsored by All India Council for Technical Education, New Delhi organized by Department of Management Studies, Sri Vasavi Engineering College during 27& 28th December 2013, Tadepalligudem. Published by Paramount Publishing House, ISBN 978-93-82163-91-6.
12. "Knowledge Management Inflating Human Potential" National Seminar on "Role of Knowledge Management in Modern Era" Sponsored by All India Council for Technical Education, New Delhi organized by Department of Management Studies, Sri Vasavi Engineering College during 27& 28th December 2013, Tadepalligudem. Published by Paramount Publishing House, ISBN 978-93-82163-91-6.
13. "Talent Management-A Key Component for Corporate Excellence" National Seminar on "Talent Management Practices in India-Emerging Trends" organize by the Department of Commerce and Management Studies, Andhra University, Visakhapatnam during 20-21st December, 2013.
14. "A Change from Business Function to Business Integration- Role of HR" A Two Day National Seminar on "Recent Trends in Human Resource Management for Emerging Era" organized in association with DCMS, Andhra University and ISTD, Visakhapatnam at Maharajah's Post Graduate College during 13&14th December, 2013 Vizianagaram.
15. "Supply Chain Management-Role of Marketing Managers" National Seminar "Knowledge Economy-Changing Role of Managers" organized by Department of Management Studies, KKR & KKR Institute of Technology and Sciences, Guntur on 9th October 2010.

Workshops Attended

1. Workshop on "Scopus- Research Management and Publishing Tool" organized by AcharyaNagarjuna University, Guntur on 13th June 2016.

2. 15 days workshop on “Quantitative Techniques and Basic Econometrics” organized by Council for Social Development, Hyderabad from May 16th to May 30th 2016.
3. 10 days workshop on “Research Methodology” organized by Institute of Advanced Studies in Education and Department of Education, Andhra University, Visakhapatnam, sponsored by ICSSR New Delhi from May 2nd to May 11th 2016.
4. Workshop on “Emerging trends in Higher Education- Coping Strategies” organized by AdikaviNannaya University, Rajahmundry, sponsored by RUSA on April 26th 2016.
5. 10 days workshop on “Research Methodology” organized by Al- Beruni Center for Study of Social Exclusion and Inclusive Policy, Maulana Azad National Urdu University, Hyderabad, sponsored by ICSSR New Delhi from 1st Feb to 10th Feb 2016.
6. National Workshop on “Developmental Disabilities: Diagnosis and Interventions Strategies. Removing Barriers to Create an Inclusive and accessible Society for All” organized by Department of Psychology, AdikaviNannaya University, Rajahmundry, sponsored by ICSSR on Dec 1st 2015.
7. National Workshop on Methodology for Management and Commerce Research organized by the Department of Management Studies, AdikaviNannaya University during 23rd August, 2014 at Rajahmundry.
8. National Workshop on Financial Literacy and Financial Inclusion, organized by the Department of Management Studies, Chaitanya Institute of Science and Technology during 11th March 2011 at Kakinada.

Seminars Attended

1. State level seminar on “Human Rights and Duties in India- Status and Challenges” organized by Government Degree College, Ravulapalem, East Godavari District, on 25th January, 2017.
2. National seminar on “Developmental Disabilities: Diagnosis and Interventions Strategies. Removing Barriers to Create an Inclusive and accessible Society for All” organized by Department of Psychology, AdikaviNannaya University, Rajahmundry, sponsored by ICSSR on 2nd December 2015.
4. UGC National Seminar on Management of Micro, Small &Medium Enterprises (MSMEs) in the LPG &ICT era, organized by the Department of Commerce and Management Studies, Andhra University, Visakhapatnam, on 30&31st March 2011.

Title of Book Authored

Business Ethics and Corporate Governance, Thakur Publications, Hyderabad, 2014. ISBN: 978-93-5163-069-2.

Software Known

- Microsoft office (word , Excel, Power point)
- SPSS
- AMOS
- SmartPLS 3

Areas of Interest

- Information and Communication Technology
- Operations Research
- Organisational behaviour
- Services Marketing
- Marketing Research
- Research Methodology
- Multivariate Data Analysis

Declaration

I hereby declare that the above information provided by me is true and correct to the best of my knowledge and belief.

Date :19-05-2017

Place: RAJHMUNDRY

(M. SREERAMA RAJU)