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His doctoral dissertation was in the area of retail service quality, he completed M.Phil., and M.B.A. in Marketing Management. He has 3 years of Industrial and 23 years of academic experience. He has published 48 papers/articles in national and international journals and international conference proceedings publications. He visited USA and Malaysia to present his research findings. His current areas of research interest include service quality, customer satisfaction, customer loyalty and retailing.

He organized 5 National Workshops and 6 National seminars and one International Seminar. He completed one Research project titled “Socio Economic Status of Handloom Weavers in East Godavari District. He also completed two research projects titled “Evolution of Service Quality in Secondary Education-A Study of Select Schools with reference to South India”. And Assessment of Service Quality in Higher Education a Case of Select Universities in India”.

Currently he is working on a ICSSR sponsored project titled ” Effect of Ecopreneurship on Environment Protection and Sustainable Development- A Study of Small and Micro Enterprises with references to South India”

Besides to 23 years of teaching experience. He had 3 years of industrial experience in the area of logistics management, Marketing of financial services and business development. He was also a BRITISHCOUNCIL certified Master Trainer in Communication Skills. He served as an executive trainee for GATILTD at Hyderabad.

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