



Dr.G.V.SUBBA RAJU, PROFESSOR

Education

- MBA from Nagarjuna University with Marketing Management as specialization with first class in the year 1987.
- Qualified SLET (State level eligibility test for lectureship) conducted by Andhra Pradesh College Service Commission in the year 1999.
- Ph.D. - Awarded Doctor of Philosophy by Andhra University in the year 2007 for the research work titled "Strategies for effective functioning of regulated markets (A case study of West Godavari district, Andhra Pradesh)" under the guidance of Prof.M.Lakshmipati Raju, and Prof. J.V. Prabhakara Rao.

Professional Experience: 4 years

- **Management trainee** at Sri Satyam Spinning & Weaving Mills, Secunderabad during the period 13-8-1988 to 31-5-1989.
- Worked for Siris Agro Ltd., as a **shipping officer** during 1-10-1991 to 22-2-1994.

Teaching Experience: 28 years

- Associated with SVKP & Dr. KS Raju Arts & Science College as a Lecturer, Assistant Professor, Associate Professor, **HOD and Director** for MBA Programme during 23-2-1994 to 2-9-2010.
- Working for Sri Vasavi Engineering College as a **Professor** of the department of Management Studies since 3-9-2010.
- Acting as Chairman Board of Studies for Management Studies.

Publications:

- A Paper titled "Modern Recruitment : Social Media View" published in International Journal of Paripex - Indian Journal of Research ISSN No:2250-1991 Volume 11 Issue 05, May 2022
- Presented a Paper entitled A Study on "Challenges of Indian Startups in Post COVID Scenario" AICTE Sponsored International E-CONFERENCE on Emerging Trends in Engineering and Management ICETEM-2020 19 & 20th OF FEBRUARY-2021
- A Paper titled "Transactional Analysis @ Work: An Experience" published

in International Journal of Creative Research Thoughts (IJCRT) ISSN:2320 - 2882 Impact factor 7.97, Volume:8 Issue 12, 24th December 2020.

- Published a Paper entitled on " Socio Factors impact on Two wheeler purchase Behaviour in Rural Hyderabad" in International Journal of Research and Analytical Reviews (IJAR) June 2019 Volume 6, issue 2 (E.ISSN: 2348-1269) (P.ISSN:2349-5138) U.G.C.No:43602 Impact Factor :5-75
- Published a Paper entitled on "Two Wheeler Advertising Practices with reference to Hero Motors",in International Journal of Social Science and Economic Research (ISSN: 2455-8834) Volume: 3 No.12 (December 2018) Paper ID - SSE07778 Approved by University Grant Commission (Journal No.63200)
- “ A Study on Socio Economic Factors And its Impact On Two Wheeler Purchase In CHMC (Outskirts)” Osmania journal of management, volume-xiii,number-2, April-June 2017, issn no.0976-4208,ugc listed journal j.no:63664.
- A Paper Published in Journal of Modern Management & Entrepreneurship on " Two Wheeler Buyer Behaviour with reference to preferred attributes in Hyderabad City, ISSN:2231-167X, Impact Factor:2.3982, Volume 07, No.02, April, 2017, pp.147-151
- A Case Study Titled " Mega merger of SBI with its five Subsidiaries" has been published in National Journal of Multidisciplinary Research and Development, Volume 2; Issue 1; January - April 2017; ISSN : 2455-9040; Impact Factor: RJIF 5.22 Page No.22-25
- A Paper published in Indian Journal of Finance 11 (3), 26-40 "Testing the Weak-Form Market Efficiency in the Indian Stock Market: Evidence from the Bombay Stock Exchange Index (BSE) Sensex March, 2017. Volume:8
- A Paper published in International Journal of Transformations in Business Management on " Role of Foreign Direct Investment (FDI) On Growth of Indian Economy " e- ISSN :2231-6868, p- ISSN : 2454-468X <http://www.ijtbm.com> (IJTBM) 2017, Vol.No.7, Issue No.1 Jan-March.
- Participated , presented & published paper entitle “Determinants of Work life Balance in Selected Service Sector Organization - An Empirical Study” in two day National Seminar on work life Management in the Era of

Globalization on 20th & 21st December 2016, at Adikavi Nannaya University, Rajamahendravaram.

- Published paper titled “A study on influence of FII’s investment on Indian stock market”, in International Journal of Business Quantitative Economics and Applied Research Management, pp.9-15, Vol.2, Issue. Dec 2015, ISSN:2349-5677 (online)
- Published paper titled “A test on stock market efficiency in various countries after financial crisis of 2007-08” in International journal of transformations in business management, pp.50-63, Vol.5, Issue 2, April-June 2015, ISSN: 2231-6868
- Published paper titled “A study on consistency among AC, CC and NC in a teaching hospital” in MITS International Journal of Business Research, pp.60-65, Vol.1, Issue 2, July-Dec 2014, ISSN: 2349-1701.
- Published a paper “A Study on Factors supporting risk taking propensity of employees in a teaching hospital” in International Journal “Management Today” with ISSN no:2230-9764 in Vol.4,No.1,Jan-Mar 2014
- Presented and published Paper entitled “Bottlenecks for Success of Knowledge Management” in two days National Seminar on “Role of Knowledge management in Modern Era” sponsored by AICTE, New Delhi, organized by Sri Vasavi Engineering College, Pedatadepalli during 27th and 28th Dec 2013 with ISBN: 978-93-82163-91-6
- Presented a paper titled “Organizational culture in a teaching hospital in Hyderabad” in an International Conference organized by SDMIMD, Mysore during 14th – 15th December 2012. The paper was published in the conference proceedings with ISBN No.978-81- 922146-4-1.
- Published paper titled “A study on factors influencing among engineering college students” in Asian Journal of Management Research, pp.116-122, Vol.2, Issue.1, 2011, ISSN: 2229-3795.
- Research abstract titled “Strategies for effective functioning of Regulated Markets: A case study of West Godavari District of AP “is published in Finance India in June, 2011 issue.
- Authored the research article titled “A study on factors influencing values among engineering college students” published in Asian Journal of Management Research, Volume 2 Issue 1, 2001
- Published the article titled “The Ultimate Management Unfinished Agenda of Management Education & Development” in the journal of

“PARADIGM” Vol.3, No.1 Jan-June 1999.

- Published paper “Performance of Regulated Markets: A Case Study of Cultivators Perception in West Godavari District, Andhra Pradesh” in the volume titled “Management Issues and Challenges for the Decade” edited by Prof.P.Srinivasa Reddy, pp 235-240, ISBN: 978-93-82163-24-4.
- Published paper “ A Comparative Study of Organizational Culture in Private and Public Hospitals in Chittoor District” in the volume titled “ edited by Dr.D.Pradeep Kumar, Dr.N.Gangisetty, pp 158- 162, ISBN: 978-93-82163-21-3.

**Conferences/ Seminars
Organized**

- A National Seminar on “Role of Knowledge Management in Modern Era” was organized during 27th and 28th December, 2014 at Sri Vasavi Engineering College, Tadepalligudem. Sponsored by AICTE, New Delhi.
- A state level seminar “New perspectives in Higher Education; The Role of Management and Faculty” was organized in April, 2010 at SVKP & Dr. KS Raju Arts & Science College, Penugonda.

**Administrative
Experience**

- Programme Officer for Distance Education Centre of Madurai Kama raj University, Madurai at S.V.K.P. & Dr.K.S.Raju Arts & Science College, Penugonda during February, 2006 to July, 2007.
- Served as a member coordinator for NAAC, ISO and other quality assurance committees at SVKP & Dr KS Raju Arts & Science College.

Project guidance

- Guided as many as about 300 MBA study projects and offering guidance to doctoral and M.Phil colleagues.
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**F.D.P. Programmes
Attended**

- Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on " Enabling Entrepreneurship and Start-Up Mindset " Organized by Shri Guru Gobind Singhji Institute of Engineering and Technology, All India Council for Technical Education Nelson Mandela Marg, Vasant Kunj, New Delhi -110 070, 19th July 2021 to 23rd July 2021
- Participated & completed successfully AICTE Training and Learning (ATAL) Academy Online Elementary FDP on " Advance and Innovative Approaches in Management Education " Organized by All India Council for Technical Education Nelson Mandela Marg, Vasant Kunj, New Delhi -110 070, 05th July 2021 to 09th July 2021
- Participated in a Three day National Level Online FDP on " New Callenges in Business Management A Strategic Approach" (pre and post covid scenario) organised by Department of Business Administration, Andhra Loyola institute of Engineering and Technolgy, 8th June to 10th June 2020
- Participated in 3 weeks AICTE Faculty Development Programme organized by School of management Studies, CBIT, Hyderabad from 8, December 2000 to 8, January 2001.
- Participated in 2 days FDP Programme on Strategic & International Human Resource Management, organized by College of Management Studies, GITAM, Visakakhapatnam on 17-18 February, 2001
- Participated in the 3 weeks AICTE Faculty Development Programme organized by the Department of Commerce and Management Studies, Andhra University during 15, June 2000 to 5,July 2000

**Seminars/ Workshops/
Conferences attended**

- Participated in a webinar on The Impact of Covid-19 on the Educational Institutions after Lockdown by Prof.Dubbisetty Nagaraju, CSE Organised by Audisankara Group of Institutions, Gudur, Nellore Dt., A.P.
- Participated in a webinar on Overview of Intellectual Property Rights Organised by Department of Computer Science and Engineering, Audisankara College of Engineering & Technology (Autonomous) held on June 09, 2020
- Participated A Workshop on "Qualitative Research- Approaches and Methods" held on May 31, 2020 Organized by ID MBA, Hyderabad
- Attended A One Day Workshop on "Small & Medium Entrepreneurship Skills Development" held on 5th January 2019, jointly organised by Department of Commerce & Internal Quality Assurance Cell (IQAC) of P.R.Government College (Autonomous & NAAC'A' Grade Institution), Kakinada.
- Attended A Workshop on " Outcome Based Education" organised by Sri Vasavi Engineering College, Tadepalligudem on 15th & 16th June 2017.
- National conference on Innovative Management Strategies organized by Department of Management studies of Madanapalle Institute of Technology & Science during 11th & 12th of May 2012.
- National conference on Management-Issues and challenges for the decade by Vignan University on 4th & 5th April, 2012.
- State level seminar on Human Rights organized by SVKP & Dr. KS Raju Arts & Science College, Penugonda on 12 December, 2005.
- UGC Seminar on Entrepreneurship Development in the Globalized Environment, organized by DCMS, Andhra University, Visakhapatnam on 18-19 July, 2005.
- National Workshop on "Advertisement- Its effect on Consumer and Social Ethics" held at Ideal College of Arts & Sciences, Kakinada on 18-19 December, 2004.
- National Seminar on Woman Leadership, Challenges and Strategies, organized by DCMS, Visakhapatnam during 19-20 November, 2004.
- National Seminar on Small Industry Development in India, sponsored by UGC, organized by DCMS, Andhra University, Visakhapatnam during 30-31 January, 2003.
- 13th Annual Management Education convention organized by Institute of Transport Management, Andhra University during 25-27 August, 2001.

- The New Millennium the 12th Annual Management Convention organized by AIMS and IIMB at Bangalore during 27-29 August, 2000.
- National Seminar on Commerce Education in New Millennium held on 11-12 December 1999 at DCMS, Andhra University, Visakhapatnam.
- Workshop on Managing Management Schools organized XIME, Bangalore held during 27th January to 1st February 1999.
- 51st All India Commerce Conference organized by Indian Institute of Business Management, Patna held on 27-29 December, 1997.
- Seminar on Service Quality Management organized by RVR & JC College of Engineering, Guntur on 12 September, 1997.
- Eighth Commerce Teachers Conference organized by SVKP & Dr.KS Raju Arts & Science College, Penugonda on 19 April, 1996.
- Workshop on case writing and case teaching organized DCMS, Andhra University and AIMS on 17 October, 1994

Ph.D.Guidance

- Approved as Research Supervisor for Management Studies for JNTUK, Kakinada and Krishna University, Machilipatnam
- Mr.P.Sreenivasulu Ph.D.Scholar (Roll.No.15022PNG05) who submitted Ph.D.thesis to JNTUK, Kakinada Title Name: on” Impact of Socio Economic factors on Purchasing behavior of Two wheeler Industry in Hyderabad District in the month of January 2021 under my guidance.

Ph.D.Awarded

- Mr.P.Sreenivasulu Ph.D.Scholar (Roll No.15022PNG05) who has been awarded Ph.D by JNTUK-Kakinada Titled “ Impact of Socio Economic factors on Purchasing behavior of Two wheeler Industry in Hyderabad District ” in the month of May 2023.

