

# Curriculum Vitae



## Dr. PULLA RAO KOTA

M.B.A, M.Com, PGDHRM, Ph.D.,

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### ADDRESS

Dr. K. Pulla Rao  
S/O Sri Rama Chandra Murthy,  
Flat No:-GF-04, Block No:-12,  
Rajiv Gruhakalpa Apartments,  
Mangalagiri, Guntur (Dt) – 522 503.  
Andhra Pradesh, India.

### PERSONAL DATA

Father's Name : Sri Rama Chandra  
Murthy  
Date of Birth : 15<sup>th</sup> June 1987  
Sex : Male  
Nationality : Indian  
Marital Status : Married  
Languages known: English & Telugu.

### CAREER OBJECTIVE

To work in a challenging environment which provides ample opportunities to utilize my skills and knowledge and also be a platform for continuous learning and growth.

### ACADEMIC PROFILE

**Doctor of Philosophy in  
The Faculty of Commerce & Management Studies** from  
**ACHARYA NAGARJUNA UNIVERSITY– January 2018**  
Under the guidance of **Prof. S. Vijaya Raju**, Ex.Chairman,APSCHE

**Qualified UGC NET – June 2012**  
**(Results Declared in April 2014)** (65.71%)

**Qualified A.P State Level Eligibility Test - 2012** (76.57%)

**Master of Commerce (Accounts) – 2013** (61.50%)  
ACHARYA NAGARJUNA UNIVERSITY

**Master of Business Administration(Finance& Marketing) - 2009**  
ACHARYA NAGARJUNA UNIVERSITY College (66.85%)

**PG Diploma in Human Resource Management- 2008** (61.40%)

**Bachelor of Commerce (B.Com) – March 2007** (76.73%)  
VTJM & IVTR Degree College, Mangalagiri.

**Intermediate (CEC) – March 2004** (74.70%)  
CK Junior College, Mangalagiri.

**SSC (10<sup>th</sup> Standard) – March 2002** (53.67%)  
CK High school, Mangalagiri.

### Massive Open Online Courses:

**Fundamentals of Banking & Insurance Dec-2018 (75.00%**  
**SWAYAM's Certificate** Course, SPP University  
**The Science of Success May – 2020 (94.00%)**  
**Coursera's Certificate** Course, University of Michigan  
**Marketing in a Digital World July – 2020 (81.92)**  
**Coursera's Certificate** Course, University of ILLINOIS

### TECHNICAL SKILLS

Diploma in Computer Applications

#### **EXPERIENCE: (11.5 YEARS) 9 Years of Teaching & 2.5 Years of Administrative Experience**

- ➡ Working as Asst. Professor at Sri Vasavi Engineering College, Tadepalligudem from 16/02/2021 to till date
- ➡ Worked as Asst. Professor and I/C TPO at DVR & Dr. HS MIC College of Technology, Vijayawada from 16/08/2019 to 12/02/2021
- ➡ Worked as Young Professional cum P.A to Chairman, at A.P. State Council of Higher Education From 01/02/2017 to 31/07/2019
- ➡ Worked as an Asst. Professor and In-charge HOD at NRI Institute of Technology, Guntur from 03/05/2012 to 31/01/2017
- ➡ Worked as an Asst. Professor at Hindu college (Sunday classes of ANU Distance center) in Guntur from June 2011 to June 2013
- ➡ Worked as an Asst. Professor at Nimra Institute of Science & Technology, Vijayawada from 27/04/2011 to 02/05/2012
- ➡ Worked as “Asst. Professor” as well as “Exam Cell In-Charge-II” at G.V.R & S College of Engineering & Technology, Guntur from 01/07/ 2009 to 23/04/2011

#### **INTERNATIONAL PUBLICATIONS:**

- ➡ Paper published in ‘International Research Journal of Human Resources and Social Sciences (IRJHRSS)’ entitled ‘*Quality of Work Life and its Dimensions– A Theoretical Review*’. Associated Asia Research Foundation, Haryana, Volume No: 6, Issue No: 01, January 2019, pp. 05-15. ISSN (O): 2349-4085. Impact factor – 5.414.
- ➡ Paper published in ‘International Journal of Current Trends in Engineering & Technology (IJCTET)’ entitled ‘*A Survey on Management Educational Institutions (A case study of Guntur and Krishna Districts of Andhra Pradesh, India)*’. IJCTET Knowledge Publishing, Bhopal, Volume: 03, Issue: 05 (September -October 2017), pp. 294-301. ISSN: 2395-3152. Impact factor – Index Copernicus Value (ICV) 2016: 74.69
- ➡ Paper published in ‘International Research Journal of Human Resources and Social Sciences (IRJHRSS)’ entitled ‘*A Study on “Management Students’ Opinion on Teachers’ Mobility” (A Case study of Guntur and Krishna Districts of Andhra Pradesh)*’. Associated Asia Research Foundation, Haryana, Volume No: 4, Issue No: 6, June 2017, pp. 296-312. ISSN (O): 2349-4085. Impact factor – 5.414.
- ➡ Paper published in ‘International Journal of Business and Administration Research Review (IJBARR)’ entitled ‘*A Theoretical Review on Teachers’ Mobility and Retention Strategies*’. SLAA publication Private Limited, Bangalore, Volume No:2, Issue No:15, July-September 2016, pp. 172-178. E ISSN No: 2347-856X. ISSN No: 2348-0653. Impact factor – 3.853.
- ➡ Paper published in ‘International Journal of Management Research (GE-IJMR)’ entitled ‘*A Fact Finding Study on Major Issues & Concerns of Management Education in Andhra Pradesh*’. Associated Asia Research Foundation, Volume 4, Issue 6, June 2016, pp. 1-18. ISSN: Online 2321-1709, ISSN: Print 2394-4226, SJ Impact Factor – 4.88.

- ➡ Paper published in ‘International Research Journal of Humanities, Language & Literature (IRJHLL)’ entitled ‘*A compare and contrast study on Guru and Teacher: An Indian Perspective*’. Associated Asia Research Foundation, Volume 3, Issue 5, May 2016, pp. 33-48. ISSN: 2394-1642, Impact Factor – 3.558.
- ➡ Paper published in ‘International Journal in Management & Social Science (IJMSS)’ entitled ‘*Management Education: A Journey from Ancient time to 21st Century (With Special Reference to India & AP)*’. International Journal of Multi Dimensional Research, Volume 4, Issue 4, April 2016, pp. 97-106. ISSN: 2321-1784, Impact Factor – 5.276.

#### **CHAPTER CONTRIBUTIONS:**

- ➡ Chapter contributed in the Book titled ‘Dynamic Business Trends and Innovations in Contemporary Times’ entitle ‘*A Review on Success Mantras for Small Retail Shops in Digital Era*’. Paramount publishing house, Hyderabad. First Edition:2020, Pp.104-112, ISBN: 978-81-948876-3-8

#### **Paper Presentations at National Level Seminars:**

- ➡ Paper presented on “Progress and Performance of Swachh Bharat Abhiyan” in Acharya Nagarjuna University, Guntur. Sponsored by UGC, on 25<sup>th</sup>& 26<sup>th</sup> February 2016.
- ➡ Paper presented on “Corporate Governance: An Ethical Perspective” in Acharya Nagarjuna University, Guntur. Sponsored by UGC and ICAI, on 15<sup>th</sup>& 16<sup>th</sup> July 2015.
- ➡ Paper presented on “Environmental factors around management and parents-influence on quality education” at GITAM University, Visakhapatnam. Sponsored by NAAC, Bangalore on 28<sup>th</sup>&29<sup>th</sup>September 2013.
- ➡ Paper presented on “A Reason Finding Survey on Teachers’ Mobility in Management Institutions (A case study of Guntur district, AP)” in P.B. Siddhartha college of arts & science, Vijayawada in association with National HRD Network, Vijayawada Chapter on 23<sup>rd</sup> March 2013.
- ➡ Paper presented on “A Comprehensive study on Human Capital Management” in P.V.P.Siddhartha Institute of Technology, Vijayawada. Sponsored by ICSSR on 29<sup>th</sup> March 2012.
- ➡ Paper presented on “Emerging Concepts of CRM” in Acharya Nagarjuna University, Guntur, Dept. of Commerce & Business Administration. Sponsored by APSCHE on 8<sup>th</sup> – 9<sup>th</sup> October 2010.
- ➡ Paper presented on “Women Empowerment through Entrepreneurship skills development” in Adikavi Nannaya University, Rajahmundry, School of Management Studies on 30<sup>th</sup> October 2009.

### **Webinars, Workshops and FDPs:**

- ➡ Participated in a Webinar on “Mode of Internship in Management Course during present COVID-19 Scenario” organized by Lakireddy Balireddy College of Engineering, Mylavaram, Andhra Pradesh, held on 31<sup>st</sup> May 2020.
- ➡ Participated in National level webinar on “Major Issues and Challenges in Indian Economy-Post COVID-19”, organized by Government College, Rajahmundry. Sponsored by UGC, held on 29<sup>th</sup> & 30<sup>th</sup> May 2020.
- ➡ Participated in Faculty Development Program on “Recent Trends in Taxation” organized by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada, held on 29<sup>th</sup> May 2020.
- ➡ Participated in Four Day National level Workshop on “Resurgence of Entrepreneurship and Startups at Indian Glance” organized by Lakkireddy Balireddy College of Engineering, Milavaram, during 25-28 May 2020
- ➡ Participated in Three Day Faculty Development Program on “Recent Trends In Research Methodology“ organized by Bhimavaram Institute Of Engineering & Technology, Bhimavaram during 19-21 May 2020.
- ➡ Participated in National Level Workshop on “Modern Methods For Remote Teaching - Learning Practices”, organized by Krishna University, Machilipatnam. Sponsored by APSCHE, on 12<sup>th</sup> & 13<sup>th</sup> May 2020

### **PARTICIPATION IN INTERNATIONAL SEMINARS/CONFERENCES**

- ➡ Participated and presented a paper on “A Study on Challenges of Indian Startups in Post COVID Scenario” at AICTE sponsored International E-Conference (ICETEM – 2020) organized by Sri Vasavi Engineering College, Tadepalligudem on 19<sup>th</sup> & 20<sup>th</sup> Feb, 2021.
- ➡ Participated in Transforming Education Conference for Humanity (TECH)-2018 Conference Sponsored by UNESCO MGIEP at Visakhapatnam on 15-17 November 2018
- ➡ Participated in 8<sup>th</sup> International Conference on Sustainable Waste Management under the aegis of ISWMAW at Acharya Nagarjuna University, Guntur on 22-24 November 2018

### List of Subjects Taught:

Principles of Management	Business Research Methods
Accounting for Managers	Managerial Skills Development
Cost and Management Accounting	Investment Management
Managerial Economics	Portfolio Management
Financial Management	Marketing Management
Human Resource Management	Management Science
Digital & Social Media Marketing	Managerial Economics & Financial accounting

### WORK ACHIEVEMENTS:

- ➡ Won “**Teaching Excellence Award**” for the academic years 2014-15 and 2015-16 at the college level at NRI Institute of Technology, Guntur.
- ➡ Got 100% pass percentage in many subjects which I taught.
- ➡ Guided approximately 50 MBA projects in the areas of Finance, Marketing, and HR including few live field surveys
- ➡ Worked as Advisor to National Level Management Meet “CONQORSO-2020” at DVR & Dr. HS MIC College of Technology, Vijayawada
- ➡ Worked as “Paper Setter” and “Evaluator” to autonomous institutions
- ➡ Got 280 placements for the year 2019-20, when I was as an I/C TPO at DVR & Dr. HS MIC College of Technology
- ➡ Successfully implemented digital initiatives at DVR & Dr. HS MIC College of Technology as SPOC for “L4G’s Coursera for Campus – Corona outbreak initiative” project.

### ACADEMIC ACHIEVEMENTS:

- ➡ Participated in management meets.
- ➡ Obtain a “VERY GOOD” rating in MBA Project work in Visakhapatnam Steel Plant.
- ➡ Participated and won prizes in debate and elocution programs in degree.
- ➡ Won "**The Best Outgoing Student of the Academic year 2006-07**” Award in degree.
- ➡ Won many "Subject First" Prizes in Inter and Degree.
- ➡ Participated in various social and cultural programs since school days.

### DECLARATION:

I hereby declare that the above-mentioned information is correct up to my knowledge.

Yours faithfully,

(Dr. PULLA RAO. KOTA)