

DEPARTMENT OF MANAGEMENT STUDIES

INTRODUCTION

The management programme (MBA) is the flagship program of the institute; it was instigated in the year 2006, with an intake of 60 and in 2011 the intake was raised to 120. The focus of the MBA curriculum is on developing a learning manager who is able to adapt to the fast changing world around him/her, without losing sight of the underlying values and ethos that drive the world. The curriculum places great emphasis on the ability of the student to bring to bear an integrated view on managerial problems on his/her ability to apply and learn in live situations.

The core strength of the MBA Programme is the extensive coverage in the field of specialization along with exposure to a wide array of quantitative and qualitative analysis tools. These Programmes are aimed at broadening the outlook and strengthening the skills of participating professionals to prepare them for a dynamic and constantly changing work environment. GRIET's hallmark is its strong focus on strategic thinking, thought leadership and key disciplinary skills necessary to operate in today's dynamic and challenging global environment. With a culture of academic and practical excellence. GRIET-Department of Management Studies has an excellent infrastructure for academic, sports activities and relaxation. Its state-of-the-art infrastructure serves every conceivable need of the student. Department of management studies offers its students a dual advantage of well-equipped campus of GRIET and the customized facilities tailored to the needs of the Management students. The GRIET campus includes a main computer center, main auditorium, conference and seminar halls, and canteen.

Teaching methodology at GRIET, in the Department Of Management Studies, include lectures, seminars, business games, simulation exercise, mini-projects and field visits incorporating formal and informal group dynamics. The regular features of the same also include a curriculum, which boasts exhaustive case studies and challenging role-plays, thereby enhancing in depth knowledge in a specific field with excellent communication skills.

The off-campus workshops held by the Department Of Management Studies academia along with compulsory mini projects help the students in gaining insights into the realities of the business world.

Doctorates in DMS

S.No	Name of the Faculty	Degree Awarded	No. of Publications(journals/conferences)
1	Dr. P.B. APPARAO	1986	15
2	Dr. Y.R.K.Prasad	2012	5/14
3	Dr.M.S.R.SeshaGiri	2012	5/15
4	Dr. D. Indira	2013	3

Research Projects/FDP's/Seminar Grants/Sanctioned

S.No	Name of the Faculty	Title	Name of the Funding Agency	Amount	Year
1	Dr. D. Masthan	National Seminar on Developing Research Skills in Management Scholars	AICTE	75,000	2009
2	Dr. P B AppaRao	SDP on Developing Research Skills in Management Scholars	AICTE	7,00,000	2012
3	Dr.Y. Rama Krishna Prasad	International Conference on Consumer Dynamics and Marketing Strategies in a Globalized Economic Era	AICTE	2,00,000	2013

FACULTY AND THEIR PUBLICATIONS

Babujee Apparao Punaty, Professor (ID-902)

Qualification: Ph.D (Sri Krishnadevaraya University, Anantapur, 1986), M.Com (Andhra University, Visakhapatnam, 1969), B.Com (S.S. &N. College, Narasaraopet, 1967)

Experience: 45 years; 5 Months

Certifications: Certificate Course in Computer Programming in BASIC, APPC, 1987.



1. Details of Research Work Done

- a) Ph. D.: "Personnel Problems in Small Scale Industry with Particular Reference to Kurnool District".
- b) Research Studies:
 - i. Absenteeism – A Study
 - ii. Entrepreneurial Development Programme

Research Projects:

- a) **Principal Investigator** of a minor research project sanctioned by the UGC entitled "Personnel Problems in Small Scale Industry".
- b) Associated with a Major Research Project Sanctioned by the ICSSR entitled "Nature and Extent of Absenteeism in Small Scale Industry" in the capacity of **Joint Director**.
- c) Associated with the NIBM All India Research Project on Savings and Deposit Patterns in the capacity of **Field Controller**.
- d) Associated with a Major Research Project Sanctioned by the Government of India entitled "Leadership among Tribals" in the capacity of **Assistant Director**.
- e) **Principal Investigator** of a Major Research Project sanctioned by the UGC, entitled "Small Scale Industrial Entrepreneurship in Rayalaseema".
- f) **Principal Investigator** of a Major Research Project, sanctioned by the UGC, entitled "Management of Poverty Alleviation Programmes".

Books Published: 8

1. **Consumer Dynamics and Marketing Strategies in a Globalized Economic Era – Perspectives and Challenges**, Collection of Articles, (Co-Editor), Published by Gokaraju Rangaraju Institute of Engineering and Technology, Hyderabad. ISBN 978-81-928677-0-0
2. **Social Welfare and Inclusive Growth and Development with Special Reference to India**, Book of Readings, (Co-Editor), Published by Sri Ramakrishna P.G.College, Nandyal, 2012.

3. **Microfinance and Poverty Alleviation**, Book of Readings, (Co-Editor), Published by Sri Ramakrishna P.G. College, Nandyal, 2010.
4. **Human Resources Management Text and Cases** (a text book in Telugu), Kalyani Publishers, Hyderabad, 1999 (Co-author).
5. **Research Methodology and Statistical Measures**, Reliance Publishing House, New Delhi (Co-author), 1995.
6. **Organisational Health**, Discovery Publishing House, New Delhi, 1990 (Co-author).
7. **Absenteeism in Industry**, Deep and Deep Publications, New Delhi, 1989 (Co-author).
8. **Personnel Management in Small Scale Industries**, Deep and Deep Publications, New Delhi, 1988.
9. **International Human Resource Management**, A Teaching Manual, Published by GRIET, 2013-14.
10. **Strategic Management**, A Teaching Manual, Published by GRIET, Hyderabad, 2013

Journal publications/conference Proceedings

1. **Apparao, P.B., (Dec. 2011 to June 2015)**, Editorials, *Management Today*, Vol.1, No.1 to Vol. 5, .No.2. So far for 15 issues.
2. **Raju, K.V.S., and Apparao, P. B., (2012)**. Select Bibliography on Leadership and Leadership Development (S-Z). *Management Today*, Vol.2, No.4, pp.
3. **Raju, K.V.S., and Apparao, P. B., (2012)**. Select Bibliography on Leadership and Leadership Development (M-R). *Management Today*, Vol.2, No.3, pp.
4. **Raju, K.V.S., and Apparao, P. B., (2012)**. Select Bibliography on Leadership and Leadership Development (A-L). *Management Today*, Vol.2, No.2, pp.
5. **Apparao, P.B., (Co-Author)**, “Human Resource Interventions for Micro-Finance: Certain Issues and Concerns”, in *Microfinance and Poverty Alleviation* (Eds) G.Rama Krishna Reddy, P.B.Apparao, and M.Rama Subba Reddy, Sri Ramakrishna Degree and PG College, Nandyal, pp.145-157, 2010.
6. **Apparao, P.B., (Co-Author)**, “Financial Inclusion – A Micro Finance Initiative for Poverty Alleviation and Economic Development”, in *Microfinance and Poverty Alleviation* (Eds) G.Rama Krishna Reddy, P.B.Apparao, and M.Rama Subba Reddy, Sri Ramakrishna Degree and PG College, Nandyal, pp.89-98, 2010.
7. **Apparao, P.B., (Co-Author)**, “Human Resource Interventions for Micro-Finance: Certain Issues and Concerns”, in *Microfinance and Poverty Alleviation* (Eds) G.Rama Krishna Reddy, P.B.Apparao, and M.Rama Subba Reddy, Sri Ramakrishna Degree and PG College, Nandyal, pp.145-157, 2010.
8. **Apparao, P.B., (Co-Author)**, “Financial Inclusion – A Micro Finance Initiative for Poverty Alleviation and Economic Development”, in *Microfinance and Poverty Alleviation* (Eds) G.Rama Krishna Reddy, P.B.Apparao, and M.Rama Subba Reddy, Sri Ramakrishna Degree and PG College, Nandyal, pp.89-98, 2010.

9. **Apparao, P.B.**, (Co-Author), "Microfinance and Poverty Alleviation", in Microfinance and Poverty Alleviation (Eds) G.Rama Krishna Reddy, P.B.Apparao, and M.Rama Subba Reddy, Sri Ramakrishna Degree and PG College, Nandyal, pp.1-10, 2010.
10. **Apparao, P.B.**, (Co-Author), "Microfinance and Poverty Alleviation", in Microfinance and Poverty Alleviation (Eds) G.Rama Krishna Reddy, P.B.Apparao, and M.Rama Subba Reddy, Sri Ramakrishna Degree and PG College, Nandyal, pp.1-10, 2010.
11. "Human Resource Information Systems", in Human Resources Management Strategic Changes (Ed.) G.Narasimha Murthy, N.Hanumantha Rao, V.V.S.Sarma, and P.Indrasena Reddy, New Century Publications, New Delhi, September 2008, pp.220-246.
12. "Impact of Economic Reforms on Banking Industry", *The Executive*, Vol.1, Issue: 1, Jan-June, 2002. Pp.36-43.
13. "Impact of E-Commerce and Internet on Accounting Education, Profession and Practice", in *Challenges Before Business Education in India*, Edited by S.S. Hugar, Atlantic Publishers and Distributors, New Delhi, 2001, pp.358-369.
14. "Perspectives of Entrepreneurship Education and Training", (Co-author), in *Challenges Before Business Education in India*, Edited by S.S. Hugar, Atlantic Publishers and Distributors, New Delhi, 2001, pp.39-50.
15. "Human Resource Management – Challenges Ahead", Human Resource Management in the New Millennium, Ed. By P.Subba Rao, Himalaya Publishing House, Bombay.
16. "Credit Rating" in *Financial Services* (Ed.), Delta Publishers, Hyderabad, 1997.
17. "Ethical Attitudes of Small Scale Entrepreneurs" *SEDME*, 1991.
18. "Employer-Employee Relations", *Financial Express*, 3 December 1989.
19. "A Fresh Look at Sickness", *Financial Express*, April 12, 1989. p. 11.
20. "Labour Intensity in Small Industry", *Financial Express*, March 10, 1989, p.6.
21. "Sickness in Small Industry in Andhra Pradesh", *Decision*, Vol. 15, Nos. 3 & 4, July-October, 1988, pp. 235-245.
22. "Apparent and Real causes of Sickness in the Small Scale Industry" in *Sickness in Small Industry*, (ed.) T.S.Reddy and L.V.Reddy, Himalaya Publishing House, New Delhi, 1988, pp. 3-18.
23. "Human Resource Accounting" (in Telugu), *Telugu*, May 1988, pp. 39-43.
24. "Incentives to Small Industry", *Financial Express*, Madras, Sunday, April 24, 1988, p.6.
25. "Training Practices in Small Industry", *SEDME*, Vol. XV, No.1, March 1988, pp. 29-39.
26. "Sickness in Small Industry - Two Case Studies", pp. 142-153, in *Sickness_in Small Scale Industries*, (ed.) K.C. Reddy, Ashish Publishing House, New Delhi, 1988.
27. "Absenteeism in Small Industry", *The Manager*, Vol. 10, 1985-87, pp.18-35.
28. "Entrepreneurial Development Programme", *Financial Express*, Bombay, Wednesday, September 9, 1987, p.4.

29. "Review of Literature on Labour in Small Industry", *Southern Economist*, June 15, 1987, pp. 21-22.
30. "Absenteeism - A study of Attitudinal Differences" - Published in *The Economic Times*, 15 January 1987.
31. "A Survey of Literature Pertaining to Entrepreneurship in Small Industry", *The Indian Journal of Commerce*, Vol.XXXIX, Part 4, No.149, October-December, 1986, pp.1-7.
32. "Consequences of Unionization in Small Industry" - Published in *Indian Management*, October 1986, pp.54-56.
33. "Unionization in Small Industry with Special Reference to Kurnool District, published in *SEDME*, Vol.XIII, March-June, 1986, pp.1-11.
34. "Silver Jubilee Government College Admissions – A Perusal" and "An Educational Experiment, Which does not click," were published in the Silver Jubilee Government College Magazine in two different Numbers.
35. A Paper entitled "NCC and Adventure Training" presented at Seminar organized by 28(A) BN NCC in November, 1984 was published in *37th Anniversary Souvenir*; National Cadet Corps, NCC Directorate, A. P.

Chapters Contributed

1. Member of Course Design and Preparation Team, Dr. B. R. Ambedkar Open University, Hyderabad and contributed a chapter MBA –14 Project Evaluation & Management.
2. "Human Resource Accounting", pp.719-726, in P. Subba Rao, *Essentials of Human Resource Management and Industrial Relations Text Cases and Games*, Himalaya Publishing House, Mumbai, 1999.
3. "E-Commerce", in *Business Policy and Planning*, by C.B.Memoria and P.Subba Rao, Himalaya Publishing House, Bombay, in Print.
4. Contributed two lessons relating to Cost and Management Accounting for M.Com., students of Centre for Distance Education, S.K.University.
5. Contributed two lessons Human Resource Management to M.Com. Students of Centre for Distance Education, S.K.University, Anantapur.
6. Contributed a lesson on Regional Rural Banks, to B.Com. Students of Dr. B.R.Ambedkar University, Hyderabad.
7. Contributed five units on Organisation Theory and Behaviour to M.Com. students of Dr. B.R.Ambedkar Open University, Hyderabad.
8. Contributed five lessons on Organisation Theory and Behaviour to M.B.A. students of Karnataka State Open University, Mysore.
9. Contributed five units on Human Resource Management to M.Com. Students of Dr. B.R.Ambedkar Open University, Hyderabad.

Research Guidance

Ph. Ds Awarded – 12; Under Progress -1.

1. "Performance Evaluation of the Programmes of District Scheduled Castes Cooperative Society" May 2011
2. "Financial Management in Small Scale Enterprises with Particular Reference to Anantapur District" – May 2009.
3. "A Study on Quality of Work Life and Employee Commitment in SCCL" – 2008
4. "Poverty Alleviation through Self-Help Groups in Anantapur District of Andhra Pradesh" – January 2008.
5. "Child Labour in Urban Informal Sector" – August 2007
6. "Rural Entrepreneurship" - 2000
7. "Small Scale Industrial Entrepreneurship in Rayalaseema Region"– February 1999.
8. "Faculty Job Satisfaction and Their Views on Management - Study of Two Universities in Andhra Pradesh" - *April 1997.*
9. "Child Labour in Two-Wheeler Repair Workshops in Unorganized Sector: With Special Reference to Anantapur District" – *November 1996.*
10. "Human Resource Development in Banks (A Comparative Study of the HRD Philosophy Practices and Outcomes in Public and Private Sector Banks)" – *August 1996.*
11. "Labour problems in Beedi Industry in Kurnool District" – *March 1994.*
12. "Labour Welfare and Social Security in Mining Industry (A Comparative Study of the Select Public and Private Sector Mining Units" – *August 1992.*

M. Phils Awarded - 12

1. A Study of Fund Selection Behaviour of Individual Investors Towards Mutual Funds with Reference to Mumbai City (Submitted to the Department of Commerce, Directorate of Distance Education, Madurai Kamaraj University, Madurai), February, 2005.
2. Child Labour in Construction Industry – July 2003.
3. Performance of Regional Rural Banks (with Special Emphasis on the Impact of Liberalization on the Lending Pattern of Sree Anantha Grameena Bank) – *December 1997.*
4. Accounting and Financial Control in the University Hostels – A Study of Sri Krishnadevaraya University Hostels – *January 1997.*
5. Human Resource Development in the Selected Cotton Textiles Industrial Units in Kurnool District – *January 1996.*
6. Socio–Economic Study of Auto–Rickshaw Drivers in Bangalore City – *June 1995.*
7. Job Satisfaction in a Non – Profit Organisation – A Case Study of Sri Krishnadevaraya University – *October 1994.*
8. Innovation and Entrepreneurship in Manufacturing Sector – A Case Study of Anantapur District – *August 1994.*

9. Working of Employees State Insurance Scheme in Kurnool District – *February 1993.*
10. Training and Development in Public Sector Undertakings (A Case Study of the APSRTC, Kurnool District) – *June 1992.*
11. Ethical Attitudes of the Small Scale Entrepreneurs - *November 1989.*
12. Personnel Management in Public Sector Undertakings – A Case Study of Tungabhadra Steel Products Limited Tungabhadra Dam – Karnataka – *August 1988.*

IRPM Dissertations: 3

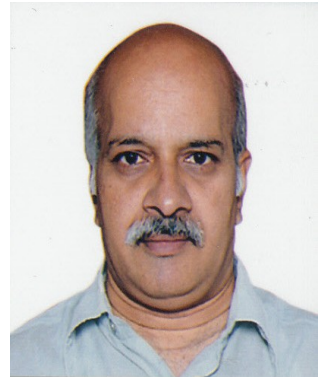
1. Human Resource Development in Banks with Special Reference to Syndicate Bank – *March 1992.*
2. Personnel Management in Banks – *August 1992.*
3. Training and Development in Regional Rural Banks with Special Reference to Three Regional Rural Banks – *July 1991.*

Dr. K V S Raju, Professor

Qualifications :Ph.D (Management) - JNTUH- Hyderabad,

Experience: 35 years

Dr. K V S Raju is a post graduate in Physics and Business Administration. He served Bank of Baroda in various capacities and worked in many departments of the Bank. He had experience in Cash Management, Credit Management, Recoveries, Planning, Asset Liability Management and Information Technology and Data Base Management. At the time of his resignation he was Sr. Manager Information Technology at the regional office of the Bank. During his tenure he computerized 15 branches.



After Serving Bank of Baroda for 20 years he has opted for VRS in 2001 and joined Godavari Institute of Engineering and Technology, Rajahmundry in 2001 as Administrative Officer and Associate Professor. He was actively associated with setting up of a medical college at Amalapuram and 3 Engineering colleges at Rajahmundry, Kakinada and Visakhapatnam, 1 Pharmacy and 1 MCA College Rajahmundry.

He joined GRIET as senior Admin Officer in Nov 2005 and was looking after the institutes set by the Gokaraju Rangaraju Educational Society. He was closely associated with introducing the MBA course in GRIET and was actively associated with Ganges Valley School. He was HOD of the MBA Dept. from 2009 to Jun 2013.

His teaching interests include Managerial Economics and financial analysis and Management Science for B Tech. Management information systems and Organization structure and personnel management for MCA. He taught subjects like HRM, Entrepreneurship and good governance, Management of Change, Financial derivatives, Financial Institutions and Markets, Banking insurance Management, Research Methodology and Organizational Behavior. He received Ph.D from JNTUH on Leadership development in Banking.

Journal publications

1. **Raju, K.V.S., and Apparao, P. B., (2012).** Select Bibliography on Leadership and Leadership Development (S-Z). *Management Today, Vol.2, No.4, pp.*
2. **Raju, K.V.S., and Apparao, P. B., (2012).** Select Bibliography on Leadership and Leadership Development (M-R). *Management Today, Vol.2, No.3, pp.*
3. **Raju, K.V.S., and Apparao, P. B., (2012).** Select Bibliography on Leadership and Leadership Development (A-L). *Management Today, Vol.2, No.2, pp.*

4. **K V S Raju (2011)**, “A frame work for leadership development in public sector bank”, International journal of research in Commerce, Economics & Management, Vol.1, No.3, pp.5-10 (ISSN: 2232 -4245)
5. **K V S Raju (2010)**, “ Impact of flexi-time (A work life balance practices) on employee stress reduction in IT- Sector – Indian Perspective” Journal of IEM institute of Business Management, Vol.2, pp.41-46 (ISSN: 0975 -5268)

Conference Proceedings

1. Presented research paper titled “META Analysis on Leadership Development Practices” in International Conference on Leadership Development Practices, held on October 2012 at College of Business Administration, King Saudi University, Riyadh .
2. Presented research paper titled “Performance of Microfinance Institutions with Nationalized Banks In India - An Evaluation” in the National Seminar on Microfinance – Issues, Challenges and Policy Options in Emerging Economies (NSMF -2012) held on 17 -18 February, 2012, organized by the Department of Business Management, KRISHNA UNIVERSITY, Machilipatnam, AP.
3. Presented research paper titled “Leadership for Green Marketing” in National Seminar on Green Management, held on 2 April, 2011, organized by Hyderabad Business School, Gityam University, Hyderabad.
4. Presented research paper titled “Impact of flexi-time (A work life balance practice) on employee retention in the midst of the Global Crisis” in National Seminar on Managing In Uncertain Economic Era – Embracing held on 5- 7, November 2009, organized by University of Hyderabad, Hyderabad.

Dr. Y. RAMA KRISHNA PRASAD, Professor &Head of the Department (ID-465)

Qualifications: **Ph.D** (Commerce and Management) (AcharyaNagarjuna University, Guntur), **M.B.A** (University of Madras,1998) **M.Com** (Nagarjuna University, Guntur, 1996) **B.Com** (Andhra University, 1994).

Experience: 15 years

Research interest: Retailing; Consumer Behaviour; Customer Satisfaction and Loyalty; Customer LoyaltyProgrammes; Management and Organization Behavior, Marketing Management, Human Resource Management (Leadership Development, Performance Mgt.)

Journal Publications/Conference Proceedings: 15

Books published: 1

Journal publications: 2

International publications: 5



1. Dr. Y. Rama Krishna Prasad (2014), **“A Study on the Various Welfare Measures and Their Impact on Employee Satisfaction With Reference to Sugar Industry In India”** International Journal of Organizational Behaviour & Management Perspectives; Issn: 2279-0950 (Print).
Impact Factor -2013: 5.071.
2. Dr. Y. Rama Krishna Prasad (2013), **“A Study on the role of consumer service on consumer loyalty in Indian Grocery retailing,”** SUMEDHA Journal of Management (ISSN: 2277-6753), Vol.2, PP. 85 -101. Index Copernicus value **5.20 Impact Factor: 0.305 (From Global Impact Factor)**
3. Dr. Y. Rama Krishna Prasad (2013), **“The effect of retail format attributes on retail format choice, consumers’ patronage behaviour in food and grocery retailing in India – A Study,”** South Asian Journal of Marketing & Management Research s (ISSN:2249-877X), Vol.3 – Issue: 8, PP. 126-149. **Index Copernicus (ICV) - 5.05; ISRA - 2.015; GIF - 0.50**
4. **Dr. Y. Rama Krishna Prasad (2013), “Effect of Shopper Characteristics in Choice of a Retail Format in Food and Grocery Retailing in India,”** International Journal of Management studies (ISSN:2230-9764), Vol.3, PP. 43-56.
5. **Dr. Y. Rama Krishna Prasad (2012), “A study on attributes influencing the purchasing behaviour of apparel consumers in organized outlets”** African Journal of Business Management (ISSN 1193 -8233), Vol.6 (45), pp. 11294-11303.
6. **Dr. Y. Rama Krishna Prasad (2011), “A Study on the Effect of Shopping Motives in Store Patronage Behaviour in Food and Grocery Retailing - An Empirical Analysis,”** International Journal of Management studies (ISSN: 2230-9764), Vol.1,pp.43-56.

RESEARCH PAPER PRESENTATIONS (INTERNATIONAL CONFERENCES/NATIONAL SEMINARS)

Presented research paper titled “Effectiveness of Training and Development in the current economic era” in an International Conference on Recent Trends in Training & Development held on 6-7 February, 2014 organized by School of Management Studies, **JNTUH**, Hyderabad.

1. Presented research paper titled “Examining the Role of Consumers in-Store Shopping Experience as a Retailers Consumer Retention Strategy in Food and Grocery Retailing - A Comparative study” in the International Conference on Marketing Strategies in Globalized Economic Era- Perspectives & Challenges (ICCDMS -13) held on 29 -30 October, 2013, organized by DMS– GRIET, Hyderabad. (ISBN: 978-81-928677-0-0)
2. Presented research paper titled “Indian Retail Sector – Issues and Challenges” in National Seminar on Retailing in India held on September 2013, organized by School of Management Studies, **JNTUH**, Hyderabad, (ISBN: 978-93-5062-330-5).
3. Presented research paper titled “E- Business Models and the role of CRM in E- Business” in the 2nd International Conference on Advanced Computing Methodologies (ICACM -13) held on 02-03 August, 2013, organized by School of Computing –Gokaraju Rangaraju Institute of Engineering and Technology, Hyderabad
4. Presented research paper titled “Performance of Microfinance Institutions with Nationalized Banks In India - An Evaluation” in the National Seminar on Microfinance – Issues,

Challenges and Policy Options in Emerging Economies (NSMF -2012) held on 17 -18 February, 2012, organized by the Department of BusinessManagement, KRISHNA UNIVERSITY, Machilipatnam, AP.

5. Presented research paper titled “Effect of grocery loyalty programs on customer emotional loyalty in emerging retail markets: An empirical analysis” in International Conference in Marketing on Shaping the Future of Research in Marketing in Emerging Economies, held on 12-14 Jan 2012 at Indian Institute of Management Lucknow (IIML), Noida Campus, New Delhi in India.
6. Presented research paper titled “Role of Shopping Motivations in Store patronage Behaviour in Emerging Market: An Empirical Analysis” in International conference on Business Growth in Emerging Markets: Global Shifts and Local Effects held on 15-16 December 2011 at Institute of Public Enterprise (IPE) in association with EGADE Business School, Mexico, in Hyderabad, India.
7. Presented research paper titled “Impact of Green Marketing strategies on business performance and customer satisfaction” in National seminar on Green Management held on 02 Apr 2011 at Hyderabad Business School, GITAM University, Hyderabad, India.
8. Presented research paper titled “Effect of Cross Shopping Behaviour on Store Format Choice in Food and Grocery Retailing-An Empirical Analysis” in 4th IIMA Conference on Marketing in Emerging Economies held on 5-7 Jan 2011 at Indian Institute of Management, Ahmedabad (IIMA), India.
9. Presented research paper titled “A study on Consumer Patronage behavior decisions in Food & Grocery Retailing” in the **AICTE sponsored National Seminar on Developing Research Skills in Management Scholars**, held on 26-27 March, 2010 at DMS, GRIET, Hyderabad, India.
10. Presented research paper titled “Critical Factors of Viral Marketing in India-Perspectives and Challenges” in National Seminar on Innovations in the Rout to Win the Market held on 3-4 Dec, 2009 at Institute of Public Enterprise (IPE), Hyderabad, A.P, India.
11. Presented research paper titled “Price Promotion as Retail Strategy in an Uncertain Economic Era with Reference to Food and Grocery Retail in India” National Seminar on Managing in an uncertain Economic era - Embracing Change in a Service Economy held on 5-7 Nov, 2009 at School of Management Studies, Central University, Hyderabad, A.P, India.
12. Presented research paper titled “Handloom Industry In Indian – Problems and Strategies” National Seminar(UGC Sponsored) on Challenges and Strategies of Handloom Industry held on 21-22 August, 2009 at PG Department of Management Studies, VRS&YRN College, Chirala, A.P, India.
13. Participated in the International Conference on Retailing in the Globalised era-Perspectives & Challenges, held on 10-12 Jan 2008 at School of Management Studies, Central University, Hyderabad, A.P, India.

14. Participated in the Visionary Leaders : Lecture Series II on Teaching OB and HR- New Perspectives by Dr. T.V.Rao, The father of Indian HRD on 20th November,2010 at Aurora's Business School, Hyderabad.

Events Organized - International Conferences / National Seminars, SDP, Research, Consultancy

1. Organized (Acted as Convener for) the AICTE Sponsored Two Day International Conference on “Consumer Dynamics and Marketing Strategies In A Globalized Economic Era” – Perspectives And Challenges on 29 -30 October, 2013in GRIET, Hyderabad.
2. Organized (Acted as Co-Convener for) the AICTE Sponsored Staff Development Programme on Developing Research Skills in Management Scholars from 02-16 May 2012, GRIET, Hyderabad.
3. Organized (Acted as Convener for)a National level Seminar on “Developing Research Skills in Management Scholars” Sponsored by AICTE in the Department of Management Studies, GRIET, Hyderabad in 26- 27 March, 2010.
4. Acted as a Co-convener for “Value added Services: Mobile Concrete Expert Lab Service (MCLS) of Ultra Tech Customer Awareness and Satisfaction level amongst Masons /Architects /Builders and Contractors from August 2009 to January -2010.

Dr.M.S.R.Sesha Giri, Professor (ID-962)

Qualifications: PhD (Commerce and Management)
(Andhra University, Visakhapatnam),
M.B.A (Andhra University, Visakhapatnam).

Experience: 18 years teaching and 2 Years Industrial.

Journal Publications/Conference Proceedings: 15

Books published: 2

Research interest: General Management/HR, Marketing Management, Operations management.

Journal publications:

International Publications

1. **"An Empirical Study on Employee Views On Performance Monitoring, Coaching and Measurement"** Published in International Journal of Social Science & Interdisciplinary Research (IJSSIR), Vol. 3 (10), OCTOBER (2014), pp: 144-153, **ISSN 2277-3630** (Single Author).
2. **"Bibliography on Performance Management"** Published in Management Today Vol.4, No.3, July-September 2014, pp:44-48, **ISSN: 2348-3989** (Single Author).
3. **"An Empirical Study on Employee views on Performance Management**



System" Published in PEZZOTTAITE JOURNALS, Volume 3, Number 2, April – June' 2014, ISSN (Print):2279-0950, (Online):2279-0969(Single Author).

4. **"FDI - As A Key Driver Of Economy - A Reality Check Opportunities & Challenges"** EDITED BY - D.HARRISON SUNIL , April 2014, ISBN 978 - 93 - 83231 - 27 - 9(1st Author)
5. **"Balanced score card A tool for effective Governance"** paper accepted for publication in BIFT Journal of International Management and Research, ISSN: 0975-1378.(1st Author)
6. **"Post feedback appraisal-A study of NTPC, Visakhapatnam"** paper published in BIFT Journal of International Management and Research, Volume-iv, No-1, July-September 2012,PP:49-54,ISSN: 0975-1378.(1st Author)
7. **"Feedback On Implementation Of Online Performance Management System - A Mini Mix Model"** Paper Published in International Journal of Research in Commerce, IT & Management Volume NO. 2 (2012), ISSUE NO. 4 (APRIL) ISSN: 2231(1st Author)
8. **"Service Quality in Cosmetic Industry"** a paper published in International Journal of Value Chain Management, Vol. 3, No. 4, 2009 - Switzerland. ISSN: 1741-5357, (2nd Author out of 3)

National Journals

1. **"Dynamics of Retail Markets"** paper published in the ICFAI University Journal of Services Marketing, Vol.VI no.3, September 2008, PP 18-28. ISSN: 09729224, (2nd Author out of 3).
9. **"LEGALIZATION AND MONITORING OF UNINHABITED REAL ESTATE WITH REFERENCE TO THE CITY OF HYDERABAD"** published in **Managing Business in Changing Economic Senario** Edited by – Dr.P.Pinakapani, March 2015, **ISBN 978 - 93 - 83241 – 866 (Single Author)**

Book Publications

1. Authored a Book on **"High Performance is key for organizational success"**, (A National seminar edited book), Excel Publishers. ISBN: 978-93-5062-198-1.
2. Authored a Book on **"consumer dynamics and Marketing strategies in the globalized economic era-Perspectives and Challenges"**, (An International conference edited book), GRIET Publishers. ISBN: 978-81-9286-77-0-0.

S.RAVINDRA CHARY, Associate Professor (ID-622)

Qualifications: MBA (Osmania University, 1996), MHRM (AcharyaNagarjuna University, Guntur, 2010), B.Sc (Osmania University, 1994) .

Experience: 15 years

Conference Proceedings: 1



Research interest: Financial Accounting and Analysis, Financial Management, Operations Research, Cost and Management Accounting, Security Analysis and Portfolio Management, Strategic Financial Management and Financial Derivatives.

Conference Proceedings:

International Conferences:

1. Presented a research paper titled “**A Study On Introduction To Customer Relationship Management**” in the International Conference on Marketing Strategies in Globalized Economic Era- Perspectives & Challenges (ICCDMS -13) held on 29 -30 October, 2013, organized by DMS– GRIET, Hyderabad. (ISBN: 978-81-928677-0-0).
2. “Customer Relationship Management” published in Managing Business in Changing Economic Scenario Edited by – Dr.P.Pinakapani, March 2015, ISBN 978 - 93 - 83241 – 866 (First Author)

K.K Sunil Kumar, Associate Professor (ID-176)

Qualifications : (Ph.D) (Management) (Acharya Nagarjuna University, Guntur), M.B.A (Osmania University,1998, Hyderabad) PGDCA (JNTUH, Hyderabad 1996), B.Sc. (MPC), Osmania University, Hyderabad (1994).

Experience: 16 years

Journal Publications/Conference Proceedings: 4

Research interest: Marketing Management; Management Information Systems, Strategic Management, Managerial Economics, E-Commerce, Services Marketing, Consumer Behaviour, E-Commerce.

Journal publications:

International Publications



1. K K Sunil Kumar, “Green Cars – The Road Ahead”, International Journal of Advanced Engineering & Management, IJAEMT.

2. K. K. Sunil Kumar, “Performance Evaluation of A Thermal Power Plant- Considerations For Questionnaire Survey International Journal of Entrepreneurship, Pezotatitte Journals

Conference proceedings

International Conferences:

1. (K K Sunil Kumar) Presented a paper in the International Conference in Advanced Computing Methodologies” ICACM, organized by Department of IT, GRIET, Hyderabad.
2. Presented a paper on “Training and Development-Best Practices” in the International Conference on Training and Development, organized by JNTUH, Hyderabad on 6-7 Feb 2014.
3. Presented a paper in the AICTE Sponsored 2 day International Conference on “consumer dynamics and Marketing strategies in the globalized economic era-Perspectives and Challenges” during 29th and 30th of October 2013, organized by Department of Management studies, GRIET, Hyderabad.
4. Presented a paper on the “Organised Retailing” in the AICTE Sponsored 2 day International Conference on “consumer dynamics and Marketing strategies in the globalized economic era-Perspectives and Challenges” during 29th and 30th of October 2013, organized by Department of Management studies, GRIET, Hyderabad.

National Conferences:

1. Presented research paper titled “Indian Retail Sector – Issues and Challenges” in National Seminar on Retailing in India held on September 2013, organized by School of Management Studies, JNTUH, Hyderabad, (ISBN: 978-93-5062-330-5).

Dr. D.Indira , Associate Professor (ID-270)

Qualifications: **Ph.D** (Business Management,2013) (Ambedkar University,Hyderabad),**M.Phil in Business Management(2010)**, (Ambedkar University,Hyderabad), **M.B.A** (Andhra University,1997).

Experience: 16 years

JournalPublications/Conference Proceedings: 4

Research interest: ENTREPRENEURSHIP, CORPORATE FINANCE, MACRO AND MICRO ECONOMICS, INTERNATIONAL FINANCE, SECURITY ANALYSIS AND FINANCIAL MARKETS

Publications:



- **Publications in Journals with ISSN:**
 - International 2
 - National 3
- **Magazine Publication 1**
- **Papers presented 3**

Participation In

- **Work Shops: 3**
- **FDPs: 2 (more than 2 weeks)**
- FDP: 1 (1 week)

Consultancy works done for companies: 1

Note: Worked as a Research Associate for the project titled " A study on the Macro Economic Analysis of the Cement Industry" funded by Maha Cements through the college, Sister Nivedita college of P.G studies, Lakdi Ka Pool, Hyderabad under the guidance and project director Prof.Diwakar Rao, Ex Head of Department of Economics, University of Hyderabad

Publications list

1. "A study on the organizing of street hawking business" , Published in International journal of Management and Commerce Innovations,ISSN 2348-7585,Vol 2,Issue 1,pp(280-288),April 2014-Sept 2014
2. "Role of Informal sector in Indian Economy", Published as Conference Proceedings, ISBN 978-81-928677-0-0 , Septem,ber 2014
3. Food Crisis-Impact on India (a study), E-publication, 20647, <http://www.upublish.info.rssau>,2008
4. 'Financial Inclusion in India', Conference proceedings, 2008
5. 'Performance of Mutual Funds in India', pp 50-57, Modern Management, Vol.XVIII No.2,2008
6. CAS: Pandora's Box?, pp 17-23, Advertising Express, ISSN 0972-5326,2003

Conference proceedings

International Conferences:

1. Presented research paper titled "Strategic Issues relating to micro retailers with reference to street vendors" in the International Conference on Marketing Strategies in Globalized Economic Era- Perspectives & Challenges (ICCDMS -13) held on 29 -30 October, 2013, organized by DMS– GRIET, Hyderabad. (ISBN: 978-81-928677-0-0)

National Conferences:

1. Presented research paper titled "Microfinance on street vendors" in National Seminar on Microfinance – Issues, Challenges and Policy Options in Emerging Economies (NSMF -2012) held on 17 -18 February, 2012, organized by the Department of Business Management, KRISHNA UNIVERSITY, Machilipatnam, AP.

2. Presented research paper titled “Emerging Trends in Marketing Concepts, HR Practices and Financial Systems” on 23rd and 24th October 2008, organised by A.V. College P.G.Centre

K.SURYA NARAYANA, Associate Professor, (ID-620)



Qualifications :(Ph.D,Date of submission of Thesis:31st May,2016)) (Management) (Kakatiya University,Warangal),

M.B.A (IGNOU,1996) **M.Sc** (Garhwal University, U.P, 1984)

B.sC (Andhra University, 1982)

Experience: 31 years (18 years Industrial, 13 years Teaching)

Submitted Thesis on 31/05/2016,awaiting viva.

Journal Publications: 6

Research interest: Operations Management; Production and Operations Management; Management Informations Systems,Performance Management,Strategic Management,Logistics and Supply ChainManagement,Management of Industrial Relations.

Journal Publications:

National Publications:

1. K.Surya Narayana), “Opererations research for a public distribution system,Business Analyst’2009, Kakatiya University
2. K.Surya Narayana), “SEZ Approval Mechanism Department of Commerce and Business Management,Lal Bahadur College,Kakatiya University,Warangal
3. K.Surya Narayana), “Financial Sector Reforms in India Department of Commerce and Business Management,Lal Bahadur College,Kakatiya University,Warangal.
4. K.Surya Narayana), “Hassle Free Way to invest –A study on Birla Sun Life Mutual Fund Business Analyst,Department of Commerce and Business Management,Lal Bahadur College,Kakatiya University,Warangal.
5. “Marketing Automation”,Changing trends of Indian business,Growth perspectives and challenges,ISBN NO-978-81-924002-0-4,2015
6. Presented Paper”Customer Perception on Banking Services in Hyderabad” at one day national conference on” Managing business in changing economic scenario” held at AURORA PG College on 26th March,2015
7. Presented paper “A study of Employee related problems-Current scenario of IT Export BPO Industries in India”, National Seminar on Indian IT- BPO Industry-Prospects & Challenges,on 22/01/2016,paper was published in the seminar proceedings book with ISBN NO-

International Publications:

1. K.Surya Narayana), “Performance Measurement of a Power Generating Organization,Usefulness of Value Added -A study of APGENCO Performance International Journal of Financial Perspectives,Pezotatitte Journals.(ISBN already give)
2. K.Surya Narayana), “Performance Evaluation Of A Thermal Power Plant- Considerations For Questionnaire Survey International Journal of Entrepreneurship,Pezotatitte Journals(ISBN already given).

Y.Gayathri , Assistant Professor

Qualifications :MCom Ph.D (pursuing in centre for economics and social studies),M.phil(Madurai Kamaraju University), **M.B.A** (JNTUH,2012)

Experience: 13 years (18 years Industrial, 11 years teaching)

Research interest: Financial Accounting and Analysis, Micro finance, Macro and micro economics, Cost and management accounting,

National Publications:

1. “**SEZ Approval mechanism**” Department of commerce and business management, Lal Bahadur College, Kakatiya University Warangal.
2. “**Financial Sector Reforms in India**” Department of commerce and business management, Lal Bahadur College, Kakatiya University Warangal.

Roopa Dhirendra , Assistant Professor

Qualifications: M.B.A (Gulbarga University, Gulbarga Karnataka)

Experience: 6 years (1 years Industrial, 5 years teaching)

Research interest: Financial Accounting and Analysis, Human Resource Management.

Conferences:

International Conference:

1. **“A Study on impact of Brand on Dynamic Consumer Buying decision towards HUL Commodities”** in International Conference on Marketing Strategies in Globalised Economic Era-perspectives and challenges and challenges(ICCDMS-13) held on 29th -30th October 2013, organized by DMS GRIET Hyderabad (ISBN: 978-81-928677-0-0).

National Conference:

1. Presented paper on **“promotional strategies to achieve Education Institution Goals through online social media networking with special reference to VTU Engineering Colleges of Bangalore”**: A Conceptual perspective held on 29th may 2014 in K.S.College Bangalore.



Mr.K.Venkateswara Raju
Assistant Professor

Qualifications:(PhD)(Management@KLUUniversity),MBA(ICFAI University,2010,Hyderabad), B.Pharmacy (Andhra University)

Experience: 6 Years(Teaching)and 2Years(Industry)

Journal Publications/Conference Proceedings: 5

Research Interest:Marketing Management,Human Resource Management,Retail Sector,Services Marketing,Consumer Behavior,Brands

Journal Publications:

1. **K. Venkateswara Raju, ELK Asia Pacific Journal of Marketing and Retail Management PERCEPTION OF UNORGANIZED RETAILERS TOWARDS B2B WHOLESALERS -METRO AND BEST PRICE, Volume 5 Issue 1, January (2014), ISSN 0976-7193 (Print) ISSN 2349-2317 (Online), Impact Factor : 1.5 (JIF)**
2. **K. Venkateswara Raju, SAARANSH-RKG JOURNAL OF MANAGEMENT, Social Media Marketing And its Role in Enhancing a Brand's Equity, Vol. 5,No. 2,JANUARY 2014, pp 64-76, ISSN:0975-4601.**
3. **K. Venkateswara Raju, Pravara Management Review(PMR), AN OVERVIEW OF PUBLIC PERCEPTION ABOUT THE SUITABILITY OF SOLAR POWER PANELS AS AN ALTERNATIVE ENERGY SOURCE IN ANDHRA PRADESH, PMR Vol-13, Issue-1 (Jan-June 2014), ISSN:0975-7201.**
4. **K. Venkateswara Raju, MITSOM KHOJ JOURNAL, BRAND AWARENESS, PERCEPTIONS, PREFERENCES AND LOYALTY ATTRIBUTES OF RAYMOND CUSTOMERS THAT MADE IT A LEADING APPAREL BRAND IN INDIA, Vol. 1 , Issue. 1 , June 2013-Dec 2014, ISSN: 0975 – 2285,**
5. **K. Venkateswara Raju, OPUS-Annual HR Journal 2014, A STUDY ON WORK-LIFE BALANCE OF EMPLOYEES IN THE PRIVATE SECTOR BANKS AT VIJAYAWADA, Vol. 5, Issue. 1, Jan 2014, ISSN Number: 0973-9866.**
6. **K. Venkateswara Raju, MAIMT - Journal of IT & Management, AN OVERVIEW OF BRAND LOYALTY AND ITS IMPACT ON PURCHASE DECISION MAKING WITH REFERENCE TO SAMSUNG ELECTRONICS CUSTOMERS, Vol.8,Issue 1,October 2014, ISSN:0974-066X.**
7. **K. Venkateswara Raju, ASBM Journal of Management, A Study on Perceptions of Telecom Subscribers towards Adoption of 3G Services in Andhra Pradesh VOL. 7, ISSUE 2, JULY, 2014, ISSN 0974-8512.**
8. **K. Venkateswara Raju, NAVASIDDHANT JOURNAL OF MANAGEMENT, ENTREPRENEURSHIP AND ETHICS, A STUDY ON IMPACT OF VISUAL MERCHANDISING AT RETAIL MALLS IN ANDHRA PRADESH, VOL. 2, ISSUE 2, JULY, 2014, ISSN:2320-2017.**

9. **K. Venkateswara Raju, MANAGEMENT INSIGHT-SMS VARANASI, CONSUMER AWARENESS AND PERCEPTION OF WOMEN TOWARDS LAKME PRODUCTS IN ANDHRA PRADESH, Vol-10,Issue-2;Decemeber-2014, ISSN:0973-936X.**
10. **K.Venkateswara Raju, MERI- Journal of management and IT, BRAND SWITCHING AND CONSUMER PREFERENCES TOWARDS SOFT DRINKS IN ANDHRA PRADESH, Vol-8 Issue 2,October 2014, ISSN: 0974-2093,**
11. **K.Venkateswara Raju, INTERNATIONAL JOURNAL OF APPLIED SERVICES MARKETING PERSPECTIVES, A STUDY ON IMPACT OF ADVERTISEMENTS ON CONSUMPTION OF AERATED BEVERAGES, Vol.3, No 3 (2014): July – September, ISSN: 2279-0977 (PRINT), ISSN: 2279-0985 (ONLINE).**
12. **K.Venkateswara Raju, Research Directions, A STUDY ON CHALLENGES FACED BY ONLINE SHOPPERS IN HYDERABAD, Vol.2, Issue 3, Sept 2014, ISSN No: 2321-5488.**
13. **Research Dimensions, A STUDY ON IMPACT OF NUTRITIONAL LABELING AND PACKAGING ON CONSUMER BUYING BEHAVIOUR, Vol.2, Issue 7, July 2014, ISSN:-2249-3867.**
14. **Sansmaran Research Journal, A STUDY ON PRICING STRATEGIES OF DIFFERENT HOTELS IN VIJAYAWADA AND THEIR IMPACT ON THEIR VISITORS PERCEPTIONS, Vol. 4, Issue No. 2, December 2014, ISSN 2278-7801.**

Conference Proceedings:

1. **Presented a paper on “STUDY ON CUSTOMER SATISFACTION AND CUSTOMER RETENTION LEVELS AT SHOPPERS STOP” on 26th March,2015 at AURORA, Hyderabad CONFERENCE-Managing Business in changing Economic Scenario, ISBN: 978-93-83241-86-6**