

## **CURRICULUM VITAE**

**NEDUNURI RAMA MOHAN PRAKASH**

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Mobile: 9848515137

### **PROFESSIONAL EXPERIENCE: 16 YEARS**

#### **i) Present:**

I have been working as Assistant Professor, Department Marketing, GITAM Institute of Management, GITAM UNIVERSITY, Visakhapatnam from 23<sup>rd</sup> November, 2005

#### **Teaching Courses:**

Master of Business Administration (M.B.A)

- Marketing Management
- Risk and Insurance Management
- Advertising Management
- Indian Business Environment
- International Business Environment

Master of Human Resources Management (M.H.R.M)

Integrated Master of Business Administration (I.M.B.A.)

Bachelor of Business Management (BBM)

**Academic Councilor:** MBA program, IGNOU Study Centre, Naval Base Centre, Visakhapatnam

#### **ii) Previous:**

Worked as Assistant Professor in the Department of Business Administration, Rajiv Gandhi Institute of Management and Sciences, Kakinada from 16<sup>th</sup> June, 1999 to 22<sup>rd</sup> November, 2005. (Rs.7000 basic)

Academic Counselor for Master of Marketing Management (MMM), Master of Foreign Trade (MFT), Master of Human Resources Management (MHRM) offered by Pondicherry Central University on Distance Mode

### **INDUSTRY WORK EXPERIENCE: 5 ½ YEARS**

- 1) Worked in Nagarjuna Finance Limited, (NFCL Group of Companies), Area Office, Kakinada for 3 years as Processing Officer. i. e. from July, 1996 to May, 1999 (Rs.5000 basic)
- 2) Worked in Pfimex Pharmaceutical Limited, Hyderabad for one and half year as EDP –in-Charge i.e. from January, 1995 to June, 1996
- 3) Worked in Merwear Exporters Private Limited, Chennai for 1 year as a Coordinator of Production and Sales. i.e. From May, 1994 to May 1995.

**TOTAL YEARS OF TEACHING EXPERIENCE: 16 Years**  
**TOTAL YEARS OF RESEARCH EXPERIENCE : 10 Years**

**ACADEMIC QUALIFICATION:**

<b>Degree</b>	<b>University</b>	<b>Year</b>	<b>Specialisation/Major Subjects</b>
1.Ph.D	Andhra University, Waltair, Visakhapatnam	Awarded on 19-10-2010	Marketing-General Insurance
2.M.B.A.	Dr.B.R.Ambedkar Open University, HYDERBAD	1999-2002 First Class	Marketing Management
3.M.Phil (Management) (part-time basis)	Madhurai Kamaraj University, Madhurai	2004 Second Class	Marketing Management – Brand Equity Study
4.M.Com	Andhra University, Waltair, Visakhapatnam	1991	Taxation
5. B.Com	Andhra University, Waltair, Visakhapatnam	1986 Second Class	Costing

**TECHNICAL (COMPUTER) QUALIFICATION**

**Honors Diploma in Systems Management (NIIT) (HDSM)**

## PUBLICATIONS IN JOURNALS AND MAGAZINES

- | S. No. | Particulars  |
|--------|--|
| 1      | “Indian Banking Industry and Non-Performing Assets”, Indian Economic Panorama, Vimal bakshi, L-7, Rajouri Garden, New Delhi , Vol.17 No.3A, December, 2007 Page:64-66  |
| 2      | “Health Insurance Retailing in India: Trends and Challenges ” ‘Pravartak – The Journal of Insurance & Risk Management’ National Insurance Academy School of Management, India, Volume IV, Issues 6, June-2009  |
| 3.     | “How Brands Create Shareholder Value?”, Warangal Institute of Management (WIM), Journal of Management, Hunter Road, Warangal, Volume 1, Number 1, June-2009, pp177-188   |
| 4.     | “NGO-Corporate Partnership for Social Development- Issues and Challenges” – Readings in Corporate Social Responsibility – A Compendium of Papers, VDM Publishing House Ltd., Meldrum Court 17, Beau Bassin Mauritius, Germany, 978-3-639-31526-4, 2010.  |
| 5      | “Internal Marketing Practices of General Insurance Industry: A Case Study on the New India Assurance Company Limited”, - GITAM Journal of Management, A quarterly publication of GITAM Institute of Management, GITAM University, Visakhapatnam, Volume 9, October-December 2011, Number 4, pp43-64.     |
| 6      | “Assessing Roles of Services Employee Influence in Internal Marketing Quality” – A Case Study on a General Insurance Company of India” IMS Manthan, the Journal of Innovations, Volume-VI, Issue-II, Dec-2011 in " <i>Management - Section</i> " ISSN 0974-7141 (print), 0976-1713 (online), page-23.    |
| 7      | “Sellers’ Communication Style: An Empirical Study”, Sugyaan, Management Journal of Siva Sivani Institute of Management, ISSN 0975-4032, Volume III, Issue II, July-December, 2011 page:12-18   |
| 8      | “The Strategic Application of Internal Marketing: An Investigation of Indian Banking”, International Journal of Marketing & Business Communication, Publishing India, Volume 1 Issue 2 April 2012, page:50-59  |
| 9      | “Management of customers’ views and anticipations of Service Delivery in selected banks in Andhra Pradesh” Voice of Research, <b>An International Journal</b> , Published by Dr. Avdhesh S.Jha, Ahmedabad Ahmedabad, Gujarat (India), ISSN No 2277-7733, Volume 1 Issue 2, September 2012, Page No.72-77 |
| 10     | ‘Internet’s Impact on Marketing: A Focus on Search Engine Marketing’ – Journal of Social Science and Linguistics, VL Media Solutions, ISSI/VOL-2, NO2/2012/SSN-2249-2984, pg.80-90.  |
| 11     | “A Critical view of New Dimensions – Opportunities, and Challenges” – Parivartan, Journal of Management Research, Oriental Education Society’s Oriental Institute of Management, Mumbai, Volume 2, Issue 1, January-July-2013, ISSN 2277-7555 Page 7-16  |
| 12.    | “An Empirical Study on Consumer Perceptions towards Online Shopping with special reference to Students of Visakhapatnam City” published in Research Journal of Social Science & Management- Volume 05, Number: 1, May 2015, pg 54-62. Co-Author K. Nagaraju  |

13. “Engaging the Young Reader: A Study on the Newspaper Reading Preferences of UG Students of Coastal Andhra Pradesh” Intercontinental Journal of Marketing Management, Published by Intercontinental Research Consortium, Bangalore Volume 2, Issue 1, January – March, 2015, pg.96-102.
14. “An Empirical Study on Consumer Perceptions towards online shopping with special reference to students of Visakhapatnam city.” The International Journal Research Publications Pvt. Ltd., Singapore, Vol 5, No.01, ISSN 2251-1571, May 2015, impact factor 5.38
15. “Problems and Prospects of Rural Marketing”, Indian Journal of Commerce and Management (IJOCAM), volume 2 issue 4, August-2015, ISSN-2348-4934(P), 2348-6325 (O), 2015, Pg.No.86-91, co-authored by Dr.Pulidindi Venugopal, Mrs.S.Anjani Devi.

### **PARTICIPATED SEMINARS/WORKSHOPS/FDP'S**

<b>S no.</b>	<b>Particulars</b>
1	Participated in a Workshop on “Quality Assurance & Accreditation” held on 23 <sup>rd</sup> July, 2005 organized by the Association of Indian Management Schools in association with Institute of Transport Management, Andhra University, and Visakhapatnam.
2	Participated in National Seminar Cum Workshop on “Teaching Learning & Evaluation Process” held on 30 <sup>th</sup> & 31 <sup>st</sup> July, 2006 organized by College of Management Studies, GITAM, Visakhapatnam.
3	Participated in the Research Seminar on “Management Perspectives” conducted by GITAM Institute of Foreign Trade in association with IBA Centre for Management Research, Bangalore on 26 <sup>th</sup> October, 2006 at GIFT Bhavan, GITAM Campus, Visakhapatnam.
4	Participated in a One day Workshop on “Teaching Methods” conducted by ICAI-Visakhapatnam on 23 <sup>rd</sup> February, 2007 at Hotel Green Park, Visakhapatnam.
5	Participated in International Conference “Going Global Unpleasing People Potential” held on 19 <sup>th</sup> , 20 <sup>th</sup> & 21 <sup>st</sup> January, 2007 organized by College of Management Studies, GITAM, Visakhapatnam at GITAM Campus.
6	Participated in One day Workshop on “Research Methods for Faculty and Scholars” organized by GITAM Institute of Foreign Trade on 28 <sup>th</sup> April, 2007 at GIFT Bhavan, GITAM Campus, Visakhapatnam.
7	Attended 6-day Teachers Training Programme on “Instructional Design and Delivery System” conducted by National Institute of Technical Teachers Training and Research, Chennai in GITAM Institute of Management, GITAM University from 1 <sup>st</sup> May, 2009 to 6 <sup>th</sup> May, 2009.
8	Participated in AICTE sponsored Quality Improvement Programme on “Emerging Trends in Research and Teaching Marketing” from March 15 <sup>th</sup> to 26 <sup>th</sup> , 2010 at Management Development Institute (MDI), Gurgaon.

- 9 Participated in one day Faculty Development Program on “Innovative Techniques in Teaching’ on 20<sup>th</sup> December, 2010 organized by GITAM University, Visakhapatnam and Central Michigan University.
- 10 A four day workshop on “Strengthening Research and Consultancy” on 20<sup>th</sup> and 21<sup>st</sup> of January and 4<sup>th</sup> and 6<sup>th</sup> of February, 2012 organized by Centre for Learning and Sustainability, GITAM University, Visakhapatnam.
- 11 A two day workshop on “Crafting and Publishing of Research” on 23<sup>rd</sup> & 24<sup>th</sup> December, 2013 organized by GITAM Institute of Management and Prof, Rama Mohan Turaga, Professor,IIM, Ahmadabad in Gitam University, Visakhapatnam

## **PAPER PRESENTATIONS IN SEMINARS**

- | <b>S no.</b> | <b>Particulars</b>  |
|--------------|---|
| 1            | “An Evaluation Criteria for Teaching & Learning in Higher Education” National Seminar Cum Workshop on “Teaching Learning & Evaluation Process” held on 30 <sup>th</sup> & 31 <sup>st</sup> July,2006 organized by College of Management Studies, GITAM, Visakhapatnam.  |
| 2            | “Indian BPO Industry – Problems and Performance Appraisal” International Conference “Going Global Unpleasing People Potential” held on 19 <sup>th</sup> , 20 <sup>th</sup> & 21 <sup>st</sup> January, 2007 organized by College of Management Studies,GITAM, Visakhapatnam at GITAM Campus.  |
| 3            | “Third Party Logistics A Management Approach” International Conference “Issues and Challenges in Supply Chain Management” held from 28 <sup>th</sup> to 30 <sup>th</sup> March, 2008 organized by Department of Mechanical Engineering, Institute of Technology, Banaras Hindu University, Varanasi, India.                               |
| 4            | “NGO-Corporate Partnership for Social Development- Issues and Challenges” National Seminar on Corporate Social Responsibility held from 19 <sup>th</sup> to 20 <sup>th</sup> February, 2010 organized by GITAM University, Visakhapatnam and Ambedkar University, Srikakulam, Andhra Pradesh, India                                       |
| 5            | ‘INSURANCE MARKETING A Study of Internal Marketing Practices in the New India Assurance Company Limited’ ‘National Seminar on A Decade of Liberalized Insurance Industry – Way Ahead’ organized by Centre for Social Science Research and Department of Economics, Andhra University, Visakhapatnam, on the 11 <sup>th</sup> March, 2010. |
| 6            | “News Paper Distribution in India- Opportunities and Challenges” – seminar on Emerging Trends in Marketing, held from 1 <sup>st</sup> to 2 <sup>nd</sup> February,2013 organized by the Department of Marketing, GITAM Institute of Management, GITAM University at Visakhapatnam   |
| 7            | “Internal Marketing – In Services Organizations in India” - seminar on Emerging Trends in Marketing, held from 1 <sup>st</sup> to 2 <sup>nd</sup> February,2013 organized by the Department of Marketing, GITAM Institute of Management, GITAM University, Visakhapatnam.   |
| 8            | ‘Role of Banks for Inclusive Growth of Financial Inclusion in India: Issues and Challenges’ – Financial Inclusion in India – Challenges and Strategies – Proceedings of conference sponsored by Indian Bank and Indian Overseas   |

Bank- Published by Excel Books, New Delhi-2013, pg:147-159, ISBN 978-93-5062-318-3.

- 9 'Role of Micro Finance Institutions in Entrepreneurship Development in Andhra Pradesh, India' – National Conference on Rebuilding Micro-Finance in India: Issues & Challenges – held on 13<sup>th</sup> & 14 December, 2013 in GITAM University, Visakhapatnam, jointly organized by Indian Bank and GITAM Institute of Management, GITAM University, Visakhapatnam..
- 10 'The Retail Banking Market in India – Issues and Challenges'- National Conference on Retail Credit – Issues, Challenges and Redressal Mechanisms – held on 31<sup>st</sup> October, 2015 in GITAM University Visakhapatnam, jointly organized by Indian Bank and GITAM Institute of Management, GITAM University, Visakhapatnam.

## LESSONS/STUDY MATERIAL PREPARED

S No.	Particulars
1	Lessons in the subject of “Services Marketing”, for the course of M.B.A., School of Distance Education, Andhra University, Visakhapatnam, 2007.
2	Study Material in the subject of “COMPUTER APPLICATIONS –II” for the students of Gandikota Business School of Management,2008
3	Study Material in the subject of ‘Entrepreneurship’, of BVK School of Management, Distance Education through Vikas Publisher, New Delhi, 2009
4	Study Material in the subject of ‘Entrepreneurship’, of Knowledge Axis, Distance Education through Vikas Publisher, New Delhi, 2009
5	Study Material in the subject of MBA Entrepreneurship Development, of MDU, Distance Education through Vikas Publisher, New Delhi,2009.
6	Study Material in the subject of “Business Entrepreneurship for M.Com Part-II Course of Yashwantra Chavan Maharashtra Open University, Maharashtra, through Vikas Publisher, New Delhi,2010
7	Study material (official curriculum) on Entrepreneurship for University18 and Karnata State Open University, VIKAS Publishing House, Noida, 2011, ISBN 978-81-259-4739-4
8	Entrepreneurship Development and Project Management (MBA 3.2) Vikas Publishing House Private Limited, New Delhi co-published with Calicut University Central Co-Operative Stores Limited No.4347, ISBN 978-93-259-5513-4, 2011
9	Entrepreneurship Development (BCC) SMU, published by Vikas Publishing House Pvt. Ltd.,2011 for BCC 304 Sikkim Manipal University, DDE, ISBN 978-93259-5718-3,2012
10	‘Entrepreneurial Manager’ – International College of Financial Planning, MB-10, Vikas Publishing House Pvt. Ltd., New Delhi-2013, ISBN 978-93-259-6706-9
11.	‘New Enterprise Management’- MBA BUS 4C26, Vikas Publishing House Pvt. Ltd., Co-Published with Calicut University Central Co-operative Stores Ltd., No.4347, ISBN 9789325982642, 2014
12.	“Indian Business Environment (Course Code: MPDBA-104)” lessons (17 in Number) prepared for the I semester M.B.A. Programme of Central for Distance Learning (CDL), GITAM University (Estd. u/s 3 of UGC Act,1956), Visakhapatnam

## RESEARCH PROJECT

Name of the Project	Funding Agency	Status
A minor research project entitled “ CUSTOMER RELATIONSHIP MANAGEMENT: A CASE STUDY OF LIC INDIA	GITAM UNIVERSITY, VISAKHAPATNAM	COMPLETED

## RESEARCH WORK PUBLICATION

Title of the Book	Publisher	Reference
Customer Relationship Management: A Case Study of LIC India	LAP LAMBERT Academic Publishing GmbH & Co. KG, Germany	ISBN 978-3-8443-8002-6, 2011
Internal Marketing – A case study on General Insurance	Excel Publisher	2012

## TEXT BOOK

Title of the Book	Publisher	Reference
Risk Management and Insurance	Studenthelpline Publishing House, Hyderabad	ISBN 978-93-80831-02-2, 2011

**Project Guidance:** Guided (and has been guiding) number of MBA and BBM students in their research work and in preparation of their Project Reports.

**Resource Person/Visiting faculty :** Conducted training program to Small Coffee growers in Andhra Pradesh and Odissa States jointly with Coffee Board of India and Indian Institution of Plantation Management, Bangalore, 2011.

**Research Guidance:** Two Research Scholars pursuing their Ph.D (part time) since 2010

## Administrative Responsibilities

Appointed as Research Programme Coordinator for the year 2011-12 and continued

## PERSONAL DETAILS:

Name: RAMA MOHAN PRAKASH

Surname: NEDUNURI

Father's Name: N. SURYANARAYANA.

Date of Birth: 29<sup>th</sup> May, 1965.

	Residence Address	Office Address	Permanent Address
Communication address	Plot No.160/5 Sector 5, MVP Colony, Visakhapatnam – 17	Asst. Professor, GITAM Institute of Management, GITAM University	Door No:12-2-40 Dantuvuri Street, Suryarao Peta Kakinada-1

	Andhra Pradesh India	Visakhapatnam- 45 Andhra Pradesh India	Andhra Pradesh India
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Marital Status :

Married.

**-N.R. MOHAN PRAKASH**