

Dr. U. V. ADINARAYANA RAO 30.11.2015

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Education

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| Doctor of Philosophy (PhD) Andhra University, Visakhapatnam. Title of the thesis “ Internet Marketing Strategies of e-Business Organizations – A study of selected companies in Andhra Pradesh ”. | 2004 |
| Master of Business Administration – Marketing Andhra University, Visakhapatnam. | I Class 1995 |
| Bachelor of Engineering – Civil Engineering Andhra University, Visakhapatnam. | I Class 1993 |

Academic Experience

Faculty Member – Gitam Institute of Management, GITAM University, Visakhapatnam
– Working from 27th July 2009 to till date as Associate Professor. The job involves teaching **Business Statistics, Business Mathematics, Quantitative techniques, Research Methodology Operations Management and Operations Research** to UG and PG students and also supervising student’s projects.

Faculty Member – Addis Ababa University, Addis Ababa, Ethiopia – Worked from 22nd July 2007 to 24th July 2009 as Assistant Professor in the Department of Business Education. The job involves teaching **Business mathematics, Business statistics, Integrated Marketing Communication, Services Marketing, Industrial Marketing** to post graduate students and also supervising student’s projects.

Faculty Member – Dr. L. Bullayya Postgraduate College, Andhra University, Visakhapatnam, Andhra Pradesh, India – Worked from 13th November 1995 to 31st October 2003 and took long leave for foreign assignment. Joined again and worked from August 2005 to 16th July 2007 as Associate Professor. The job involves teaching **Operations Research, Quantitative Techniques for Management, Operations / Production Management, Research Methodology for Management, Marketing Management, Sales Management, Consumer Behavior and Industrial Marketing** to post graduate students and also supervising students projects.

Faculty Member – Jimma University, Jimma, Ethiopia, East Africa – 8th November 2003 to 31st July 2005. The job involves teaching **Operations Research, Business Mathematics, Statistics, Operations / Production Management and Business Research Methods for graduate students and also supervision of research projects.**

Paper Publications

1. Published article on **“Inventory Models for Items having Stock dependent demand and Fuzzy Deterioration Rate”** – in International Journal of Ultra Scientist of Physical Sciences, 2006, Vol. 18, Issue 2, pp. 207-214, ISSN: 0970-9150.
2. Published article on **“Quality Management in Passenger Transport Services – An Application of SERVQUAL model to APSRTC”** – in Indian Journal of Transport Management, Pune, April-June 2010, pp. 126-133, ISSN: 0972-5695.
3. Published article on **“Order Allocation in Supply Chain Management”** – in International Journal of Management Sciences, Ghaziabad, July 2010, Vol. 6, No. 1, ISSN: 0973-2101.
4. Published article on **“Behavioral aspects of netizens – A study on Ras Al Khaimah, UAE”**- in Orient Journal of Law and Social Sciences, Vol. 5, Issue 3, ISSN: 0973-7480.
5. Published article on **“Applying SERVQUAL Model to the dimensions of service quality in education sector”** – in International Journal of Excellence in Education, Vol. 4, Issue 2, 2011, ISSN: 1993-8675.
6. Published article on **“Identifying customers internet usage pattern”** – in Journal of business and behavioral sciences, Vol. 24, No. 1, Spring 2012, pp. 154-163, ISSN: 1946-8113.
7. Published article on **“A Study on relationship marketing with reference to the insurance sector”** – in Globus-An international Journal of Management and IT, Vol. 2, No. 1, ISSN: 0975-7271.
8. Published article on **“Influence of advertisements on consumer behavior – An empirical study”** – in International Journal of marketing and business communication.
9. Published article on **“Impact of Advertisements on Consumer Decision Making Process”** – in Prastuti Practices in Research and Marketing, Vol. 3, No 2, Sep 2012, pp 10-17, ISSN 2230 – 844X.
10. Published article on **“Organizational Culture and Job Involvement in Cement Industry – A Study”** – Prastuti Journal of Marketing and Research, ISSN 2320 – 2262. 2013???
11. Published article on **“Job Stress in Bank Employees – An Empirical Study”** – in Journal of Organization and Human Behaviour, Vol. 2, No. 1, pp. 40 – 44, Jan 2013, ISSN 2277 – 3247.
12. Published article on **“Effective Implementation of Wage and Salary Administration”** – Prastuti Journal of Marketing and Research, pp. 1 – 7, ISSN 2320 – 2262, Jan 2014.
13. Published article on **“ A Study on stress among public and private sector employees in selected service sector”** Intercontinental Journal of Human Resource Research Review (Impact factor 0.615), Vol. 2, Issue 4, October – December 2014, pp. 164 – 172. ISSN 2347-1662.

Consultancy:

1. Social Impact and need assessment survey, NTPC – Simhadri, Paravada, Visakhapatnam, 2012
2. Social Impact Evaluation Study, NTPC Ltd – RGCCPP, Kayamkulam, Kerala, 2014.
3. Social Impact Evaluation Study, NTPC Ltd. – Simhadri, Paravada, Visakhapatnam, 2015.
4. Need Assessment Survey, NTPC Ltd, Pudimadaka, Visakhapatnam, November 2015.

Conferences:

1. Presented and Published paper (in abstentia) on “**Marketing Focus on Browsing pattern of Netizens**” – in the American society of business and behavioral sciences - proceedings of the fourteenth international conference, Paris, France, June 24-26, 2011, pp. 372-379.

Faculty Development Program

1. Attended one day awareness program on “Six Sigma for breakthrough improvement” – 24th June 2011
2. Attended work shop on “Case writing” at IIT Madras – 19th to 23rd September 2011.

Personal Details

Born on 27th September 1972

Married with two children

(Dr. U.V. Adinarayana Rao)