

## **CURRICULUM VITAE 30.11.2015**

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### **QUALIFICATIONS**

#### **A) Academic**

**Ph.D \*** : 2010  
(Andhra University, Visakhapatnam, Andhra Pradesh)

**MBA** : Marketing 1986-88 **First class** 60.20 %  
(Sri Venkateswara University, Tirupati, Andhra Pradesh)

**B.Sc** : MB.G.C 1983-86 **First class** 61.60 %  
(Andhra University, Visakhapatnam, Andhra Pradesh)

**Intermediate** : M.P.C 1980-82 **First class** 61.60 %

**S.S.C** : ----- 1980 **first class** 70.10 %

**\* Thesis:** "A Study on Consumer Behaviour and Brand Loyalty"  
(A Study with Reference to Consumers in North Coastal Andhra Pradesh)

**EXPERIENCE**                      **25 Years** (13 yrs Industry and 12 yrs Academic)

**Industrial**                      :    Worked for **13 years** (Aug 1990 to Aug 2003) in sales and marketing in **Johnson & Johnson Ltd.**

Job profile                      :    Coordinating with Govt.agencies  
Supervising and coordinating the sales team  
Conducting Market surveys  
Organizing training programmes for surgeons, OT& Admn. staff  
Participating workshops, seminars and trade exhibitions  
Organizing market development activities  
New product launching

Significant                      :    Qualified for TOP-10 MEMBER CLUB OF the country in 1993  
Achievements  
On achieving outstanding results, I have visited Bangkok (1994), Singapore (1997), Sidney (2001) and Sun City, South Africa (2002)

**Academic**                      :    **12 years** (Sept 2003 to till date) of teaching experience in Management studies.

**A)** I have been working as **Associate professor** in the Dept. of Marketing in GITAM Inst. Of Management – **GITAM University** **(June 2012 to till date)**

Class coordinator – MBA Programme  
Asst.Programme coordinator- MBA Programme  
coordinator-Certificate course in Sales-CRM –Suvarnabhoomi Real estates  
Co-convener-National Seminar-OPPORTUNITIES in RURAL MARKETING-21,22 Feb-2014

**B)** I have worked as **professor** and **Principal** in “Visakha Institute for Professional Studies” “(AICTE / Andhra University) Visakhapatnam, Andhra Pradesh.                      **(March 2010 to June 2012)**

**C)** I worked as **Associate professor** and **Head of the Dept.of Management Studies** in “Regency Institute of Technology “(AICTE / Pondicherry (central) University), yanam, near Kakinada, Andhra Pradesh.                      **(July 2008 to March 2010)**

- \* Member of library committee
- \* Member of Academic Council
- \* Chairman of quiz committee in RITZ KHAIZEN 09, a National Symposium conducted in March, 2009

**D)** I worked as **Associate professor** in the **Dept.of Management Studies** in “Noble Institute of Science and Technology “(AICTE / Andhra University), Visakhapatnam, Andhra Pradesh.

(Sept 2003 to June 2008)

Right from the inception of MBA course in NIST in 2003, I have taken the whole responsibility of running the programme effectively till Sept, 2006, as **Head of the Dept.**

- Administration : To carry out the day-to-day activities of MBA programme, effectively  
To coordinate with the director in preparing the AICTE reports  
To execute the personality development programmes of students  
To coordinate placement activities for students
- Events  
Organized : Organised "Achievers and Aspirants Meet" in 2004  
Organised "AZIONE" in 2005  
Organised an Industrial Tour of 12 days to Aurangabad, Pune and Chennai for 60 students of 2006-08 Batch in Dec, 2007.
- FDP : Participated Faculty Development Programme on "STRATEGIES FOR SUCCESS" at Alliance Business Academy, Bangalore.
- Subjects Taught** : Indian Business Environment                      Marketing Management  
International Busi. Environment                      Retail Management  
Perspectives of Management                      Services Marketing  
Advertising Management  
Consumer Behavior  
Strategic Management

**Participated in many Seminars and Conferences.**

- Research Guidance** : Guiding **SIX Ph.D.** scholars, at present.

(Dr.R .VENU GOPAL)