

Updated CV as of 30-Nov-2015

**Dr. SAKHA GANGADHARA RAMA RAO**

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**QUALIFICATIONS**

	<b>Degree</b>	<b>University</b>	<b>Year</b>	<b>Percentage</b>
<i>Research</i>	Ph.D.	Andhra	2008	Awarded
	M.Phil.	Andhra	2005	69.6
<i>Academic</i>	M.B.A.	Andhra	2008	60.3
	M.Com.	Andhra	2002	61.8
	B.Com.	Andhra	2000	61.8

**EXPERIENCE**

*Academic*

- ❖ Working as Assistant Professor in GITAM Institute of Management, GITAM University, Visakhapatnam from 03-06-2013 to till date.
- ❖ Worked as a Lecturer in School of Management Studies, Jawaharlal Nehru Technological University Kakinada, Kakinada from 02-08-2012 to 31-05-2013.
- ❖ Worked as Associate Professor in V.S. Lakshmi Institute of Computer Applications and Management Studies for Women, Kakinada from 12-11-2009 to 21-07-2012.
- ❖ Worked as a Lecturer in School of Commerce and Management, Dravidian University, Kuppam from 01-07-2008 to 11-11-2009.

**PUBLICATIONS**

*Text Book*

- ❖ 'Interactive Marketing', Himalaya Publishers, New Delhi, 2011.

*Articles*

- ❖ 'Consumer Interactions' with A Service Organization, Journal of Proficient, April, 2013.
- ❖ A Study on Women Consumer Problems In Kakinada City, Researchers World – Journal of Arts, Science and Commerce, Vol. IV, Issue – 3(2), July 2013. Impact factor of the journal is 0.479
- ❖ Visual Merchandising – A case study of Reliance Fresh, Bengaluru, GITAM Journal of Management, Vol.11, No.3, July – September 2013.
- ❖ Customers' Perception on Physical Facilities and Processes in Banks – A Case Study of State Bank of India, International Journal of Sales and Marketing Management Research and Development (IJSMMRD), Vol.1, Issue 1, March 2013. Impact factor of the journal is 1.9878.
- ❖ Land Line Consumer Problems and Perceptions on Telecom Services – A Study on Bharat Sanchar Nigam Limited, International Journal of Management and Business Research (IJMBR), 2 (4), 329- 340, Autumn 2012. Impact factor of the journal is 1.356.
- ❖ The Marketing of Banking Services: A Case Study on the State Bank of India, Services Marketing, 2/e, Pearson Education, New Delhi, 2011.
- ❖ Interactive Marketing in State Bank of India – A Case Study, GITAM Journal of Management, Vol.1, No.2, April-June 2010.
- ❖ Interactive Marketing – strategic path to success, NIST Journal of Management, Vol.1, No.1,

Jan – June 2007.

- ❖ Public Distribution System – A case study of Visakhapatnam District, Consumer Protection in India, Kalyani Publishers, New Delhi, 2006.

#### **PAPERS PRESENTED**

- ❖ A study on Women Consumer Problems in Kakinada City, National Seminar on ‘Women Consumer Problems’ on August 27<sup>th</sup> and 28<sup>th</sup> 2012 organised by Montessori college of Vijayawada in association with Centre for consumer studies, Indian Institute of Public Administration, New Delhi.
- ❖ Corporate Governance and Business Ethics, National Seminar on ‘Corporate Governance Practices in India’ during August 1<sup>st</sup> & 2<sup>nd</sup>, 2007, organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam.
- ❖ Public Distribution System – A Case Study of Visakhapatnam District, National Seminar on ‘Consumer Protection in India’ during October 8<sup>th</sup> & 9<sup>th</sup>, 2004 organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam.

#### **SEMINARS/CONFERENCES/WORKSHOPS ATTENDED**

- ❖ 37<sup>th</sup> Faculty Development Programme from 8<sup>th</sup> June 2015 to 26<sup>th</sup> September 2015 organised by Indian Institute of Management, Ahmedabad.
- ❖ National workshop on “The Changing face of financial reporting under IFRS era” on 13<sup>th</sup> March, 2015 organised by VSM College, Ramachandrapuram.
- ❖ National seminar on ‘Women Consumer Problems’ on August 27<sup>th</sup> and 28<sup>th</sup> 2012 organised by Montessori college of Vijayawada in association with Centre for consumer studies, Indian Institute of Public Administration, New Delhi.
- ❖ ‘Research Methodology in Social Sciences’ on 5<sup>th</sup> December, 2010 organised by VSM College, Ramachandrapuram.
- ❖ ‘Innovative Teaching Techniques in Quality Education’ sponsored by NAAC, Bangalore on 23<sup>rd</sup> January, 2010 organised by Ideal College of Arts and Sciences, Kakinada.
- ❖ National Seminar on ‘Corporate Governance Practices in India’ during August 1<sup>st</sup> & 2<sup>nd</sup>, 2007 organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam.
- ❖ ‘59<sup>th</sup> All India Commerce Conference’ during December 28<sup>th</sup> to 30<sup>th</sup>, 2006 organized by UGC, Andhra University, Visakhapatnam.
- ❖ National Seminar on ‘Consumer Protection in India’ during October 8<sup>th</sup> & 9<sup>th</sup>, 2004 organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam.

#### **PERSONAL PROFILE**

Father’s Name	:	S.V.V. Satyanarayana
Date of Birth	:	20-08-1979
Gender	:	Male
Nationality	:	Indian
Marital Status	:	Married
Address for correspondence	:	Dr. S. G. Rama Rao Assistant Professor GITAM Institute of Management

## REFERENCES

Prof. K. Rama Mohana Rao  
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Andhra University  
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Sri Krishnadevaraya Institute of Management  
Sri Krishnadevaraya University  
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## DECLARATION

I hereby declare that all the information mentioned above is true to the best of my knowledge.

**(S. GANGADHARA RAMA RAO)**