

Dr Sudha Mavuri

Ph.D, M.Phil, MA (Economics), MBA (Marketing)

Contact No: (0091) 9866757779 ♦ Email: drsudhamp@gmail.com

Address for Correspondence – 55-14-55/ APSEB Colony/

Seethammadhara/Visakhapatnam

Andhra Pradesh/INDIA-530013

Faculty in Economics

A faculty in Economics, Banking and Management and has got 20 years of teaching and research experience. Hold a Doctorate in Economics and MBA in Marketing from Andhra University, India. Over these years I have taught various subjects for undergraduates and post graduates.

Subjects taught:

Economics - Micro Economics, Macro Economics, Business Economics, Managerial Economics, Growth Theories, Environmental Economics, Cost - Benefit Analysis and Project Appraisal.

Banking - Banking Theory & Practice, Money Banking and Credit Management, Central Banking and Commercial Banking, Banking and Financial Products.

Marketing – Principles of Marketing Management, Consumer Behavior and Market Research and Services Marketing.

General Management - Business Environment, Entrepreneurship & Small Industries, Principles of Management, International Business Environment, Business Ethics and Corporate Social Responsibility, Environmental Management System.

Areas of research:

- ✓ Economics (consumer behavior and environmental economics),
- ✓ Marketing
- ✓ Financial Products

Broad **scopes of responsibility** in addition to **teaching** and **National and International Publications** are:

- ♦ Guiding Research and Summer Projects
- ♦ Content Development
- ♦ Resource person for FDWs

ACADEMIC PROFILE

- 2002 - **Ph. D. in Economics** , Andhra University, India.
- 1994 - **M .Phil in Economics** , Osmania University, India.
- 1988 – 1990 - **Master of Arts (Economics)**, Osmania University, India.
(Specialisation : Econometrics)
- 1985 – 1988 - **Bachelor of Arts (HEP)**, Osmania University, India.
- 2008 - **MBA - Marketing**, Andhra University, India

SELECTED ACHIEVEMENT HIGHLIGHTS

- ◆ **National Level Resource Person** during the period 2004 to 2010 for all 140 Icfai National Colleges across India for the subjects - **Economics and Banking**.
- ◆ **Deputy Supervisor for M. Phil** of Madhurai Kamaraj University, India.
- ◆ **Written lessons of Environmental Economics** for PG Diploma in Environmental Studies Course of School of Distance Education, **Andhra University, Visakhapatnam** and **Managerial Economics** of Management course for Distance School of Learning, **GITAM University, Visakhapatnam** and **Managerial Economics unit – Healthcare Economics** for Distance Learning - **ICFAI University**.
- ◆ Received an award for **Best Student in Economics**, Osmania University, 1987-88.
- ◆ **Presented and published papers in National and International Conferences**
- ◆ **Three International Journal Publications – World Journal of Social Sciences, March 2011, Asia Pacific Journal of Research, October 2014 and European Journal of Economics, Finance and Administrative Sciences, March 2015.**
- ◆ **One research paper published in edited book, Serial publications in the year 2004** along with various national and international seminar paper publications.

PROFESSIONAL EXPERIENCE

Current Position

GITAM Institute of Management, GITAM University, Visakhapatnam

ASSISTANT PROFESSOR

Since July 2015

- ◆ Teaching of Business Economics for BBA, B.Com (Hons), BBA (Business Analytics)
- ◆ Teaching Micro and Macro Economics for BBA (LLB) and BA (LLB) in GITAM School of Law
- ◆ Developing content of Managerial Economics for management courses for School of Distance learning for GITAM University and ICFAI University.

Previous Experience:

VISITING FACULTY

GITAM University and Andhra University, Visakhapatnam, INDIA

June 2013 to June 15

- ◆ Teaching Macro and Micro Economics for BA, LLB and BBM courses in GITAM and Andhra University.

Andhra University, Visakhapatnam

- ◆ Teaching Indian Economic Policy for LLB (5 years) course, Ambedkar College of Law, Andhra University.
- ◆ Teaching Cost-Benefit Analysis and Project Appraisal for Integrated (MS) Economics (5 years), School of Economics, Andhra University.

CMT-Centre for Management and Technology, Vizag

June 2010 – July 2013

ASSOCIATE PROFESSOR

- ◆ Joined CMT in June, 2010, which was an emerging Corporate Business School and offers PGDM.
- ◆ Teaching all the batches of PGDM various courses related with economics, list includes Micro and Macro Economics, Consumer Behavior, Banking and Financial Institutes, Business Strategy and Entrepreneurship.
- ◆ **Instrumental in bringing out the prospectus of the first batch - 2011-13 and also designed curriculum for the course.**
- ◆ Initiated and **conducted many Student Empowerment Workshops** (In House and in other colleges).
- ◆ Thoroughly into **Training, Academic Leadership and Intellectual Capital Building.**
- ◆ Have organized various **Corporate Social Responsibility** Activities and **External Faculty Seminars.**

ICFAI (INC) – Visakhapatnam, A.P

2003-2010 April

SR.FACULTY | VICE PRINCIPAL (ACADEMICS) | IN-CHARGE CAMPUS HEAD

- ◆ **Prepared teaching kit** comprises of Lesson plans, PPTs, teaching notes for Money and banking for Banking and Financial Institutions - BFI course of INC
- ◆ **Reviewer** for Banking curriculum for BFI Course
- ◆ Motivated and **guided for about 300 post graduates and 30 members** of the staff; 5 departments and coordinated with the Regional Office and the Head Office.
- ◆ Led the team to higher performance which resulted in the campus being upgraded to Autonomous Placement Center.
- ◆ **Handled courses in MBA|BBA|B.COM|BFI:** Economics for Managers, Macro and Micro Economics and Global Business Environment, Commercial Banking and Central Banking, Money and Banking, Overview of Banking, Performance Appraisal and Reward Management System, Credit Management, Banking Service Operations and Current Affairs - National.
- ◆ Senior Faculty member promoted on fast track to Vice-Principal and then headed the Institute as In-Charge Principal for two academic years.
- ◆ Delivered results in terms of campus intellectual capital, scholarships, academic performance, admissions, placements, internship and projects.
 - Best Campus Leadership for Best Placement Team for the year 2006-07
 - Campus Leadership Award for Best Marketing Team of the Region for the campaigning years 2007 and 2008
 - Campus Leadership Award for Academic Excellence of the region for the years 2006-07 and 2007-08

Dr. L Bullayya Degree College

1999 - 2003

SENIOR FACULTY MEMBER

- Undertook classes for students of MBA, BBM and BA(Economics)
- Handled courses like Indian Economy, Indian Industrial Economy, Population Theories, Agricultural Economics, Managerial Economics, Macro Economics, Micro Economics, Banking Theory and Practice, Entrepreneurship and Small Scale Industries, Business Environment, and Self Awareness and Personality Development.
- **Supervised 150 projects of BBM Students.**

MIST Degree College

1995 - 1999

SENIOR FACULTY MEMBER

- Handled classes for B.Com and BBM Students
- **Supervised 60 projects** of BBM Students
- Handled courses like Indian Industrial Economy, Business Economics, Macro Economics, Micro Economics, Banking Theory and Practice and Business environment.

VISITING FACULTY

SIBM, Bangalore - Symbiosis International University

2013 February

- Taught Environmental Management Systems to the students of MBA.

School of Distance Education - Andhra University, Vizag

2004 Jan - Feb

- Taught Environmental Economics to the students of PGDEE.

Dr. L Bullayya Degree College, Andhra University, Vizag

2002 April – May

- Took classes for the students of MBA in Managerial Economics.

RBVRR Women's College, Osmania University, Hyderabad

1994 Feb

- Undertook classes on 'Theories of Growth' to students of M.A Economics.

PAPERS AND PUBLICATIONS

- ♦ Published a joint paper titled “Young educated people’s perception and factors influencing purchase intention/decision about Organic Food Products”, in **International Journal of Business and Administration Research Review** , **December, 2015**
- ♦ Published a joint paper titled “Vulnerability of Indian Health Insurance Industry to Frauds”, in **European Journal of Economics, Finance and Administrative Sciences, Issue 73, March 2015.**

- ◆ Published a joint paper titled “Art of identifying potential talent and leadership – the key to competitive advantage” in **Asia Pacific Journal of Research, Vol:1, Issue XVIII, October 2014.**
- ◆ Presented a paper on “*Tax Payers’ perception on the requirements of an effective tax system*” in **National Seminar on Centre State Relations, June 28th-29th 2013, Andhra University, Visakhapatnam, India**
- ◆ Presented a paper on “*Young educated people’s perception and factors influencing purchase intention/decision about Organic Food Products*” in **National Seminar on Marketing, February 2013, GITAM University, Visakhapatnam, INDIA**
- ◆ **Presented and published a paper on “Structural Transformation of Andhra Pradesh and Its scope to contribute to inclusive growth”, in Indian Economic Journal of AP’s Economy, IEA Conference, 2012, GITAM University, Visakhapatnam, India**
- ◆ Presented and Published a paper on “*Impact of Education and Income on Awareness Creation and Buying Decision in case of Solar Products in Visakhapatnam, INDIA*” in **Business and Social Science Research International Conference, Jan 3rd and 4th, 2011, Dubai, UAE**
- ◆ Presented a paper on “*Role of Top Ranked Marketing Journals to Promote Research in Service Marketing Findings from two decades of high class research*” in **International Conference and Colloquium on Excellence in Research and Education, 25 – 28 September 2010, IIM Indore, INDIA.**
- ◆ Presented a paper on “*Structural Changes in the AP Industry in terms of pollution Intensity*” in **AP Economic Association – XXIII Annual Conference, Nagarjuna University, February, 2007, Guntur, Andhra Pradesh, INDIA.**
- ◆ Presented a paper in a National seminar entitled “*Biomedical Waste Management - a Case study of Visakhapatnam*” conducted by **AP Economic Association, Andhra University, February, 2007** Visakhapatnam, February, 2005.
- ◆ Presented a paper in a National seminar entitled “*Does literacy lead to improved workforce participation? Changing Trends in Workforce participation across the nation with special emphasis on Literacy*” conducted by **Department of Economics, Andhra University, Visakhapatnam, September, 2005.**
- ◆ **Published a paper on “Structural Changes in the Indian Industry In terms of pollution Intensity” in book edited by Prof G. Ramachandrudu and Dr. M. Prasad Rao, Serial publications, 2004.**
- ◆ Presented a paper on “*Structural Transformation of AP’s Economy – Role of IT Industry*” at “**AP Economic Association – XXII Annual Conference**”, D.N.R. College, Affiliated to Andhra University, Bhimavaram, Andhra Pradesh, February, 2004.
- ◆ Presented a paper entitled “*Developments on Energy and CO2 Debate*” at National Seminar on “*Power, Violence and Society*” conducted by Academy of social science at its 26th **Social Science Congress in Andhra University, Visakhapatnam, January, 2002.**

- ◆ Presented a paper entitled “*Structural Changes in the Indian Industry and its Likely Impact on Environment*” Seminar on “*Indian Economy*” conducted by **Department of Economics, Andhra University, Visakhapatnam, 2000.**
- ◆ Presented a paper entitled “*Future of Man*” National Seminar on “*Population and Environment*” conducted by **Department of Economics, Andhra University, Visakhapatnam, December, 1998.**
- ◆ Presented a paper entitled “*Economic Costs of Effluent – A Case Study of Chemical and Drug Industries, Patancheru*”, National Seminar on ‘*Department and Environment Controversy in India*’ conducted by **Department of Economics, Berhampur University, Berhampur, January 1998.**

CURRENT RESEARCH WORK IN THE PROCESS OF PUBLICATION:

- Online consumer behavior

INDUSTRY PROJECTS

- ◆ Coordinated, supervised, collated data and completed five industry assignments for MARCH Market Research Consultancy, Hyderabad.
 - Nicholas Piramal Survey of Druggists and Chemists (Wholesalers and Retailers)
 - TV 9 Opinion POLL for 3 Districts (Visakhapatnam, Vizianagaram and Srikakulam) and TV 9 Viewers Survey of Visakhapatnam city
 - Modernization Project of Airport - Visakhapatnam
 - IOCL (Indian Oil Corporation Ltd.) Dealers Survey – Visakhapatnam

ADDITIONAL ROLES

Facilitator/Resource Person/Content Developer/ Rapporteur/ Coordinator/ Editor:

- ◆ Developed curriculum for PGDM course
- ◆ National Resource Person for Economics and Banking subjects at Icfai National College (INC)
- ◆ Conducted two each Faculty Development workshops in association with INC HQ for Economics and Banking.
- ◆ Resource person for two Business Research methods workshops at Kakinada INC and Rajahmundry INC in 2009
- ◆ Summer Internship Training and Management Research Study - extended assistance to both internship guides and student interns in designing questionnaires, collection of data, providing various sources of data, tabulation of the data, analysis of the data, report writing and presentations. Students were also

directed to do SIP as per the stipulations of INC. In this regard they were made to understand the difference between OJT and Survey, and they were also counseled on the importance of conducting a survey in place of study project, importance of collecting information about the company and industry on many fronts (especially from placement point of view). Also guided students for management thesis/management Research Study.

- ◆ Facilitator cum Resource person for Regional Workshop on Management Thesis conducted by INC Regional Office, Andhra Pradesh in 2008 October.
- ◆ Coordinator for Faculty Development Workshop conducted by MIST Degree College under the supervision of Andhra University in the year 1998-99 .
- ◆ Rapporteur for the 4th technical session on Agricultural trends in AP at “*AP Economic Association – XXII Annual Conference*”, D.N.R. College, Affiliated to Andhra University, Bhimavaram, Andhra Pradesh, February, 2004.
- ◆ Member of Placement Assistance Committee – Conducted Mock interviews for students; Organized many Guest lectures and Seminars
- ◆ Active organizing member for various activities and convener of student activities and the editorial Board Member of in-house magazine at MIST Degree College, ICFAI and CMT.

Coordinator for Social Responsibility Activities:

- ◆ Organized various Social responsibility activities (like Peace March, Blood donation Camps, Braille Slate Distributions to Blind, Distribution of various items in Orphanages and Home for the Aged) as In-charge Campus Head of **INC** Visakhapatnam under Alpha – INC Visakhapatnam Chapter and Director of **CMT**.
- ◆ Associated with **Maridi – A Biomedical Waste Treatment** Plant in conducting awareness programs in Srikakulam and Vizianagaram about hazards of biomedical waste and need for treatment of such waste, wherein they address a gathering of Doctors, RMPs and common public
- ◆ Coordinator and Resource Person for MIST Degree College to take part in State Government Movement of Clean and Green – **Janmabhoomi** in the year 1997-98
- ◆ Nominated Chairperson for **Gender Sensitization and Human Rights Committee** for Central Zone of INC. During the tenure conducted one workshop on Gender Sensitization and received and resolved two complaints.

Administrative Roles:

- ◆ Performance appraisals for faculty and non-teaching; member of recruitment panel and recruited faculty and non-teaching staff; involved in Question paper preparation; Mentor for Faculty Supervisors in guiding Management Thesis.

AWARDS | APPRECIATION

- Winner of *Salamathunisa Rolling Trophy* for the **Best student in Economics** in the year 1988, University College for Women, Osmania University.

- **Best Faculty in Economics** at National Economics Faculty Development Workshop conducted in the year 2004 by INC-ICFAI - HQ, India.

MEMBERSHIPS | SUBSCRIPTIONS

- ◆ Life Member of Indian Economic Association
- ◆ Life Member of Andhra Pradesh Economic Association
- ◆ Premium Member of Environment News Scan (Online)
- ◆ Member of SANDEE Online (**South Asian Network for Development and Environmental Economics**)
- ◆ Premium Member of Economist (Online)
- ◆ Member of McKinsey (Online)

PERSONAL DETAILS:

Married Name: Sudha Pappala (Name as per Passport)

Maiden/Birth Name : Sudha Mavuri

DOB : 30-08-1967 (as per SSC/10th Standard certificate)

Nationality : INDIAN

Citizen : INDIAN

Marital Status : Married

Passport No: H7514987

REFERENCES:

Prof. Prabha Panth, Retd. Professor in Economics, Osmania University, Hyderabad, INDIA.

Hand Phone:0091- 98493 77390, Email: p_panth@hotmail.com

Prof. Rokkam Sudharshan Rao, Retd. Professor in Economics, Andhra University, Visakhapatnam, INDIA.

Hand Phone:+919441032865, Email: srokkam@gmail.com

Mr. R. Prasad, Director, Academic Wing, ICFAI, Hyderabad-82, INDIA.

Hand Phone:0091-9848498253, Email id: rprasad@icfaiuniversity.in

Place: Visakhapatnam

(Dr. Sudha Mavuri)