

BIO DATA



Name : Kurma Himagiridhara Rao
Designation : Associate Professor , The Dept. of Business Administration
Mobile : 9014922620
Email id : kgiridharmba@gmail.com
Date of Joining : 01-07-2009
Experience : 13 years
Marital Status : Married
Languages Known : Telugu, English and Hindi
Qualification : M.B.A (Finance & Marketing)

Academic Qualifications

- Pursuing Ph. D from Acharya Nagarjuna University with Title **“Performance Evaluation and Influence of Customer Relationship Management in Retail Sector”**, A Study With Reference to Selected Retail Outlets of Smart Cities in Andhra Pradesh, India.

Achievements

- Qualified State Eligibility Test (APSET) in 2013 conducted by Osmania University on behalf of Andhra Pradesh State.
- Qualified Part-I exam in M. Phil in Acharya Nagarjuna University

Papers Handled : Management Process and Organization Behavior, Business Environment, Marketing Management, Entrepreneurship and Small

Business Management, Management Information Systems, Consumer Behaviour and Marketing Research, Financial Institutions and Markets, International Financial Management.

Evaluation Experience : P.G Valuation Work for all papers in MBA programme offered by various Constituent and Autonomous Colleges in Andhra Pradesh Paper Setting M.B.A Paper Valuation Work.

Paper Publications : 5 Papers published in various National Journals

Webinars attended : Attended for 2 National and State Level Webinars.

Seminars / Workshops : Attended in 9 National Level Seminars and 3 Workshops.

FDPs : Participated 7 National Level FDPs

NAAC work : Member of **TEACHING- LEARNING AND EVALUATION**–Criterion II

Other Details : Industrial Study Tours to the M.B.A Students.
Free ICET Coaching to the Prospective Students.
Career & Placement Guidance and Assistance.
Counseling to Academic Weaker Students.
Internship and Project Work Guidance.

Signature