

# Dr. K.S.Bose M.B.A ., Ph.D

## Communication Address:

Flat No- 402, 5<sup>th</sup> Floor  
Sairam Apartments,  
Maharanipaet, Near Varun Inox  
Visakhapatnam - 530002  
Andhra Pradesh (State)  
India  
Mobile No: +91 9133444155  
Email:- [ksbose@gvpcdpvc.edu.in](mailto:ksbose@gvpcdpvc.edu.in)  
[bosekgvp@gmail.com](mailto:bosekgvp@gmail.com)

## Present position:

**PRINCIPAL (,**  
**PROFESSOR & DIRECTOR**  
Department of Management Studies,  
Gayatri Vidya Parishad College for  
Degree & Post Graduate Courses.  
(Autonomous). Affiliated college of  
Andhra University.  
Endada, Rushikonda.  
Visakhapatnam (City) - 530045  
Andhra Pradesh (State), India

---

## CAREER SUMMARY:

A self-disciplined academician with over **Twenty-Six Years** of professional experience in lecturing, supervising, mentoring and research both at masters and doctoral level in the specialized knowledge of marketing management and entrepreneurship. A good communicator and able to effectively interact and consistently maintain good relations with students, parents, faculty, administrators, and industry.

## PRESENT STATUS:

**Principal (I/C) - Gayatri Vidya Parishad College for Degree & PG Courses (A)**  
**Director -** Department of Management Studies  
**Professor** of Marketing and Entrepreneurship (January 2014 to date -  
[https://www.gvpcdpvc.edu.in/mba/mba\\_hod.php](https://www.gvpcdpvc.edu.in/mba/mba_hod.php))  
**Dputy Director – G.Tai-Gal** (Traibal Research Initiative- <https://www.gtribal.in>)  
**Chairman –Entrepreneurship Development Center**  
**Member –** Faculty selection committee  
**Member –** New courses and Curriculum development committee  
**Member –** Career guidance and Placement committee  
**Research Supervisor -** Ph.D Scholors of Andhra University

## RESEARCH AREAS:

- Value Chain Analysis of Agricultural commodities
- Marketing of Fish and fish products
- Consumer Behaviour
- Service quality assessment and Management
- Marketing Strategy Formulation and Execution
- Entrepreneurship and Small Business Management.

## Doctoral Thesis Supervised and Awarded till date: TWO

1. Submitted Doctoral Thesis entitled “*A study on the Perceptions of Trainees towards Skill Development Programs organized under CSR Activities of RINL, Visakhapatnam, Andhra Pradesh*” by Ms.D.Uma Sundari on 28/03/2022 and been awarded on 12-09-2023.

2. Submitted Doctoral Thesis entitled “Change *Management Practices in State Bank of India – A study on Employees’ perception in Vizianagaram region, Andhra Pradesh.*” by Mr.T.Sai Prasad on 10/04/2022 and been awarded on 21-08-2023

#### **International Exposure:**

- ✓ Associate Professor, Department of Marketing Management, School of Commerce, College of Business and Economics, Addis Ababa University, Ethiopia for FOUR years.
- ✓ AICTE-UKIERI Technical Leadership Development Program organized with UK India Education Research Initiative
- ✓ Advising Doctoral students of School of Commerce, Addis Ababa University, Ethiopia
- ✓ Doctoral Thesis examiner for the scholars of University of South Africa (UNISA)

#### **FORMERLY:**

**Dean – Student Affairs**

**Chief Superintend - Examinations** (Masters and Undergraduate programs)

**Chief -Coordinator, Center for Women Entrepreneurship**

(Project funded by AICTE, under the Scheme of Entrepreneurship Development Cell, Ministry of HRD, Government of India)

**Member, Industry Institute partnership Cell**

(Project funded by AICTE, Ministry of HRD, Government of India)

**Head - Career Guidance and Placement Cell, Gayatri Vidya Parishad**

**Chief -Coordinator, Center for Retail Management, Gayatri Vidya Parishad**

#### **EDUCATION:**

**Doctor of Philosophy (Ph. D) - 2006**

Andhra University, Visakhapatnam, Andhra Pradesh, India

**Thesis Topic:** “Economics and Marketing of Marine Fisheries in India with special reference to Mechanized Fishing Boat Operators in Visakhapatnam Coast”

**Master of Business Administration (MBA) – 1994**

Osmania University, Hyderabad, Andhra Pradesh, India.

**Specialized in Marketing Management**

**Bachelor of Arts (BA) – 1991**

Osmania University, Hyderabad, Andhra Pradesh, India

**(With Public Administration, Political Science and History as Core Subjects).**

**CREDENTIALS:** Qualified in “National Eligibility Test for Lectureship” (NET) – 1995

(Accredited by University Grants Commission, Government of India.)

## **TRAINING PROGRAMS ATTENDED:**

### **➤ Trained faculty in AICTE-UKIERI Technical Leadership Development Program organized with UK India Education Research Initiative**

**UK India Education Research Initiative (AICTE-UKIERI):** UK India Education Research Initiative (UKIERI) was started in April 2006 with the aim of enhancing educational links between India and the United Kingdom.

The UKIERI is funded from the UK by the Department for Business, Energy and Industrial Strategy, Foreign and Commonwealth Office, British Council, Scottish Government, Welsh Government and the Department for Economy; and from India by the Ministry of Human Resource Development, Department for Science and Technology, Ministry of Skill Development and Entrepreneurship, University Grants Commission, and the All-India Council for Technical Education.

**About the Leadership and Faculty Development Program (LDP):** Leadership and Faculty Development form a strategic priority for both the countries- India and the UK -to encourage joint learning, share best practices and develop institutional mechanisms for sustained improvement. **The LDP focuses on:**

- Improving the quality of teaching and learning;
- Creating a mission statement and strategic plan for their institute/ polytechnic;
- Improving their employer engagement work;
- Integrating information technology into their teaching;
- Working with their staff to improve motivation and
- Bring about a measurable change/ enhancement in the respective area of engagement.

## **OTHER TRAINING PROGRAMS ATTENDED:**

<b>PERIOD</b>	<b>Program Duration, Title and Institution</b>
<b>May 2013</b>	Training program on “ <b>Teaching with cases and Case Writing Workshop</b> ” jointly organized by <b>Ivey Business School, Canada</b> and <b>Addis Ababa University, Ethiopia</b> .
<b>May 2007</b>	Fifteen days Staff Development Program on “ <b>Changing Paradigm in Teaching/ Learning and Research in Management Education</b> ” sponsored by AICTE, Government of India New Delhi held during 14th – 26th May, 2007, organized by Bharati Vidyapeeth University, Institute of Management and Research, New Delhi.India.
<b>July 2000</b>	Twenty-One days Faculty Development Program on “ <b>Teaching Methods in Management Education</b> ” sponsored by AICTE, Government of India, New Delhi held during 15th June – 05th July 2000, conducted by Department of Commerce and Management Studies, Andhra University, Visakhapatnam.

**PRESENT ROLE:** January 2014 to date: **Professor of Marketing and Entrepreneurship & Head – Department of Management Studies**

School of Management Studies,  
Gayatri Vidya Parishad College for Degree & Post Graduate Courses. (Autonomous).  
Affiliated College of Andhra University. Visakhapatnam, India.

**Major responsibilities include:**

- Designing the course structure/s for different courses/modules and lecturing it to the postgraduate students,
- Preparing student's study material as per the course outline.
- Advising undergraduate, master's and Ph.D thesis or Projects,
- Promote, carry out and publish professional research in niche areas,
- Developing entrepreneurial spirit among the students,
- Taking care of the students in "Career guidance" and "Counseling",
- Planning and organizing industrial visits and guest lectures.
- Taking up different administrative and academic activities of the school as well as the department.

**AREAS OF INTEREST :**➤ **TEACHING: Courses relating to:**

- **Marketing Management**
- **General Management and Entrepreneurship**
- **Supply Chain Management**

**Courses Handled:**

- **Marketing Management related courses:** Marketing Management - Theory and Practice, Sales Management, International Marketing, Services Marketing, Industrial Marketing, Retail Management, Logistics and Supply Chain Management, Marketing Channel Management, and Introduction to E-Marketing.
- **Management related courses:** Principles of Management, Strategic Management, Business Environment (Indian and International), Organizational Behavior and Organizational Management, International Business Management.
- **Agricultural Marketing related courses:** Agricultural Marketing, Marketing of Financial Products, Commodities Marketing, Rural Marketing,
- Entrepreneurship and Small Business Management.

**ACADEMIC EXPERIENCE: Twenty Four Years**

Period	Academic Rank	Institution	Location	Description
January 2014 to Till date	Professor	School of Management Studies, Gayatri Vidya Parishad College for Degree & Post Graduate Courses, (Affiliated to Andhra University)	Visakhapatnam INDIA	<i>*Designed the course structure for different modules and lecturing it to the Master's students, *Prepared student's study material as per the course outline. *Advised undergraduate and master's thesis or Projects, * Promoted professional research In niche areas and Promote research among the students and colleagues</i>

<b>October 2009 to January 2014</b>	<b>Associate Professor</b>	Department of Marketing Management, School of Commerce, College of Business and Economics, <b>AddisAbaba University.</b>	Addis Ababa <b>ETHIOPIA</b>	<i>*Designed the course structure for different modules and lecturing it to the Master's students,</i> <i>*Prepared student's study material as per the course outline.</i> <i>*Advised undergraduate and master's thesis or Projects,</i> <i>*Promoted professional research In niche areas.</i>
<b>March 2004 to October 2009</b>	<b>Associate Professor</b>	School of Management Studies, Gayatri Vidya Parishad College for Degree & Post Graduate Courses,( <b>Affiliated to Andhra University</b> )	Visakhapatnam <b>INDIA</b>	<i>*Delivered different courses relating to General Management and Marketing Management to MBA students,</i> <i>*Conducting and evaluating the Mid semester examinations,</i> <i>*Participated in the university examination evaluation</i> <i>*Master's thesis guidance and Evaluation.</i>
<b>January 1998 to February 2004</b>	<b>Assistant Professor</b>	School of Management Studies, Gayatri Vidya Parishad College for Degree & Post Graduate Courses,( <b>Affiliated to Andhra University</b> )	Visakhapatnam <b>INDIA</b>	<i>*Delivered different courses relating to General Management and Marketing Management to both BBM as well as MBA students,</i> <i>*Conducting and evaluating the Mid semester examinations,</i> <i>*Participated in the university examination evaluation</i> <i>*Master's thesis guidance and evaluation</i> <i>*Organized industrial/ field trips</i> <i>*Career guidance and job Placement support.</i>
<b>August 1996 to December 1997</b>	<b>Research Scholar</b>	Department of Commerce and Management Studies, <b>Andhra University</b>	Visakhapatnam <b>INDIA</b>	<i>*Actively involved in organizing different National and international seminars and workshops,</i> <i>*Organized different field works and industrial tours.</i>

### **INDUSTRY EXPERIENCE: Two Years**

<b>PERIOD</b>	<b>Executive Position, Institution and Responsibilities</b>
<b>July 1994 to June 1996</b>	<b>Marketing Executive, Fire Protection Equipment Division, Techno-Engineers Pvt. Ltd. Visakhapatnam.</b> (Techno-Engineers Pvt. Ltd is a one of the successful trading company which supplies specialised industrial products to different major and medium scale industries located in and around Visakhapatnam). Major responsibilities were: <ul style="list-style-type: none"> <li>• <i>Identifying the potential customers and approaching them</i></li> <li>• <i>Displaying and demonstrating different products</i></li> <li>• <i>Participating in industrial biddings.</i></li> </ul>

**ADMINISTRATIVE EXPERIENCE:**

<b>PERIOD</b>	<b>Executive Position, Institution and Responsibilities</b>
<b>2024 to till date</b>	<b>Principal (I/C)</b> <b>Responsibilities include:</b> <ol style="list-style-type: none"> <li>1. Planning and development of the Institution</li> <li>2. Setting the departmental goals and leading to attain it.</li> <li>3. Identifying the new opportunities to start new programs</li> <li>4. Staffing the teaching and non teaching positions</li> <li>5. Monitoring the attainment levels of all departments</li> <li>6. Development of physical and virtual infrastructure</li> <li>6. Planning and development of good work systems and practices</li> <li>7. Coordination with Governing Body Members to plan for further development</li> <li>8. Maintaining good rapport with all stakeholders of the institution</li> <li>9. Planning and Obtaining Accreditations</li> </ol>
<b>2024 to till date</b>	<b>Director- MBA Programs</b> <b>Responsibilities include:</b> <ol style="list-style-type: none"> <li>1. Oversees the planning and development of the MBA Program/s in line with institution</li> <li>2. Setting the departmental and individual goals and monitor these goals attainment levels</li> <li>3. Training the young faculty</li> <li>4. Planning to start new programs and courses</li> <li>5. Guiding the faculty towards their research and consulting capabilities</li> <li>6. Identifying and inviting the talented faculty for different positions</li> <li>7. Built network with industry</li> <li>8. Developing good work eco system in the department.</li> <li>9. Planning and Obtaining Accreditations</li> </ol>
<b>2020 - 2024</b>	<b>Head of the Department – MBA Programs</b> <b>Responsibilities include:</b> <ol style="list-style-type: none"> <li>1. Planning and development of the MBA department</li> <li>2. Setting the goal for individual faculty in order to attain department goals.</li> <li>3. Conduction of Board of Studies (BoS)</li> <li>4. Training the young faculty in teaching and research</li> <li>5. Planning to incorporate new courses</li> <li>6. Planning and allocation of work load and scheduling the class work</li> <li>7. Monitoring student performance and discipline</li> <li>7. Maintain good relations with all stakeholders</li> <li>8. Developing good work culture in the department.</li> </ol>
<b>2014 - 2020</b>	<b>Dean , Student Affairs</b> <b>Responsibilities include:</b> <ol style="list-style-type: none"> <li>1. Coordinating the sports and games activities.</li> <li>2. Coordinating the activities of culture and cocurricular activities other than sports and games</li> <li>3. Management of hostels.</li> <li>4. Mentoring and students discipline.</li> <li>5. Co-ordinate the NCC and NSS activities</li> <li>6. Correspond with Parents or Guardians of Students about their progress and individual problems and welfare.</li> </ol>

<p><b>August 2007 To October 2009</b></p>	<p><b>Chief Coordinator, Center for Retail Management.</b> (Center for Retail Management has been established by the department of Management studies, Gayatri Vidya Parishad College for Degree &amp; Post Graduate Courses, Andhra University, to offer specialized and short term courses like):</p> <p>1) Certificate Course on Retail Management (Three months), 2) Diploma in Retail Management (Six months) and 3) Advanced Diploma in Retail Management (One year)</p> <p><b>Responsibilities include:</b></p> <ul style="list-style-type: none"> <li>• Educating and Motivating the students to enroll in these programs</li> <li>• Designing the program structure</li> <li>• Designing the course outline</li> <li>• Identifying resource personnel to handle different courses and</li> <li>• Lecturing different courses relating to Retail management</li> </ul>
<p><b>March 2009 to October 2009</b></p>	<p><b>Chief -Coordinator, Center for Women Entrepreneurship</b> (Project funded by AICTE, under the Scheme of Entrepreneurship Development Cell, Ministry of HRD, Government of India), Gayatri Vidya Parishad College for Degree &amp; Post Graduate Courses, Andhra University, Visakhapatnam,</p> <p><b>The main objectives of this project: To inculcate the entrepreneurship in the minds of both technical as well as non-technical students.</b></p> <p><b>The main activities carried out were:</b></p> <ul style="list-style-type: none"> <li>• Appointed the Core Staff as per the guidelines of AICTE</li> <li>• Constitution of Advisory Board as per the AICTE guidelines</li> <li>• Conducting First meeting of the Advisory Board</li> <li>• Designing and conducting Awareness/ Development Programs on full time/part-time basis for final year students, alumni, educated unemployed and working professionals.</li> <li>• Participated as a resource person (Trainer) in Entrepreneurship Awareness and Development Programs</li> <li>• Designed a training program on marketing skill up gradation for Small and Cottage entrepreneurs and</li> <li>• Prepared a road map to establish a good linkage between industry and institute.</li> </ul>
<p><b>March 2009 to October 2009</b></p>	<p><b>Member, Industry Institute partnership Cell</b> (Project funded by AICTE, Ministry of HRD, Government of India) Gayatri Vidya Parishad College for Degree &amp; Post Graduate Courses, Andhra University, Visakhapatnam.</p> <p><b>The objective of the IIP Cell is to reduce the gap between industry expectations (practice) and academic offerings (theory) by direct involvement of industry to attain synergy.</b></p> <p><b>The main activities carried out were:</b></p> <ul style="list-style-type: none"> <li>• Designed and conducted Personality development workshop/s for students relating with soft skills and</li> <li>• Identifying potential employers, approaching them and inviting for the campus recruitment activities.</li> </ul>

<b>March 2003 to October 2009</b>	<p><b>Head, Career Guidance and Placement Cell,</b> Department of Management Studies, Gayatri Vidya Parishad College for Degree &amp; Post Graduate Courses, Andhra University.</p> <p><b>The main activities carried out were: (Related to MBA &amp; BBM students only)</b></p> <ul style="list-style-type: none"> <li>• Identifying potential employers, approaching them and inviting them for the campus recruitment activities.</li> <li>• Designed and conducted orientation sessions to the students towards campus recruitment process/s.</li> <li>• Designed short term training programs and invited expert's trainers to train the students on different soft skills.</li> <li>• Collected the student's data to design and print the Placement broacher (Soft &amp; Hard copies)</li> <li>• Taken care of circulation of the Placement broacher to almost all firms in India.</li> <li>• Inviting different colleges to take part in the campus recruitment activities</li> <li>• Established well equipped placement cell in the college and</li> <li>• Established good network with different firms as well as colleges in the state of Andhra Pradesh and outside too.</li> </ul>
<b>March 2007 to October 2009</b>	<p><b>Training and Placement Officer Career Guidance and Placement Cell</b> Gayatri Vidya Parishad College for Degree &amp; Post Graduate Courses, Andhra University, Visakhapatnam</p> <p>In March 2007, I had been promoted as a Training and Placement Officer for the entire college in which the out going students per year were around 1500.</p> <p><b>The activities were the same as specified above but the scale of operations were high.</b></p>
<b>July 2003 to April 2005</b>	<p><b>Class Mentor, MBA (2003-05 Academic batch)</b> <b>The main activities carried out were:</b></p> <ul style="list-style-type: none"> <li>• Preparation of class schedule / Time table</li> <li>• Class adjustments when it is required</li> <li>• Preparation of monthly student attendance and communicating to the parents/guardian.</li> <li>• Scheduling the midterm examinations</li> <li>• Communicating the midterm examination grade to the parents and</li> <li>• Identifying the laggards and scheduling the extra classes</li> </ul>
<b>July 2001 to April 2003</b>	<p><b>Class Mentor, MBA (01-03 Academic batch)</b> <b>The main activities carried out were:</b> Same as specifies above</p>
<b>July 1996 to Oct 2009</b>	<ul style="list-style-type: none"> <li>• Member in various internal administration committees.</li> <li>• Actively involved in Preparation of periodical reports of the department as required by AICTE, UGC and Andhra University.</li> </ul>

#### **VISITING FACULTY:**

<b>PERIOD</b>	<b>Institution and Courses Taught</b>
---------------	---------------------------------------



<b>December 2014 to January 2014</b>	<b>Jigjiga University, Somali Region, Ethiopia.</b> Master of Business Administration, (Offered courses – Advanced Marketing Management and International Business Management )
<b>December 2013 to January 2014</b>	<b>St. Mary's University College, Addis Ababa.</b> (Offered courses – Agricultural Marketing)
<b>October 2009 To January 2014</b>	<b>Indira Gandhi National Open University, Addis Ababa Center, Ethiopia.</b> (Offered courses in MBA Programme, – Indian Business Environment, International Business Environment and Export procedure and Documentation )
<b>September 2010 to Feb 2011</b>	<b>University of Greenwich, International Leadership Institute , Addis Ababa, Ethiopia.</b> (Offered course - International Marketing Management and Operations)
<b>June 2005 to October 2009</b>	<b>Indira Gandhi National Open University, India Indian Naval Eastern Command Center, Visakhapatnam.</b> (Offered courses – General Management, Marketing for Managers and Business Environment )
<b>March 2007 to October 2009</b>	<b>B.R. Ambedkar University Study Center, Visakhapatnam</b> (Offered courses – General Management Marketing Management for Managers and Business Environment )
<b>June 2004 to June 2006</b>	<b>Gayatri Vidya Parishad College of Engineering, Visakhapatnam</b> (Offered course – Fundamentals of Management)

#### **SHORT TERM TRAINING PROGRAMS DESIGNED AND OFFERED:**

<b>Institution</b>	<b>Training Programs designed and offered</b>
<b>Indo – German Institute of Advanced Technology</b> (Project funded by GTZ, Germany , Government of India and Gayatri Vidya Parishad), <b>Visakhapatnam, India.</b>	<ul style="list-style-type: none"> <li>• Entrepreneurship skills and Development</li> <li>• Leadership Skills and Management Development</li> <li>• Business and Marketing Strategy Formulation</li> </ul>
<b>Gayatri Vidya Parishad College of Engineering, Visakhapatnam, India.</b>	<ul style="list-style-type: none"> <li>• Career Planning and Personality Development Skills</li> <li>• Entrepreneurship skills and Development</li> <li>• Team Building /Development</li> </ul>
<b>Gayatri Vidya Parishad Degree College, Visakhapatnam, India.</b>	<ul style="list-style-type: none"> <li>• Career Planning and Personality Development Skills</li> <li>• Entrepreneurship skills and Development</li> <li>•</li> </ul>
<b>Vishnu College of Engineering, Bhimavaram, India</b>	<ul style="list-style-type: none"> <li>• <b>Career Planning and Personality Development Skills</b></li> <li>• <b>Team Building/Development</b></li> </ul> <p>(Offered short term training program to the students of more than Twenty engineering colleges located at various cities and towns of Andhra Pradesh during 2006 -07, as a representative of <b>Indo – German Institute of Advanced Technology (Project funded by GTZ, Germany , Government of India and Gayatri Vidya Parishad), Visakhapatnam, India.</b>) (To mention a few colleges)</p>
<b>Gayatri Vidya Parishad College of Engineering, Visakhapatnam, India</b>	
<b>SRKR College of Engineering, Bhimavaram, India</b>	
<b>MVJR College of Engineering, Vijayanagaram, India</b>	
<b>Anil Neerukonda Institute of Technology, Visakhapatnam, India</b>	<ul style="list-style-type: none"> <li>• <b>Career Planning and Personality Development Skills</b></li> <li>• <b>Team Building/Development</b></li> </ul> <p>(Offered short term training program to the students of more than Twenty engineering colleges located at various cities and towns in</p>
<b>Raghu Engineering College, Visakhapatnam, India</b>	
<b>Vignan College of Engineering, Visakhapatnam, India</b>	

	Andhra Pradesh during 2006 -07, as a representative of <b>Indo – German Institute of Advanced Technology (Project funded by GTZ, Germany , Government of India and Gayatri Vidya Parishad), Visakhapatnam, India.)</b>
--	--

#### **SEMINARS / SYMPOSIUM ORGANISED:**

<b>Institution</b>	<b>Role and Title of the Seminar/Symposium</b>
<b>Department of Management Studies</b> Gayatri Vidya Parishad College for Degree & Post Graduate Courses, Andhra University, Visakhapatnam.	<b>Panelist - Panel discussion on Draft National Educational Policy of India -2019 on 13<sup>th</sup> August 2019</b>
<b>Department of Management Studies</b> Gayatri Vidya Parishad College for Degree & Post Graduate Courses, Andhra University, Visakhapatnam.	<b>Coordinator,</b> (Planned and Organized symposium to both MBA and BBM students of various colleges affiliated to Andhra University.) <ul style="list-style-type: none"> <li>• Symposium on “Research Methodology and Report Writing” May, 2009</li> <li>• Symposium on “Research Methodology and Report Writing” May, 2008.</li> <li>• Symposium on “Research Methodology and Report Writing” May, 2007.</li> </ul>
<b>Gandhian Center for Human Excellence,</b> (Project funded by University Grants Commission, Government of India)	<b>Member,Organizing Committee.</b> National seminar on “Gandhian Philosophy for Peaceful co-existence” organized by, Gandhian Center for Human Excellence, Gayatri Vidya Parishad College for Degree and PG Courses, Visakhapatnam., 29th Feb & 1st March 2008.
<b>Department of Management Studies</b> Gayatri Vidya Parishad College for Degree & Post Graduate Courses, Andhra University, Visakhapatnam.	<b>Coordinator, Technical Session II,</b> National Seminar on “Talent Management for Corporate Excellence”, organized by Department of Management Studies, Gayatri Vidya Parishad college for Degree and PG Courses, 3-4 March,2008.
<b>Department of Management Studies</b> Gayatri Vidya Parishad College for Degree & Post Graduate Courses, Andhra University, Visakhapatnam.	<b>Rapporteur,Technical Session IV,</b> National Seminar on “Talent Management for Corporate Excellence”, organized by Department of Management Studies, Gayatri Vidya Parishad college for Degree and PG Courses, 3-4 March,2008.
<b>Department of Management Studies</b> Gayatri Vidya Parishad College for Degree & Post Graduate Courses, Andhra University, Visakhapatnam.	<b>Member,Organizing Committee.</b> National seminar on “ Corporate Governance- Contemporary Issues and Challenges “ organised by Department of Management Studies, Gayatri Vidya Parishad College for Degree & Post Graduate Courses, Andhra University, Visakhapatnam – February 2006
<b>Gayatri Vidya Parishad and Committee of Hosts,</b> Visakhapatnam	<b>Member,Organising Committee.</b> Seminar on “Development of Professionals – Challenges, Approaches and Strategies”, Organised on the occasion of felicitation to Prof.T.N.Murthy, Committee of Hosts and Gayatri Vidya Parishad, Visakhapatnam, 29 <sup>th</sup> October 2005.

#### **OTHER ACHEVEMENTS:**

<b>Institution</b>	<b>Role and Title of the activity/Event</b>
<b>Department of Management Studies</b> Gayatri Vidya Parishad College for Degree & Post	<b>Incharge faculty, Market Makers</b> (A Business Game relating to the Marketing) during the national level management student meet – Asthra, which was organized by the department of Management

Graduate Courses, Andhra University, Visakhapatnam.	Studies, Gayatri Vidya Parishad College for Degree and PG Courses, 22-23 December, 2005.
<b>Department of Management Studies</b> Gayatri Vidya Parishad College for Degree & Post Graduate Courses, Andhra University, Visakhapatnam.	<b>Incharge faculty,</b> Planned and Organized a national level Industrial Study Tour successfully for BBM (2001-2004) batch.
<b>Department of Management Studies</b> Gayatri Vidya Parishad College for Degree & Post Graduate Courses, Andhra University, Visakhapatnam.	<b>Incharge faculty,</b> Planned and Organized a national level Industrial Study Tour successfully for MBA (1999-2001) batch.
<b>Department of Management Studies</b> Gayatri Vidya Parishad College for Degree & Post Graduate Courses, Andhra University, Visakhapatnam.	<b>Incharge faculty,</b> Planned and Organized a national level Industrial Study Tour successfully for MBA (1998-2000) batch.

#### **OTHER PROFESSIONAL ACTIVITIES INVOLVED:**

<b>Institution</b>	<b>Role and Title of the activity/Event</b>
<b>Ethiopian journal of Business and Economics, Ethiopia</b>	<b>Reviewer , December,2009 to date (Edited many scientific articles)</b>
<b>Department of Marketing Management, Haramaya University, Ethiopia.</b>	<b>External examiner and evaluator to the masters thesis – 2010 - 14</b>
<b>Department of Marketing Management, Adama University, Ethiopia.</b>	<b>External examiner and evaluator to the masters thesis – 2010 - 14</b>

#### **MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS:**

- ❖ Member, Ethiopian Marketing Professionals Association, Addis Ababa, Ethiopia
- ❖ Life Member, Indian Institute of Public Administration, New Delhi, India
- ❖ Life Member, The Society for Fisheries Economics and Development, Hyderabad, India
- ❖ Life Member, National Institute of Personnel Management, Kolkata, India
- ❖ Life Member, A.P. Economic Association, Hyderabad, India
- ❖ Member, Confederation of Indian Industries (CII), Visakhapatnam Chapter, India

#### **CONSULTANCY PROJECTS UNDERTAKEN:**

#### **ON GOING PROJECTS:**

<b>Funding agency</b>	<b>Title of the project</b>	<b>Grant amount in INR</b>
<b>G-Trai-Bal</b>	Base line study on socio economic status of Traibal household in ITDA Paderu region	INR. 5,00,000/-
<b>COMPLETED PROJECTS:</b>		
<b>Funding agency</b>	<b>Title of the project</b>	<b>Grant amount in INR</b>
NTPC- Simhadri , Visakhapatnam	Third Party Audit of School Toilets constructed under Swachh Vidyalay Abhiyan – 2021	INR.3,87,442/-
WASHi-Sarapaka Bhadrachalam	Solid Waste Management Practices in Bhadradi Kothagudem District of Telangana - 2021	INR.2,40,000/-
WASHi-Sarapaka Bhadrachalam	Solid Waste Management Practices -2020-21	INR.70,000/-
Visakhapatnam Port Trust, Visakhapatnam	Skill need analysis for competency development among the local communities in order to chive sustainable livelihood in the city of Visakhapatnam - 2015	INR. 1,10,000/-
Gayatri Vidya Parishad Medical College	Planning and Establishing different managerial polices and practices to provide proper health care services to the needy people. – 2015	INR. 2.40,000/-
University Grants Commission, Government of India, New Delhi.	“Value Chain Analysis of Sea Food Products in Andhra Pradesh“ under the Scheme of Major Research Project. – 2009.	INR. 5,29, 000/-
PEM GmbH, Germany.	“ Study on Potentiality for establishment of Training Tool Room at Indo - German Institute of Advanced Technology,Visakhapatnam “ – 2009	INR. 45,000/-
GREEN CASCADES Bio-Tech Pvt Ltd. Visakhapatnam	Marketing research and development of Marketing Strategies for GREEN CASCADES Bio-Tech Pvt Ltd. (A horticulture firm) – 2007	INR. 10,000/-
GTZ - PEM GmbH, Germany.	<b>Marketing Consultant:</b> Developing and Executing the Marketing Strategy for Indo German Institute of Advanced Technology((A Joint Project of German Government (GTZ), Government of Andhra Pradesh and Gayatri Vidya Parishad), Visakhapatnam.) - 2006	INR. 1,80,000/-
University Grants Commission, Government of India, New Delhi	“Critical Appraisal of Women Entrepreneurs Problems in Visakhapatnam District” under the Scheme of Minor Research Project.- 2004	INR. 60,000/-
M/S Globarena Pvt. Ltd	Market research for MERCK (I) LTD (Merck (I) Ltd is a pharmaceutical company) - 2004	INR. 10,000/-
Department of Management Studies, Gayatri Vidya Parishad	“Economics and Marketing of Marine Fisheries of India – A case study of Mechanized Fishing Boat Operators in Visakhapatnam” – 2003 (Thesis submitted to Andhra University for the award of Doctor of Philosophy in 2003)	INR. 25,000/-
GTZ - PEM GmbH, Germany.	Study to analyse the Potentiality to establish a Mini Tool Room at Visakhapatnam, Indo - German Institute of Advanced Technology.- 2003	INR. 10,000/-

## **PUBLICATIONS:**

### **Books published: FIVE**

1. ***“Fundamentals of Marketing”*** - ISBN No:978-93-91117-24-5, Shree Publishing House, Andhra Pradesh
2. ***“Entrepreneurship Development”***- ISBN No:978-81-951661-8-3, Shree Publishing House, Andhra Pradesh
3. ***“Marketing Management” –Concepts & Cases*** - ISBN No:978-93-5202-857-3, Himalaya Publishing House, Mumbai.
4. ***“Medium and Small Enterprises Management”*** - ISBN No:978-93-5273-733-8, Himalaya Publishing House, Mumbai.
5. ***“Value Chain Analysis of Marine Products of Andhra Pradesh”*** – ISBN No:978-93-85100-37-6, Paramount Publishing House, Hyderabad.

### **Books accepted for publication: One**

1. ***“Digital Marketing – Concepts and cases in Indian context”*** – Viranda Publishing House, Chennai (In review and Plagiarism check)

### **Articles published : Twenty Six**

1. ***“A Study on Employee Welfare Measures with Reference to Coromandel International Limited, Visakhapatnam”*** 1st National Conference Proceedings on Design Thinking: Trans-Disciplinary Challenges & Opportunities ISBN: 978-93-5917-000-8
2. ***“Growth Challenges for MFIs in India”*** 1st National Conference Proceedings on Design Thinking: Trans-Disciplinary Challenges & Opportunities ISBN: 978-93-5917-000-8
3. ***“Learning to Research: Interventions of Kolb's Learning Style to Design Evidence-Based Pedagogy”*** 1st National Conference Proceedings on Design Thinking: Trans-Disciplinary Challenges & Opportunities ISBN: 978-93-5917-000-8.
4. ***“Customer's perception towards Technological Change Initiatives w.r.t State Bank of India - A descriptive study”***, Journal of Interdisciplinary Cycle Research, Volume XIV, Issue III, March/2022 (UGC Care Approved Group-II Journal), ISSN NO: 0022-1945, Page No: 42-60.
5. ***“Change management and its impact on employees - (a study on banking sector with special reference to state bank of India”***, International journal of creative research thoughts – An international open access peer reviewed refereed journal, UGC Approved journal No:49023, ISSN:2320-2882, Volume 10, Issue: 3 , March 2022, Page No:936-946.
6. ***“Role of CSR in Sustainable Rural Development – A study on Saksham (Skill Development) program with reference to RINL, Visakhapatnam”***. Presented in National Conference(Virtual)on CSR towards Sustainable Development in India, 24th April 2021, Department of MBA, KL University, Vijayawada.

7. ***“ Corporate Social Responsibility Activities of Public Sector Units located in and around Visakhaapatnam, Andhra Pradesh: A review , Kala Sarovar Journal (UGC Care Group -1), Vol-23 No.04(ix), Oct – Dec 2020, ISSN: 0975-4520, Page No:97-102.***
8. ***“ Performance of Rythu Bazaars - A Qualitative analysis (with reference to Visakhapatnam city”, Asian Journal of Research in Business Economics and Management ,\_Vol. 6, No. 11, November 2016, pp. 45-52. ISSN 2249-7307, (Indexed in Ulrichs Periodicals Directory, USA ProQuest, U.S.A, J-Gate, EBSCO PUBLISHING,U.S.A , Cabell's Directories, Indian Citation Index DOI NUMBER:10.5958/2249-7307.2016.00054.2)***
9. ***Marketing of Marine Products in India with special reference to Visakhapatnam Coast of Andhra Pradesh, India..International Journal of Business and Administration Research Review., Volume-1 , Issue-7., December 2014., [E-ISSN: 02347-856X]***
10. ***“ Supply Chain Management Practices of Seafood Products”, Emerging Business Practices, edited by Prof. Svetlana Tatuskar, Prof. Shweta Maheshwari, Prof. Ritu Sinha, Dr. R. S. Ghosh. November 2012.***
11. ***“Value Chain Analysis of Seafood Products in Andhra Pradesh”, Journal of Fisheries Economics and Development, Vol.12, No.1, Jan-June 2011, pp 23-33. [ISSN: 2249-1074]***
12. ***“Andhra Pradesh Marine Fish Exports: Prospects and Problems”, Fishing Chimes, Vol.30, No.12, March 2011, pp 65 – 68. [ISSN: 0971-4529].***
13. ***“ Knowledge Management Practices in Unorganised Sector: A Special reference to Fisheries”, Knowledge Management in Indian Organizations: Challenges and the Road Ahead, edited by S.F.Chandra Sekhar, M.Kamalakar, B.S.Rao, C.Sudhakar, pp 28-35, published by Siva Sivani Press, Hyderabad, 2010. [ISBN 978-81-905242-0-7].***
14. ***“Analysis of costs and returns of Mechanized Fishing Boat Operations in India”*** article published in The Ethiopian journal of Business and Economics, Vol.I.No.2/December 2010, pp121-153.
15. ***“Problems and prospects on Marine fisheries exports of Andhra Pradeshy”*** Chepala Sandadi (Specilised monthly magazine published in regional language i.eTelugu ), Vol.1.No3-4, April 2010, pp 29-35.
16. ***Governemnt policies on Marine fisheries sector – A Review“*** Journal of Fisheries Economics and Development, Vol. XI, Number-1, Jan-June 20110, pp11-23.
17. ***“Determinants of Profession and Income of Women Fish Vendors – A study in Visakhapatnam City”*** Fishing Chimes, Vol. 29 No.4, July 2009, pp 34-37.
18. ***“Role of Market Intermediaries in Marine Fisheries Marketing in Visakhapatnam Fishing Zone”*** Paper published in South Asian Journal of Socio-Political Studies, 2008.(International Journal) Vol.9, Number-1, July-December 2008, pp58-62.
19. ***“Financial Management Practices of Mechanized Fishing Boat Operators in Visakhapatnam Coast – Results of Opinion Survey”, Journal of Fisheries Economics and Development, Vol. IX, Number-1, June 2008, pp21-34.***

20. ***“Socio-Economic Determinants of Mechanized Fishing Boat Operators : A case study of Visakhapatnam Coast***, Fishing Chimes, Vol. 27 No. 10& 11, Jan/Feb 2008, pp 66-69.
21. ***“CRM in Current Business”*** a presented at International Conference on Management held at NIRMA University, Ahmedabad, India, January 5-7, 2007. (Published in Conference proceedings).
22. ***“Corporate Governance and Information Technology”***, Corporate Governance-Contemporary Issues and Challenges, Kanishka Publishers, New Delhi, 2007, PP 110-115.
23. ***“Corporate Governance and Business Ethics in India”***, Corporate Governance-Contemporary Issues and Challenges, Kanishka Publishers, New Delhi, 2007, PP 186-199.
24. ***“Impact of New Foreign Trade Policy on agricultural Sector with selected reference to Market Access, Domestic Support and Export Subsidies”***, New Trade Policy and WTO Regime, Kanishka Publishers, New Delhi, 2005, PP 224-232.
25. ***“Impact of WTO reforms on Management Education in India – A Study”***, article publishes in the proceedings of a Three day National Seminar on **Development Experiences of Kerala with reference to Education and Health**, Atchutha Menon Government College, Trissur, Kerala, 16<sup>th</sup> – 18<sup>th</sup> December 2004.
26. ***“Attack on WTC and its Impact on Indian Stock Market”***, Impact of Events of September 11, 2001 in USA on The Indian Economy, Andhra University Publications, Visakhapatnam, 2003, PP 37-76.

#### **SEMINARS/CONFERENCES ATTENDED: TWENTY THREE**

1. ***Enhancing Sickle Cell Disease Eradication Monitoring and Management-A voice Enabled Mobile App Approach presented at National Conference on Sickle Disease and rare Genetic Disorders by central university of Rajasthan on September 7-9 2023***
2. ***Resilience and Stress Management: A Comprehensive Review and Practical Implications Article Presented in National Seminar On “Navigating the Future: Managerial Challenges in the VUCA Environment” Organised by GVP College for Degree and Post Graduate Courses. (Autonomous), Visakhapatnam., 10th and 11th November 2023.***
3. ***A study on VUCA era and its impact on online buying behavior of women in Visakhapatnam Article Presented in National Seminar On “Navigating the Future: Managerial Challenges in the VUCA Environment” Organised by GVP College for Degree and Post Graduate Courses. (Autonomous), Visakhapatnam., 10th and 11th November 2023.***
4. ***Oganising Committee member and Chired a technical session at a AICTE sponsored National Seminar on “Sustaining Quality in Management Education – Challenges and Imperatives” - GVP College for Degree and Post Graduate Courses. (Autonomous), Visakhapatnam., 21 and 22nd February 2014.***

5. ***“Business Education in India -An Integrated Approach for Quality Enhancemnet,*** Article presented in a NAAC sponsored national level seminar on **“The impact of quality assessment in higher education”** GVP College for Degree and Post Graduate Courses. (Autonomous), Visakhapatnam, 20th September 2009.
6. Attended ***“Talent Management for Corporate Excellence”, a National Seminar, School of Management Studies,*** G.V.P.College for Degree and PG Courses, Visakhapatnam, 3-4 March 2008.
7. ***“Corporate Social Responsibility- and Gandhian Philosophy,*** Seminar on **“Gandhian Philosophy for Peaceful co-existence”** organized by, Gandhian Center for Human Excellence, GVP College for Degree and PG Courses, Visakhapatnam., 29Feb &1 March 2008.
8. ***“Marketing Management and Gandhian Philosophy”,*** Seminar on **“Gandhian Philosophy for Peaceful co-existence”** organized by, Gandhian Center for Human Excellence, GVP College for Degree and PG Courses, Visakhapatnam., 29Feb &1 March 2008.
9. ***“CRM in Current Business”*** a presented at International Conference on Management held at NIRMA University, Ahmedabad, India, January 5-7,2007.
10. ***“Supply chain management - Strategies for competitive advantage”*** AICTE Sponsored national seminar on **Supply Chain Management as a Management Technique, AIMS, Visakhapatnam, 06-07 July, 2007**
11. Attended ***“Recommendations of the Twelfth Finance Commission”,*** a National Seminar, School of Economics, Andhra University, 20-21 March 2006.
12. ***“Corporate Governance and Information Technology”,*** Two Day UGC National Seminar on **Corporate Governance- for Building Global Competence,** School of Management Studies, G.V.P.College for Degree and PG Courses, Visakhapatnam, 15-16 March 2006.
13. ***“Corporate Governance and Business Ethics in India”,*** Two Day UGC National Seminar on **Corporate Governance- for Building Global Competence,** School of Management Studies, G.V.P.College for Degree and PG Courses, Visakhapatnam, 15-16 March 2006.
14. ***“Social Responsibility – An Emerging Challenge before a Professional Manager”,*** A Seminar on **Development of Professionals – Challenges, Approaches and Strategies”,** Committee of Hosts and Gayatri Vidya Parishad, Visakhapatnam, 29<sup>th</sup> October 2005.
15. ***“Business Process Outsourcing – Opportunities & Challenges”,*** a Seminar organised dy, Department of Management Studies,, GITAM, Visakhapatnam, 28th July 2005.
16. Attended ***“Entrepreneurship Development in the Globalised Environment – Opportunities & Challenges”,*** Department of Commerce and Management Studies, Andhra University, Visakhapatnam, 18-19 July 2005.
17. ***“Business Process Outsourcing – A Key Source for Employment Generation in India”,*** Two Day National Seminar on **Changing pattern of Work Force in India in new Millennium – Policy Imperatives,** Department of Economics, Andhra University, Visakhapatnam, 30-31,December 2004.
18. ***“Impact of New Foreign Trade Policy on agricultural Sector with selected reference to Market Access, Domestic Support and Export Subsidies”,*** National Seminar on **New Trade Policy and WTO regime,** Department of Economics, Andhra University, Visakhapatnam, 8<sup>th</sup> October, 2004.



19. ***“Need for Consumer Awareness for Redressal of Consumer Complaints”***, A Two Day National Seminar on **Consumer Protection in India**, DCMS, Andhra University, Visakhapatnam, 8<sup>th</sup> - 9<sup>th</sup> October 2004.
20. ***“ Impact of WTO reforms on Management Education in India – A Study”***, A Three day National Seminar on **Development Experiences of Kerala with reference to Education and Health**, Atchutha Menon Government College, Trissur, Kerala, 16<sup>th</sup> – 18<sup>th</sup> December 2004.
21. ***“Planning from Below for the Empowerment of Tribal Women through Education in India”***, A National Seminar organized on **Tribal Development in India**, A.P Economic Association & Department of Economics and Rural Development, A.U.P.G.Centre, Srikakulam, 5<sup>th</sup> December 2004.
22. ***“ Globalisation : Challenges and Opportunities – Sectoral Response of Indian Economy”***, Two Day UGC National Seminar,organised by Department of Economics,Andhra University, Visakhapatnam, March 25-26, 2004.
23. ***“Attack on WTC and its Impact on Indian Stock Market”***, a National Seminar on **“Impact of September 11<sup>th</sup> attacks on WTO Towers , USA on Indian Stock Markets”**, Department of Economics, Andhra University, March 2002.

#### **WORKING PAPER on**

**“Consumption behaviour of fishery products among the households of Visakhapatnam”**

**LANGUAGE SKILLS:** **English:** Advanced knowledge of English, written and spoken fluently.  
**Hindi:** National language  
**Telugu:** Native language  
**Tamil:** Basic knowledge

**COMPUTER SKILLS AND COMPETENCE:** Have basic computer knowledge (Microsoft Word, Microsoft PowerPoint, Microsoft Excel and Software Package for Social Sciences (SPSS) application)

**PERSONAL INFORMATION:** **Father’s Name:** K.Venkateswara Rao  
**Gender:** Male  
**Date of Birth:** August 05, 1968  
**Place of Birth:** Alluru (V), Krishna (District), Andhra Pradesh (State), India  
**Nationality:** Indian  
**Marital Status:** Married  
**Name of the Spouse:** Kavitha Koripalli  
**Education of the spouse:** M.A (English Lit) and carrying research for her Ph.D in the area of ELT at Andhra University, Visakhapatnam.  
**Children:** 01  
**Passport Number:** H 6439102

## **REFERENCES:**

### **1. Dr. V.Balamohandas Ph.D**

Former Vice Chancellor,  
Acharya Nagarjuna University, Guntur, Andhra Pradesh, India  
Flat No 608, MVV&MK Royal Gardens  
#10-28-2, Factor Layout,  
Ramnagar, Visakhapatnam - 530 022  
Mobile: +91 98480 10187  
E Mail: [vbmdas@rediffmail.com](mailto:vbmdas@rediffmail.com)

### **2. Dr.P.V.Sarma Ph.D**

Retd. Professor of Economics, Andhra University, Visakhapatnam, India.  
Honorary Director - Research & Development,  
Gayatri Vidya Parishad, Rushikonda.  
Visakhapatnam-530045.  
Mobile: +91 98481 30666  
E Mail: [vyaghreswarasarma@gmail.com](mailto:vyaghreswarasarma@gmail.com)  
[sarma\\_pv@rediffmail.com](mailto:sarma_pv@rediffmail.com)

### **3. Dr.WORKU MEKONNEN Ph.D**

Chairman, Department Of Business Education,  
Addis Ababa University,  
Addis Ababa,  
Ethiopia  
Office: +251-111-239733  
Mobile: +251 - 911530458  
E Mail: [workum90@yahoo.com](mailto:workum90@yahoo.com) and [worku.mekonnen@gmail.com](mailto:worku.mekonnen@gmail.com)

### **4. Dr.GETIE ANDUALEM Ph.D**

Head,  
Department of Marketing Management, College of Business and Economics,  
School of Commerce,  
Addis Ababa University  
Post Box No – 916, Addis Ababa. ETHIOPIA  
Mobile: 00251 911429290

## **Declaration**

I certify that the information provided here is true to the best of my knowledge and belief.

**Name: K.S.BOSE M.B.A., Ph.D .,**

**Signature:** \_\_\_\_\_

**Date: 01/05/ 2024.**

**Place: Visakhapatnam, India.**

