



Contact: Dr. M.S.R. Seshagiri
 Professor, Department of Management Studies.
 GVP College for Degree and PG Courses (A),
 Rushikonda, Visakhapatnam.
 Andhra Pradesh, Pin: 530045.
 Email: seshagiri.msr@gvpcdpgc.edu.in
Seshagiri.msr@gmail.com
[linkedin.com/in/dr-m-s-r-sesha-giri-b3a31015](https://www.linkedin.com/in/dr-m-s-r-sesha-giri-b3a31015)

Educational Details:

PhD: Obtained from Andhra University on “**Evaluation of Performance Management System**” in National Thermal Power Corporation Limited, Visakhapatnam (2012).

PG Diploma in **Advanced Supply Chain Management & Analytics from IIM-Kashipur**, 2023 (online 6 Months course).

Masters: **MBA First Class** from Andhra University (Marketing/HR), Visakhapatnam, (1996).

Degree: B.Sc. - Mathematics, Physics& Electronics.

Additional: 1.PG Diploma in Industrial Relations and Personnel Management
 2. PG Diploma in International Business.

NPTEL Courses:

1. Project Management for Managers in October 2018.
2. Business analytics and data mining Using R.
3. Machine learning.
4. Marketing Management.

Professional Background:

INSTITUTE	FROM – TO	DESIGNATION
GVP College for Degree and PG Courses, Visakhapatnam.	16 th September 2021 to till date	Professor and HOD-MBA
Gandhi Institute of Engineering and Technology, University.	December 26 th 2019 to August 10 th 2021	Professor and In charge Dean-SMS
Gokaraju Rangaraju Institute of Engineering and Technology.	June 15, 2012 to till 24 th December 2019.	Professor & Dean-Out Reach
Gandhi Engineering College, Bhubaneswar	August 2011 TO June 2012	ASSOCIATE PROF. & HOD MBA
GVP College for Degree and PG Courses, Visakhapatnam.	SEPTEMBER 2005-12 th TO June 2011	ASSOCIATE PROF. & HOD MBA

Gandhi Institute Of Management Studies, Gunpur	AUGUST 2002-SEPTEMBER 2005	SR. LECTURER
Pydah College Visakhapatnam	JUNE 1997- AUGUST 2002	LECTURER
Gayatri College Of Science And Management, Srikakulam	August 1996- MAY 1997	LECTURER

Administrative Experience:

- Professor and HOD, Gayatri PG College, Visakhapatnam.
- Professor, GRIET from Jun 2012 to December 2019.
- Dean (Out Reach), GRIET, Hyderabad from 2 July, 2014 till 31 December 2015.
- MBA Placement Coordinator from June 2014 to Sept. 2017.
- Head of the Department, Gandhi Engineering College, Bhubaneswar Aug 2011 to 9 June 2012.
- Head of the Department, Gayatri PG College, Visakhapatnam Sept 5, 2009 to 2011 Aug 2011.
- Head of the Department, Gandhi Institute of Management studies, Gunpur from September 2002 to August 2005.

Committee Work:

- Member Finance Committee, GRIET (In the past).
- Commerce and Management subject Nominee academic council, Mallareddy Engineering College.
- Member BYST, Hyderabad South wing.
- Member Content Committee in GRIET Management Journal "Management Today"
- Editorial Board Member STM Journals
- Editorial Board Member International Journal of advanced multi-disciplinary scientific research.
- Editorial Board Member NOLEGEIN Journal of Advertising and Brand Management.
- Editorial Board Member International Journal of Business Management and Leadership [IJBML]
- Peer reviewer in IP innovative publication PVT. Ltd
- Peer reviewer in International Journal of Business Forecasting and Marketing Intelligence.
- Peer Reviewer in International Journal of Engineering Research and Technology.
- Editorial Board Member International Journal of Research In Commerce and Management Studies (IJRCMS)

Subjects Taught:

Marketing Management	Principles of Management
Entrepreneurship	Advertising and Branding.
Services Marketing	Performance Management
Operations Research	Quantitative Techniques for Managers
Management Science	Logistics Management.
Value Education and Ethics	Gender Sensitization

In International Journals:

1. **"IMPACT OF DIVERSITY, INCLUSIVITY AND BELONGING ON ORGANIZATIONAL EXCELLENCE: A CASE OF IT/ ITES COMPANIES"** Annals of the Bhandarkar Oriental Research Institute, ISSN: 0378-1143, Volume-CI, Issue-1, 2024, PP: 46-58. (UGC Care Listed Group-I Journal)
2. **"Ecotourism in Andhra Pradesh promotion and Prospects for sustainable Tourism – Tourist perspective"** paper published in Journal of Pharmaceutical negative results, ISSN: 2229-7723, Volume 13 special issue 6, 2022.
3. **"INFLUENCE OF CONSUMER TRUST IN ONLINE BUYINGBEHAVIOUR AMONG INDIAN CONSUMER"** Paper published in Journal of Fundamental and competitive research, ISSN: 2277-7067, Vol: VIII No: 1, 2022.
4. **"QUALITY WORK LIFE AND EMPLOYEES' SATISFACTION IN POWER SECTOR: A BIBLIOMETRIC REVIEW"** Paper accepted for published in Sambodhi Journal. ISSN 2249-6661 Vol: 44, No-1(111), January-March 2021.
5. **"Ecotourism in Andhra Pradesh promotion** Paper accepted for published in International Journal of Mechanical and production Engineering Research and development. ISSN 2249-6890 Vol:10 issue 3, June 2020.**Scopus** Listed Journal (1st author).**and prospects for sustainable Tourism -service providers perspective"**
6. **"Mall Management strategies for enhancing the retailer's satisfaction"** Paper published in International Journal of Innovative research in technology, ISSN: 2349-6002 Vol. 6: Issue 12, May 2020, pp:346-356. (2nd. Author)
7. **"An Evaluation of Online Banking System"** Paper published in NOLEGEIN Journal of Financial Planning and Management ISSN: 2581-4087 Vol. 2: Issue 2, December 2019, pp: 13-20. (1St Author)
8. **"Self Help Groups- Boon or Burden"** Paper published in International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-3, September 2019, pp: 8742-8749. (1St Author)
9. **"Data - Diagrammatic Representation and Statistical Applications in Business"** paper published in International Journal of Advanced Research and Innovative Ideas in Education Value Chain

10. **"Retailers' satisfaction towards Mall Management for positive Shoppers' perception"**, paper published in International Journal of Advanced Research and Innovative Ideas in Education Value Chain Management, Vol.4, Issue 4, 2018. Pp:120-124, **ISSN(O): 2395-4396** (Second Author)
11. **"An Empirical study on Employee Retention"** paper published in International Journal of Advanced Multidisciplinary Scientific Research (IJAMSR ISSN:2581-4281) Volume 1, Issue 2, April,2018. ISSN:2581-4281 (1st Author)
12. **"Marketing growth trends in Indian Pharmaceutical sector"** paper published in Aayushi international inter disciplinary research journal, Volume 5, Issue 2, Feb 2018, pp: 32-40, Impact factor 4.574, ISSN 2349-638X (2nd Author).
13. **An Empirical study on Employee Views and level of understating on Essentials of Performance Management System"** a paper published in (SJBMS: Volume-3: Issue-1, Jan, 2018) in Saudi Journal of Business and Management Studies ISSN 2415-6671(Online) & ISSN 2415-6663 (Print). (A Monthly Journal) ICV: 65.58 (UGC APPROVED) (1st Author)
14. **"Pay Per Click- An Innovative Advertising Tool"**, paper published in International Journal of Advanced Research and Innovative Ideas in Education Value Chain Management, Vol. 2, Issue 6, 2016. Pp:120-124, **ISSN(O): 2395-4396** (Single Author)
15. **An Empirical Study on Employee Views on Performance Monitoring, Coaching and Measurement"** Published in International Journal of Social Science & Interdisciplinary Research (IJSSIR), Vol. 3 (10), OCTOBER (2014), pp: 144-153, **ISSN 2277-3630** (Single Author).
16. **"Bibliography on Performance Management"** Published in Management Today Vol.4, No.3, July-September 2014, pp:44-48, **ISSN: 2348-3989** (Single Author).
17. **"An Empirical Study on Employee views on Performance Management System"** Published in PEZZOTTAITE JOURNALS, Volume 3, Number 2, April – June' 2014, ISSN (Print):2279-0950, (Online):2279-0969(Single Author).
18. **"Post feedback appraisal-A study of NTPC, Visakhapatnam"** paper published in BIFT Journal of International Management and Research, Volume-iv, No-1, July-September 2012, PP:49-54, **ISSN: 0975-1378**. (1st Author)

19. **"Feedback on Implementation of Online Performance Management System - A Mini Mix Model"** Paper Published in International Journal of Research in Commerce, IT & Management Volume NO. 2 (2012), ISSUE NO. 4 (APRIL) **ISSN: 2231-5756** (1st Author)
20. **"Service Quality in Cosmetic Industry"** a paper published in International Journal of Value Chain Management, Vol. 3, No. 4, 2009 - Switzerland. **ISSN: 1741-5357, (2nd Author out of 3)**

In National Journal:

1. **"Dynamics of Retail Markets"** paper published in the ICFAI University Journal of Services Marketing, Vol.VI no.3, September 2008, PP 18-28. **ISSN: 09729224, (2nd Author out of 3)**

In Magazine:

1. **"The boss story"** was published in **Reflections, annual magazine run by GRIET. Volume 14, Page no 4.**
2. **"Emotional Intelligence – A New Yardstick for Success"** – an article published in **Management campus, May 2003.** (2nd Author)

Publication with ISBN In Seminar/Conference Edited Books:

1. **"Data-Diagrammatic representation and Statistics applications in Business"** paper presented in one day National conference at GRIET on 18th April 2018. The paper accepted for publication.
2. **"Entrepreneurship as a career- Evaluation of student perceptions",** Paper presented and published in one day national seminar on Entrepreneurship Development: A frame work to Economic Growth on 24th Feb 2018, organized by Auroras Post Graduate College, Moosarambagh, Hyderabad.
3. **"Legalization and Monitoring of Uninhabited Real Estate with Reference to The City of Hyderabad"** published in Managing Business in Changing Economic Scenario Edited by – Dr.P. Pinakapani, March 2015, **ISBN 978 - 93 - 83241 – 866 (Single Author)**
4. **"FDI - As A Key Driver of Economy - A Reality Check Opportunities & Challenges"** Edited by - D. HARRISON SUNIL, April 2014, **ISBN 978 - 93 - 83231 - 27 - 9(1st Author)**
5. **"A study on customer satisfaction in FMCG sector w.r.t Tooth paste industry"** a paper published in 2-day international conference on consumer dynamics and Marketing strategies in the globalized economic era- Perspectives and Challenges during 29th and 30th of October 2013, organized by Department of Management studies, GRIET, Hyderabad. (GRIET published Edited book with ISBN: 978-81-9286-77-0-0) (1st Author)
6. **"Technology in communication sector and its impact on customer satisfaction, health and social change"** a paper published in 2-day

international conference on consumer dynamics and Marketing strategies in the globalized economic era-Perspectives and Challenges during 29th and 30th of October 2013, organized by Department of Management studies, GRIET, Hyderabad. (GRIET published Edited book with ISBN: 978-81-9286-77-0-0) (2nd Author)

7. **"Opportunities and Challenges in Micro Finance"** a paper published in one day national seminar on Innovative Management Strategies for Emerging Business Paradigms. S.P. Samy publications, Kumbakonam, 2012 (**ISBN:978-81909038-1-3, Pages F29-F30,**) (1st Author)
8. **"Business forecasting using research methods"** a paper published in one day national seminar on Research Methodology techniques and Applications conducted by MRVG PG College, Vizianagaram on 15th March 2012. (**ISBN:978-93-5056-011-2, Pages 241-247, Discovery publishing house Pvt. Ltd**) (1st Author)
9. **"Identification of factors associated with performance management and performance planning-A study of executives in NTPC, Visakhapatnam"** a paper published in one day national seminar on Econometric Applications for managers conducted by Institute of Public enterprises, Hyderabad on 16th February 2012. (**ISBN:978-8454-763-3, Pages 197-211, Allied Publishers Pvt. Ltd**) (1st Author)
10. **"An evaluation of on-line Banking System"** Paper published in 2-day seminar organized by Saint GITS Institute of Management, Kottayam in November 2011, (page 52-58, **ISBN 978-93-82062-05-9** Excel India) (1st Author)
11. **"Measuring Corporate governance"** Paper published in 2 day seminar organized by Saint GITS Institute of Management, Kottayam in November 2011, (page 181-191, **ISBN 978-93-82062-05-9** Excel India) (1st Author)
12. **"Quality of teacher Learning process in Management education-A student perspective"** paper published in a National seminar held at MRVG PG College, Vizianagaram on 15th September 2011 (Page numbers: 141-150, Paramount Publishing House, **ISBN:978-81-921579-6-2**) (2nd Author)
13. **"Personal Hygiene and Cosmetic Product Services"** a paper published by **Macmillan Publishers**, India, under the book titled as **"Redefining Business Horizons"**, presented at International Conference on Management - held at IMT (Institute of Management and Technology, Ghaziabad, U.P. India, December 18th & 19th, 2008. (**ISBN:023-063-715-9, pages 300-308**) (2nd Author out of 3)
14. **"Supply chain Management"** A paper published in **IBSA.ICON07, During December 07 at** Ahmadabad, Globalization: opportunities and Challenges in the 2nd International Conference on Management. (Page number 190) (1st Author)

15. **"Emerging Trends in Indian Retail Markets"** a paper presented BY ME, Published by **New Century Publications**, New Delhi, India: at National Conference on Retail Management - held at Kakatiya University, Warangal, India, 2007. (Pages 96-105, New century publications, **ISBN: 81-7708-148-9**) (1st Author)
16. **"Corporate Governance-Conceptual Framework"** published in UGC national seminar on **"Corporate governance for building global competence"**, 15-16 March 2006. (Kanishka Publishers, Pages 116-124, ISBN: 978-81-7391-970-1) (1st Author)
17. Participated and submitted a paper titled **"Changing Financing pattern of Indian Corporate Sector: Need for Strengthening Corporate Governance"** in UGC national seminar on **"Corporate governance for building global competence"**, 15-16 March, 2006. (Kanishka Publishers. , Pages 154-161, **ISBN: 978-81-7391-970-1**) (2nd Author)

Edited Book Publication:

1. Authored a Book on **"High Performance is key for organizational success"**, (A National seminar edited book), Excel Publishers. **ISBN: 978-93-5062-198-1**
2. Authored a Book on **"*consumer dynamics and Marketing strategies in the globalized economic era-Perspectives and Challenges*"**, (An International conference edited book), GRIET Publishers. ISBN: 978-81-9286-77-0-0
3. Authored a Book on **"Navigating the future: Managerial Challenges in the VUCA Environment"**, (A National seminar edited book), Shree Publishers. **ISBN: 978-93-88196-81-9.**

Book Publication:

1. Authored a Book on **"A study on Performance Management system"** (Thesis monograph, Lambert International Excel Publishers. ISBN: 978-613-8-38908-8
- 2 Authored a book on **"International Business"** (A-S Publications, Hyderabad, Telangana. ISBN: 978-93-91117-46-7)
3. Authored a book on **"Business Statistics and Mathematics"** (Shree Publications, Visakhapatnam, AP. ISBN: 978-93-88196-67-3)

Papers presented and participation in Seminars/Conferences:

- Participated and **presented** a paper entitled Measuring Corporate Governance in Indian Banks in two-day national seminar on "Recent Trends in Banking and Financial Services: Challenges and Opportunities" held at GVP PG College, Visakhapatnam During 6th and 7th November 2013.
- Participated and **presented** a paper entitled High Performance Teams An Approach towards an Organizational Effectiveness in two-day national seminar on "Transforming Organizational Culture" held at GVP PG College, Visakhapatnam During 13th and 14th August 2010.
- Participated and **presented** a paper entitled Balance Scorecard- A tool for good Governance in two-day national seminar on "Corporate governance Practices in India" held at Andhra university, Visakhapatnam During 1st to 2nd August 2007.
- Participated and **presented** a paper entitled Supply Chain Management as a Management Technique in two-day national seminar on "Supply Chain Management – Strategies for Competitive Advantage" held at AIMS, Visakhapatnam During 6th and 7th July 2007
- Participated in One day national seminar on women empowerment through Education and Entrepreneurship organized (17 April 2015) by Abhijitha women empowerment and protection cell of Auroras PG College, Moosarambagh, Hyderabad.
- Participated in one-day Regional seminar on "Global Economic Turmoil-Re-crafting Managerial Strategies" held at GVP College, Visakhapatnam During 6th March 2009.
- Participated in two-day national seminar on "Talent management for corporate success" held at GVP PG College, Visakhapatnam During 3rd and 4th March 2008.
- Participated in two-day National Conference on "Marketing and Strategy n" held at IBS, Hyderabad During 29th to 30th November 2007.
- Participated in One Day Chapter seminar on "Environment Protection and Regulation" held Green Park Hotel, Visakhapatnam on 30th November 2006.

- Participated in two-day national seminar on “Recommendations of the twelfth Finance Commission” held at Andhra University, Visakhapatnam During 20th to 21st March 2006.

PARTICIPATION IN WORK SHOPS/FDPs:

WORK SHOPS/FDPS /ORIENTATION	Course Period	TOPIC	ORGANIZED BY
FDP	18.03.2024 to 22.03.2024	Business Analytics & Emerging Technologies”	Madanapalle Institute of Technology & Science
FDP	1 st Feb to 5 th Feb 2021	Economics of Artificial Intelligence and Data	Karnataka State Akkamahadevi women’s University
FDP	01st to 14th of December 2020	Application of Artificial Intelligence and Machine Learning in Digital Manufacturing	GIET University, Gunpur
FDP	21 ST TO 24 TH JUNE 2020	POST COVID BUSINESS CHALLENGES AND OPPERTUNITIES	AITM, TEKKALI
FDP	10 TH TO 12 TH JUNE 2020	FINANCIAL MODELING USING XL	GVP, VIZAG
FDP	1 WEEK (25 th May to 30 th May 2020)	CREATIVE LEARNING	Sathyabama University Chennai
FDP	1 WEEK	MARKETING MANAGEMENT	Min of HRD & IIT Kanpur
FDP	1 WEEK	MACHINE LEARNING	Min of HRD & IIT Kharagpur
Workshop	One Day 15 March 2019	Moodle	IIT Mumbai
Workshop	One Day 08 Nov 2018	Design Thinking	J-Lab At GRIET

FDP	10 th to 15 th September 2018	Data Science and Big Data Analysis.	ICT Academy.
FDP	11 th and 12 th December 2017	Team Building	ICT Academy.
FDP	Sept 14 th to October 12,2017	Pedagogy for online and blended Teaching-learning Process.	IIT Mumbai
FDP	3rd August to 7th September 2017	"Foundation Program in ICT for Education"	IIT Mumbai
FDP	22nd -28th February 2016	Multivariate Data Analysis	Department of Business Management, Auroras PG College, Moosarambagh
FDP	29June- 4 July 2015	Guide to Passionate Teacher	TEQIP-II, GRIET
FDP	29 th November 2014	Case study as a Pedagogic tool for Management Professionals in accounting & Finance	Department of Business Management, Auroras PG College, Moosarambagh
Workshop	24th to 29 th April 2013	Research Methodology in Commerce and Management	ICSSR-SRC Sponsored, Dept. of Commerce, Osmania University.
FDP	18th April 2011 to 30th April 2011	Entrepreneurship	NSTEDB, Ministry of Science & Technology, Govt. of India, at MVGR College of Engineering, Vizianagaram
FDP	16th and 30 th April, 2010	Financial Innovations for Management Faculty.	M.R.V.G.P.G. College (AICTE Sponsored)
FDP	14th and 15th March, 2009	Innovative Teaching Methods for Management Faculty	Integral Institute of Management, Visakhapatnam
Workshop	14-12-2008.	Communication and Soft Skills	Dept. of English, GVP Degree College

Workshop	12-12-2008.	Six Sigma Practice	CII, Visakhapatnam chapter.
Orientation course-A Grade	17-05-07 To 13-06-07	----	Academic Staff college, Andhra University (UGC Sponsored)
Refresher course-A Grade	22-01-07 To 11-02-07	PSYCHOLOGY	Academic Staff college, Andhra University (UGC Sponsored)
Workshop	27-09-2006	Case methodology and live project Implementation	ICFAI.

Sponsored Projects

Year of Fundin g	Sponsoring Organization	Title of Project	Amount of Grant	Co-Investigators (if any)
2008	UGC	CORPORATE GOVERNANCE –A Study in the Context of Indian Business Environment	4,49200/-	I was a Co-Investigator.
2007	AICTE	IIPC	800000/-	Chief Coordinator*

*Actual Chief Coordinator left the college, I being Co-Coordinator was made as chief Coordinator.

PhD Supervision:

Present working:

- Co-Guide for Mr. Chimney Das, Assistant Professor Vishwa Vaswani Group of Institutions College, Hyderabad, Chidambaram, Tamil Naidu. Waiting for final Submission.
- GIET University: 2 scholars pursuing PhD Under my guidance.
- Andhra University: 2 scholars pursuing PhD Under my guidance.

Achievements:

"Best Guru Award (Male)" in "Global Education and Corporate Leadership Awards (GECL-2018)"

Awarded "Distinguished Faculty in Management" By Ambitions career Counsellors in March 2022.

Areas of Interest

- General Management.
- Operations Management.
- Marketing Management.
- Human resource Management.

Consulting Works

Period	Organization	Nature of Projects	Co-Consultants
August 2023 to Feb 2024	TOYOTSU RARE EARTHS INDIA PRIVATE LIMITED	Employee satisfaction survey	Yes
	VCTPEL	Negotiation	Single
9th December 2013 to 11 December	Employees of W.S. Industries at Visakhapatnam	Basic Managerial skills.	No
Two-days, 18th and 19 th November 2010.	faculty of ITI	"Innovative teaching methods"	No
one-day	Sri Vijaya Visakha Milk Producers Company Limited	Motivation.	NO
30 Days	APSRTC	A Demand survey on Occupancy Ratio on selected routes	Yes
15 Days	Reliance Retail Marketing Division	Consumer Awareness, Opinions and Market trends in retail markets at Visakhapatnam	Yes

Patent Information:

Design Number: 6383985

Grant date: 8th October 2024.

Registration date: 10th August 2024.

On: Industrial Financial Management Computer Digital System

Other Information:

1. Obtained Certificate of Appreciation from Maple Soft for completing Maple soft Product Overview Level 1 –June 2017.
2. Session chair and delivered invited talk in One day national seminar on women empowerment through Education and Entrepreneurship organized (17 April 2015) by Abhijitha women empowerment and protection cell of Auroras PG College, Mosarambagh, Hyderabad.
3. Obtained certificate of Volunteer contribution from Lead India National Club (6th July 2014).
4. Organized one National seminar (on HR) and one International Conference (on Marketing).
5. Member of Content Management Committee for Paper setter for few deemed and few Autonomous Management Colleges.
6. Subject Expert Board of studies and Academic council member MERC-II Autonomous College.
7. Chairman Board of studies humanities- Management-GRIET.
8. Subject Expert Member Board of Studies MBA-Mallareddy Autonomous College.
9. Management subject nominee Academic council - Mallareddy Autonomous College
10. Serving as Mentor in Bhartiya Yuva Shakthi Trust-BYST.
- 11.** On Advisory Board Member of prestigious two days conference in multidisciplinary research on 22-23 June at Malaysia which will have an exclusive track on Education and Psychology in connection with IJEPR.

Personal Details

Date of Birth	23 rd June, 1973
Age	51 Plus
Gender	Male
Marital Status	Married
Interests	Cricket, Reading and Music
Languages	English, Hindi & Telugu
Passport Number	L5397382, valid till 29-9-2023

References:

Prof.P.V.Sarma,
Research Director,
GVPCDP College,
Rushikonda, Visakapatnam-530045

E-Mail:
Sarma_pv@rediffmail.com

Mobile No: (0) 98481 30666

Place: Hyderabad.

Date:

Prof.S.Rajani,
Director, School of Management Studies.
GVPCDPG College,
Rushikonda, Visakapatnam-530045

E-Mail rajani95s@yahoo.co.in

Mobile No: (0) 99665 45946

Signature

(M.S.R. Sessa Giri)