

## Curriculum Vitae

**Mahendra Reddy Bogala**  
B.Tech, MBA, APSET, UGCNET

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### **Career Objective:**

To seek a career in reputed organization, apply my knowledge and skills resulting in professional growth.

### **Professional Experience and Accomplishments:**

#### **1. Organization: Gayatri Vidya Parishad College For Degree and PG Courses (A)**

Designation: **Assistant Professor**  
Department: Management Studies  
Experience: September 2017 to Till Date

Designation: **Training and Placement Officer**  
Department: Management Studies  
Experience: December 2023 to Till Date

#### **Activities Undertaken:**

- Mentor and class co-ordinator for MBA and BBA students
- Part of technical team for workshops and FDPs organised by the department
- Part of Sports and Cultural Committees during college events
- Nominated as a member in IIPC, Department of Management Studies
- Nominated as Co-ordinator, Website Committee for the Department of Management Studies
- Nominated as Co-coordinator for placement training activities for the Department of BBA for academic year 2019-2020.
- Nominated as Co-ordinator for training activities of Department of MBA and MHRM for academic year 2020-2021, 2021-2022.

#### **2. Organization : Samata College**

Designation: Assistant Professor  
Department: Management Studies  
Experience: July 2016 to September 2017

- Had guided 25 students of BBM and MBA in their project works as part of curriculum

#### **3. Company Name : Idea Cellular Limited**

Company Location : Visakhapatnam, India

Work Experience : 06 Months (May 2015 – October 2015)

Designation : Territory Sales Manager

4. **Company Name** : **Relationship Science LLC**

Company Location : Chennai, India

Work Experience : 1 Year, 10 Months (6<sup>th</sup> June 2011 – 19<sup>th</sup> April 2013)

**Designation** : **Senior Research Analyst**

Key Skills : 1. Primary & Secondary Web Based Research  
2. Profile Writing  
3. Company Profiling  
4. Quality Control

**Accomplishments** : *Named as 'QC of Month' for February 2012 and December 2012 for exceptional performance in improving the quality scores of the team.*

**Job Responsibilities Held:**

- I was part of the product development team which developed a database of information consisting of executive profiles, company profiles and influential people.
- I was taking care of company profiling and executive profiling process by gathering information from sources like SEC filings, Bloomberg, Forbes, company websites, press releases, etc.

**Additional Qualification:**

- *Qualified **UGCNET** conducted by University Grants Commission in December 2018*
- *Qualified **APSET** conducted by Government of Andhra Pradesh in July 2017*
- **NPTEL-SWAYAM Elite Certification** in the course 'Consumer Behaviour' (Jan-March 2019)

**Papers Published in Journals:**

- VV Kotni, **MR Bogala**, R Vemula, V Karumuri "Customer Expectations Towards Retail Mix: Model Testing and Validation WRT FMCG Retailing", KOREA REVIEW OF INTERNATIONAL STUDIES, ISSN - 1226-4741, **ABDC Indexed Journal**
- VVDP Kotni, **MR Bogala**, P Giribabu, R Vemula "Supply Chain Management In Indian Dairy Industry: A Case Study of Prakasam Milk Producer Company Limited (PMPCL), Ongole Dairy, Ongole, India", Manager-The British Journal of Administrative Management, ISSN - 1746 1278 , Volume 58 Issue 150 May 2022, **ABDC Indexed Journal**
- Dr.K.V.Nagaraj, **B. Mahendra Reddy** "A Study on Impact of Digital Marketing in Consumer Purchase Decision in Visakhapatnam", International Journal of Business, Management and Allied Sciences, Vol.5. IssueS2.2018 (Nov), ISSN: 2349-4638, **UGC listed Journal** (S.No:[43335](#))

**Conference Proceedings:**

- **Mahendra Reddy Bogala**, Venkata Adinarayana Rao Uppu, Gowri Lakshmi Vanapalli, VK Kasthuri Godey, Sunil Kumar, VV Devi Prasad Kotni, "Enhanced Retail Shopper Behavioural Analysis using Human Machine Interaction and Model Validation", 2024 IEEE International Conference on Computing, Power and Communication Technologies (IC2PCT), **Scopus Indexed**.

### **Workshops/Seminars/Conferences:**

- Participated in a **Five Day AICTE-ATAL Sponsored Online FDP on Digital Marketing** organised by Gayatri Vidya Parishad College For Degree and PG Courses (A) from 10<sup>th</sup> to 14<sup>th</sup> October 2020.
- Participated in **A National Level Webinar on "Impact of Covid-19 on Indian Education Sector"** organised by KITS, Guntur on 6<sup>th</sup> August 2020.
- Participated in **International Webinar on Business Continuity Plan and Changing Landscape of Education** organised by Sri Venkateswara College of Engineering and Technology, Chittoor on 24<sup>th</sup> July 2020.
- Participated in a **Webinar on "Innovative Teaching Skills in Technical Education"** organised by Sree Vahini Institute of Science & Technology, Tiruvuru on 4<sup>th</sup> July 2020.
- Participated in **Two Day Online Workshop on "Research Methodology using R Programming"** organised by Sreenivasa Institute of Technology and Management Studies (SITAMS), Chittoor from 2<sup>nd</sup> to 3<sup>rd</sup> July 2020.
- Participated in Online **One Week FDP on Research Methodology** organised by Gayatri Vidya Parishad College For Degree and PG Courses (A) from 22<sup>nd</sup> to 28<sup>th</sup> June 2020.
- Participated in **Webinar on "Impact of COVID-19 on Environment"** organised by Gayatri Vidya Parishad College For Degree and PG Courses (A) on 5<sup>th</sup> June 2020.
- Participated in **Webinar on "Mode of Internship in Management Course during present COVID-19 Scenario"** organised by Lakireddy Bali Reddy College of Engineering (A), Mylavaram on 31<sup>st</sup> May 2020.
- Participated in online '**Webinar On Ultimate Photoshop Training For Beginners- A Photoshop For Self Sustain**' organised by B.I.T Institute Of Technology, Hindupur and IGNITE X LABS, BANGALORE on 30<sup>th</sup> May 2020.
- Attended a **Leadership Talk** With Dr. Pramod Chaudhari, Founder, Chairman, Praj Industries Limited on 16<sup>th</sup> May 2020, conducted by MHRD's Innovation Cell.
- Participated in a **Five Day Online FDP on Universal Human Values and Professional Ethics** organised by Chebrolu Engineering College and JNTUK from 13<sup>th</sup> to 17<sup>th</sup> May 2020.
- Participated in a **two-day Research Methodology workshop** organised by Gitam Institute of Management on 28<sup>th</sup> and 29<sup>th</sup> February 2020.

- Participated in **Research Forum Lecture** organised by Gitam Institute of Management on 11<sup>th</sup> January 2020.
- Participated in **Research Methodology Workshop** conducted by GITAM Institute of Management from 4<sup>th</sup> to 6<sup>th</sup> November 2019.
- Received **FDP certification on "Consumer Behaviour"**, an 8 weeks course for duration of **January-March 2019**, from NPTEL-SWAYAM, funded by the Ministry of HRD.
- **Presented a paper on "A Study on Impact of Digital Marketing in Consumer Purchase Decision in Visakhapatnam"** Two Day National Conference on 'INTERDISCIPLINARY RESEARCH INNOVATIONS IN THE SOCIAL SCIENCES LANDSCAPE' conducted on 23<sup>rd</sup> & 24<sup>th</sup> NOVEMBER, 2018, organized by Social Sciences Departments, 'St. Joseph's College for Women (A)', Visakhapatnam in association with in collaboration with 'Andhra Pradesh Economic Association'.
- **Participate in "Workshop on GOODS & SERVICES TAX"** organised by the Department of Commerce and Management Studies, ANDHRA UNIVERSITY and Indian Accounting Association, Vizag Branch – 8<sup>th</sup> March 2018.
- **Participated in 'FDP on CASE STUDIES'** organised by the Department of Commerce and Management Studies, ANDHRA UNIVERSITY – September 23<sup>rd</sup> – 24<sup>th</sup>, 2017.

#### **Educational Profile:**

<b>Year of Passing</b>	<b>Institution</b>	<b>Degree/Course</b>
<i>PURSUIING Joined in 2019</i>	<i>GITAM Institute of Management</i>	<i>PhD (Marketing)</i>
2015	Andhra University – Department of Commerce and Management Studies	MBA ( Marketing – HR )
2011	SRM University	B. Tech (EEE)
2007	Sri Chaitanya Junior College	Intermediate (12 <sup>th</sup> )
2005	Alwardas Public School	I.C.S.E. (10 <sup>th</sup> )

#### **Responsibilities Undertaken - University Level:**

- **Event Coordinator, Milan' 11** – A National Level Cultural Fest, SRM University.
- **Workshops Head, Aaruush'10** – A National Level Techno-Management Fest, SRM University.  
*"Responsible for acquiring and handling the workshop budget of 15 lakhs and 2400 participants."*
- **Committee Head, Aaruush'09** – A National Level Technical Fest, SRM University.
- **Core Committee Member, Robolympix'09** – A National Level Robotics Fest, SRM University.
- **Volunteer, Corona 2k8** – A National Level Student Technical Symposium organised by the Department of Electrical and Electronics Engineering, SRM University, and was declared the "Overall Best Performer".

### **Training:**

- B.Tech - Industrial training at Visakhapatnam Steel Plant, RNIL in 2009 as a part of educational course.

### **Extra-Curricular Activities:**

- Participated in a National Seminar on "Talent Management Practices in India – Emerging Trends" organised by Andhra University.
- Participated in various events in National Level Tech Fest "Shaastra 2008" organised by IIT Madras.
- Participated in various events in National Level Tech Fest "Aaruush 2008" organised by SRM University.
- Secured **state level 4<sup>th</sup> rank** in "International Level Science Talent Examination 2004".
- Secured ***DISTINCTION*** in "International Assessments for schools (Mathematics)" organised by The University of New South Wales.
- Passed the "*43<sup>rd</sup> Annual All India UN Information Test*" conducted by the Council for UN Information (a wing of USO).

**Strengths** : Proactive, Flexibility and Willingness to Learn

**Languages Known** : English, Telugu and Hindi (Beginner)

**Hobbies** : Lyric writing, Photography and Playing Cricket

### **Personal Details:**

Mother Tongue : Telugu

Permanent Address : 9-6-29/3, Sivajipalem, Visakhapatnam- 530017, Andhra Pradesh.

Dated: September 2024

(Mahendra Reddy Bogala)