


Profile

DR.B.R.KUMAR

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|---|----------------------|---------------------------------------|
|  | Designation | Professor & Director |
| | Department | MBA |
| | Date of Birth | 04-07-1975 |
| | E-Mail ID | rajeevkumar@andhraloyolacollege.ac.in |
| | Mobile | 9150955195 |

Education:

| Details | Year | Institution | Percentage/Grade |
|---------|------|--|------------------|
| UG | 1995 | K.B.N.College, Vijayawada | 60 % |
| PG | 1997 | GITAMS (Gandhi Institute of Technology & Management, Vizag | 67% |
| Ph.D. | 2007 | Magadh University | |

Experience:

| Period | Designation | Institution / Organization |
|-------------------------------|---------------------------|---|
| October 2020 to till date | Professor & Director | Andhra Loyola College, Vijayawada |
| October 2008 to May 2019 | Professor & HoD | Sri Mittapalli college of Engineering, Guntur |
| August 2007 to September 2008 | Assistant Professor & HoD | Lakireddy Balireddy College of Engineering, Mylavaram |
| August 2001 to August 2008 | Assistant Professor | Priyadarshini college of Engineering, Sullurupeta |
| September 1997 to August 2001 | Lecturer | Chacha Institute of Management Studies, Vijayawada |

Courses Taught:

| Year | Title(s) of the Courses |
|-----------|--|
| 2020-2021 | <ul style="list-style-type: none"> ➤ International Business ➤ Human Resources Management ➤ Principles of Management |
| 2021-2022 | <ul style="list-style-type: none"> ➤ Marketing Management ➤ Managerial Economics ➤ Advertising Management |

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|--|--|
| | <ul style="list-style-type: none"> ➤ Human resources Planning ➤ E-Marketing ➤ Human Resources Development |
| 2022-2023 | <ul style="list-style-type: none"> ➤ Marketing Management ➤ Managerial Communication ➤ Advertising Management ➤ Human resources Planning ➤ E-Marketing ➤ Human Resources Development |
| <p>Research Profile: Having 26 years of experience With M.B.A, Ph.D. Has 24 articles in ABDC & Scopus, presentations at 5 conferences, 22 FDP's, Authored 3 Text Books & holds 5 patents and received recognition with awards for "Excellence Teaching in Higher Education" and "RSRI Best Researcher Award" has held diverse academic and administrative positions in reputed institutions an exceptional skills in the field of Management</p> | |
| <p>Research Area: Management</p> | |
| <p>Research Publications:</p> <ul style="list-style-type: none"> ➤ "A STUDY ON PERCEPTION OF EMPLOYEES WITH REFERENCE TO WELFARE MEASURES IN SELECT PAPER UNITS ANDHRA REGION" in the International journal "International journal of food and nutritional sciences" ISSN No. 2319 1775, Volume 11, Issue 7, Page No: 1322 – 1328, November – 2022. (UGC CARE LISTED) https://www.ijfans.org/issue-content/ijfans-international-journal-of-food-and-nutritional-sciences-issn-print-2319-1775-online-2320-7876-research-paper-2012-ijfans-all-rights-reserved-ugc-care-listed-group-i-journal-volume-11-s-iss-1-oct-2022-2034 Impact Factor : 7.832 ➤ "EXAMINING THE IMPACT OF ENTERPRISE SOCIAL NETWORKING SYSTEMS (ESNS) ON KNOWLEDGE MANAGEMENT AND ORGANISATIONAL LEARNING" in the International journal "Manager-The British Journal of Administrative Management" ISSN No. 1746 1278, Volume 58, Special Issue 09, December – 2022. (ABDC LISTED) https://tbjam.org/vol58-special-issue-09/ ➤ "A STUDY ON MONETARY AND NON-MONETARY AND TALENT MANAGEMENT MEASURES IN HIGHER EDUCATIONAL INSTITUTIONS" in the International journal "World Journal of Management and Economics" ISSN No. 1819-8643, Volume 16, Issue 01, April – 2023. (ABDC LISTED) https://wesro.org/volume-16-issue-01/ ➤ "A STUDY ON ATTITUDE OF CONSUMERS TOWARDS GREEN FMCG PRODUCTS" in the International journal "European Chemical Bulletin" ISSN 2063-5346, Volume -12, Special Issue-4 Page No: 765-776 (April-2023) DOI:10.31838/ecb/2023.12.si4.071 (SCOPUS LISTED) https://www.eurchembull.com/issue-content/a-study-on-attitude-of-consumers-towards-green-fmcg-products-2192 ➤ "ROLE OF CORPORATE BUSINESS RESPONSIBILITIES IN BUSINESS" in the International journal "KOREA REVIEW OF INTERNATIONAL STUDIES" ISSN: 1226-4741 in Volume 16 Special Issue 03 April 2023. (ABDC LISTED) https://kristudies.org/vol-16-issue-03-sp/ ➤ "SERVICE QUALITY, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY: A COMPREHENSIVE LITERATURE REVIEW" in the International journal "Journal of Survey in Fisheries Sciences" (SFS) ISSN: 2368-7487 in Vol. 10 No. 4S (2023): Special Issue 4 (SCOPUS LISTED) https://doi.org/10.53555/sfs.v10i4S.2218 http://sifisheriessciences.com/journal/index.php/journal/article/view/2218 | |
| <p>Patents, if any : <Link></p> | |
| Google Scholar | <p>https://scholar.google.com/citations?hl=en&user=8GY-ruwAAAAJ</p> |
| SCOPUS ID: | <p>https://www.scopus.com/authid/detail.uri?authorId=58560141200</p> |
| ORCID ID: | <p>https://orcid.org/0000-0003-0310-9848</p> |
| <p>Professional Development Activities – Participations</p> | |

<Details of FDP / PDP / Seminars /Conferences etc.>

| Year | Programme | Number |
|-----------|---|--------|
| 2020-2021 | <ul style="list-style-type: none"> ➤ Attended five day Online faculty development program on “Organizational Behaviour” organized by Institute of Management Technology Nagpur, an AICTE Training And Learning (ATAL) Academy sponsored program from 26th of October 2020 to 30th of October 2020. ➤ Attended five day Online faculty development program on “Digital Marketing” organized by Gayatri Vidya Parishad College for Degree & PG Courses(A)vizag, an AICTE Training And Learning (ATAL) Academy sponsored program from 10th of October 2020 to 14th of October 2020. ➤ Attended to the AICTE sponsored six days Short Term Training Programme (STTP-online) on “Developing R&D Culture in Educational Institutes through Project bases Learning(part-1)”organized by Poornima college of Engineering, Jaipur from 19th of October 2020 to 24th of October 2020. | 3 |
| 2021-2022 | <ul style="list-style-type: none"> ➤ Attended five day International level faculty development program on “Experimental Teaching - Corporate Cognizance“ organized by Sri Ramakrishna College Of Arts And Science Coimbatore, in Association with Tata Consultancy Services(TCS) from 09th of August 2021 to 13th of August 2021. ➤ Attended to National level one week online faculty development programme on “Research Methodology” organized by Kamala Nehru Mahavidyalaya, Nagpur from 26th of April 2021 to 1st of May 2021. | 2 |
| 2022-2023 | <ul style="list-style-type: none"> ➤ Attended to A Five Day National Level Virtual FDP on "Skills Reengineering in Business Management" organized by the Department of MBA, Andhra Loyola Institute of Engineering and Technology, Vijayawada from. 23rd of May 2023 to 27th of May 2023. ➤ Attended to Six Day's Online Faculty Development Programme on “Design, Develop and Deliver Online/Blended Learning Courses” organized by National Institute of Educational Planning and Administration (NIEPA) from 01st of May 2023 to 06th of May 2023 at NIEPA, New Delhi. ➤ Attended to One Week faculty development program on "Amazon Web Services" organized by Malla Reddy Institute of Technology in collaboration with BRAINOVISION SOLUTIONS INDIA PVT.LTD & ALL INDIA COUNCIL FOR TECHNICAL EDUCATION – AICTE from 22nd of August 2022 to 27th of August 2022. ➤ Attended five day Online faculty development program on "Entrepreneurial Finance" organized by Indian Institute of Management Nagpur, an AICTE Training And Learning (ATAL) Academy sponsored program from 21st of February 2022 to 25th of February 2022. ➤ “A Study on Influence of Social Media on Personal Financial Planning” in Two-Day National Conference on Emerging Trends in Business Management (ETBM-2k23) Volume 12 Spl.Issue Feb 2023 ISSN:2456-5083 pg.26 on 23rd & 24thFebruary 2023 organised by Dept. of MBA , Andhra Loyola College, Vijayawada.A.P DOI: 10.48047/IJIEMR/V12/SPL ISSUE 02/01 https://ijiemr.org/downloads/Volume12/Special%20Issue%2002.%20February%202023 ➤ “A Study on Equity Analysis of selected mutual funds in NSE” in Two-Day National Conference on Emerging Trends in Business Management (ETBM-2k23) Volume 12 Spl.Issue Feb 2023 ISSN:2456-5083 pg.22 on 23rd & 24thFebruary 2023 organised by Dept. of MBA , Andhra Loyola College, Vijayawada.A.P | 6 |

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| | DOI: 10.48047/IJEMR/V12/SPL ISSUE 02/01 https://ijiemr.org/downloads/Volume12/Special%20Issue%2002,%20February%202023 | |
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