DEPARTMENT OF BBA(GENERAL)

Personal Information



Name: Gaddam Sravan Kumar Datt

Designation: Assistant Professor

Department: BBA General

Qualification: MBA (PhD)

Specialization: Marketing & HR

Date of Joining the Institution: 18-06-2008

Total Teaching Experience: 18 Years

Official Email ID: gsravandatt@gmail.com

Contact Number (Optional): 9642334330

Qualification	Specialization	University	Year
Ph.D.	Marketing	Acharya Nagarjuna University	2022 (Regd)
PG – MBA	Marketing & HR	Acharya Nagarjuna University	1995-97
UG – B.Com	B.Com General	Acharya Nagarjuna University	1992-95

Areas of Interest

- Teaching Interests: Specialized in communication skills in making students academically interactive.
- Research Interests: Interested in research about OTT
- Emerging Areas of Research: Impact of OTT in Traditional Media

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Courses Taught

- Undergraduate Courses: BBA,BCA,B.Com
- Postgraduate Courses (if applicable) : MBA
- Value-Added/Certificate Courses: Entrepreneurship, Leadership, Business Writing

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Research Profile

- Number of Research Publications: 02

Academic Responsibilities

- Other Administrative Responsibilities: Assistant Placement Officer

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FDPs / Workshops / Conferences

- Faculty Development Programmes Attended: 02
- Workshops/Seminars/Conferences: 02
- Resource Person/Invited Talks: 02

E-Content and Digital Initiatives

- NPTEL/SWAYAM Certifications: 01
- E-Content Developed: 1
- YouTube Lectures (if applicable): 1
- LMS Contributions: -

List of Publications (Research Papers / Books / Book Chapters / Patents etc)

1. Perception of the customer towards OTT platforms – An empirical study in the state of Andhra Pradesh.
2. Behavioral Trends of consumers towards OTT – An analytical perspective.

Contact Office Address:

Department of BBA General, Andhra Loyola College (Autonomous), Vijayawada – 520008