

CURRICULAM VITAE

DR KOPPALA VENU GOPAL

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ACADEMIC QUALIFICATIONS:

- ❖ Awarded Ph. D. in 2013 from the Department of Commerce and Management Studies, Andhra University, Visakhapatnam, A.P. India

“Tribal Consumer Behaviour –A Study on Tribals of Seethampeta Mandal Srikakulam, Andhra Pradesh” Under the guidance of Prof B. Ramakrishna Rao and Prof M. Madhusudhana Rao

- ❖ Qualified APSET Conducted in 2012
- ❖ MBA (Marketing) with Second class from Gayatri College of Science and Management, Srikakulam affiliated to Andhra University during 1994 -1996. Achieved First class after attempting a special drive for improvement conducted by the University in 2013.
- ❖ Bachelor of Arts (Economics, History and Politics) with first class (61.16%) from BVK College, Visakhapatnam, AP, India during 1990 – 1993

FIELD EXPERIENCE: 2 years and 8 Months

- Worked as Sales Officer in Dabur India Ltd., (F.P.D.) for two years during 07-08-1996 to 01-05-1998 for 1 year and 8 months
- Worked as a Medical Service Representative in Dorland Drugs & Pharmaceutical Ltd. for 1 year during 06-07-1993 to 30-06-1994 for 1 year

TEACHING EXPERIENCE: 20 Years 3 Months

- Have been working as a Professor in the Department of Management Studies, Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A.P., India since 19th July 2019.
- Worked as a Professor in the Department of Marketing Management, College of Business and Economics, University of Gondar, Ethiopia from 15th October 2014 to 8th July 2019 i.e. 4 year and 9 months.
- Worked as an Associate Professor in the Department of Management Studies Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A.P., India from 1st April 2014 to 10th October 2014 i.e. for 6 months.
- Worked as a Senior Assistant Professor in the Department of Management Studies Aditya Institute of Technology and Management (AITAM), Tekkali, Srikakulam, A.P., India from 2nd September 2011 to 1st April 2014 i.e. for 2 Years and 7 months.

- e. Worked as an Assistant Professor for M.B.A and B.B.M. in Gayatri College for P G Courses, Srikakulam, A.P., India from 01-09-2005 to 31-03-2011 i.e. for 5 years and 6 Months.
- f. Worked as Assistant Professor as well as the Head of the Department for M.B.A. in A.K.R.G. College, Nallajerla, West Godavari, A. P., and India from 03-07-2003 to 30-08-2005 i.e. for 2 years and 2 months.
- g. Worked as an Assistant Professor in Management Department of Gayatri College for P.G. courses, Srikakulam, A P., India from 01-09-1998 to 30-06-2003 i.e. for 4 years and 9 months.

☞ Submitted a Patent Application entitled ‘NANO CHANNELED PHOTOVOLTAIC CELL’ in the field of Solar Energy Direct Conversion on June 15th bearing the Application No:

☞ MAJOR RESEARCH PROJECTS: 6
(MRP UGC = 1, MRP UOG = 4 & TECHNOLOGY TRAFNER = 1)

COMPLETED: 3

- 1) Mega Research Project recommended by Research and Community Services Core Process, University of Gondar (UOG) Ethiopia, East Africa granted in September 2015.

Details:

- **Position** : Co- Investigator
- **Title of the project:** Micro and Small Enterprises Sustainability and Economic Contribution in Amhara Region, Ethiopia.
- **Candidate ID:** Co/K/58
- **Financial Allocation Recommended:** 2,13,864 Birr (Approximately 6,41,529 Rs)
- **Tenure of the Project Recommended:** One year (2015-16)
- **Status** : COMPLETED AND SUBMITTED

- 2) Mega Research Project recommended by Research and Community Services Core Process, University of Gondar (UOG) Ethiopia, East Africa granted in October 2016.

Details:

- **Position** : Co- Investigator
- **Title of the project:** Business Performance and Competitiveness of Manufacturing Industries Concentrated on Micro & Small, Medium and Large scale Enterprises (MSMLEs) in the case of North Gondar Zone, Ethiopia
- **Candidate ID:** M/K/58
- **Financial Allocation Recommended:** 733,383.20 Birr
- **Tenure of the Project Recommended:** One year (2016- 17)
- **Status** : COMPLETED AND SUBMITTED

2. Major Research Project recommended by University Grants Commission (UGC), India granted in 2013.

Details:

- **Position** : Co- Investigator
- **Title of the project:** Principal Investigator Co- Investigator **Candidate ID:** MRP-MAJOR-MANA-2013-32625
- **Financial Allocation Recommended:** Rs 7,84,400/-
- **Tenure of the Project Recommended:** Three years
- **Recommendation sheet No:** 87
- **Status** : COMPLETED AND SUBMITTED

CONTINUING: 3

- 1) Technology Transfer Project recommended by Research and Community Services Core Process, University of Gondar (UOG) Ethiopia, East Africa granted in November 2017.

Details:

- Position : Co- Investigator
- Title of the project: Integrating Mobile Technology And Social Media Networking With Marketing Strategy For Tourist Standard Hotels, Restaurants And Lodges In North Gondar
- Candidate ID: M/K/58
- Financial Allocation Recommended: 141,398.25 Birr
- Tenure of the Project Recommended: One year (2017-18)
- Status : DOCUMENTATION STAGE

3. Mega Research Project recommended by Research and Community Services Core Process, University of Gondar (UOG) Ethiopia, East Africa granted in October 2016.

Details:

- Position : Co- Investigator
- Title of the project: Multipurpose Agricultural Cooperatives : Members Livelihood, Performers and Market Development: Case of Amhara
- Candidate ID: Co/K/58
- Financial Allocation Recommended: 3,73,057 Birr
- Tenure of the Project Recommended: One year (2016- 17)
- Status : CONTINUING (Analysis stage)

4. Mega Research Project recommended by Research and Community Services Core Process, University of Gondar (UOG) Ethiopia, East Africa granted in November 2017.

Details:

- Position : Co- Investigator
- Title of the project: Livestock marketing in Amhara region: A study of structure, performance and Market development initiatives
- Candidate ID: M/K/58
- Financial Allocation Recommended: 167,131.60 Birr
- Tenure of the Project Recommended: October 2017 to June 2018
- Status : CONTINUING (Analysis Stage)

⌘ AWARDS AND ACHIEVEMENTS:

- Achieved the best Branch Award in DABUR INDIA Ltd as the First Runner up' for Family Products Division in 1996 – 1997 representing Srikakulam territory.
- Achieved silver medal for the voluntary services at Red Cross India, Srikakulam, A.P., for 2013.

⌘ COURCES/ SUBJECTS DEALT

➤ Core Subjects

- Organization Behavior
- Principles and Practices of Management/ Management Theory and Practices
- Business Communication
- Strategic Management & Business Policy
- Logistics and Supply Chain Management

- Research Methodology
- Global Logistics

➤ **Specialization Subjects in MARKETING**

- Fundamentals of Marketing Management
- Consumer Behavior
- Sales and Distribution Management
- Service Marketing
- Advertisement Management
- Brand Management
- Retail Management
- Rural Marketing
- Agriculture, commodity and Livestock Marketing
- Marketing Information Systems
- Business and Industrial Marketing
- E-Marketing
- Marketing Research

⌘ **METHODS OF ACTIVITY BASED TEACHING EXPERTISE**

Role playing, Extempore, Ice-Breaking, Surveys, TATs, Business quizzes, Celebrities, Mock Traits, Case studies, Business Games and Innovative activities

⌘ **PARTICIPATIONS IN FACULTY DEVELOPMENT PROGRAMMES --- NINE**

- Participated in “Pedagogical skills training for Expatriates staff” organized by Quality Assurance and Audit Directorate (QAAD), University of Gondar, Ethiopia on 4th and 5th April 2015.
- Participated in a Trainers’ development program on “Training of Trainers on Life skills for Youth organized by Rajiv Gandhi National Institute of Youth Development (RGNIYD) at Nehru Yuva Kendra, Sriakulam during 22nd and 26th January 2015.
- Participated in a Two week ISTE Work shop on Pedagogy in effective use of ICT in Engineering Education conducted by Indian Institute of Technology, Bombay under National Mission on Education through ICT (MHRD) from 12th June to 2nd August 2014.
- Participated in a Mission 10x workshop on ‘High impact teaching skills’ conducted by WIPRO at AITAM, Tekkali, A P during 24th and 28th April 2012.
- Participated in a Faculty development program on ‘Making of a great teacher – Model for excellence’ conducted by Datta Meghe Institute of Management Studies, Nagpur on 18th February 2012.
- Participated in a Faculty development program on Entrepreneurship sponsored by NSTEBD and organized by CED at M.V.G.R.College, Vijayanagaram during 18th and 30th April 2011.
- Participated in a Faculty development program sponsored by A.I.C.T.E. and conducted by AITAM, Tekkali, and A.P. on ‘Teaching Methodology and Techniques for Management Teachers’ during 16th and 29th June 2010.
- Participated in the “Management Teachers’ programme Foundation course in Strategic management conducted by IIM, KHOZIKHODE during 24th and 29th august 2009.

- ix. Participated in a Faculty development program on Management teaching methodologies sponsored by AICTE and conducted by Department of Transport Management at Andhra University during 3rd and 16th March 2003.

∅ PARTICIPATIONS IN SEMINARS AND WORK SHOPS AT NATIONAL AND INTERNATIONAL LEVEL: THIRTEEN

- i. National Workshop on “Curriculum Development of Post Graduation Programme” at College of Business and Economics, University of Gondar, Ethiopia on 10th January 2016.
- ii. National Workshop on “PhD Curriculum Development Evaluation Programme of Management and Economics” at Tewodros campus organised by College of Business and Economics, University of Gondar, Ethiopia on 19th December 2015.
- iii. National Workshop on “Curriculum Revision of Existing Post Graduation Programme” at College of Business and Economics, University of Gondar, Ethiopia on 10th October 2015.
- iv. A 5 day International workshop on “ Receiving Education by Active & Guided Inquire Experiences in Science, Technology, Engineering, Mathematics and Management (REIMAGINE- STEM) through POGIL Methodology of Teaching Practices” organised by Aditya Institute of Technology and Management , Tekkali, Srikakulam on 3rd to 7th August 2015.
- v. Seminar on “ Social Media Marketing” conducted by the Department of Marketing Management, CBE, University of Gondar, Ethiopia on 10th June 2015.
- vi. Learning session and interaction with field managers on “The Best Practices of HR and Marketing Management” conducted by CII (Confederation of Indian Industry) at City Campus of GITAM University, Visakhapatnam on 31st January 2013.
- vii. Workshop on ‘Outcome based Education’ (In compliance with NBA Accreditation) organised by Aditya Institute of Technology and Management , Tekkali, Srikakulam on 19th January 2013.
- viii. Workshop on “Intellectual Property Rights” organized by BABA institute of engineering, Visakhapatnam, A.P. in 2012.
- ix. Workshop on ‘Leadership role in creating knowledge economy’ organised by Datta Meghe Institute of Management Studies, Nagpur on 17th February.
- x. National seminar on Housing Finance opportunities & strategies Under AB & UGC conducted by DCMS, AU, Visakhapatnam on 21st September 2007.
- xi. National seminar on supply chain management strategies for Competitive advantages organised by AIMS, Visakhapatnam on 6th & 7th July-2007.
- xii. National seminar on globalization challenges and opportunities, Sectorial response of Indian economy organized by U.G.C. SAP at DCMS, A.U. Visakhapatnam on 25th, 26th March 2004
- xiii. Symposium on “Management of India’s Foreign exchange reserves“ Organized on 28th Feb 2004 under U.G.C. special assistances program at Department of Commerce and Management Studies Andhra University, Visakhapatnam.

∞ **TOTAL PAPER PRESENTATIONS : 41 (FOURTY ONE)**

∞ **PAPER PRESENTATIONS IN NATIONAL SEMINARS : 29 (TWENTY NINE)**

- i. Presented the paper entitled “Impact of e-marketing promotion on the performance of religious tourism: in case of Srikakulam district, A.P., India” in a National seminar on **Managing Organisations In The Digital Era** conducted by the department of Business Administration, Berhampur University, Orissa, India on 14th March 2019
- ii. Presented the paper entitled ‘E-Accounting: Technological Legerdemain for the future Management’ in a National conference on “Emerging Challenges in Finance” sponsored by AICTE organised by the department of management, Aditya Institute of Technology and Management (AITAM), Tekkali, AP, India on 29th to 31st March 2015.
- iii. Presented the paper entitled ‘Progression of Family business in Micro and Small Business – A study in Gondar Region in Amhara State, Ethiopia’ in the Fourth National Conference PANACEA 2015 on “Indigenous management practices” organized by Department of MBA , Datta Meghe Institute of Engineering, Technology & Research, Wardha, Nagpur, Maharashtra on March 24th 2015.
- iv. Presented the paper entitled ‘Agri –Marketing Practices in India’ in the Fourth National Conference PANACEA 2015 on “Indigenous management practices” organized by Department of MBA, Datta Meghe Institute of Engineering, Technology & Research, Wardha, Nagpur, Maharashtra on March 24th 2015.
- v. Presented the paper entitled ‘Niche- The way to go in Succeeding Internet Marketing’ in a National seminar on “Sustainable Development and Growth in Business: A Strategic Challenge” organised by Biju Patnaik Institute of IT and Management Studies (BIITM), Bhubaneswar, Odisha on 5th July 2014.
- vi. Presented the paper entitled ‘Global Leadership With Business Excellence’ in the Third National Conference PANACEA 2014 on “Indigenous management practices” organized by Department of MBA, Datta Meghe Institute of Engineering, Technology & Research, Wardha, Nagpur, Maharashtra on April 4th 2014.
- vii. Presented the paper entitled ‘Management Education In India And Its Perceived Quality’ in an AICTE sponsored National seminar on “Sustaining Quality in Management Education- Challenges and Imperatives” organized by G.V.P. College for Degree and PG Courses, Visakhapatnam, AP, on 21st and 22nd February 2014.
- viii. Presented the paper entitled ‘Management, Reorientation and Quality Assurance of Higher Education in India’ in an AICTE sponsored National seminar on “Sustaining Quality in Management Education- Challenges and Imperatives” organized by G.V.P. College for Degree and PG Courses, Visakhapatnam, AP, on 21st and 22nd February 2014.
- ix. Presented the paper entitled ‘Business Excellence with Indianism: An Epitome to Global Leadership’ in a National seminar on “New Paradigms and Perspective for Business Excellence” organized by P.B. Siddhartha College of Arts and Science, Vijayawada, AP, on 31st January to 2nd February 2014.
- x. Presented the paper entitled ‘Five star hospitals - A way forward to facility management in health care industry’ in the National seminar on “Global Economic Turmoil - Redefining Indian Business” organized by Gandhi Institute of Management Studies, Gunupur, Odisha on 18th and 19th January 2014.

- xi. Presented the paper entitled 'Accustomisation of Online Shopping in India' in a National seminar on "Strategic Services Marketing in the Comprehensive Market Scenario – Challenges and Opportunities" organized by W.S. College of commerce and Management, Wardha, Maharashtra on 27th and 28th September 2013.
- xii. Presented the paper entitled 'Indian Banking- Then and Now' in National seminar on "Strategic Serves Marketing in the Comprehensive Market Scenario – Challenges and Opportunities" organized by W.S. College of commerce and Management, Wardha, Maharashtra on 27th and 28th September 2013.
- xiii. Presented the paper entitled 'Bank Nationalization - 44 years of Socio-Economic Justice in India' in the National seminar on "Nationalization of Banks –Its impact on Socio Economic Development of India" organized by Department of Commerce and Management Studies Dr B R Ambedkar University, Srikakulam on 19th July 2013.
- xiv. Presented the paper entitled 'Corporate Philanthropy & CSR' in a National seminar on "Corporate Social Responsibility" organized by Department of Commerce and Management Studies Andhra University on 10th December 2012.
- xv. Presented the paper entitled 'Blog that markets at ease' in the First National Conference PANACEA 2012 on "Indigenous management practices" organized by Department of MBA , Datta Meghe Institute of Engineering, Technology & research, Wardha, Nagpur on 2nd March 2012.
- xvi. Presented the paper entitled 'Paradigm shift of higher education in India' in a National Seminar on 'Innovative approaches to learning and evaluation in higher education, keeping in view the requirements of our time' organized by Gayatri college of science and management, Srikakulam on 19th February 2012.
- xvii. Presented the paper (in absentia) entitled 'Interventions in micro - insurance' in the National Seminar on "Microfinance –issues, challenges and policy options in emerging economies" organized by Department of Business Management, Krishna University, Machilipatnam on 17th February 2012.
- xviii. Presented a paper entitled 'Employer Branding: A Strategic HR Tool in India' in 65th All India Commerce Conference Of Indian Commerce Association hosted by K.P.B. Hinduja College of Commerce, Mumbai during 9th to 11th November 2012
- xix. resented a paper entitled 'Global Turbulence – Indian Response' in 65th All India Commerce Conference of Indian Commerce Association hosted by K.P.B. Hinduja College of Commerce, Mumbai during 9th to 11th November 2012.
- xx. Presented a paper entitled 'Foreign Direct Investment in Indian Multibrand Retail Sector' in 65th All India Commerce Conference of Indian Commerce Association hosted by K.P.B. Hinduja College of Commerce, Mumbai during 9th to 11th November 2012.
- xxi. Presented the paper entitled 'Changing Consumer Behavior on organized Retailing in India' in the 2nd National seminar on "Unleashing the Power of Excellence in Management" organized by Department of Management Disha Institute of Management and Technology, Raipur on 20th and 21st February 2010.
- xxii. Presented the paper entitled 'The Indian Retail Market- An Observation of Rural Vs Urban Markets' in the 2nd National seminar on "Unleashing The Power of Excellence In Management" organized by Department of Management, Disha Institute of Management And Technology, Raipur on 20th and 21st February 2010.

- xxiii. Presented the paper entitled ‘Emergence of Women Entrepreneurs’ in a National seminar on “Economic Empowerment of Rural Women through E.D ; Skills Issues & Challenges” organized by Department of Management Studies Nannaya University, Rajahmundry on 30th and 31st October 2009.
- xxiv. Presented the paper entitled ‘Total Productive Maintenance’ in a National seminar on “Technology & Management In The Business Journey Of Design To Delivery” organized by Department of Management C.V. Raman College of Engineering, Bhubaneswar on 9th to 11th October 2009
- xxv. Presented the paper entitled ‘Philanthropy & CSR’ in a National seminar on ‘Corporate Social Responsibility’ organized by Department of Management Studies Krishna University, Machilipatnam on 10th and 11th September 2009.
- xxvi. Presented the paper entitled ‘Emergence of women Entrepreneurs’ in a National seminar on “Status of Women in Higher Education Institutions in the Post Independence Scenario” sponsored by UGC and organized by Govt. College for Women, Srikakulam on 9th September 2009.
- xxvii. Presented the paper entitled ‘Customer Relationship Management in Banking Sector’ in a National seminar on “Dynamics of Banking Reforms: Emerging Issues, Challenges and Strategies” organized by Department of Management Studies, A U, Visakhapatnam on 19th to 21st July 2009.
- xxviii. Presented the paper entitled ‘SEZ as a Tool for Rural Development’ in National seminar on “Current Issues of Indian Economy” sponsored by APSCHE and organized by Dr B.R. Ambedkar University, Srikakulam on 20th December 2008.
- xxix. Presented the paper entitled ‘Green Colour; Economy Friendly’ in National seminar on “Current Issues of Indian Economy” sponsored by APSCHE and organized by Dr B.R Ambedkar University, Srikakulam on 20th December 2008.

∞ **PAPER PRESENTATIONS IN INTERNATIONAL CONFERENCES : TWELVE**

1. Presented a paper entitled “Micro & Small Enterprises Sustainability & Its Economic Contribution in Amhara Region” in 27th Annual Research Conference, University Of Gondar, Ethiopia in 2017.
2. Presented the paper entitled ‘The Impact of Institutional Performance on Members’ Satisfaction: The Case of Jantekel Dairy Marketing Cooperatives Union Ltd in Gondar, Ethiopia’ in an International Conference on Management Solutions for Socio Economic Challenges” organized by Tirpudi Institute of Management Education, Nagpur on 3rd and 4th March 2017.
3. Presented the paper entitled ‘A Study on the participatory outcomes in Small Screen Programs of the viewers of Gondar city, Ethiopia” in the Silver Jubilee Annual Research conference - 2015 conducted by University of Gondar, Ethiopia on 19th and 20th June 2015.
4. Presented the paper entitled ‘Challenges of Family business in Micro and Small Business – A study in Gondar Region in Amhara State, Ethiopia’ in the seminar on Entrepreneurship and Market Linkage Practices for Micro and Small Enterprises-2015 conducted by University of Gondar , Ethiopia on February 5th 2015

5. Presented a paper entitled 'Analysis of Randomness in Graphical Authentication System' in the second MGI International conference on 'Recent trends & Innovations in Engineering & Technology-2014' hosted by Datta Meghe Institute of Engineering, Technology & Research, Wardha on 19th-20th December 2014.
6. Presented a paper entitled 'People Dimension In Organizational Success: A Talent Management Perspective' in an International conference on "Changing Trends and Paradigms for Business" organized by Tirpudi Institute of Management Education, Nagpur on 7th and 8th February 2014
7. Presented a paper entitled 'Value creation through IT; A tool for better service delivery under knowledge economy' in the second International conference ELIXIR 2012 on 'Emerging trends for value creation in the era of knowledge economy' Organized by Datta Meghe Institute of Management Studies, Nagpur in association with Northern Illinois University, USA, Indo-US Collaboration for Engineering Education (IUCEE), ISTE, on 18th and 19th February 2012.
8. Presented a paper entitled 'Role of Social Networking Websites on Knowledge Enhancement' in International conference on "Relevance of contemporary social and Technical research in the context of recent trend of Globalization and its impacts in Management Pedagogy" Organized by Haldia Institute of Management (HIT), HALDIA, W.B. on 3rd and 4th January 2012.
9. Presented a paper entitled 'Evaluation of Behavioral Changes among Rural Consumers' in the First International conference ELIXIR 2011 on 'Challenges and Innovations on Marketing Practices' Organized by Datta Meghe Institute of Management Studies Nagpur, on 18th and 19th February 2011.
10. Presented a paper entitled 'Corporate Philanthropy and Social Responsibility' in 14th International conference on 'Managing in Turbulent Times: Creativity, Innovation Entrepreneurship, and Leadership & Learning's' Organized by NICOM (NIRMA University) Ahmadabad, on 6th to 8th January 2011.
11. Presented a paper entitled 'Talent management' in 14th International conference on "Managing in Turbulent Times: Creativity, Innovation Entrepreneurship, Leadership & Learning's" Organized by NICOM (NIRMA University) Ahmadabad, on 6th to 8th January 2011.
12. Presented a paper entitled 'Behavioral changes of Consumer in Indian Organized Retailing' in International conference on 'Marketing and Business Strategy' Organized by ICOMBS, Department of Management IBS Hyderabad on 3rd and 4th December 2010.

∅ **TOTAL PUBLICATIONS : 62**

✓ **BOOKS : 7 (SEVEN)**

5. **DR Koppala Venugopal**, Esuyawkaal Alemu Belay., Guday Abeje., "Consumption Of Domestic And Foreign Made Products: Ethiopian Perspective" 'Forum for Intellectual Academicians and Researchers Publications' First Edition: 2018, Copyright © forum4researchers ISBN: 978-81-935201-8-5
- 6.
7. **Aschalew Adane, DR. Getie Andualem, DR Koppala Venugopal**, "MARKETING STRATEGY PRACTICE TO ENHANCE SUSTAINABLE TOURISM DEVELOPMENT IN BAHIR DAR AND ITS ENVIRONS" 'Forum for Intellectual Academicians and Researchers Publications' First Edition: 2018, Copyright © forum4researchers ISBN:978-81-935201-7-8

8. **DR Koppala Venugopal**, Aschalew Adane, Getye Shumye “ANALYSIS OF DAIRY MARKETING CHAIN: IN THE CASE OF GONDAR TOWN AND THE NEARBY RURAL KEBELES, NORTHWEST ETHIOPIA., ‘Forum for Intellectual Academicians and Researchers Publications’ First Edition: 2017, Copyright © forum4researchers ISBN: 978-81-935201-5-4
9. **DR Koppala Venugopal**, Aschalew Adane, Yimer Asemare “ ASSESSMENT OF CUSTOMERS’ BRAND SWITCHING OF BEERS: IN THE CASE OF BREWERY INDUSTRY IN NORTH GONDAR REGION., ‘Forum for Intellectual Academicians and Researchers Publications’ First Edition: 2017, Copyright © forum4researchers ISBN: 978-81-935201-4-7
10. Abebe worku Hassan, **DR Koppala Venugopal**, “ASSESSMENT OF THE MARKETING SYSTEM FOR FISH ORIGINATED FROM LAKE TANA, ETHIOPIA”., ‘Forum for Intellectual Academicians and Researchers Publications’ First Edition: 2017, Copyright © forum4researchers ISBN: 978-81-935201-3-0
11. **DR Koppala Venugopal**, Sewhareg Getenet, Firnus Yalew “ THE IMPACT OF MARKETING MIX STRATEGIES ON MICRO AND SMALL BUSINESS ENTERPRISES PERFORMANCE” (Case Study of Manufacturing Enterprises in Gondar City Administration, Ethiopia), ‘Forum for Intellectual Academicians and Researchers Publications’ First Edition: 2017, Copyright © forum4researchers ISBN: 978-81-935201-2-3.
12. Haimanote Belay, DR. Getie Andualem and **DR. Koppala Venugopal** “THE IMPACT OF ETHIOPIAN COMMODITY EXCHANGE ON COMMODITY EXPORTERS’ PERFORMANCE”., ‘Forum for Intellectual Academicians and Researchers Publications’ First Edition: 2017, Copyright © forum4researchers, ISBN: 978-81-935201-1-6.

✓ **JOURNALS : 55**

• **NATIONAL : SEVEN**

1. DR D. Vishnu Murty., **DR K.Venugopal.**, DR D. Ratnal., V. Gopala Krishna (2014) “DEMAND FORECASTING OF GOLD WITH TIME SERIES AND REGRESSION ANALYSIS- A CASE STUDY IN VISAKHAPATNAM ” in Chaitanya Business Journal from MBA Department of Progressive Education Society’s Modern College of Engineering, Pune., March- August 2014., ISSN: 2277-6885 pp:01-11
2. **Venugopal K.**, (2013) “A WAY FORWARD TO BRANCH BANKING ”., Journal of Economic and Social Research., published by Economic and Social Research Institute (ESRI)., Rajastan., Volume 4 , Jul 2013., ISSN: 0975-7635, CJ No -03984.,pp.26-31
3. **Venugopal K.**, Guntuboina Ravi Kumar L.S., Dr K.V.Somanadh., (2013) “SUCCESSION PLANNING OF FAMILY BUSINESS :THE ENTREPRENEURIAL PERSPECTIVES”., DMIETR Journal on Management Outlook, Volume 2 , June 2013, ISSN: 2449 -9253, pp.18-28 http://dc679.4shared.com/doc/cWogfO_n/preview.html
4. Saumendra das., **Venu Gopal K** ., DR P.K.Padhy (2012)., “SURPRISE AND REGULARITY –AN ADVERTISEMENT CREATIVITY APPROACH”., Acropolis- Sodha Ganga ,Volume -2, Number -1, Jan- Dec 2012., ISSN:2250-303X., pp 35-41. <http://afmr.ac.in/shodh-ganga>
5. Santosh Ranganath N., Dr Achutarao., **Venu Gopal K.**,(2012)., “GREEN MARKETING IN INDIA – A TOOL FOR CORPORATE SOCIAL RESPONSIBILITY”., Economic and Social Research Institute (ESRI)., Rajastan., Volume3, Jan 2012., ISSN: 0975-7635, pp.14-21

6. Santosh Ranganath N., Venu Gopal K., (2012), "GENDER DISCRIMINATION AND GROWTH: A MANAGEMENT PERSPECTIVE", Economic Challenger, Number 14, Issue 54, January-March 2012, ISSN:0975-1351, pp.65-68. <http://www.economicchallenger.net/index.php?m=01&y=12&entry=entry120103-234126>
7. Santosh Ranganath N., Venu Gopal K., (2011), "RURAL ENTREPRENEURSHIP CHALLENGES AND OPPORTUNITIES: AN INDIAN CONTEXT", Indian Journal of Applied Research, Volume 1, Issue 2, November 2011, ISSN: 2249-555X, pp. 65-68. Impact factor : 0.8215 <http://www.theglobaljournals.com/ijar/file.php?val=Mzc=>
 - CONFERENCE PROCEEDINGS : NINE
1. DR. K.Venugopal., DR. Tariku Jebena., Haimanote Belay Alemayehu., Tesfaw Tesemma., "THE IMPACT OF INSTITUTIONAL PERFORMANCE ON MEMBERS' SATISFACTION: THE CASE OF JANTEKEL DAIRY MARKETING COOPERATIVES UNION LTD IN GONDAR, ETHIOPIA" proceedings of International Conference on 'Management Solutions for Socio Economic Challenges' organised by Tirpudi Institute of Management Education, Nagpur, Maharashtra on 3rd and 4th February 2017., ISBN: 978-93-5267-373-5., pp. 1-15 (144)
2. DR K.Venugopal., Hailu Demissie Habtie., Abebe Worku Hassen., "PROGRESSION OF FAMILY BUSINESS IN MICRO AND SMALL BUSINESS – A STUDY IN GONDAR REGION IN AMARA STATE, ETHIOPIA" Proceedings of the National Conference on "Indigenous Management Practices" PANACEA-2014 organized by Department of MBA , Datta Meghe Institute of Engineering, Technology & research, Wardha, Nagpur., April 4th 2014., ISBN: 978-81-924021-3-0, pp:10-19
3. DR K.Venugopal., DR Sailesh Kedia ., "AGRI-MARKETING PRACTICES IN INDIA" Proceedings of the National Conference on "Indigenous Management Practices" PANACEA-2014 organized by Department of MBA , Datta Meghe Institute of Engineering, Technology & research, Wardha, Nagpur., April 4th 2014., ISBN: 978-81-924021-3-0, pp:104
4. DR D. Vishnu Murty., DR K.Venugopal., DR D. Ratnalu "BUSINESS EXCELLENCE WITH INDIANISM: AN EPITOME TO GLOBAL LEADERSHIP" Proceedings of the National Conference on "Indigenous Management Practices" PANACEA-2014 organized by Department of MBA , Datta Meghe Institute of Engineering, Technology & research, Wardha, Nagpur., April 4th 2014., ISBN: 978-81-924021-1-8, pp:43
5. H.Uday Bhaskar., DR Venu Gopal K., DR D.Vishnu Murty (2014). "PEOPLE DIMENSION IN ORGANISATIONAL SUCCESS: "A TALENT MANAGEMENT PERSPECTIVE" Proceedings of the international Conference on 'Changing Trends and Paradigms for Business Excellence' organised by Tirpude Institute of Management Education, Nagapur, Maharastra on 7th and 8th February 2014. ISBN: 978-93-5156-617-5, pp. 67-75
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- INTERNATIONAL :THIRTY EIGHT

1. DR Avvaru Venkata Satyanarayana., DR Koppala Venugopal (2019) “THE IMPACT OF REVERSE LOGISTICS ON QUALITY IMPROVEMENT IN MANUFACTURING INDUSTRY: IN CASE OF SMALL AND MEDIUM ENTERPRISES OF SRIKAKULAM, ANDHRA PRADESH, INDIA” International Journal of Innovative Research and Practices(IJIRP)., Forum for Intellectual Academicians and Researchers., Volume 7, Issue 4, April 2019, ISSN: 2321-2926., PP: 1-8 <http://www.forum4researchers.com/archive>
2. D. Vishnu Murty, Kolluru Venkata Somanadh, Koppala Venugopal., (2019)“INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT ON THE BUSINESS PERFORMANCE OF SMEs: IN CASE OF MANUFACTURING INDUSTRY, SRIKAKULAM” International Journal of Research in Business Management (IMPACT: IJRBM) ISSN (P): 2347-4572; ISSN (E): 2321-886X Vol. 7, Issue 1, Jan 2019, 7-16 © Impact Journals
3. Aschalew Adane Brhanu., DR Vishnu Murty., DR Koppala Venugopal (2018) “ASSESSMENT OF CUSTOMER RELATIONSHIP MANAGEMENT IN DASHEN BANK: EMPLOYEE’S PERSPECTIVE IN ETHIOPIA”., International Journal of Innovative Research and Practices(IJIRP)., Forum for Intellectual Academicians and Researchers., Volume 6, Issue 10, November 2018, ISSN: 2321-2926., PP: 13- 21 <http://www.forum4researchers.com/archive>
4. Aschalew Adane Brhanu., Mebasilase Kassa DR Koppala Venugopal (2018) “ CUSTOMER PERCEPTION ON VISUAL ELEMENTS OF PACKAGING AND LABELING PRACTICES: IN CASE OF THE PACKED SPRING WATER IN GONDAR, ETHIOPIA”., International Journal of Innovative Research and Practices(IJIRP)., Forum for Intellectual Academicians and Researchers., Volume 6, Issue 10, October 2018, ISSN: 2321-2926., PP: 15- 27 <http://www.forum4researchers.com/archive>
5. DR Gashaw Tibebe, Bekalu Wale., Prof. Koppala Venugopal. (2018) “THE EFFECTS OF INTERNAL BRANDING ON EMPLOYEE BRAND COMMITMENT: IN CASE OF UNIVERSITY OF GONDAR, ETHIOPIA” International Journal of Innovative Research and Practices(IJIRP)., Forum for Intellectual Academicians and Researchers., Volume 6, Issue 3, March 2018, ISSN: 2321-2926., PP: 12-32 <http://www.forum4researchers.com/archive>
6. Grishma Rao Siddabattula., Vakamullu Gopalakrishna., Birhanu Mulat Addis., DR Koppala Venugopal (2018) “ASSESSMENT OF FACTORS INFLUENCING THE PERFORMANCE OF AGRICULTURAL TRACTORS: IN THE CASE OF SRIKAKULAM CITY, A.P., INDIA”., International Journal of Innovative Research and Practices(

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9. **Vakamullu Gopalakrishna., DR Fentaye Kassa., Sewareg Getenet., DR. Koppala Venugopal (2018)** “INFLUENCE OF EMOTIONAL BUYING BEHAVIOUR ON FMCG PRODUCTS: A CASE STUDY ON PATHANJALI PRODUCTS IN SRIKAKULAM DISTRICT, AP”., Journal of Exclusive Management Science., January 2018., Volume 7, Issue 01.,ISSN 2277-5684 PP:1-8 <http://jems.net.in/index.php>
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11. **Tesfaye Gedyon, Sewareg Getnet, DR K.Venugopal., (2017)** “ THE ASSESSMENT OF CUSTOMER RELATIONSHIP MANAGEMENT (THE CASE OF LAND MARK INTERNATIONAL HOTEL, GONDAR TOWN, ETHIOPIA)., Journal of Exclusive Management Science (JEMS), Volume: 6, Issue: 8, August 2017, ISSN (Online) - 2277-5684., PP: 1 - 8., Impact Factor :- 2.78 , <http://www.jems.net.in>
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14. **DR K.Venugopal ., B.Rajesh., DR Mulugeta Negash., Aschalew Adane Brhanu (2016)** “FAMILY DECISION MAKING ON PURCHASING THE GOLD: A STUDY ON THE TRANSITION OF INDIAN GOLD IMPORTS INTO ECONOMIC TURMOIL” ., Journal of Exclusive Management Science (JEMS), Volume: 5, Issue: 6, June 2016, ISSN (Online) - 2277-5684., PP: 1 - 11., Impact Factor :- 2.78
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18. **Dr K.Venugopal.**, Abebe Worku Hassen, Haimanote Belay Alemayehu., Solomon Tadesse Tolera (May 2015)“ FIVE STAR HOSPITALS – A WAY FORWARD TO FACILITY MANAGEMENT IN HEALTHCARE INDUSTRY”., International Journal of Management, IT and Engineering(IJMITE),. IJMRA., Volume 5, Issue 5, May 2015, ISSN: 2249-0558., PP: 203- 210., Impact factor: 5.299 (2014)
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20. **Dr K.Venugopal.**, Abebe Worku Hassen, Haimanote Belay Alemayehu., (2015)“ SECOND HAND: A HAND IN HAND FOR INDIAN CUSTOMERS- A STUDY ON THE CUSTOMER PRIORITIES ON DIFFERENT USED PRODUCTS”., International Journal of Innovative Research and Practices IJIRP., Forum for Intellectual Academicians and Researchers., Volume 2, Issue 12, December 2014, ISSN: 2321-2926., PP: 1-7.,
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30. Venu Gopal K., K.Karunanidhi. K.V.Somanadh., (2013) “SEZ AS A TOOL FOR RURAL DEVELOPMENT”, International Journal of Multidisciplinary Educational Research (IJMER), Volume2, Issue 5(1), April 2013, ISSN: 2277-7881, pp.258-261. [http://s3-ap-southeast-1.amazonaws.com/ijmer/pdf/volume2-issue5\(1\)-2013/volume2-issue5\(1\)-2013.pdf](http://s3-ap-southeast-1.amazonaws.com/ijmer/pdf/volume2-issue5(1)-2013/volume2-issue5(1)-2013.pdf)
31. Venu Gopal K., Vijay Kumar .L. (2013) “CONSUMPTION PATTERN OF TRIBALS – A STUDY IN SEETAMPETA MANDAL, SRIKAKULAM DISTRICT, AP”., International Journal of Innovative Research and Practices IJIRP , Volume1, Issue 2, February 2013, ISSN:2321-2926 (online) , pp.23-31.
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32. **Venu Gopal K.**, Saumendra das., Guntuboina Ravikumar L.S.,(2013) “TIME CYCLE OF FESTIVALS REPRESENTING CULTURAL AND CROP/F.M.P. OF TRIBALS IN SEETAMPETA MANDAL, SRIKAKULAM DISTRICT, AP”., Pacific Business Review International (PBRI), Volume5, Issue 8, February 2013, ISSN: 0974-438x, pp.29-32.
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35. **Venu Gopal K.**, Saumendra das., Dr D. Vishnu Murthy., (2012)., “EMAIL MARKETING: A PARADIGM SHIFT TO MARKETING” International Journal of Advanced Research in management and Social Sciences , Volume1, no1, July 2012, ISSN: 2278 -6236, pp.101-116 <http://www.garph.co.uk/IJARMSS/July2012/8.pdf>
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37. **Venu Gopal K.**, Santosh Ranganath N (2012)., “BEHAVIORAL CHANGES OF CONSUMERS ON INDIAN ORGANISED RETAILING” Asian Journal of Research in Business Economics and Management , Volume 2, Issue 1 January 2012, ISSN: 2249-7307, pp. 57-66 <http://www.aijsh.org/setup/business/paper91.pdf>
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- *EDITED BOOKS: ONE (1)*

1. Mikiyas Getachew., **DR K. Venugopal.**, Endris Nuru Zekele., DR Mulgeta Negash., (2016) “CHALLENGES AFFECTING THE DISTRIBUTION CHANNEL PERFORMANCES OF DASHEN BEER (THE CASE OF GONDAR TOWN WITHIN THE HOTELS IN GONDAR TOWN)” in an edited book entitled ‘Contemporary Issues In Ethiopian Business Management (Creativity, Innovation and Change for Better Ethiopian Economy)’ Paramount Publishing House, first edition 2016., ISBN: 978-93-85100-68-0., pp.110-120

☞ RESEARCH GUIDANCE

1. Approximately 150 students from UG (BBM) and PG (MBA) in India and Ethiopia.

☞ SELF FUNDED RESEARCH WORK CARRIED OUT:

1. **Research contribution while working in the University of Gondar in Gondar region, Ethiopia during the I semester of the academic year 2014-15 (From 15th October 2014 to 15th June 2015) through market surveys on seven sophisticated issues under the thematic area of Marketing Management as a part of BLITZ Activity on different contextual issues**
 - **Progression of Family Business in Micro and Small Enterprise with reference to Gondar city region, Amhara state, Ethiopia.**
 - **Awareness and use of the services provided by the bankers with reference to Online Banking, Tele- Banking , ATM and SMS (Mobile) Banking Services in Ethiopia**
 - **A comparative study between the consumer Priorities of Indian and Ethiopian countries on the usage of Organic Products.**
 - **A study on the Shift rate through Users Preferences of various Applications in Smartphone with reference to north Gondar region, Ethiopia.**
 - **Assessment of the facets influencing Knowledge Enhancement through Social Net Working (SNW) in the case of the students in the University of Gondar, Ethiopia.**
 - **A Study on Customer Perception on the rationality of SERVQUAL Model applicability with reference to different service industries in Ethiopia.**
 - **Assessment of Viewers' Priorities on Advertising traits while watching television Programs in the case of Gondar city.**
2. **A.P. State first Survey on manpower requirement in Srikakulam District under RAJEEV YUVA KIRANALU (11-11-2011 to 30-11-2011) funded by the district collectorate.**
3. **A survey on the problems and prospects of MSME under PMRY (Prime Minister Rojgar Yojana) in 2011.**
4. **Organized an experimental research on Hording Advertise making campaign in Srikakulam district (BRAINS FOR SALE) under COPE (Centre for Organizational and Professional Excellence) in 2008 & 2009**
5. **Conducted an extensive survey on the Strategic Management of MSME in East and West Godavari districts in 2004-2005 for an extensive work of research dissertation.**
6. **Conducted a survey on the Evaluations on performance of small and Medium scale industries under CMEY (Chief Minister Empowerment for Youth) in Srikakulam district as one of the members in secret investigating team (SIT) for 937 Units in 2000-2001.**

☞ MEMBERSHIPS : THIRTEEN

➤ EDITORIAL BOARD: 11 (ELEVEN)

1. **Co- Managing Editor for “ETHIOPIAN JOURNAL OF BUSINESS MANAGEMENT AND ECONOMICS” University of Gondar, Ethiopia.**
2. **Member of Editorial Board for “INTERNATIONAL JOURNAL OF RESEARCH AND INNOVATION IN APPLIED SCIENCE” Research and Science Innovation Society Journals (RSIS).**
3. **Editorial Review Board Member for the international journal “JOURNAL OF FINE AND STUDIO ART (JFSA)” Academic Journals.**
4. **Member Editorial Advisory Board “INTERNATIONAL JOURNAL OF RESEARCH AND INNOVATION IN APPLIED SCIENCES” (IJRIAS), Research and Science Innovation Society Journals (RSIS).**
5. **Member of International Editorial Advisory Board “INTERNATIONAL JOURNAL OF LATEST TECHNOLOGY IN ENGINEERING, MANAGEMENT & APPLIED SCIENCES” (IJLTEMAS), Research and Science Innovation Society Journals (RSIS).**

6. Editorial Board Member for the international journal “INTERNATIONAL JOURNAL OF BIODIVERSITY CONSORTIUM (IJBC),
7. Editorial Board Member for the international journal “CASE STUDIES IN BUSINESS AND MANAGEMENT” (CSBM), MACROTHINK INSTITUTE
<http://www.macrothink.org/journal/index.php/csbm/about/editorialTeam>
8. Editorial Review Board Member for the international journal “INTERNATIONAL JOURNAL OF MARKETING STUDIES”(IJMS)
<http://www.ccsenet.org/journal/index.php/ijms/about/editorialTeam>
9. Editorial Board Member for the international journal “JOURNAL OF MANAGEMENT AND ADMINISTRATION (JMA)” RE-Imagined Academic Publishing@MANCOSA (GSB), South Africa
10. Editorial Advisory Board Member for the international journal “INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH AND PRACTICES”(IJIRP)
<http://www.forum4researchers.com/editorial-board.php>
11. Advisory Member for “INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH AND PRACTICES” <http://www.forum4researchers.com/genesis.php>

➤ **PROFESSIONAL MEMBERSHIPS:**

1. Life Membership in the Journal FORUM FOR INTELLECTUAL ACADEMICIANS AND RESEARCHERS
2. Membership in Excusive MBA-GLOBAL, the Ultimate Management Group

➤ **SOCIAL MEMBERSHIPS:**

1. Executive member in SOCIAL AND CULTURAL YOUTH ASSOCIATION, Srikakulam.
2. Life member in INDIAN REDCROSS SOCIETY (Regd. No.2872).

⌘ **INDUSTRY INTERFACE:**

Industrial tours that were organized independently to

- Bangalore, Mysore - KARNATAKA
- Ooty, Coimbatore, Chennai-TAMILNADU
- Calcutta, Darjeeling- WEST BENGAL
- Sikkim, Gangtok - SIKKIM
- Damanjodi, Sunabeda, Jayapur- ORISSA

➤ **Interface of reputed Industries along with Management students:**

HAL, IR, KSDL, MICO, MOTHER DIARY, PARLE, MTR, V-GUARD, HFF, HFTE, AMRUTANJAN, SHRIRAM TRANSPORT FINANCE LTD, KALYANI MILLS, KHADIMS, DTE, SIKKIM DISTILLERS, WAIWAI, LANCO INFRATECH, NHPC, NALCO, BILT, MANGALAM TIMBER, MACHKHAND POWER PLANT and etc.

⌘ **CONSULTANCY** (Key Note Speaker/ Trainer/ Guest Lectures/ Resource Person): **41**
(FORTY ONE)

1. Acted as one of the resource persons in an AICTE Sponsored Two Week Faculty Development Programme on “LIFESKILLS EDUCATION TO PROTECT INTELLECTUAL PROPERTY AND LEVERAGE ETHICAL BEHAVIOUR” organized by the Department of Humanities, Aditya Institute of Technology and Management for a

session entitled “APPLICATION OF LIFESKILLS AND ETHICS IN PATENTING” on 20st July 2019.

2. Acted as the sole resource person in a Training programme on ‘INTERVIEW INTERFACE AND PRESENTATION SKILLS’ to the final year students of Marketing Management at college of business and Economics, University of Gondar, Ethiopia, East Africa on 8th June 2019.
3. Delivered a lecture on “PLAGIARISM ISSUES AND REPORT WRITING” conducted by the department of Management Studies, Sri Venkateswara Institute of Engineering college, Srikakulam, AP on
4. Acted as the sole resource person in a Training programme on “RESEARCH METHODOLOGY FOR ARCHITECTURE ENGINEERING” organised by the Department of Architecture Engineering, Fasil Campus, University of Gondar, Ethiopia, East Africa on 4th December 2018.
5. Acted as a sole resource person in an activity based workshop on “PERSONALITY DEVELOPMENT THROUGH COMMUNICATION, LEADERSHIP AND TEAM-WORK” for the Post Graduate students of Dr B R Ambedkar University, Etcherla, Srikakulam, A.P, India on 27th September 2018.
6. Delegated as an exclusive contributor on ‘INTERVIEW INTERFACE AND PRESENTATION SKILLS ’ to the final year students of MBA in AITAM college , Tekkali, Srikakulam AP on 25th September 2018
7. Acted as one of the speakers in the Integration camp and delivered speech on SWOT Analysis and GOAL SETTING at Srikakulam Arts College on 19th September 2018.
8. Addressed all first year engineering students from Mechanical, Civil, ECE, CSE and Electrical Engineering of Dr B R Ambedkar University, Etcherla, Srikakulam, A.P, India on “PERSONALITY DEVELOPMENT THROUGH COMMUNICATION, LEADERSHIP AND TEAM-WORK” on 12th September 2018.
9. Acted as one of the guest speakers in an induction programmed instructed by UGC to the first year engineering students from Mechanical, Civil, ECE, CSE and Electrical Engineering of AITAM college, Tekkali, Srikakulam A P , India on “PERSONALITY DEVELOPMENT THROUGH COMMUNICATION, LEADERSHIP AND TEAM-WORK” on 5th , 7th and 9th September 2018.
10. Acted as the sole resource person in a Training programme on ‘INTERVIEW INTERFACE AND PRESENTATION SKILLS’ to the final year students of Logistics and Supply Chain Management at the college of business and Economics, University of Gondar, Ethiopia, East Africa on 31st May 2018.
11. Acted as the sole resource person in a Training programme on ‘INTERVIEW INTERFACE AND PRESENTATION SKILLS’ to the final year students of Marketing Management at college of business and Economics, University of Gondar, Ethiopia, East Africa on 29th May 2018.
12. Acted as one of the resource persons in an AICTE Sponsored Two Week Faculty Development Programme on “ADVANCES IN RESEARCH METHODS AND DATA ANALYTICAL TOOLS BY USING SPSS FOR SOCIAL SCIENCES AND MANAGEMENT” Organised by the Department of Management Studies, Aditya Institute of Technology and Management for two sessions entitled “PREPARATION OF RESEARCH PROPOSAL” and “RESEARCH QUESTIONNAIRE PREPARATION WITH MEASUREMENTS” on 1st March 2018.

13. Acted as a sole resource person in an activity based workshop on “PERSONALITY DEVELOPMENT” for the Post Graduate students of Dr B R Ambedkar University, Etcherla, Srikakulam, A.P, India on 23rd February 2018.
14. Acted as the sole resource person in an activity based workshop on “PERSONALITY DEVELOPMENT AND CAREER OPPORTUNITIES” organized by the Department of Management, SUN Degree College, Srikakulam, A. P. on 18th September 2017.
15. Acted as one of the resource persons in a 15 days Training programme and conducted an activity based session on PERSONALITY DEVELOPMENT to National Youth Corps volunteers organized by Nehru Yuva Kendra: Srikakulam, Government of India, Ministry of Youth Affairs & Sports on 6th and 8th August 2017.
16. Acted as the sole resource person in a Training programme on ‘THE PRESENTATION SKILLS IN THE INTERVIEWS’ to the final year students of Marketing Management and Logistics and Supply Chain Management at the college of business and Economics, University of Gondar, Ethiopia, East Africa on 28th June 2017.
17. Acted as a sole resource person in a training programme on ‘THE PRESENTATION SKILLS IN THE INTERVIEWS’ for the Post Graduate students of Dr B R Ambedkar University, Etcherla, Srikakulam, A.P, India on 2nd March 2017.
18. A lecturer on ‘DYNAMICS OF MANAGEMENT PRACTICES TRENDING AT THE STANDPOINT OF SUCCESSFUL ORGANISATIONS’ for the under and Post Graduate students of Gayatri college of science and Management, Srikakulam, A.P, India on 20th February 2017.
19. Acted as the sole resource person in a Training programme on ‘THE PRESENTATION SKILLS IN THE INTERVIEWS’ to the final year students of Marketing Management and Logistics and Supply Chain Management at the college of business and Economics, University of Gondar, Ethiopia, East Africa on 19th June 2016.
20. Acted as one of the resource persons in a 15 days Training programme and conducted a session on PERSONALITY DEVELOPMENT to National Youth Corps volunteers organised by Nehru Yuva Kendra: Srikakulam, Government of India, Ministry of Youth Affairs & Sports on 10th August 2016.
21. A lecturer on ‘DYNAMICS OF RESEARCH PRACTICES IN MANAGEMENT STUDIES’ for the Post Graduate students of Sri Sivani Institute of Technology, Srikakulam, A.P, India on 29th February 2016.
22. A motivational lecture for the CAREER DEVELOPMENT for Tenth class students in the Government high school, Matsyalesam, Srikakulam, India on 28th February 2016.
23. A lecturer on ‘CAREER CRAFT WITH COMMUNICATION, TECHNOLOGY AND RESEARCH’ for the Post Graduate students of AITAM college, Tekkali, Srikakulam A P, India on 15th February 2016.
24. Acted as the sole resource person in a Training programme on “PERSONALITY DEVELOPMENT FOCUSING ON COMMUNICATION, LEADERSHIP AND MOTIVATION” organised by the Department of Architecture Engineering, Fasil Campus, University of Gondar, Ethiopia, East Africa on 7th December 2015.
25. Acted as the sole resource person in an activity based workshop on “THE LEADERSHIP IMPLICATIONS ON ENTREPRENEURSHIP DEVELOPMENT” organized by the Department of Management, Sri Sivani Institute of Technology, Srikakulam, A.P., on 16th September 2015.

26. Acted as the sole resource person in an activity based workshop on “THE DYNAMICS OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT” organized by the Department of Management, SUN Degree College, Srikakulam, A. P. on 18th August 2015.
27. Acted as the sole resource person in a Training programme on ‘THE PRESENTATION SKILLS IN THE INTERVIEWS’ to the final year students of Marketing Management as a part of Community Service on 16th June 2015 at the college of business and Economics, University of Gondar, Ethiopia, East Africa.
28. A lecturer on ‘APPLICATION OF STANDARD AND COLLOQUIAL FORMATS OF THE LANGUAGE IN COMMUNICATION’ at Mitra Educational College, Srikakulam.
29. Acted as the resource person in a work shop on “PERSONALITY DEVELOPMENT THROUGH MANAGEMENT GAMES” for II year MBA students at VIGNAN Vizag Campus, Visakhapatnam on 10th Jan 2013.
30. A lecturer on ‘INTERVIEW TECHNIQUES’ for the graduate students at Sun Degree College, Srikakulam on 18th December 2012.
31. A lecturer on ‘MANAGEMENT THEORY APPLICATION’ and personality development activities conducted at TTDC, Srikakulam from October 3rd to 5th 2011.
32. Acted as the resource person in a Training programme on “SALES TECHNIQUES AS EMERGING PRACTICES” for the sales managers of APCO Ltd at Neta bazaar, Srikakulam in July 2011.
33. Acted as the resource person in a work shop on “Learn easy with simulations: MANAGEMENT GAMES” for MBA students at A.U. Campus, Vizayanagaram on 20th July 2011.
34. Acted as the resource person in a work shop on “Learn easy with simulations: MANAGEMENT GAMES” for MBA students at St. Theresa College, Garividi in 2011.
35. A lecturer on INTERVIEW TECHNIQUES for graduate students at Sun Degree College on 20th February 2011 in Srikakulam.
36. Acted as the resource person in a workshop on SOFT SKILLS for MBA students at Dr. B.R. Ambedkar University in Srikakulam in 2008.
37. A lecture on Business ENGLISH & SOFT SKILLS for Tally students under Rajeev Udyog in NEXGEN in 2008.
38. Conducted a work shop on COMMUNICATION SKILLS for MCA students in Dr B.R. Ambedkar P.G. Centre, Srikakulam during 2007.
39. A lecture on COMMUNICATION SKILLS to computer students in APTECH during 1st to 31st December 2006.
40. A lecture on PUBLIC SPEAKING & PERSONALITY DEVELOPMENT to the force at Police Department Training Centre, Srikakulam during 23rd to 28th October, 2006.
41. A lecture on COMMUNICATION SKILLS & INTERVIEW TECHNIQUES in Govt. Women’s College, on 16th September 2006.

∞ ACTED AS THE EVALUATOR/JUDGE: 11 (ELEVEN)

- i. Acted as one of the interview panel members for ZYDAS CADILA Pharma Limited in the campus recruitment at Sri Venkateswara Pharmacy College, Srikakulam, A.P. in 2012.
- ii. Acted as judge for Marketing Event in ASPIRE- 2016 conducted by AITAM College, Tekkali on 27th February 2016
- iii. Acted as a judge for Business Quiz in a management meet PRASTANAM 2016 conducted by the Dept. of Management Studies, Gayatri college of Science and Management, Srikakulam on 10th February 2016.
- iv. Acted as judge for Marketing Event in ASPIRE- 2015 conducted by AITAM College, Tekkali
- v. Acted as a judge for Business Quiz in a management meet PRASTANAM 2012 conducted by the Dept. of Management Studies, Gayatri college of Science and Management, Srikakulam in 2012.
- vi. Acted as a judge for marketing event & cultural activities (songs, Dances, Skits & mono actions) in the management meet PRABHANDHA 2012 conducted by the Dept. of Management Studies, Dr. B.R. Ambedkar University, and Srikakulam in 2012.
- vii. Acted as a judge for DASKHATHA (Management events) at Sri Sivani Group of colleges Srikakulam in 2011
- viii. Acted as judge for Marketing Event in CHATURA 2011 conducted by AITAM and ASCAM, Tekkali.
- ix. Acted as a judge for SANSKRUTHI (Dance Competitions) at Sri Sivani Group of colleges Srikakulam in 2011.
- x. Acted as judge for Marketing Event in CHATURA 2010 conducted by AITAM and ASCAM, Tekkali.
- xi. Acted as a judge for CULTURAL ACTIVITIES (songs, Dances, Skits & mono actions) at Dr. B.R. Ambedkar University, Srikakulam in 2010.

☞ **EXTRA-CURRICULAR ACTIVITIES:**

- Mimicry, Dramatics, Mime, Folk Dance & Mono Action.
- Bagged several prizes in MONO-ACTION at BVK College, NBM Law College, GVP Degree College and St Joseph College for women in Visakhapatnam in inter-college competitions at graduation level during 1991-1994.
- Acted as coordinator for youth festivals & internal performances at Gayatri College for PG Courses and also as a judge for many cultural competitions.

☞ **PERSONAL PROFILE:**

| | | |
|-----------------|---|----------------------------------|
| Father Name | : | Late. K.L.N. Acharyulu |
| Date of Birth | : | 15 th June – 1971 |
| Nationality | : | Indian |
| Religion | : | Hindu |
| Marital Status | : | Married |
| Languages known | : | English, Telugu, Hindi & Amharic |

| | |
|--------------------------|-----------------------|
| Passport Number/Validity | K2279729 / 18-03-2023 |
| Present Salary | \$ 2775 |

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☞ REFERENCES

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DECLARATION

I hereby solely declare that the above furnished details are correct to the best of my knowledge.

Date :

Station: GONDAR

(KOPPALA VENU GOPAL)