CURRICULUM -VITAE

1. **Name :** K Sarada Siva Reddy

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1. **Address for communication :** D.No. 10-14, Maruti nagar, Near West Church  
    M.R. Palli, Tirupati - 517502
2. **Mobile Number :** 9490027974
3. **Email :** kssivareddi@gmail.com
4. **Date of Birth :** 05/06/1973
5. **Academic Qualifications:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Year of Passing** | **Specialization** | **Institution/ University** |
| **Ph. D** | Pursuing | MARKETING | VELTECH DEEMED UNIVERSITY |
| **M. B.A** | 2000 | MARKETING | University of Madras |
| **B. A** | 1996 | MES | SV University, Tirupati |
| **Intermediate/ Diploma** | 1993 | M.P.C | Board of Intermediate Education A.P |
| **SSC** | 1989 |  | Board of Secondary Education, AP |

1. **Total Experience** : 20 Years
2. **Details of Experience:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Organization** | **Position** | **From** | **To** | **No. of Years** |
| SREE RAMA ENGINEERING COLLEGE | Associate Professor | 09/09/2021 | TILL DATE | 8 Months |
| Siddharth Institute of Technology | Associate Professor | Jun 2018 | Jun 2019 | 1 |
| Sree Rama Engineering College | Associate Professor | Aug 2010 | May 2018 | 8 |
| Vaishnavi Institute of Technology | Associate Professor | June 2009 | July 2010 | 1 |
| Siddharth Institute of Technology | Associate Professor | Sep 2006 | May 2009 | 3 |
| KKC Institute of Technology | Assistant Professor | Sep 2003 | Jun 2006 | 3 |
| Shantinikethan Institute of Technology | Lecturer | Aug 2000 | Aug 2003 | 3 |

1. **Ratification by the JNTUA, Anantapur :** YES
2. **Area of research** : MARKETING
3. **Membership of Professional Bodies** : IAAC Membership
4. **Administrative Experience** :
5. **Computational Experience** :
6. **MBA Courses taught :**

|  |  |  |
| --- | --- | --- |
| **S.no.** | **Name of the subject** | **No. of times taught** |
| 1. | MANAGERIAL ECONOMICS | 10 |
| 2. | PRODUCT AND BRAND MANAGEMENT | 10 |
| 3. | BUSINESS STATISTICS | 6 |
| 4. | OPERATIONS RESEARCH | 4 |
| 5. | OPERATIONS MANAGEMENT | 7 |

**16. Research Interests :** MARKETING

**17. Projects Guided** : MBA Projects: 250 MEMBERS

**18. Publications**

**International Journals**

1. International Journal of Engineering & Management Research

2. International Journal of Management Science & Technology

3. International Research Journal of Engineering & Technology

4. Journal of Information and Computational Science

5. International Journal of Management

6. International Journal of Management

**National and International conferences**

1. International Conference on The Bhagavad Geetha as an inspiration to enterprise and guide the business management

1. **Books published:**

**19. Patents:**

1. **FDP(s)/ Workshop(s)/ Training Course(s) attended:**

1. FDP on “Professional Development”

2. Workshop on “The Topic of Modeling for Management Teaching”

3. FDP on “How to Write and Publish a Research Paper”

4. FDP on “Case Teaching and Writing”

3. Workshop on “Entrepreneurship Awareness”

**Signature of the Faculty**