

FACULTY PROFILE

Name of the Faculty:		DR. PUVVADA SUDHAKARA RAO				
Designation:		Assistant Professor				
Department:		HUMANITIES/ ENGLISH - MANAGEMENT				
Date of Birth:		25-06-1967				
AICTE – ID:	1-463551173					
Education		- Ph.D in Management - M.A. in Economics with 1st Division, from Acharya Nagarjuna University, Guntur from 1987 to 1990, M.B.A., M.Phil. B.Ed. - B.A in [History, Economics and Politics] with [2nd Division] from K.V.R & K.V. R Degree College, Khajipalem, Affiliated to Acharya Nagarjuna University, [Guntur], [1984-1987].				
Experience		Teaching: 32 Years		Industry: 2 Years		Total: 34 Years
		Research: ____ Years		Others: ____ Years		
Research Specialization		ECONOMICS, MANAGEMENT				
Courses Taught		Managerial Economics and Financial Analysis (MEFA), Management Science (MS), Essence of Indian Traditional Knowledge (EITK), Professional Ethics and Human Values (PEHV), Managerial Economics, Micro Economics, Macro Economics, Indian Economy, Business Environment, Principles of Management, Marketing Management, Intellectual Property Rights and Patents (IPR & P), Constitution of India (COI), and Design Thinking and Innovation (DT&I)				
Research contributions						
International/national peer reviewed journals						
S. No.	Title of paper	Journal	Year	Volume	pages	Indexing SCI/WoS/ SCOPUS, Google scholar)
1	--	--	--	--	--	--
2						
3						

Books published				
S. No.	Title of the book		Publisher	year
1	--		--	--
Book chapters Published				
S.No.	Title of the Chapter	Book title	Publisher	year
1	--	--	--	--
Details of Patents (Filed & Granted)				
S. No.	Applications number	Title of the patent	Date of filing/publishing	Published/granted
1	Application No.202341028590A	“METHOD AND SYSTEM FOR ARTIFICIAL INTELLIGENCE (AI) BASED PERFORMANCE MANAGEMENT SYSTEM FOR HR ASSISTANCE”	The Patent Office Journal No. 18/2023 19/04/2023	05/05/2023.
Details of Conferences/FDPs/STTPs/webinars/Workshops Organized				
S.No.	Name of the event		Role	Dates
1				
Details of Conferences/FDPs/STTPs/webinars/Workshops Participated				
Sl. No.	Name of the event		Organized by	Dates
1.	Participated in Faculty Development Program on “Data Analytics Using Power BI”		Organized by the Atria Institute of Technology (AIT), Autonomous, Bangalore.	28-07-2025 to 01-08-2025
2.	Participated in International Faculty Development Programme (FDP) on Working with Emotional Intelligence and Life Skills Management (WEILSM)		Organised by Bapatla Engineering College, Bapatla.	02-12-2024 to 06-12-2024
3.	Participated in the National Level Workshop on “Design Effective Questionnaire for Research: Ensuring Sensibility, Reliability and Validity”		Conducted by MTC Global leadership Institute, Bangalore.	04-11- 2024 to 05-11-2024
4.	Participated in International Faculty Development Program on Project Excellence Guide: Digital Marketing		Jointly Organized by MLR Institute of Technology, Hyderabad, SKN Sinhgad College of Engineering, Maharashtra.	21-10-2024 to 25 -10-2024

5.	Participated in Online Faculty Development Program titled Emerging Research Opportunities in Hospitality and Tourism: Trends and Innovations”,	Conducted by the Department of Management, Seth Jai Prakash Mukand Lal Institute of Engineering and Technology.	30-09-2024
6.	Participated in 5 Days International Faculty Development Program on Gen-AI and Prompt Engineering Using Microsoft Co-Pilot	Jointly organized by BNM Institute of Technology Bangalore D.Y. Patil Agriculture and Technical University Talsande – Maharashtra,	16-09-2024 to 20-09-2024
7.	Participated in International Faculty Development Program on Machine Learning and Artificial Intelligence	Organised by Pimpri Chinchwad College of Engineering and Research, Ravet, Pune – Sri Venkateswara Degree College, Kadapa	12-08-2024 to 19-08 -2024
8.	Participated in Two-day Online Workshop on Emerging Trends in Applied Sciences	Organised by Moodlakatte Institute of Technology, Moodlakatte, Karnataka.	01- 08-2024 to 02-08-2024
9.	Participated in “One Week National Level Faculty Development Programme (Hybrid Model) on Assimilation of Indian Knowledge system with NEP-2020 Prospects and Retrospect’s”	Organised by BVRIT HYDERABAD College Engineering for Women	30-07-2024 to 04-08- 2024
10.	Participated in 10 Hours International Faculty Development Program on AI And Gen AI with Industry Application	Organized by MIT Academy of Engineering (MIT AOE) Autonomous – Maharashtra & N I E – MYSORE.	16-07-2024 to 22-07- 2024
11.	Participated in 5 days “Innovative Teaching Methodologies in the 21st Century”	Organised by Arka Jain University, Jharkhand.	24-06-2024 to 28-06-2024
12.	Participated in 2 days Seminar on “Two - d a y International Seminar on Startups-Issues, Challenges, Opportunities: The way forward”	BEC, BAPATLA	21-06-2024 to 22-06-2024.
13.	Participated in the Faculty Development Programme OBE & NEP 2020. Participated in 10 Hours International Faculty Development Program on AI And Gen AI with Industry Application.	Organised by PBR Visvodaya Institute of Technology and Science and VIT -AP.	10-06-2024 to 14-06-2024

14.	Participated in 5 days Seminar on “International Faculty Development Programming on Digital Marketing”	L M S SOLUTIONS, RESEARCH SUPPORT	27-05-2024 to 31-05-2024
15.	Participated in 1-day Online Workshop on “Research Paper writing by using the AI tools”	L M S SOLUTIONS, RESEARCH SUPPORT	24 th February, 2024,
16.	Participated an FDP on AI Tools for Educators in line with OBE - AITOB 2023.	BEC, BAPATLA	20-11-2023 to 25-11- 2023
17.	Participated in 2-day Seminar on “Scientific contribution of Academic institutions in the Development of IPR” Conducted by Bapatla Engineering College, BAPATLA.	BEC, BAPATLA	09-10-2023 to 10-10-2023
18.	Participated in 1 day Seminar on “IP Awareness/Training program under National Intellectual Property Awareness Mission” on 13 th September, 2023.	Organised by the Ministry of Commerce and Industry, Department for Promotion of Industry and Internal Trade, Government of India.	13-09-2023
19.	Participated in participation in One Day Faculty Development Program on “Research Paper Writing”	Department of Computer Science and Commerce of Sri GCSR College, GMR Nagar, Rajam, Vizianagaram (Dist)	25th June 2023.
20.	Participated in two-day workshop on “ Training on Trainers ”	conducted by Andhra Pradesh Human Resource Development Institute, Bapatla	29-10-2018 to 30-10-2018.
21.	Participated as a Resource Person at AP Human Resource Development Institute, Regional Centre Visakhapatnam.	Government of Andhra Pradesh	22nd July, 2018.
22.	Presented a Seminar paper titled “Brand Pruning - A Wise Weapon for Corporate Success” on the National Seminar on Branding: Most Powerful Weapon for Corporate Success	P.G. Department of Business Administration, Montessori Mahila Kalasalas, Vijayawada,	27 th November, 2010.
23.	Acted as Judge for Conducting Competitions on the Occasion of Dhruva 2010, Management Meet.	conducted by Department of Management Studies, K Chandrakala P.G. College, Tenali	November, 2010.

24.	Presented a Seminar paper titled Training and Development an Empirical study with reference to Aviva Life Insurance Company, Vijayawada at on the International Conclave "Four Es of H R M"	Department of Business Studies, Mahatma Gandhi College, Guntur.	29 to 31 st October, 2010.
25.	Presented a Seminar Paper titled "Supply Chain Management - Role of Marketing Managers" on the National Seminar on Knowledge Economy – changing Role of Marketing Managers."	Department of Management Studies, K.K. R & K. S.R Institute of Technology and Sciences, Guntur	9 th October, 2010.
26.	Presented a Seminar Paper titled "Women as Entrepreneur- A Study" on the National Seminar on Building up a prosperous India- Thriving on Entrepreneurial Spirit –A Study	Department of Business Administration, P V P Siddartha Institute of Technology, Vijayawada.	8 th October, 2010.
27.	Presented a Seminar Paper titled "Supply Chain Management a Paradigm Shift" at on the National Seminar on Latest Marketing Trends in Globalized Era"	Department of Management Studies, Chirala Engineering College, Chirala.	18 th September, 2010.
28.	Participated in Work shop-cum National Seminar on Telugu-Malayalam Short story Translation"	Conducted by Department of Telugu, Acharya Nagarjuna University, Guntur.	3rd to 7th October 2005.
29.	Participated in National Seminar on the Problems & Prospects of Agriculture in India."	Conducted by Department of Economics, J.M.J. College of Women, Tenali,	22 & 23 September 2005.
30.	Participated in 11 th Round Janmabhumi Programme in Vallabhapuram Village, Guntur District,	Government of Andhra Pradesh.	3rd to 11th January, 2000
31.	Attended Orientation Course	Conducted by Academic Staff College, Andhra University, Visakhapatnam	05-09-1995 to 30-09-1995.
32.	Attended Orientation Course	Conducted by Academic Staff College, Osmania University,	05-06-1995 to 30-06-1995.

33.	Participated in Blood Donation Camp in N.R.K & K.S.R. Gupta Degree College, Tenali.	Hyderabad organized by Vasavi Club of Tenali	26 January, 1994
34.	Participated in the “National Seminar on New Economic Policy”	Conducted by Department of Economics, Acharya Nagarjuna University, and Guntur.	26 &27 March, 1994

Awards/recognitions/achievements

S.No.	Name of the Award	Awarding body/Society/Organization	Year

Details of project proposals submitted/sanctioned/completed

S.No.	Title of the Project	Funding body	Submitted/ Sanctioned/ Completed	Amount	Year/ duration

Consultancy contribution

S.No.	Year	Amount	Details
1			

Student Project/research guidance

S.No	Level	Total number	
1	UG	Completed:	Ongoing: --
2	PG	Completed:	Ongoing: --
3	PhD	Completed:	Ongoing: --

Administrative experience

S.No.	Role	Duration (From – to)
1.	Administrative Officer in K.S.S Women’s Engineering College, TENALI	2008-2009
2.	Worked as Examination Cell –	

	In – Charge throughout my service.	
Research credentials		
	Index/database	ID/Link
	Google Scholar	--
	SCOPUS	--
	Web of Science	
	Vidwan ID	
Publications • “CONTOURS OF NATIONAL FOOD SECURITY BILL” Published in ‘International Journal of Retailing and Rural Business Perspectives’ – Printed by PEZZOTTAITE JOURNALS during October- November 2017, ISSN (Print): 2279-0934, (online):2279-0942. Pages 3135 – 3140 • “A STUDY ON THE STATE OF FOOD PROCESSING UNITS IN CHITTOOR DISTRICT OF ANDHRA PRADESH” Published in International Journal of Logistics & Supply Chain Management Perspectives – Printed by PEZZOTTAITE JOURNALS during January – March 2019, ISSN (Print):2319-9032, (Online) 2319-9040. Pages 3574 – 3598. (DR. P. SUDHAKARA RAO) (12-09-2023)		