

R. Srinivasa Reddy
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Objective: Seeking a career in the field which would Cherish my dreams of working with a team oriented environment where I can best exploit and share my knowledge, interest and proficiency towards organizational growth and self-development as well

Good at Resource Utilization: With my well experience and ability I am very good at identifying the resources and optimizing their utilization towards organizational goal achievements.

Professional Service

- Working as Asst. Professor in **VIGNAN INSTITUTE OF TECHNOLOGY AND SCIENCE** since 1st July 2019...
- Worked as Sr. Business Development Manager at **Sri Sai Paper Boards** from November 2014 to May 2019.
- Worked as Associate Professor in the Department of Management in **Marri Laxman Reddy Institute of Technology & Management** from June 2011 to September 2014.
- Worked as Associate Professor for MBA in **Holy Mary Institute of Technology and Sciences** from June 2007 to May 2011
- Worked as Assistant Professor in MBA Department at **Hi-Tech college of Engineering and Technology** from June 2005 to May 2007.
- Worked as Manager for **Shri Kanipakam Insurance Services** (Also DSA for **TATA AIG Life**) from 2003 to 2005.

Ratification:

- **Ratified as Assistant Professor from JNTU(H) (HITS, MLRITM and VITS).**
- **Ratified as Associate Professor from OSMANIA UNIVERSITY**

Tech Proficiencies: As an Associate Professor took classes for Management subjects and also for B.Tech (management subjects). Apart from teaching I also played the role of Placement officer at MLRITM. I also handled many marketing projects for MBA students and used practical teaching methodologies which directly suited and benefited the students.

Apart from teaching, I also had my papers presented and published in various National conference and International conferences.

Core Competencies: Working well across organizational boundaries, willing to share resources and develop competitive strategies with organizational ability on core aspects.

Educational Background :

Degree	Year of Pass	Percentage	Board
Pre Ph.D (Marketing)	2016	58	D.U
M.B.A (Marketing)	2001	66	A.U
B.Sc (Computers)	1999	64	A.U
Diploma (Mechanical)	1996	51	IME
S.S.C	1988	60	BSE

Technical knowledge

- Computer Awareness in MS-Office and other Operating Systems

Dissertation:

- Introduction of New Products in Indian FMCG Markets.

Publications&Participation

- Published a paper in International conference organized by SreenidhiScool of Business – Ghatkesar, Hyderabad.
- Published a paper in National conference ‘Green Marketing: A revolutionary change’ organized by Gitam University – Hyderabad campus
- Published a paper in National conference ‘Hurdles for Indian industry in New Product Success’.
- Presented a paper in National Seminar conducted by I.P.E at Osmania University campus – an AICTE sponsored programme.

Personal Traits :

- Positive Thinking
- Self Confidence
- Easy Adaptability

Personal Information

Name :R. Srinivasa Reddy
Father’s Name :R. Subba Reddy
Date of Birth :20-12-1972.
Languages Known ;English, Hindi and Telugu.
Hobbies :Reading books, playing chess

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