



ANDHRA LOYOLA INSTITUTE OF ENGINEERING AND TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to JNTU Kakinada)

Accredited by NAAC & An ISO 9001:2015 Certified Institution

ITI Road, ALC Campus, VIJAYAWADA - 520 008 :: Website : www.aliet.ac.in :: Ph : 0866 - 2476161

FACULTY PROFILE

Name of the Faculty	Dr. Gangadhara Rao.U	
Designation	Asst. Professor	
Department	MBA	DoB: 28-05-1982
Date of Joining the Institution	16-09-2019	Native place: Atchannapalem, Nallajerla-2 East Godavari District, Andhra Pradesh Pin Code - 534111
Academic Qualification with Class/Grade	<ul style="list-style-type: none"> ▪ Ph.D. from Andhra University 	
	<ul style="list-style-type: none"> ▪ MBA- Finance and Marketing. Class: First Class 	
	<ul style="list-style-type: none"> ▪ M.Com. Class: First Class 	
	<ul style="list-style-type: none"> ▪ UGC-NET (Lectureship) Qualified in <u>Management</u> in December -2012 	
	<ul style="list-style-type: none"> ▪ AP-SET (Assistant Professorship) Qualified in <u>Management</u> in 2017 	
	<ul style="list-style-type: none"> ▪ UGC-NET (Assistant Professorship) Qualified in <u>Commerce</u> in December -2019 	
<ul style="list-style-type: none"> ▪ AP-SET (Assistant Professorship) Qualified in <u>Commerce</u> in 2016 		
Employee ID	ALIET-19-04	

E-Mail	mba.ugr@gmail.com		
Total Experience in Years	Teaching: 16	Industry: Nil	Research: 4
Papers Published	National: 01	International: 05	
Papers Presented in Conferences	National: 03	International: 01	
Projects Guided	Projects at Masters Level: 94		
Professional Memberships	<ol style="list-style-type: none"> 1. International Association of Engineers (IAENG) with Membership Number: 192138 from 06 July 2017 2. International Association of Academic Plus Corporate Society with Membership Number: 20IND460001A384 3. The Institute of Research Engineers and Doctors with membership status 'Fellow Member(UAAMP), Membership Number: SM101000601832 from 12th August 2019 		
Whether Ratified by University (Yes/No)	Yes (Ratified as an Assistant Professor in May 2016)		
Other Achievements	I got 12 th Rank in APRCET-2017, conducted by Andhra University, Visakhapatnam.		

EXPERIENCE IN OTHER INSTITUTIONS:

1. Working as an Assistant Professor in Andhra Loyola Institute of Engineering and Technology, Vijayawada from 67/19/2019 to till date.
2. Worked as an Asst.Professor in Ramachandra College of Engineering from 25/06/2012 to 14/09/2019.
3. Worked as an Assistant Professor at Sujatha Institute of Management Studies, Nallajerla from 01-06-2009 to 24-06-2012.
4. Worked as an Asst.Professor in AKRPG College, Nallajerla from 01/06/2008 to 31/05/2009.

LIST OF PUBLICATIONS

- Published a paper in International Journal of Research Publication and Reviews on the topic "**The Role of Current and Emerging Ethical Issues in Marketing Services**" on April-2022, Vol 3, no 4, pp 2374-2377, ISSN 2582-7421.
- Published a paper in International Research Journal of Modernization in Engineering Technology and Science (Peer-Reviewed, Open Access, Fully Refereed International Journal) on the topic "**Challenges And Strategies Of Services Marketing In A Globalised Business Environment**" Volume:04/Issue:08/April-2022 Impact Factor- 6.752.

- Published a paper in International Research Journal of Education and Technology on the topic of “**Role of Micro Finance in Women Empowerment**”, Volume: 04 Issue: 04 | Apr – 2022.
- Published a paper in Journal of Applied Science and Computations (JASC) on the topic of “**A Review on Omni Channel Retailing Modern Era**” on May 2019, Volume VI, Issue 5, ISSN No: 1076-5131.
- Published a paper in **GEC International Journal of Innovation Technology and Management** on the topic of “*A Study on Investors’ Attitude towards Mutual Funds in West Godavari District, Andhra Pradesh*” on August 2017, Volume-IV, Issue-II, and Impact Factor: 2.174, ISSN 2394- 594X
- Published a paper in **GCE International Journal of Innovation Technology and Management** on the topic of “*A Study on Online Shopping Behavior in the Digital Era*” on August 2017, Volume-III, and Impact Factor: 2.174, Volume-III, Issue-II, ISSN-2394-594X.

LIST OF WEBINARS, WORKSHOPS AND CONFERENCES:

WEBINARS:

- A Webinar on “Financial Empowerment and Career Opportunities in Financial and Securities Market” organized by a National Ramachandra College of Engineering (Autonomous), Eluru, AP in Collaboration with Association of Mutual Funds of India (AMFI) on 04-07-2023.
- A Webinar on "Financial Empowerment Through Wealth Creation", Organized by Department of Commerce, Mahatma Gandhi Balika Vidyalaya (P.G) College Collaboration with Association of Mutual Funds in India (AMFI) on 02-07-2021.
- "One Day National Webinar on Role of Analytics in Talent Management" organized by "Department of Commerce and Business Management, University College of Arts & Science, Krishna University in Association with KBN College, Vijayawada" on 03-07-2021.
- Participated in One Day National Webinar on "Design of Research Process in Social Science" organized by Department of Commerce and Management Studies -UCAC, Adikavi Nannaya University on 07-07-2021.
- A 2 Hour Comprehensive Training Webinar on Research Paper Writing for Ph.D Scholar, organized by Research Graduate, The best Ph.D and Masters Consulting Company, on 11-07-2021.
- A National Webinar on "Talent Acquisition and Management", organized by The Department of Business Management, Velagapudi Ramakrishna Engineering College, Vijayawada on 13-07-2021.
- A Webinar on "Financial Empowerment Through Wealth Creation" organized by Basaveshwar Commerce College, Bagalkot in collaboration with Association of Mutual Funds in India (AMFI) on 30-07-2021.
- National Webinar on "Strategy for Managing Personal Finance Including Mutual Fund" organized by Institute of Agriculture Science & Department of Sports, SAGE University Indore in collaboration with Association of Mutual Fund in India (AMFI) on 02-08-2021.

Participated in Two Day International Webinar “Impact of Covid-19 on Environment and Science & Technology” organized by department of Physics & Electronics through video conference held on 26th & 27th May 2020.

- Participated in National Level Webinar on “Consequences Covid-19 on Indian Economy in Banking and Retail Sectors-Invigorating Policies for Rejuvenation” conducted by IQAC, SRK&KSR Govt. College for Women(A), Kadapa on 27th May 2020.
- Participated in the 1st International E-Panel Discussion Programme on the theme of the session “Online Learning and Its Positive & Negative Impact on Future Generation Education: organized by International School of Management, Patna on 14-05-2020.
- Attended a Webinar on “Crafting the Post-Covid Bounce Back” during the National Level Webinar Series “Manthan” held on 23-05-2020.
- Participated in the One-Day National Level Webinar on “ Pedagogical Concern, Challenges & Solutions in the wake of Covid-19 crisis” organized by S.S.Khanna irls’ Degree College, Allahabad held o 25-05-2020.
- Participated in One Day National Level Webinar on “Impact of Covid-19 Pandemic in India Economy held at Padmashri Vikhe Patil College of Arts, Science, and Commerce, Pravaranagar, Dist Ahmednagar on 9th June 2020.
- Participated in AICET-ISTE approved Orientation/Refresher Programme on “Research Methodology:Tools and Techniques” held during 01-12-2020 to 07-12-2020 organized by DNR College of Engineering & Technology, Bhimavaram, Andhra Pradesh.

WORKSHOPS:-

- Participated in the Virtual International Level Workshop on “ICT TOOLS FOR EFFECTIVE TEACHING AND LEARNING” organized by Community Institute of Commerce and Management Studies, Bangalore from 02-03-2022 to 03-03-2022.
- Participated in The NPTEL E-Awareness workshop organized by NPTEL, Madras on 05-08-2021.
- Participated in The NPTEL E-Awareness workshop organized by NPTEL, Madras on 25-05-2021.
- Participated in The NPTEL E-Awareness workshop organized by NPTEL, Madras on 19-05-2021.
- Participated in a One Week National Level workshop on REACT JS organized by the Department of Computer Science & Engineering in association with National Youth Council of India and Brainvision Solutions India Pvt. Ltd. from 05-07-2021 to 10-05-2021.
- Participated in Five-Day Virtual National Level Workshop on “Artificial Inteligence in Business Management. Orgainized by Karnataka State Akkamahadevi Women’s University, Department of P.G.Studies & Research in Management, Sponsored by DST-CURIE-AI, New Delhi from 22-02-2021 to 26-02-2021.
- Participated in the 4-Day Online Workshop on “COVID-19: Resurgence of Entrepreneurship and Start-ups at Indian Glance” from 25-05-2020 to 28-05-2020.
- Participated in One-day Orientation Program on “Enhancing Teaching Quality through ProAct Digital Methodology on 16th July 2020 organized by International Assurance Cell of ALIET.
- Participated in International E-Conference on " Strategies and Challenges in Higher Education during COVID-19 Lockdown Period in India with reference to the World" organized by Government Vidarbha Institute of Science & Humanities, Amravati, India from 15-05-2020 TO 17-05-2020.

FACULTY DEVELOPMENT PROGRAMMES AND WORKSHOPS

- A Five Day National Level Virtual FDP on "Skills Reengineering in Business Management" organized by the Department of Master of Business Administration, Andhra Loyola Institute of Engineering and Technology , Vijayawada from 23-05-2023 to 27-05-2023.
- 7Day International Level Online Faculty Development Programme titled, "Pathway to Modern Accounting Era" organized by the Internal Quality Assurance Cell and Department of Accountancy of the college in collaboration with Western India Regional Council of ICAI from 14-03-2023 to 21-03-2023.
- One Week STTP on Emerging Trends in Research Methodology (Online Mode) 03 October 2022 to 07 October 2022 organized by REST Society for Research International (RSRI) Krishnagiri, Tamil Nadu, India.
- Five-Day Online Faculty Development Program on "Cognitive Skills, Design, and Critical Thinking" organized by National Institute of Technology, Mizoram from 19-02-2022 to 23-09-2022.
- International Virtual Faculty Development Program on Research and Writing Organized by Andhra Loyola Institute of Engineering and Technology, Vijayawada, Andhra Pradesh, India & Cape Comorin Trust, India 26-30 June 2022.
- Ten Day Faculty Development Program on "Advanced Research Methodology", sponsored by ICSSR organized by the department of Business Management, RBVRR Women's College, Hyderabad from 30-05-2022 to 09-06-2022
- One-week Faculty Development Program on "Research Methodology and Data Analysis in Business Management" organized by Department of Commerce and Business Management, Krishna University From 25-05-2022 to 01-09-2022.
- Faculty Development Program entitled, "How to Buy and Sell Shares in Stock Exchanges" Organized by Department of Tourism and Hospitality Management, Annai Fathima College of Arts & Science, Madurai on 02-02-2022
- 10 days National level FDP on "Pedagogy of Teaching and Tools on E-Content Development for Effective Teaching" organized by IQAC, Christopher Arts and Science College (Women) from 05-07-2021 TO 14-07-2021
- One Week Online Faculty Development Program on "Advancements in IoT, Cyber Security and Drone Technology, Organized by dept. of EEE and CSE, Lokamanya Tilak College of Engineering, Navi Mumbai from 07-06-2021 TO 12-06-2021
- One - Week Online FDP on "New Paradigms of Management Education in Next Normal", organized by the Department of Management Studies in Association with IQAC, Ramaiah Institute of Technology, Bangalore from 7-2-2022 TO 12-2-2022
- Six-day MDP on "Innovation, Digitalization and Change Management" organized by the Department of Management Studies, Ramaiah Institute of Technology, Bangalore from 21-03-2022 TO 26-03-2022
- Five day FDP on Innovation, Incubation, start-ups and Research Challenges in India organized by St. Mary's Centenary Degree College, Secunderabad from 29-06-2021 TO 03-07-2021.
- National Level FDP on Investor Awareness on Stock Market, Organized by dept. of B.Com (Financial Markets) & Dept. Of B.Com. (Banking & Insurance) in Association with IQAC, Thakur College of Science and Commerce (Autonomous), from 05-07-2021 TO 11-07-2021.

- One Week Online Faculty Development Program on "Transforming Teachers for a Sustainable Post Covid-19 World", Organized by Institute of Information Technology & Management (IITM) from 16-08-2021 TO 20-08-2021.
- One week FDP on Research Methodology in Social Sciences organized by the Department of Commerce & IQAC, Sir C R Reddy (Aided & Autonomous) College, Eluru from 27-09-2021 TO 02-10-2021.
- National One Week FDP on "ICT Tools for Effective Teaching and Learning" organized by Amar Sewa Mandal's Kamla Nehru Mahavidyalaya, Nagpur-440024, Maharashtra, from 23-05-2022 TO 28-05-2022
- Ten day virtual Faculty Development Program on "Advanced Research Methodology, organized by Department of Commerce, SRM Institute of Science and Technology, Chennai from 09-05-2022- 20-05- 2022. Ten Days Online Skills Development Programme on Social Media Digital Marketing from 02-09-2020 to 12-09-2020.
- AICTE-ISTE approved Orientation/Refresher Programme on "Research Methodology: Tools and Techniques" from 01-12-2020 to 07-12-2020.
- "One Week Online Faculty Development Program" on "Transforming Teachers for Sustainable Post COVID-19World", organized by Institute of Information Technology & Management (IITM)" from 16-08-2021 to 20-08-2021.
- Participated in the One Week Online FDP on "ICT Tools For Effective Teaching-Learning" organized by the Department of Commerce, Telangana University, Nizamabad from 26-04-2021 TO 02-05-2021.
- Participated in the One Week Online FDP on "ICT Tools For Effective Teaching-Learning" organized by the Department of Commerce, Telangana University, Nizamabad. National Level Faculty Development Programme on "Tools for Online Classroom Post Covid-19" presented by Codegnan IT Solutions in Association with Department of Computer Science, PB Siddhartha College of Arts & Science and Computer Society of India Chapter from 18-05-2020 to 20-05-2020.
- Faculty Development Programme on "Effective Learning and Teaching Methods of Business Practices" Organized by Kalasalingam Business School, Tamilnadu from 19-05-2020 TO 25-05-2020.
- MDP on "Empowering MSMEs during Crisis Time" organized by RV Institute of Management from 20-05-2020 TO 23-05-2020.
- Online National Faculty Development Programme for Engendering the Next Generation Educators at Nehru Arts and Science College, Coimbatore from 23-04-2020 TO 28-04-2020.
- Participated in the "2-Day Rural Immersion Training Programme on Swachhatha Action Plan and Community Engagement" held on 6th and 7th December 2019 was organized by Mahatma Gandhi National Council of Rural Education, Hyderabad in collaboration with Lingayas Institute of Management and Technology, Madalavaarigudem, Andhra Pradesh.
- Participated in the workshop on "IPR IN INDIAN SCENARIO: CURRENT PERSPECTIVES AND FUTURE CHALLENGES", organized by the PG Department of Business Administration in collaboration with Internal Quality Assurance Cell on 16th November, 2019.
- Participated in "Two-day National Level Workshop on Entrepreneurship and Intellectual Property Rights" on 20th & 21st April 2018 at Ramachandra College of Engineering.
- Participated in" Gillet Guard Vijayam Mee Guppitlo Grooming Workshop on August 2018 at

Ramachandra College of Engineering

- Participated in the workshop organized by NewGen IDEC-RCEE on 06th October 2017 at Ramachandra College of Engineering – Eluru.
- Participated in Two Day National Level Workshop on “Research Methodologies, during 3rd & 4th February 2017, organized by the Department of Electronics and Communication Engineering, Ramachandra College of Engineering, Eluru.
- Participated in one day workshop on “Improving the Presentation Skills in Teaching” organized by the Directors of Faculty Development Centre, JNTUK Kakinada on 17-09- 2016.
- Participated in One Day National Level Workshop on “Changing Paradigm of Management Education” organized by the School of Management Studies, JNTUK, Kakinada on July 30, 2016.
- Participated in 4-Day Online Workshop on “COVID-19: Resurgence of Entrepreneurship and Startups at Indian Glance” organized by Lakireddy Bali Reddy College of Engineering, Mylavaram, AP from 25-05-2020 TO 28-05-2020.
- Participated in One Day Online Workshop on "Future of Financial Research - A Transformation" organized by Department of Management Studies, Adikavi Nannaya University, Rajahmundry on 20-05-2020.
- Participated on One Week Online Workshop on “Data Analysis and Optimization Techniques by Using Spread Sheet organized by Easwar College of Engineering Kesanupalli, Narasaraopet, Gunturu from 08-05-2020 TO 13-05-2020.
- Participated in International E-Conference on " Strategies and Challenges in Higher Education during COVID-19 Lockdown Period in India with reference to the World" organized by Government Vidarbha Institute of Science & Humanities, Amravati, India from 15-05-2020 TO 17-05-2020
- Participated in the Faculty Development Program organized by IBS- ICFAI Business School held at Vijayawada on 24th July, 2015.
- Participated in the “Five-day Faculty Development Programme” conducted on 7th and 11th November, 2017 in the Department of Computer Science & Engineering, Ramachandra College of Engineering, Eluru.
- Participated in a three-day faculty development programme on “Challenges and Trends in Management Education” organized by Department of Business Administration at Andhra Loyola Institute of Engineering and Technology, Vijayawada from 28-07-2017 to 30-07- 2017.
- Participated in the “Two-day Faculty Development Programme” conducted on 7th and 8th July, 2017 in the Department of Business and Management Studies, Gudlavalleru Engineering College.
- Participated in the Full Day Workshop on “Faculty Development Programme (Companies Act- 2013, Goods and Services Tax, Corporate Social Responsibility)”, organized by “The Institute of Company Secretaries of India, Visakhapatnam Chapter in associated with Department of Management Studies, Adikavi Nannaya University, Rajahmundry on 30-06- 2017.
- Participated in FDP on Scientific Research Article Writing and Publishing organized by AE Consultancy Services & EMG Group – SMM Trust on 21-04-2020.
- Participated in Online National Faculty Development Programme for Engendering the Next Generation Educators organized by Nehru Arts and Science College, Coimbatore from 23-04-2020 to 28-04-2020

- Participated in International Level One Week Faculty Development Programme on Case Study Analysis in Teaching organized by ST.Teresa’s Degree College for Women Chamarajpet, Bengaluru from 27-04-2020 to 02-05-2020.
- Participated in National Level Five Day Online Faculty Development Programme on “CHALLENGES AND STRATEGIES OF TEACHING IN POST COVID-19” organized by University College of Education, Adikavi Nannaya University from 11-05-2020 to 15-05-2020.
- Online Three Days Faculty Development Programme on “Economic Downturn and Phenomenal Progress” organized by Department of Business Administration Nallamuthu Gounder Mahalingam College, Pollachi, Coimbatore from 14-05-2020 to 16-05-2020.
- Participated in National Level Faculty Development Programme on Tools for Online Classroom Post Covid-19 organized by PB Siddhartha College of Arts & Science and Computer Society of India – Vijaywada from 18-05-2020 to 20-05-2020.
- Participated in One Day Online National Level FDP on ‘STRATEGIES TO REVIVE THE ECONOMY FOR BETTER PERFORMANCE – POST COVID 19’ organized by Internal Quality Assurance Cell, & Department of Commerce and Management, BNM Degree College, Bangalore on 21-05-2020.
- Participated in Faculty Learning Programme on “Post Covid World: Skills and Strategies for Faculty” organized by Business Standard on 25.05.2020.
- Participated in Faculty Development Programme on “Capacity Building Program for Teachers During and Post Covid-19” organized by Department of Management Studies, GIET, Rajahmundry from 28-05-2020 to 29-05-2020.
- Participated in Online Faculty Development Programme on "Impact of Covid-19 on Commodity Sector" organized by Department of Management Studies, Anantha Lakshmi Institute of Technology and Sciences, Anantapur from 28-05-2020 TO 30-05-2020.
- Participated in Three Day National Level online FDP on “New Challenges in Business Management – A Strategic Approach”, organized by Department of Business Administration, Andhra Loyola Institute of Engineering and Technology, Vijayawada from 08-06-2020 to 10-06-2020

EVENTS ORGANIZED

- Organized plantation programme on the eve of the AP State Government Programme Vanam Manam in NSS Camp-2017.
- Organized “Yodha National Level Management Meet- March 2017” in Ramachandra College of Engineering, Eluru

Strengths:

- Flexibility and Adaptability
- Learning Ability: Quick learner
- Tolerance: Stress tolerance

- Critical Thinking: Decision making skills
- Coaching People: Teaching
- Creating Ideas: Creativity
- Positive Attitude: Creating a positive work environment

Personal Details:

Father's Name : Surya Chandra Rao

Mother's Name : Pushpa

Date of Birth : 28-05-1982

Nationality : Indian

Marital Status : Married

Languages Known : English & Telugu

Address for communication : Undrajavarapu.Gangadhara Rao
S/o. Surya Chandra Rao
West Godavari Dist.
Atchannapalem (Post)
Nallajerla Mandal, West Godavari District.
Pin Code: 534111

Declaration:

I hereby declare that all the above-mentioned details known to the best of my knowledge.

Date : 19-07-2023

Place : Vijayawada



(GANGADHARA RAO.U)