



**1. Educational/Technical Qualifications :**

- **MBA in Marketing** from Osmania University in 1996
- **BE (CIVIL)** from Osmania University in 1992
- **SLET State Level Test for Lectureship** (accredited by UGC) in 1999

**2. Membership in Professional Societies : Nil**

**3. Teaching, Research, and Consultancy Profile :**

**3.1 Teaching Interests :**

Marketing Management, Advertising and Promotion Management, Corporate Identity and Brand Management, International Marketing, Rural Marketing.

**3.2 Phd works guided : Nil**

**3.3 PGDM Projects Guided :**

Guided several Projects on various topics such as “Channel Management of CFL, E-Marketing Strategies and Challenges”, “Impact of Background Music on Consumers in Retail Stores”.

**3.4 Research Interests :**

Innovation in Services Marketing, Consumer Complaints and Compliments, Social Responsibility for Brand Building, and Puffery in Advertising.

**3.5 Consultancy Projects Carried Out :**

A Study on Consumer Perception with respect to automated Simulator

**4. Outcome of Research :**

**4.1 Ph.D. Thesis : Nil**

**4.2 Papers Presented in International Conferences :**

1. Ramesh.A & Vinit Dhani, “Competitive e-marketing strategies” in International Conference titled “Marketing in the age of convergence” by Indian Institute of Management Kozhikode (jan 2005).
2. Ramesh.A & Sharma DRK “A study on consumer insecurities and anxieties in select product categories using verbal protocol analysis” at International Conference at Indian Institute of Management Kozhikode, (IIMK) Held in April 07.
3. Ramesh.A and Sharma DRK, “David vs Goliath, confidence quotient of kirana Stores vis- a- vis super markets, at University of Hyderabad, in International Conference on Retailing (2007)

**5. Work Experience and Training Activities :**

**5.1 Professional Experience :**

- Worked as Assistant Professor at Hyderabad Presidency PG College ( 1997-2004)
- Worked as Associate Professor at, TKRIMS Hyderabad ( 2004-2007)

**5.2 Short Term Training Programs Attended :**

- Pedagogy in Management at Indian Institute of Management Kozhikode (IIMK)
- Foundation course in Strategic Management at IIM, Bangalore.
- Research Methodology at IIMK

**5.3 Short Term Training Programs Conducted (MDP) :**

- Open program on “Enhancing Personal Selling Skills”
- “Customer Relationship Management” for BHEL
- “Vendor Management for BHEL”

**5.4 Other Details :**

- Contributed article in faculty column in Indian MBA.COM titled “Small is Beautiful and Size does matter”
- Contributed Research article titled “A Study on Attitude Towards Packaged Fruit Drinks Using Exploratory Factor Analysis” for ICFAI Journal of Consumer Behaviour

**6. Co-Curricular and Extra-Curricular Activities :**

**6.1 CCA/ECA Organized :**

Organized Foundation Day Seminar on Entrepreneurship and Small Business

**6.2 CCA/ECA Involved :**

Co-ordinator National Seminar and Conferences organized by Viganana Jyothi Institute of Management

**6.3 Counseling and Mentoring Activity :**

Conducted mentoring activities for the students

**7. Student project guidance at VJIM :**

1. Customer Perception on prepaid services of Vodafone.
2. Making Red numbers right.
3. Consumer Behaviour towards Fanta Apple in Coco-cola.

**8. Personal Details :**

**8.1 Family:**

|                            |  |
|----------------------------|--|
| Married/Single             | : Married                                |
| Spouse Name & Occupation   | : Haritha & Service                      |
| Children & Occupation      | : One, Student                           |
| Father's Name & Occupation | : A.ChandraMouli & Retired Legal Advisor |
| Mother's Name & Occupation | : A.Nagamani & House Wife                |

**8.2 Permanent & Present address :**

Migh 18, APHB Colony, Moulali, Hyderabad- 500040

**8.3 Mobile Number, Email :**

9247449801 - a.ramesh@vjim.edu.in

