



(Dr).K. SUBBA REDDY

Assistant Professor

Malla Reddy Institute of Management

CONTACT

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SPECIALIZATION

- MARKETING
- HR

PERSONAL DOSSIER

D.O. B : 10th April 1985

Place of Birth : KADAPA

ANDHRA PRADESH.

EDUCATION

- Pursuing Ph.D., from JNTUA, Ananthapuramu.
- Master of Business Administration, SV University.

EXPERIENCE

Malla Reddy Institute of Management Secunderabad.
Assistant Professor|July-2019 to Till date

K.S.R.M College of Management Science, KADAPA.
Assistant Professor| August 2015 – May 2019

BALAJI INSTITUTE OF IT& MANAGEMENT KADAPA.
Assistant Professor| July 2014 – August 2015

Sri Venkateswara Institute Of Science & Technology KADAPA.
Assistant Professor| August 2009 – June 2014

SUBJECTS TAUGHT

- Management and Organizational Behavior (MOB)
- Marketing Management (MM)
- **Statistics for Management (SFM)**
- Human Resource Management (HRM)
- **Operations Research (OR)**
- Business Research Methods (BRM)
- Operations Management (OM)
- Advertisement and Retail Management (ARM)
- Consumer Behavior (CB)
- Management Science (MS)
- Production and Brand Management (PBM)
- Supply Chain Management (SCM)
- Services and Digital Marketing (SDM)
- Services Marketing

SCOPUS JOURNALS

- “The impact of Social Media Marketing on Consumer Engagement in Sustainable Consumption” International Journal on Recent and innovation trends in computing and communication, August 2023, ISSN : 2321-8169 Volume No.11 Special Issue No.(08).
- Influence of Financial Performance and Leverage on Growth of the firm with reference to Selected Manufacturing units in India, Volume 12, Issue 8, July 2021: 3344 – 3353.

UGC CARE JOURNALS

- “Impact of Social Media on Marketing of Consumer Goods. ”Journal of Management and Entrepreneurship, ISSN NO: 2229-5348 September2023, Volume 17, Issue, No.-3.
- A Study on analysis of Impact of Social Media on Brand Image of Purchasing Intention of Customers in Online Stores – a Study with Special reference to Andhra Pradesh, February 2021 - ISSN NO : 0005-0601.

INTERNATIONAL LEVEL CONFERENCE

- 1) Participated INTERNATIONAL CONFERENCE on “E – GOVERNANCE SERVICE DELIVERY AND CITIZEN SATISFACTION IN KADAPA“ Organized by NARASIMHA REDDY ENGINEERING COLLEGE, Secunderabad, held on 21st DECEMBER 2019 and ISSN NO : 0377-9254.

NATIONAL LEVEL CONFERENCE

- 1) Attended NATIONAL CONFERENCE on “EMERGING TRENDS IN BUSINESS FOR SUSTAINABLE COMPETITIVE ADVANTAGE: CHALLENGES, INNOVATIONS & STRATEGIES “, NCETB-16 .Organized by Department of Management Studies at St. JOHNS COLLEGE OF ENGINEERING & TECHNOLOGY, Yerrakota , Yemmiganur. Held on 19th February 2016.
- 2) Participated NATIONAL CONFERENCE on “EMERGING TRENDS IN COMMERCE, BUSINESS MANAGEMENT AND INFORMATION TECHNOLOGY AND TOURISM “Organized by SRI VENKATESWARA UNIVERSITY, Tirupati, and ISBN: 978-93-85142-28-5.

- 3) Participated NATIONAL CONFERENCE on “OPPORTUNITIES AND CHALLENGES IN ENTREPRENEURSHIP “Organized by DR. K.V. SUBBA REDDY SCHOOL OF BUSINESS MANAGEMENT, Kurnool. Held on 08th February 2020.
- 4) Participated NATIONAL CONFERENCE on “INNOVATIONS AND EMERGING TRENDS IN MANAGEMENT SCIENCES “Organized by NALLA NARASIMHA REDDY SCHOOL OF MANAGEMENT SCIENCES, Hyderabad. Held on 16th & 17th July 2021.
- 5) Participated NATIONAL CONFERENCE on “INNOVATIONS AND EMERGING TRENDS IN MANAGEMENT SCIENCES “Organized by NALLA NARASIMHA REDDY SCHOOL OF MANAGEMENT SCIENCES, Hyderabad. Held on August 2023.
- 6) Participated NATIONAL CONFERENCE on “RECENT TRENDS IN BUSINESS MANAGEMENT AND COMPUTER APPLICATIONS“ Organized by ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES, Kadapa. Held on May 03rd 2023.