


Details of Dr. P. Srinivasa sastry		
Name	Dr. P. Srinivasa sastry	
Date of Birth	31-03-1962	
Educational Qualification	MA, M.Sc(IT),MBA, Ph. D	
Area of Specialization	Systems and Marketing	
Subjects teaching at Under Graduate Level Post Graduate Level	Intro. Information Technology, Entrepreneur development & Consumer Behavior, Principles of Marketing, Computer Networks, MIS	
E-mail ID	srinivasa_sastry@yahoo.com , principal@mrin.ac.in	
Work Experience	Teaching - 18 Years Research - 3 Years - Industry - 5 Years Others - Nil -	
Research guidance	Research Guide for Ph.D Programme for Rayalaseema University, Research Guide for M.Phil Programs for Sri Venkateswara University Thirupathi, Madurai Kamaraj University.	
Masters's Ph.D.	National Journals -Nil- International Journals -Nil- Conferences -16-	
Professional Memberships	1. Member in NHRD 2. Member in HMA 3. Member in British Library 4. Member in SPIN (Software Process Improvement Network)	
	Resource person' in Designing of the course / course curricula and involving the concern industry in the course delivery.	
	1. MBA – Pharma 2. MBA – Insurance & Banking 3. MBA – Healthcare 4. MBA – Retail 5. MS – IT & Telecom 6. MS – IT & VLSI	
Awards	International Award 1. Academic Excellence Award for 2014 by " Universita Popolare Degli Studi di Milano" Milan , ITALY National Awards 2. Education Excellence Award for 2014 by " World Wide Acheivers " , NEW DELHI 3. Education Excellence Award for 2013 by " Time Research " , NEW DELHI 4. INDO - ASIA Acheivers award for 2014 to Dr. P. Srinivasa Sastry for " Academic Excellence"	
	Industry Consultant for 'Market Research / Psychometric Analysis / Strategic Planning'	
Projects Carried out	Guided MBA projects since 18 years	
Patents	Nil	
Technology Transfer	Nil	
Research Publications	Nil	
Number of Books published with details	Nil	