

Profile

Dr. SATISH KUMAR RAMATHOTA

Associate Professor

Experience Summary

- **20** Years of Experience in Education Sector
- Teaching/Marketing/Management
- Research
- Consulting
- Authoring
- Mentoring
- Handful exposure on B-Schools and University Pedagogy.



Education

Doctor of Philosophy in Management (Ph. D) 2019
Year Dravidian University.AP.

Master of Business Administration(MBA) 2002Year
Specialization: Marketing Management, Andhra University.

Master of Applied Psychology(M.Sc) 2014Year
Bharathiar University, Coimbatore.

Post Graduate Diploma in Marketing Management(PGD MM)
Pondicherry Central University 1999Year.

Post Graduate Diploma in Advertising Management(PGD AM)
Institute of Communication Management (Bangalore) 2000Year.

Bachelor of Sciences(B.Sc) 1996Year
Specialization: Life Sciences (CBZ), Andhra University.

Ph. D

Title of the Thesis: “Consumer behavior on Brand extensions with reference to Retail Industry” **Research Supervisor:** Dr.P. Malyadri, ICSSR Senior fellow, (Ministry of HRD, Govt.of India) Begumpet, Hyderabad.

Research Publications

Listed National and International Journals: UGC / Scopus

- 1) “The Role of Human Resource Practices to reinforce Workforce Agility: An empirical study of Indian Retail Sector”, *Oeconomia Copernicana*,12(6), 2021, p-ISSN 2083-1277, e-ISSN 2353-1827, pp694-703.
- 2) “Consumer Awareness on Energy efficient products: An Empirical study on LED Green Initiatives of North costal district, AP”, *Multi-Disciplinary Approach towards Sustainable Development*, IIFM, Bhopal, ISBN: 978-93-86578-49-5, Bookwell Publishers, New Delhi, Feb 2020.pp328-337.
- 3) “Building Brands on Culture and Values: An Evaluative Approach of Indian Iconic Brands” *European Journal of Business & Social Sciences (EJBSS)*, ISSN: 2235-767X, Volume 07, Issue 05, pp-1110-1116, May 2019.
- 4) “Influence of Retail Store Aesthetics on Consumer Behavior: An Empirical Study on Retail Malls” *RESEARCH REVIEW International Journal of Multidisciplinary*, ISSN: 2455-3085(Online),www.rjournals.com/Volume-03/Issue-11/pp-40-44,November2018.
- 5) “Measurement of Consumer Attitude: Purchase of Green Products” *International Journal of Trend in Scientific Research and Development (IJTSRD)*, ISSN No: 2456 - 6470 / / Volume - 2 /Issue – 1/pp-332-336, November2017.
- 6) “Transcendental Marketing: A Value based Conceptual Branding Approach” *International Journal of Creative Research Thoughts (IJCRT)*, 2017 / Volume 5, Issue 4, November 2017 /pp.1208-1213/ ISSN:2320-2882.
- 7) “Brand preference: An Insight on Customer-Brand variant relationship in the Sedan market” *International Journal of Management Research & Review*, ISSN: 2249-7196, IJMRR/Oct. 2016/ Volume 6/Issue 10/pp.1533-36/ArticleNo-17/1533-1536.
- 8) “Structural Relationship of Brands and Market: An Empirical Investigation of Organized Retail” *Indian Journal of Research, Paripex*, ISSN - 2250-1991/ pp.180-182/ Volume 4, Issue: 12 December2015.
- 9) “Consumer Perspectives on Brand Preference: A Choice Based ModelApproach” *IOSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 17, Issue 12.Ver. III (Dec. 2015), PP 40-48.
DOI: 10.9790/487X-171234048.
- 10) “Spiritual intelligence is a driving workplace construct: A model review of retail employees”, *Mukt Shabd Journal*, UGC Care Group 1, ISSN NO: 2347-3150, Volume IX, Issue V, MAY/2020, pp3475-3484.

- 11) “The Role of Personal Competencies To Reinforce Emotional Intelligence: An Empirical Study”, Journal of our Heritage, UGC Care, ISSN: 0474-9030, Vol-68-Issue-1- January-2020, pp161-172.
- 12) “The Influence of Behavioral Competencies on Millennials: An Empirical study on Retail bankers Workforce Agility”, Research Directions, ISSN NO – 2321-5488, Vol: 6 Issue: EOI 10.11229,pp-283-288, 12 April2019.
- 13) “Emotional Intelligence and Work Life balance of employees in the Retail Sector, International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138/ Volume 5, Issue 4,2018, pp.380-387, December 2018.
- 14) “Dynamics of diversity and differentiation: behavioral impact on higher education Institutions in India” ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780 Vol.4 (12), December (2014), pp.319-344.

Book Chapters

- 1) CSR Initiatives at Balancing Competing Demands: A Concurrent Approach For the Service Conciousness.Different perseptctives of corporate social responsibility, Disha International Publishing House,2020, pp109-118, ISBN978-93-84782-71-5.
- 2) Operational Complexities if Indian startups: A conceptual frame work, SkillIndia: A Catalyst to Nation building, Empyrean publishing house,2020, pp06-10, ISBN:978-81-946373-4-9.
- 3)Expanding Horizons, Evolving Opportunities; New trends in General Management, Research Trends in Management, Vol 4, Akinik publications,2019, pp 01-27, ISBN:978-93-5335-641-5, E-book ISBN 978-93-5335-642-2,Book, DOI: <https://doi.org/10.22271/ed.book.380>.
- 4) Creating a Brand Image through the Digital Marketing Channel: A Strategic Approach 14-21, Paradigms of New Age Marketing, National Press Associates, New Delhi, Oct2019, ISBN:978-93-85835-66-7.
- 5) The Ecosystem of Digital Payments in India, Contemporary issues of Business in Emerging Market Economies, pp-167-177, PrimaxPublications, Bangalore, First Edition 2019, ISBN 978-81-941390-0-3.

Workshop and Seminar Paper Presentation/ Participation

1. International Virtual Conference on Business Transformation during Covid-19 pandemic situation in India (ICBTCPI-2021), Sanskrit School of Business, in collaboration with AIMA and SkillIndia.
Paper: Agile Dimensions as A Strategic Drivers of Business Transformations: A Model Implication.
2. AICTE sponsored short term training program on data analysis using SPSS, AMOS and R- MVGR Engineering college, Vizianagaram, India.30th August to 4th September2021.
3. International Conference on Innovations in Technology Business and Management, Nagarjuna Group of Institutions, in collaboration with Dhaka International University and MTC Global, Bengaluru,7th February 2020.
Paper: Spiritual Intelligence is a driving workplace: A Model Review of Retail employees Cnstruct.
4. National Conference on STARTUP INDIA-The Engine of Economic Growth, Feb 2020, Sree Saraswathi Thyagaraja College (NAAC A), BharathiarUniversity, Coimbatore, TN.
Paper: Operational Complexities of an Indian Structures-A ConceptualFramework.
5. International Conference on Multi-Disciplinary Approach towards Sustainable Development2019, Indian Institute of Forest Management (IIFM),Bhopal.
Paper: Consumer awareness on energy efficient products: An empirical study on LED Green initiatives of north costal district, AP.
6. UGC Sponsored International Conference on Emerging Trends in Business and Management, DMS,12th February 2019, Nehru Memorial College (NAAC A), Bharathidasan University, Puthanampatti, TiruchurappalliDist, Tamilnadu.
Paper: The Influence of Pricing Strategies on E–Customer Brand Preference.
7. International Seminar on HR Challenges, Institute of Public Enterprise (IPE), Hyderabad,Dec,2018.
Paper: The Role of Personal Competencies to Reinforce Emotional Intelligence: An Empirical Study” on pharmaceutical employees, North Costal AP.
8. National Seminar on Human Future in Digital Era-Issues, challenges and strategies,31st October 2018, Dept. Of Commerce and Management Studies, Andhra University. **Paper:** Creating Brand Value in the Age of DigitalTransformation.
9. One day National Seminar on “Innovations in Banking and Financial Services”
Paper: “The Importance & Impact of a Digital Presence on Banking Brands”.
12th November, 2016 .SMS-MRPG, VZM.

10. One day National Seminar on “Retail Marketing-The Emerging Issues In Modern business”, MRPGC(AU), Vizianagaram.
11. Two-day National Seminar on “Recent Trends in Human Resource Management”
Paper:Competencies of Emotional Intelligence:Implications to workplace, 13th&14th December,2013.MRPGC(AU)-Vizianagaram.
 - A Two-day National Seminar On “Pollution Control in Chemical &RelatedIndustries” PCRI, St. Stanley College of Engineering and Technology (ISO 9001-2000 Certified Institution), Muthangi, Patancheru, Medak, Hyd, 4th and 5th,2006.
12. STANZA-2K8-A National Level Technical Symposium, St. Stanley College of Engineering and Technology (ISO 9001-2000 Certified Institution), Muthangi, Patancheru, Medak, 14th March, 2008.
 - A Two-day National Workshop on “FacultyDevelopment” St. Stanley College of Engineering and Technology (ISO 9001-2000 Certified Institution), Muthangi, Patancheru, Medak, Hyd, 10th and 11th Feb, 2007.
13. Certificate Program on Structural Equation Modeling using Amos, 20-22nd June,2019, Asian School of BusinessManagement, Bhubaneswar.
14. Two-day Faculty Development Program-The Essential Role of Today’s Teacher organized by Mansas Educational Institutions, SMS, Vizianagaram-28-29thApril,2017.
15. Faculty Development Workshop on “Emerging Trends In Commerce Economics& Management “ICFAI National College, Rajahmundry, 11th September,2005.

Awards &Certifications

- A certificate of Intellectual Property (IP) awareness training program from National Intellectual Property Awareness Mission-Govt of India-March 26,2022.
- Ethicus Meritum awarded by ICFAI university council-Management meet, Rajhamundry-2005.
- Certification from Sikkim Manipal university EDU Next Gen level1-2010.