

NARASIMHARAO VALLABHU

MBA (Ph.D.), PGDHRM, UGC NET, APSET

Address: 77-9/1-10, Prakashnagar, Ajitnagar Post,
Vijayawada, Andhra Pradesh - 520015.

Contact: 7382746346

E-Mail: vallabhunarasimha@gmail.com

ORCID: <https://orcid.org/0009-0003-6860-8485>



PERSONAL SUMMARY

A passionate and dedicated academician in higher education with a proven track record of over 15 years of teaching, mentoring and working with adult learners. Proven success in developing and delivering lectures and creating effective course materials

SUMMARY OF CREDENTIALS

1. Doctor of Philosophy (Pre- Submission Talk Approved) in Management from Acharya Nagarjuna University, Guntur.
2. Qualified AP-SET for Assistant Professor July-2012.
3. Qualified UGC- NET for Lectureship December-2012.
4. Ratified as Assistant Professor by JNTUK, Kakinada.
5. 15 years of teaching experience.

EDUCATIONAL QUALIFICATIONS

1. **Doctor of Philosophy (Pre- Submission Talk Approved) in Management** from Acharya Nagarjuna University.
2. **PG Diploma in HRM** from Acharya Nagarjuna University, Guntur, 2011, secured 65%.
3. **Master of Business Administration (Marketing)** from JNTUK, Kakinada, 2010, secured 73%.
4. **Bachelor of Science** from Andhra University, Visakhapatnam, 2007, secured 71%.
5. **Intermediate** from State Board of Intermediate Education, Govt. of A.P Hyderabad, 2004, secured 72%.
6. **S.S.C** from State Board of Secondary Education, Govt. of A.P Hyderabad, 2002, secured 85%.

PROFESSIONAL EXPERIENCE

1. **Assistant Professor – Department of MBA**
Vignan’s Foundation for Science, Technology & Research (VFSTR), Guntur
August 2024 – Present
2. **Assistant Professor – Department of MBA**
KBN Autonomous College, Vijayawada
April 2024 – August 2024
3. **Assistant Professor & HOD – Department of MBA**
Vikas Group of Institutions, Vijayawada
September 2010 – April 2024

JOURNAL PAPER PUBLICATIONS (ISSN)

SCOPUS

1. Vallabhu, N. (2026). Religious orientation moderates endorser influence on brand credibility and premium food intentions. *Journal of Management*. (Accepted for publication, SAGE Publications, Q1, Scopus Indexed).

ABDC

1. Vallabhu, N. (2026). Big data analytics and its impact on maturity, organizational future readiness, and predictive capability. *Advances in Consumer Research*, 3(3), 234–239.
2. Vallabhu, N. (2025). Exploring cultural influences on impulse buying: A case study of retail consumers. *Korea Review of International Studies*, 18(71), 72–88.
3. Vallabhu, N. (2025). The role of artificial intelligence in driving synergies between HR, financial planning, and digital marketing. *Journal of Informatics Education and Research*, 5(3), 1046–1054.

PEER REVIEWED

1. Vallabhu, N. (2026). AI-Powered Personalization and Consumer Buying Behavior in Indian Digital Retailing: A Review Paper. *International Journal of Innovative Research in Technology (IJIRT)*, 12(12), 9610–9615.
2. Vallabhu, N. (2026). Impact of social media and digital marketing strategies on consumer impulsive buying behavior. *Management Research: Innovation, Sustainability and Technology (MRIST)*, 1(1), 71–88.
3. Vallabhu, N. (2025). Digital transformation and marketing automation: Empirical analysis of impulse buying behavior among online consumers in Andhra Pradesh, India. *The IASMS Journal of Business Spectrum*, 18(2), 63–73.
4. Vallabhu, N. (2025). A comprehensive literature review on impulse buying behavior in organized retail settings. *International Journal of Creative Research Thoughts*, 13(11), f116–f122.
5. Vallabhu, N. (2025). A holistic review of employee engagement, job satisfaction, and well-being in hybrid and remote work environments. *International Journal of Innovative Research in Technology*, 12(6), 1706–1713.
6. Vallabhu, N. (2025). Technology-mediated impulse buying behavior: A systematic review of psychological drivers, platform features, and consumer dynamics. *International Journal of Innovative Research in Technology*, 12(5), 3488–3496.
7. Vallabhu, N. (2025). Digital convergence of IoT and business transactions: Challenges in adoption and implementation. *International Journal of Research Publication and Reviews*, 6(6), 13243–13250.

BOOK PUBLICATIONS (ISBN)

INTERNATIONAL

1. Vallabhu, N. (2025). *Celebrity endorsement in marketing: How brand fit, familiarity, and likeability influence perceived*. Eliva Press. ISBN: 978-99993-2-742-8.

CONFERENCE PAPER PUBLICATIONS (ISBN)

INTERNATIONAL

1. Vallabhu, N. (2025). A conceptual framework linking global digital marketing and consumer impulse buying in organized retail. *The 12th International Conference on Business 5.0: Innovation, Technology and Sustainability in Global Prospects*, 262–278. ISBN: 978-93-5679-148-0.
2. Vallabhu, N. (2025). Digital transformation and marketing automation: Empirical analysis of impulse buying behavior among online consumers in Andhra Pradesh, India. *International Conference Convergence-2025: Driving Growth through Innovation and Agility*, 98. ISBN: 978-81-993009-5-8.
3. Vallabhu, N. (2025). Relationship between mood and impulse buying in shopping malls. *The International Conference on Navigating the Future of Management with Technology and Sustainability (ICMP2K25)*, 24–34. ISBN: 978-81-986569-2-6.
4. Vallabhu, N. (2025). The effect of store atmosphere on impulsive buying behavior. *The International Seminar on Global Business Transformative Strategies: Adapting to Trends and Challenges in the World*, 235–250. ISBN: 978-93-342-3306-3.
5. Vallabhu, N. (2024). Crafting consumer journeys: The role of digital marketing in enhancing user experience. *The International Conference on the Future of Global Business: Disruption, Innovation and Strategy*, 335–341. ISBN: 978-93-341-4207-5.
6. Vallabhu, N. (2024). Artificial intelligence and machine learning in business: Transforming modern enterprises. *The International Conference on the Future of Global Business: Disruption, Innovation and Strategy*, 330–334. ISBN: 978-93-341-4207-5.
7. Vallabhu, N. (2024). Boosting startups in Industry 4.0: A strategic approach. *The ICSSR Sponsored International Seminar on Indian Startups: Issues, Challenges & Opportunities – The Way Forward*, 86–90. ISBN: 978-81-958704-9-3.

NATIONAL

1. Vallabhu, N. (2025). Trustforged innovations: Pioneering sustainable entrepreneurship in India. *The ICSSR Sponsored National Seminar on Challenges & Opportunities Faced by Innovative Entrepreneurs in India*, 153–158. ISBN: 978-81-983232-9-3.
2. Vallabhu, N. (2016). Service quality and customer relationship management practices in the 21st century: Emerging issues and challenges. *The National Seminar on Service Quality and Customer Relationship Management Practices in 21st Century*. ISBN: 978-93-80509-84-6.
3. Vallabhu, N. (2012). Effective strategies for stress management. *The Seminar on Enhancing Competitive Advantages through Strategic HRM*. ISBN: 978-81-923134-1-2.
4. Vallabhu, N. (2012). Becoming the people manager: Learning from “The Business Man.” *The Seminar on Enhancing Competitive Advantages through Strategic HRM*. ISBN: 978-81-923134-1-2.

CONFERENCE PAPER PRESENTATIONS

INTERNATIONAL

1. Vallabhu, N. (2025). Balancing efficiency and sustainable experience: Service innovation as a catalyst for impulsive buying behavior in modern retail. *1st Annual International Conference on Business Innovation and Sustainable Society*, GITAM University, Visakhapatnam, India.
2. Vallabhu, N. (2025). Exploring consumer impulse purchases in the organized retail sector. *International Multidisciplinary Research Colloquium – 2025*.
3. Vallabhu, N. (2025). Blockchain-based supply chain transparency and its effect on impulse buying behavior. *3rd International Conference on Innovative Pathways in Global Research: Bridging Disciplines for a Sustainable Future*.
4. Vallabhu, N. (2025). International Forum of Experts – IFEX 2025. *University of Technology and Applied Sciences – Shinas, Sultanate of Oman*.
5. Vallabhu, N. (2012). Trends in human resource outsourcing. *International Conference on Human Resource Management*, IBS Hyderabad.

NATIONAL

1. Vallabhu, N. (2026). GST reforms 2025 and sector-wise impact: A critical analysis of implications for MSMEs, manufacturing, textiles, pharmacy, and logistics. *National Seminar on GST 2.0: Impact on Regional Industries, Compliance and Digitization*, Acharya Nagarjuna University, Guntur.
2. Vallabhu, N. (2025). Personalized AI education: Aligning IKS, SDGs, and NEP 2020 for ethical management leaders. *National Seminar on Cultivating Ethical Business Leaders: Embedding the Synergistic Vision of SDGs and Indian Knowledge Systems in Management Education Aligned with NEP 2020*.
3. Vallabhu, N. (2025). Mental health, well-being, and consumers' impulsive buying behavior: A strategic approach for Viksit Bharat@2047. *National Conference on Mental Health and Well-being among Youth: A Catalyst for Vision-Viksit Bharat@2047*.
4. Vallabhu, N. (2017). The paradigm shift of management education. *National Seminar on Changing Scenario of Higher Education: Conventional Programmes Vs Professional Programmes*.
5. Vallabhu, N. (2012). Talent retention for organisational success. *National Seminar on Emergent Business Models and Strategies – New Directions in Knowledge Management*.
6. Vallabhu, N. (2012). Building human capital. *National Seminar on Emergent Business Models and Strategies – New Directions in Knowledge Management*.
7. Vallabhu, N. (2011). Changing paradigm on management education and its relevance to Business Corporation. *National Seminar on Changing Paradigm on Management Education and its Relevance to Business Corporation*.
8. Vallabhu, N. (2011). Retention strategies for talent management. *National Seminar on Trends in Human Capital Management – The Emerging Talent Management Imperative*.in Association with National HRD Network, Vijayawada Chapter held on Jan 8th 2011.

WORKSHOPS

1. Vallabhu, N. (2025). Three-day workshop on research methods and journal publishing. Vignan's Foundation for Science, Technology and Research (VFSTR), Guntur, Andhra Pradesh.
2. Vallabhu, N. (2025). Two-day workshop on workplace wellness: Enhancing psychological well-being and professional growth. VFSTR, Guntur, Andhra Pradesh.
3. Vallabhu, N. (2024). One-day workshop on exploring research insights through hands-on bibliometric analysis with Biblioshiny. VFSTR, Guntur, Andhra Pradesh.
4. Vallabhu, N. (2024). Two-day capacity building workshop on developing the Malagasy education system: Strengthening middle school to higher education. VFSTR, Guntur, Andhra Pradesh.
5. Vallabhu, N. (2024). Two-day symposium on NEP – Management education and boardroom. Seshadri Rao Gudlavalleru Engineering College, Andhra Pradesh.
6. Vallabhu, N. (2018). Two-day workshop on nation building through personality development and career planning. National Institute of Ecology and Environment.
7. Vallabhu, N. (2012). One-day workshop on intellectual property rights and patents. BITS College, Visakhapatnam.

FACULTY DEVELOPMENT PROGRAMMES

1. Vallabhu, N. (2026). Six-day FDP on elevating faculty persona: Grooming, etiquette, and professional conduct. ARKA JAIN University.
2. Vallabhu, N. (2026). Twelve-week NPTEL-AICTE FDP on marketing analytics. NPTEL.
3. Vallabhu, N. (2026). Twelve-week NPTEL-AICTE FDP on business analytics for management decision. NPTEL.
4. Vallabhu, N. (2025). Five-day FDP on synergy of sustainability and technological innovation – Viksit Bharat 2047. Kristu Jayanti (Deemed to be University), Bengaluru.
5. Vallabhu, N. (2025). Ten-day international FDP on transforming research into quality publications: Tools, techniques and practices. Annamacharya University, Andhra Pradesh.
6. Vallabhu, N. (2025). One-day FDP on insight of research methodology for applied research. Bharatiya Engineering Science and Technology Innovation University (BESTIU), Andhra Pradesh.
7. Vallabhu, N. (2025). One-day online FDP on research paper writing. St. Ann's College of Engineering and Technology, Chirala, Andhra Pradesh.
8. Vallabhu, N. (2025). One-day online FDP on advanced AI applications in research paper writing. KSR College of Engineering, Tamil Nadu.
9. Vallabhu, N. (2025). Seven-day international virtual FDP on emergent pedagogies for instructional innovation in education. Prathyusha Engineering College, Tiruvallur.
10. Vallabhu, N. (2024). Six-day AICTE-ATAL FDP on alignment of corporate and national objectives: CSR's view of Viksit Bharat. Koneru Lakshmaiah Education Foundation.

11. Vallabhu, N. (2024). Five-day FDP on AI tools and techniques for research. Andhra Loyola College, Vijayawada.
12. Vallabhu, N. (2020). One-day national level online FDP on plagiarism free research report writing. QIS College of Engineering and Technology, Vijayawada.
13. Vallabhu, N. (2020). Three-day national level online FDP on new challenges in business management and strategic approach. Andhra Loyola Institute of Engineering and Technology, Vijayawada.
14. Vallabhu, N. (2020). Five-day online FDP on universal human values and professional ethics. Chebrolu Engineering College, Guntur, Andhra Pradesh.
15. Vallabhu, N. (2020). Five-day international FDP on new age teaching. Post Graduate and Research Department of Commerce & IQAC, Chennai.
16. Vallabhu, N. (2016). Three-day FDP on challenges and trends in management education. Andhra Loyola Institute of Engineering and Technology, Vijayawada.

SWAYAM/NPTEL COURSES

1. NPTEL Online Certification: Services Marketing: A Practical Approach from Jan-Feb 2020.
2. NPTEL Online Certification: Services Marketing: Integrating People, Technology, Strategy from Feb-April 2020.
3. NPTEL Online Certification: Basics of Digital Marketing with 96% on December-2025.
4. NPTEL Online Certification: Marketing Analytics with 71% from Jan-Apr 2026.
5. NPTEL Online Certification: Business Analytics for Management Decision with 69% from Jan-Apr 2026.

SKILL COURSES/ CERTIFICATIONS

1. UDEMY Online Certification: Fundamental Course: Digital Marketing 101(From A to Z) on 21st May, 2025. Certificate no: UC-09643659-5fee-4b93-9d19-623e3c298562
2. Simplilearn Online Certification: Introduction to Digital Marketing Fundamentals Course on 24th May, 2025. Certificate code: 8383045.
3. Simplilearn Online Certification: Digital Marketing Strategy on 25th May, 2025. Certificate code: 8385482.
4. Simplilearn Online Certification: Digital Marketing Tools and Techniques on 25th May, 2025. Certificate code: 8388175.
5. HubSpot Academy Certification: Digital Marketing Certified Course Valid from 26th May, 2025 to 25th June, 2026. Certification code: ad1b3bdf9a6147d486ff6583db8ba438.

PROFESSIONAL MEMBERSHIP

- ❖ Lifetime Member in the National HRD Network (NHRDN) - Vijayawada Chapter - Membership ID - L/VJW/0098/0401

JOURNAL MEMBERSHIP

- ❖ I have been serving as a Reviewer of International Journal of Innovative Research in Technology. ISSN 2349-6002, A Peer reviewed Journal.

- ❖ I have been serving as a Reviewer of Journal of Novel Research and Innovative Development (JNRID.ORG). ISSN 2984-8687, An International Open Access, Peer reviewed, Refereed Journal, Member ID: 112176
- ❖ I have been serving as an Editor/Reviewer of Advanced International Journal For Research (AIJFR). E-ISSN 3048-7641, A Peer reviewed Journal, Member ID: 73

PERSONAL DETAILS

Name : Narasimharao Vallabhu
Father's Name : Veerlankaiah Vallabhu
Mother's Name : Kalavathi Vallabhu
Date of Birth : 12th April 1987
Marital status : Married
Religion : Hindu
Nationality : Indian
Languages Known : Telugu, English

DECLARATION

I hereby declare that the information furnished is true to the best of my knowledge and belief.

Date:

Place: Vijayawada



Narasimharao Vallabhu