



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING

(AUTONOMOUS)

Accredited by NAAC with 'A' Grade & NBA Under Tier - I An ISO 9001:2015

Certified Institution

Approved by AICTE, New Delhi and Permanently Affiliated to JNTUK, Kakinada

L.B. REDDY NAGAR, MYLAVARAM, NTR DIST., A.P.-521 230.

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FACULTY PROFILE



Name : Dr.D.Venkateswarlu
Designation : Professor
Department : Master of Business Administration (MBA)
Areas of Research : Marketing management, Organized Retailing Strategy and HR
Email ID : venkateswarlu.denduluri@gmail.com
Phone Number : +91 99125 28214

Academic Qualifications:

- **Awarded Ph. D. in Marketing management**
 - Acharya Nagarjuna University, Guntur in 2018.
- **First class in M.B.A. (Master of Business Administration)**
 - Central University(IGNOU), N. Delhi in 2009
- **First class in PGDMM**
 - Central University(IGNOU), N. Delhi in 2004
- **Bachelor of Commerce (B.Com)**
 - Osmania University, Hyderabad in 1990
- **First class (College Topper) in Intermediate (MPC)**
 - Board of Intermediate Education, Hyd, AP in 1986
- **First class in SSC**
 - Board of Secondary Education, Hyd, AP in 1984

Professional Experience: 29+ Years

Designation	From	To	Organization
Professor	June 2025	Till Date	Lakireddy Bali Reddy College of Engineering (A), Mylavaram
Assoc. Professor	Sept 2018	June 2025	Lakireddy Bali Reddy College of Engineering (A), Mylavaram
Sr. Asst. Professor	June 2017	Sept 2018	Lakireddy Bali Reddy College of Engineering (A), Mylavaram
Asst. Professor	June 2010	June 2017	Lakireddy Bali Reddy College of Engineering (A), Mylavaram
Sr. Lecturer	Jan 2009	May 2010	St. Theresa's Autonomous PG College, Eluru
Territory Manager-Sales	Sept 2006	Sept 2008	M/s. Citi Corp Finance India Ltd (Citibank group)
Manager (CV-Sales)	Sept 2005	Sept 2006	M/s. Kotak Mahindra Bank Ltd.
Asst. Manager-Mktg.	Oct 2002	Sept 2005	M/s. Sundaram Finance Ltd (TVS Group)
Executive-Marketing	Jan 1996	Oct 2002	M/s. Tata Motors Finance Ltd (Tata Group)

Subjects Handled: 20 (Management 16 + Engg. 4)

Academic Year	Semester	Subjects handled	No. of Courses	No. of times taught
2009-2025 (15 years)	First	Management Perspectives and Organizational Behavior	2	8
		Business Environment		6
	Second	Marketing Management	2	12
		Organizational Behavior		3
	Third	Business Policies and Strategic management	5	2
		Services marketing - Retail Management		12
		Advertising & brand mgmt.		2
		Performance mgmt.		2
		Cross Cultural mgmt.		2
	Fourth	International marketing	7	2
		Knowledge management		2
		Entrepreneurship mgmt.		2
		Management of change		2
		Sales and Distribution management		2
		Consumer Behavior		3
	Engg. Branches - in Fourth semester	Industrial management	4	2
Professional ethics & Human values		8		
Universal Human Values; Understanding harmony		3		
Constitution of India		1		
Total courses taught			20	

Research Profile:**➤ Publications**

Journals	Conferences	Books / Chapters	Patents (Granted / Published)
23	4	02	1

➤ Publications Verification Links

S. No.	Profile	Link
1.	Google Scholar	https://scholar.google.com/citations?user=EJ-zVKoAAAAJ&hl=en
2.	Research Gate	https://www.researchgate.net/profile/Dr-Denduluri/research
3.	Vidwan	https://vidwan.inflibnet.ac.in/myprofile
4.	Scopus	https://www.scopus.com/freelookup/form/author.uri
5.	ORCID	https://orcid.org/my-orcid?orcid=0000-0002-7341-6766

➤ Supervision / Guidance:

Category	Number of Students / Scholars		
	Status	Total Count	University
Ph. D.	Research Supervisor	Yet to allot	Annamacharya University, Rajampet, Annamayya Dt. A.P.
M.B.A.	Graduated	120 (in 15 yrs.)	J.N.T.U., Kakinada & A.U., Visakhapatnam

Professional Activities:

Category	Details	
No. of FDPs, Workshops, Webinars, etc. Organized (Coordinator, Convener, etc.)	04	
No. of FDPs, Workshops, Webinars, etc. Attended	30+	
Certification courses	NPTEL	03(*2 with Elite)
	Online Certifications	01
Professional Body Memberships	Name	Membership ID
	International Society for Research Development (ISRD)	M4150906106
	International Association of Engineers (IAENG)	290369
	International Society for Development and Sustainability (ISDS)	Associate membership

Career highlights:

- **Excellent teaching feedback beyond 90% along with above 95% pass percentage of Students for the subjects taught all these years.**
- **Ratified as Associate Professor by JNTU, Kakinada in May 2022**
- **Gained rich corporate exposure in Business development by working with NBFCs and Banking sector which is benefitting students more effectively with case study based teaching for the last fourteen years and thus became successful Business manager turned Professor**
- **Stood at All India 2nd position as “Best Performing business Executive” in Tata Motors for doing highest sales (Disbursals) of Rs.1.80 crores in commercial vehicle financing during 2001-02 at Vijayawada though it is a highly competitive market.**

Administrative Roles:

- **Central Coordinator for Academic Audit Committee (Since 2019)**
- **Central Coordinator for NBA (Since 2020)**
- **Member in BoS, DAC, & PAC (Since 2018)**
- **Central Coordinator for CRC (Since 2017)**
- **Central Discipline coordinator (From 2011 to 2018)**

**Sd/-
(Dr. D.Venkateswarlu)**