

Faculty Profile



Details

Dr. D.VENKATESWARLU

Associate Professor

MBA

9912528214

venkateswarlu.denduluri@gmail.com

Education

B.Com with Advanced Banking from Osmania University in 1991

Post Graduate Diploma in Marketing Management (PGDMM) from Central University (IGNOU) in 2004

M.B.A. with first class in marketing specialization from Central University (IGNOU) in 2009

Awarded Doctoral Degree (Ph.D.) in management from Acharya Nagarjuna University, Guntur during 2018

Work Experience

- Worked with renowned NBFCs, Corporate Banks and MNC for 13 years starts as Officer(Mktg) in Tata Motors Finance(TATA Group 1995-2002), as Asst. Manager (Mktg) in Sundaram Finance Ltd (2002-2005), as Manager-Mktg in Kotak Mahindra Bank(2005-2007) and grown to Territory Manager in Citibank group (Citicorp Finance Ltd- in 2007) with excellent track record
- Worked in St. Theresa s Autonomous college, Eluru, W.G. Dt. A.P. as Lecturer (MBA Dept.) for 1.5 years(between 2009-2010)
- Worked as Asst. Professor in Lakireddy Balireddy College of Engg. from 2010-2017
- Worked as Sr. Asst. Professor in Lakireddy Balireddy college of Engineering from 2017-2018
- Promoted as Associate Professor in 2018 and working in Lakireddy Balireddy College of Engg. till date

Certifications

- Secured First class in SSC in 1984 from Board of Secondary Education, Hyd, AP
- Secured First class in Intermediate (MPC) course in 1986 from Board of Intermediate Education, Hyd, AP
- Secured second class in Type writing English Higher course in 1988 conducted by State Board of Technical Education and Training, AP
- Secured second class in short hand English course in 1994 conducted by State Board of Technical Education and Training, AP
- Successfully completed course on \"Computer Concepts and Awareness\" conducted by APPC, Vijayawada
- Successfully completed NPTEL course on Services Marketing in March 2018 conducted by IITK
- Secured \"Elite\" in NPTEL certification in Marketing Management II conducted by IITK in March 2018

- Secured "Elite" in NPTEL certification in Marketing Management 1 conducted by IITK in Sept 2018

Awards

- Nominated as Judge in Cognition Expo in INNOMAN2012 - a management event conducted on 3.2.2012 by CH S D St. Theresa's Autonomous college, Eluru, W.G.Dt.A.P.

Journals

- Dr. D.VENKATESWARLUMrs. R.JEYALAKSHMIMr. U.RAMBABUPOSITIVE INFLUENCE OF COMPETITIVE PRESSURE ON CUSTOMER SATISFACTIONWAFEN-UND KOSTUMKUNDE JOURNAL (Web of Science)Volume XIII, February/20202020-02-03(sci)
- Dr. D.VENKATESWARLUMr.K.Ravi kiran YashaswiA STUDY ON CONSUMER PERCEPTION TOWARDS HERO TWO WHEELERS W.S.R.T. VIJAYAWADA CITYJOURNAL OF MANAGEMENT RESEARCH AND ANALYSIS1January 20192019-01-22(scopus)
- Dr. D.VENKATESWARLUDr.V.BadrinarayanaINDIAN ORGANIZED RETAIL MOVES FROM SHOWROOM SHOPPING TO ONLINE SHOPPING (IORSO)International Journal of Business and Administration Research Review212016-01-03(sci)
- Mrs.R.jeyalakshmiMrs.R.JeyalakshmiImpact of Citizenship Amendment Act on Indian SovereigntyInternational Journal of Innovation Technology and Management612020-02-03()
- Dr. D.VENKATESWARLUDr.V.BadrinarayanaFACTORS INFLUENCING CUSTOMER SATISFACTION IN RETAIL OUTLETS (FICSRO) (IN INDIA WITH SPECIAL REFERENCE TO GUNTUR CITY, ANDHRA PRADESH)Asian Academic Research Journal of Social Sciences and Humanities1112013-05-04(ugc)
- Dr. D.VENKATESWARLUProf.A.LakshmanaswamySri K Chinni KrishnaA Study on Factors Influencing to Store Loyalty and their Impact on Customer Satisfaction in Organized Retail Outlets of India in General and Special Reference to Vijayawada Town toInternational Journal of Business and Management Tomorrow2102012-10-15(ugc)
- Mrs.K.DeepikaDr.D.venkateswarluMrs.R.JeyalakshmiIMPACT OF STRESS ON QUALITY OF TEACHING-A CASE STUDY WITH REFERENCE TO WOMEN FACULTY IN POST GRADUATE COLLEGES IN VISAKHAPATNAM, ANDHRA PRADESH.PAIDEUMA JOURNAL OF RESEARCH (Web of Science)Vol XIVIssue I 20212021-01-01(sci)
- Dr.D.VenkateswarluDr.M. Dorai Swamy NaikDr.A.Adishesha ReddyA STUDY ON MARKETING OPPORTUNITIES IN CORPORATE HOSPITALS (WSRT select hospitals in Visakhapatnam)ICRAITMS3March 20212021-03-20(ugc)
- DENDULURI VENKATESWARLUDr.A.ADISESHA REDDYCapacity utilization in Micro Small and Medium EnterprisesGitam Journal of Management 11112012-01-08(openaccess)
- Dr.A.ADISESHA REDDYDENDULURI VENKATESWARLUGrowth and development of Micro Small Medium Enterprises in Andhra PradeshEB Journal of Management and Research (National journal)2112011-01-09(openaccess)
- Dr.D.VenkateswarluDr.T.RajasekharDr.M.PaparaoDr.K.DeepikaA STUDY ON BUYING BEHAVIOUR OF CONSUMERS TOWARDS SAMSUNG MOBILES IN COASTAL ANDHRA PRADESHInternational Journal of Aquatic science (Indexed in Web of Science)1232021-06-20(sci)
- Dr.T.RajasekharDr.D.VenkateswarluDr.K.Chinni KrishnaDr.K.DeepikaEffect of occupational stress on Job satisfaction and Life SatisfactionInternational Journal of Aquatic science (Indexed in Web of Science)12032021-06-20(sci)

Conferences

- Dr. D.VENKATESWARLUGrowth of Retailing Industry in IndiaFifth International Conference on "Impact of Global crisis in Indian Business"Volume No.1T1402013-10-25(OpenAccess)
- Dr. D.VENKATESWARLUMr.K.Ravi kiran YashaswiA Study on Consumer perception towards Hero two wheelers

W.S.R. to Vijayawada city Immanuel B School's 2nd International conference on Innovation and sustainability of new business Volume No.1 ISSN 2394-2762 2019-01-22()

- Dr.D.Venkateswarlu Dr.D.venkateswarlu A STUDY ON MARKETING OPPORTUNITIES IN CORPORATE HOSPITALS (WITH SPL. REF TO VISAKHAPATNAM, ANDHRA PRADESH) International Conference on Recent advances and Innovations in Technology, Management and Applied sciences (ICRAITMS 2021) conducted by St.Martin's engg. college (Autonomous) Sec bad 2978-93-82829-41-62021-03-20()

Books

Patents

Workshops/FDPs Attended

- one day online Work shop on leadership talk on MHRD Innovation cell, Mumbai on 16th May 2020
- one day online FDP programme on GST using Tally in PB Siddhartha college, Vijayawada on 15th May 2020
- two day online Workshop attended on Modern methods for teaching-learning practices at Krishna University, Machilipatnam, AP on 12th & 13th May 2020
- Four days online work on COVID-19: Resurgence of Entrepreneurship and Startups at Indian Glance from 25-05-2020 to 28-05-2020
- Five days online FDP on Universal Human values and professional ethics by Chebrolu Engg. college from 13th to 17th May 2020
- Three day National level online FDP conducted by Andhra Loyola Institute of Engg. & Technology, Vijayawada from 8th June 2020 to 10th June 2020
- Attended One day FDP on Bharati Vidyapeeth College Of Engineering, Navi Mumbai on 5.10.2020
- Attended One week FDP on 'Digital marketing and personal Branding' organized by Dept. of MBA, Narayana Engg. college Nellore from 20.1.2020 to 25.1.2020
- attended Three day FDP on 'GIS Professional Training' by Civil Engg. Dept. of LBRCE on 6.8.2019
- attended One week FDP on 'How to write and publish a research paper' organized by Dept. of MBA, Narayana Engg. College, Nellore
- Attended Two day FDP on 'Paradigms of Education - Role of a teacher and reflective teaching in LBRCE on 17th and 18th July 2018
- Ten days Teacher training programme conducted by APSICHE & British council in June/July 2017
- two day Workshop attended on Outcome Based Education (OBE) in LBRCE (Autonomous), Mylavaram
- Attended two days National Workshop on Case teaching and writing methodologies organized by CBIT, Hyd on 9.4.2011
- Attended one day Workshop on Research opportunities for women and young scientists in Engg science and technology on 18.12.2010

Workshop/FDPs Conducted

- Invited as a Resource person for National Webinar on "The Challenges and Dynamics of Early Stage Entrepreneurship In India" by St. Therasas Autonomous PG college, Eluru, WG Dt., A.P. under MHRD's IIC, N.Delhi

on 24.9.2021

- Invited as a Resource person for National Webinar on "\"The challenges and dynamics of early state entrepreneurship in India\"" by St.theresas Autonomous PG college, Eluru, WG Dt. under MHRDs IIC, N.Delhi on 24.9.2021

Memberships

- Life member with International Association of Engineers (IAENG) No.290369

- Life Member with International Society for Research Development (ISRD) No. M 4150906106