

DR. M S NARASIMHAM

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H.no- 50/761-B1, Devanagar, Kurnool-2.

Objectives

To Excel in the field of Marketing and facilitate Research studies in the organization I work for.

Education

Rayalaseema University, Kurnool

September 2018 | Doctorate of Philosophy in Management

Vinayaka Mission University, Salem

September 2008 | Master of Philosophy in Management

SK University, Anantapur

April 2005 | Bachelor of Law

University of Madras, Chennai

April 2000 | Master of Business Administration

SK University, Anantapur

April 1998 | Bachelor of Commerce

Experience

Assistant Professor **June, 2002** – September, 2018

St. Joseph's Degree College | Sunkesula Road, Kurnool-4.

Associate Professor **October, 2018** – Till date

St. Joseph's Degree & PG College | Sunkesula Road, Kurnool-4.

Paper Publications

- Consumer preferences and satisfaction levels towards luxury cars- A study of Rayalaseema region in AP. **Asia Pacific Journal of Research, ISSN – 2320 – 5504-Mar2018**
- Consumer satisfaction towards Luxury cars- A Case Study of Kurnool District in A.P. **International Journal of Academic Research, ISSN-2348-7666-Jan2018**

- Awareness towards E-Markets among the people of Kurnool City of A.P **Journal of Research in Commerce, IT and Management, ISSN- 2231-5756-Feb20**

CONFERENCES AND SEMINARS

- Attended a National Conference on “**Emerging Trends in Business for sustainable Competitive advantage: Challenges, Innovations and Strategies.**” NCETB-16 organized by Department of Management Studies at **St. Johns College of Engineering and Technology, Yerrakota, Yemmiganur. Feb2016**
- Attended a one-day National Seminar on “**Make in India: Start Ups**” organized by Department of Economics Rayalaseema University, Kurnool held on 28th February 2017.

COMPETENCIES

- Team Player
- Time Management

(DR. M S Narasimham)