



**DR. SAVANAM CHANDRA SEKHAR**  
Professor & HOD  
Department of Management Science

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**Google Scholar:** <https://scholar.google.co.in/citations?hl=en&user=lcNczYEAAAAJ&view>

## EDUCATIONAL QUALIFICATIONS

<b>Ph. D.</b>	JNTUKakinada	2016	69 (Pre-PhD)	<b>Thesis Topic: Rural Marketing of Selected Fast Moving Consumer Goods (A Case Study in Prakasam District of Andhra Pradesh).</b>
<b>M. Phil</b>	M S University	2003	58.5	<b>Dissertation Topic: Marketing Policies and Practices of Coromandel Agro Products &amp; Oils Limited.</b>
<b>PG (MBA)</b>	Nagarjuna University	1992	60.5	<b>Marketing</b>
<b>UG (BA)</b>	Nagarjuna University	1989	66.3	<b>Economics</b>
<b>UG (LLB)</b>	Osmania University	1997	60.7	<b>Legal Remedies</b>

## CAREER PROFILE

12 Jul 2017 – Till date	Professor, Rajiv Gandhi University of Knowledge Technologies, IIT RK Valley, Idupulapaya, YSR Kadapa district, A.P., India.
20 Jun 2017 – 10 Jul 2017	Associate Professor, KL University Business School, KL University, Vaddeswaram, Vijayawada, A.P., India.
27 Dec 2010 – 19 May 2017	Associate Professor, Department of Business Administration, St. Ann's College of Engineering & Technology, Chirala, A.P., India.
17 Jan 2008 – 26 Dec 2010	Assistant Professor, Department of Business Administration, St. Ann's College of Engineering & Technology, Chirala, A.P., India.
25 Feb 2005 – 15 Nov 2007	Commerce Teacher, Gemanafushi School, Ministry of Education, Maldives.
01 Jul 2003 – 21 Feb 2005	Lecturer in Management, NRK & KSR Gupta Degree College, Tenali, A.P., India.
01 Aug 2002 – 31 Jan 2003	Lecturer in Management, NNS Vidya College of PG Studies, Chirala, A.P., India.
23 Sep 1999 – 31 Mar 2002	Lecturer in Management, BBH Degree College, Vetapalem, A.P., India.
22 Nov 1993 – 22 Sep 1999	Assistant Commercial Officer, Coromandel Agro Products & Oils Limited, Jandrapeta, A.P., India.

## ACADEMIC ACHIEVEMENTS

- ✓ Qualified **UGC-NET** (Lectureship) in Management in December 2012.
- ✓ Qualified **APSET** in Management in November 2013.

## TECHNICAL QUALIFICATIONS AND EXTRA CURRICULAR ACTIVITIES

- PGDCA from BDPS in 2000
- English Typewriting Higher in 1992
- Telugu Typewriting Higher in 1990
- Sports Championship in 1991
- NCC 'C' Certificate in 1989
- Social Service League activities during 1983-85

## AREAS OF RESEARCH INTEREST

Rural Marketing, Cottonseed By-products, Marketing Mix, Agriculture Marketing, Consumer Behaviour, Retailing Management.

## SUBJECTS TAUGHT AT PG LEVEL

Marketing Management, Managerial Economics, Business Law, Consumer Behaviour, International Marketing, Business Environment, Research Methodology, Mini Project & Seminar on Mini Project, Logistics & Supply Chain Management, Strategic Management, Retailing Management, Management Theory and Practice, Organizational Structure & Personnel Management.

## SUBJECTS TAUGHT AT UG LEVEL

Economics, Commerce, Accounting, Systems Approach to Management, Accounting for Managers, Legal Aspects of Business, International Business, Industrial Organization and Management.

## RESEARCH EXPERIENCE & GUIDANCE

Actively involved in conducting conceptual and empirical research in the areas of Marketing Management and publishing original research papers since 2008.

## RESEARCH PAPER PUBLICATIONS IN INTERNATIONAL REFEREED JOURNALS

1. Savanam Chandra Sekhar & Padmaja, R (2015, Dec). FMCG brand awareness and positioning in rural consumers. *The Asian Economic Review*, 57 (4), 137-148. ISSN: 0004-4555.
2. Savanam Chandra Sekhar & Padmaja, R (2015, Jan). Usage and recall of FMCG brands by rural consumers and relevant facts. *Journal of Economics and Business Research*, XXI (1), 108-125. ISSN: 2068-3537.
3. Savanam Chandra Sekhar & Padmaja, R (2014, Dec). Comprehending rural market environment. *African Journal of Marketing Management*, 6 (8), 104-109. ISSN: 2141-2421.
4. Savanam Chandra Sekhar & Padmaja, R (2014, Nov). Why FMCG companies go rural. *International Journal of Advanced Research in Management and Social Sciences*, 2 (4), 10-14. ISSN: 2278-6236. The journal is indexed in **SCOPUS**.
5. SreeLatha, T & Savanam Chandra Sekhar (2013, Jan). Imbibe ethical education. *International Journal of Research in Commerce, IT & Management*, 3 (1), 63-65. ISSN: 2231-5756.
6. SreeLatha, T & Savanam Chandra Sekhar (2013, Jan). Cottonseed utilization pattern and availability of cottonseed for processing. *International Journal of Research in Commerce, Economics & Management*, 3 (1), 77-79. ISSN: 2231-4245.
7. SreeLatha, T & Savanam Chandra Sekhar (2013, Jan). Competency mapping: cutting edge in business development. *International Journal of Research in Computer Application & Management*, 3 (1), 89-91. ISSN: 2231-1009.
8. Savanam Chandra Sekhar & Lidiya, K (2012, Sep). Brainstorming. *Management*, 2 (4), 113-117. ISSN: 2162-8416. The journal is indexed in **SCOPUS**. It is one of the UGC notified journals (Ref: UGC Journal list Sr. 25116).
9. Savanam Chandra Sekhar & Emmaniel, R (2012, Jan). Impart value-based education. *International Journal of Academic Research in Progressive Education and Development*, 1 (1), 355-362. ISSN:

10. Savanam Chandra Sekhar&Bhaskara Rao, VK (2011, Aug). Types of cotton and their significance. *Elixir International Journal*, 37 (A), 4090-4092. ISSN: 2229-712X.
11. Savanam Chandra Sekhar& Singh, LP (2011, Jul-Dec). A study on rural marketing of selective fast moving consumer goods in Andhra Pradesh. *International Journal of Development Studies*, III (II), 33-39. ISSN: 0975-5799.
12. Savanam Chandra Sekhar&Bhaskara Rao, VK (2011, Apl). Progress of scientific processing and estimated losses due to traditional processing of cottonseed. *International Journal of Current Research*, 3 (4), 213-222. ISSN: 0975-833X.
13. Savanam Chandra Sekhar&Bhaskara Rao, VK (2011, Feb). Cottonseed oil as health oil. *Pertanika Journal of Tropical Agricultural Science*, 34 (1), 17-24. ISSN: 1511-3701. The journal is indexed in **SCOPUS**. It is one of the UGC notified journals (Ref: **UGC** Journal list Sr.26645).
14. Savanam Chandra Sekhar (2010, Jun). Benchmarking. *African Journal of Business Management*, 4 (6), 882-885. ISSN: 1993-8233.
15. Savanam Chandra Sekhar (2010, Apl). Applications of electronic data interchange technology in retail business: Advantages and barriers to implementation. *The Journal of Business and Retail Management Research*, 4 (2), 120-126. ISSN: 1751-8202. The journal is indexed in **SCOPUS**.
16. Savanam Chandra Sekhar (2009, Feb). Employee engagement. *Advances in Management*, 2 (2), 52-53. ISSN: 0974-2611.

#### RESEARCH PAPER PUBLICATIONS IN NAITONAL REFEREED JOURNALS

17. Savanam Chandra Sekhar&Bhaskara Rao, VK (2014, Apl-Jun). Progress of scientific processing and estimated losses due to traditional processing of cottonseed. *The Indian Journal of Technical Education*, 37 (2), 31-42. ISSN: 0971-3034. It is one of the UGC notified journals (Ref: **UGC** Journal list Sr. 20887).
18. Savanam Chandra Sekhar&Bhaskara Rao, VK (2013, Aug). Consumer awareness towards cottonseed oil brands and relevant facts. *Indian Journal of Agriculture Research*, 47 (4), 323-328. ISSN: 0367-8245. The journal is indexed in **SCOPUS**. It is one of the UGC notified journals (Ref: **UGC** Journal list Sr. 20706).
19. Savanam Chandra Sekhar& Padmaja, R (2013, Jul). Rural demographics of india. *The Indian Journal of Industrial Relations*, 49 (1), 157-165. ISSN: 0019-5286. It is one of the UGC notified journals (Ref: **UGC** Journal list Sr. 20795).
20. Savanam Chandra Sekhar&Bhaskara Rao, VK (2011, Jan-Mar). Scientific processing and estimated losses due to traditional processing of cottonseed. *The Indian Journal of Commerce*, 64 (1), 85-96. ISSN: 0019-512X.
21. Savanam Chandra Sekhar (2012, Nov). Brainstorming: Group creativity. *IEEMA Journal*, 4 (3), 46-51. ISSN: 0970-2946.
22. Savanam Chandra Sekhar (2012, Jun). Whistle-Blowing: Disclosure of unethical behaviour. *IEEMA Journal*, 3 (10), 22-30. ISSN: 0970-2946.
23. Savanam Chandra Sekhar (2012, Mar). Drought impact on farmers. *HRD Times*, 14 (3), 31-32. ISSN: 0976-7401.
24. Savanam Chandra Sekhar (2011, Dec). Whistle-Blowing: Write it to right it. *Facts For You*, 32 (3), 30-33. ISSN: 0970-2652.
25. Sastry, BVHK &Savanam Chandra Sekhar (2011, Sep). Youth employment opportunity in the changing scenario. *Mirror*, 1 (1), 29-32. ISSN: 2249-8117.
26. Savanam Chandra Sekhar (2011, May). Human capital: Thrive on talent. *IEEMA Journal*, 2 (9), 42-

45. ISSN: 0970-2946.

27. Savanam Chandra Sekhar & Bhaskara Rao, VK (2011, Apr-Jun). Progress of scientific processing and estimated losses due to traditional processing of cottonseed. *Business Vision: Management & Business Journal*, 7 (2), 74-83.
28. Savanam Chandra Sekhar (2011, Jan). Why does a company select to employ contract manufacturing strategy in international business?. *IEEMA Journal*, 2 (5), 68-71. ISSN: 0970-2946.
29. Padmaja, R & Savanam Chandra Sekhar (2010, Jul-Dec). Agricultural marketing in India. *The Chanakya Journal of RIMS*, X (2), 9-16. ISSN: 0972-3943.
30. Savanam Chandra Sekhar (2010, Jun). The role of creativity and innovation in organisational change. *IEEMA Journal*, 1 (10), 36-41. ISSN: 0970-2946.
31. Savanam Chandra Sekhar & Bhaskara Rao, VK (2010, May). White gold intricacies. *Emerging Science*, 1 (12), 12-14. ISSN: 0976-4100.
32. Savanam Chandra Sekhar & Singh, LP (2010, Apr). A study on rural marketing of selective fast moving consumer goods in Andhra Pradesh. *BMA Journal of Retail & Marketing*, 1 (1), 76-87.
33. Savanam Chandra Sekhar & Bhaskara Rao, VK (2010, Apr-Jun). A concise analysis on cotton balance sheet of India. *Business Vision: Management & Business Journal*, 6 (2), 79-81.
34. Savanam Chandra Sekhar, Bhaskara Rao, VK & Sastry, BVHK (2010, Apr). Cotton production trends in India. *NCDC Bulletin*, XXXIV (1), 9-13. ISSN: 0972-3161.
35. Savanam Chandra Sekhar (2010, Mar). An insight into entrepreneurship in India. *MBA Review*, IX (3), 67-70. ISSN: 0972-6764.
36. Savanam Chandra Sekhar (2010, Mar). Applications of electronic data interchange technology in retail business: Advantages and barriers to implementation. *Emerging Science*, 1 (10), 1-5. ISSN: 0976-4100.
37. Sastry, BVHK & Savanam Chandra Sekhar (2009, Dec). Cotton production trends in India. *ANU Journal of Commerce and Management*, 1 (2), 130-136. ISSN: 0976-0857.
38. Savanam Chandra Sekhar (2009, Nov). Economic crisis: Performance of power sector. *IEEMA Journal*, XXIX (11), 74-78. ISSN: 0970-2946.
39. Savanam Chandra Sekhar (2009, Nov). Benchmarking for excellence. *Electronics For You*, 41 (11), 42-46. ISSN: 0013-516X.
40. Savanam Chandra Sekhar (2009, Jun). Economic turmoil. *MBA Review*, VII (VI), 32-37. ISSN: 0972-6764.
41. Savanam Chandra Sekhar (2009, Jun). Benchmarking: Change leverage. *IEEMA Journal*, XXIX (6), 49-52. ISSN: 0970-2946.
42. Savanam Chandra Sekhar (2009, Mar-Apr). Employee engagement. *ISTE News Letter*, XXIX (2), 18-19. R. N. 36975/81 IN.
43. Savanam Chandra Sekhar (2009, Mar). Employee engagement. *IEEMA Journal*, XXIX (3), 50-52. ISSN: 0970-2946.
44. Savanam Chandra Sekhar (2008, Nov-Dec). Global warming: A danger prevails to the planet Earth. *ISTE News Letter*, XXVIII (6), 5, 20. R. N. 36975/81 IN.

## BOOK

45. Savanam Chandra Sekhar (2017). *Rural Marketing of FMCGs*. Germany: Lambert Academic Publishing. ISBN: 978-3-330-05187-4. Available in [www.amazon.in](http://www.amazon.in)

## Chapters In Edited Books

46. Savanam Chandra Sekhar & Padmaja, R (2015). Challenges in rural marketing and the new rural India. In Dr. S. Anitha Devi, Dr. BVH Kameswara Sastry, and Dr. S. Srinivasa Rao, *Rural Marketing and Rural Consumerism – Road Map towards Sustainable Rural India* (pp. 253-257). New Delhi: Paramount Publishing House. ISBN: 978-93-85100-18-5.
47. Sastry, BVHK & Savanam Chandra Sekhar (2012). Challenges faced by women entrepreneurs of India in the wake of globalization. In S. Anitha Devi, B.V.H. Kameswara Sastry, and S. Srinivasa Rao, *Women Entrepreneurship* (pp. 9-12). Hyderabad: BS Publications. ISBN: 978-93-81075-82-1.
48. Sastry, BVHK & Savanam Chandra Sekhar (2011). Imparting value-based education. In S. Anitha Devi and G. Satyanarayana, *Challenges of Higher Education in India* (pp. 185-189). Hyderabad: BS Publications. ISBN: 978-93-81075-51-7.
49. Savanam Chandra Sekhar, Sastry, BVHK & Singh, L. P (2010). Comprehend Brand Architecture in FMCG Sector in India. In Dr. Prasant Sarangi, Dr. Durga Madhab Mahapatra, and Saroj Kumar Dash, *Innovations in Management Science* (pp. 44-59). New Delhi: Global Research Publications. ISBN: 978-81-89630-07-2.

## Paper Presentations In National Conferences

50. Savanam Chandra Sekhar (2015, Dec 19). FMCG market at glance. *Emerging Trends in Eco-Friendly Marketing* (pp. 14-16). Chirala: St. Ann's College of Engineering & Technology.
51. Savanam Chandra Sekhar (2014, Dec 30). Rural performance of FMCGs in economic slowdown. *Emerging Trends in Business & Industrial Management* (pp. 18-19). Chirala: St. Ann's College of Engineering & Technology.
52. Savanam Chandra Sekhar (2013, Mar 8). Factors influence buying behavior of the rural consumer. *Research Issues in Business Management -2K13* (pp. 18-20). Chirala: St. Ann's College of Engineering & Technology.
53. Savanam Chandra Sekhar (2012, Mar 24). Agricultural marketing in India. *Research Issues in Business Management of 21<sup>st</sup> Century* (pp. 4-8). Chirala: St. Ann's College of Engineering & Technology.
54. Savanam Chandra Sekhar (2012, Feb 4). Challenges faced by women entrepreneurs of India in the wake of globalization. *Women Entrepreneurship: Financial Inclusion and Micro Financing for Self Help Groups (SHGs) in Andhra Pradesh* (pp. 9-12). Guntur: TJPS College PG Courses.
55. Savanam Chandra Sekhar (2010, Oct 22-23). Trends in environmental accounting & reporting. *Emerging Technologies in Environmental Science* (pp. 10-14). Chirala: VRS & YRN College.
56. Savanam Chandra Sekhar (2010, Jul 24). A study on customer satisfaction with reference to ICICI prudential life insurance. *Management Strategies in Services Sector* (pp. 15-20). Chirala: St. Ann's College of Engineering & Technology.

## Paper Presentations In National Seminars

57. Savanam Chandra Sekhar (2015, April 24-25). Challenges in rural marketing and the new rural India. *Rural Marketing and Rural Consumerism – Road Map towards Sustainable Rural India*. Guntur: TJPS College PG Courses.
58. Savanam Chandra Sekhar (2015, Feb 23-24). Changing tendencies in Indian rural market. *Indian Rural Economy and Employment – Importance, Issues and Challenges*. Razole: Government Degree College.
59. Savanam Chandra Sekhar (2014, Dec 19-20). Insurance is an unsought product. *Emerging Trends in Insurance Sector in India*. Ongole: Acharya Nagarjuna University Ongole Campus.

60. Savanam Chandra Sekhar (2014, Feb 21-22). Room for growth of FMCG companies: Rural and global. *Opportunities in Rural Marketing*. Visakhapatnam: GITAM Institute of Management.
61. Savanam Chandra Sekhar (2011, Feb 25-26). Imparting value-based education. *Challenges of Higher Education in India*. Guntur: TJPS College PG Courses.
62. Savanam Chandra Sekhar (2011, Jan 8). Human capital is key factor in organizational success. *Trends in Human Capital Management –The Emerging Talent Management Imperative*. Vijayawada: PB Siddhartha College of Arts & Science.
63. Savanam Chandra Sekhar (2010, Mar 5-6). An outlook on corporate governance in India. *Corporate Governance in India-Policy and Practice*. Vijayawada: KBN College PG Centre.
64. Savanam Chandra Sekhar (2009, Nov 7). Customer relationship management: A key success factor in services marketing. *New Vistas in Services Marketing*. Vijayawada: Montessori Mahila Kalasala.
65. Savanam Chandra Sekhar (2009, Aug 26-27). Global economic recession: Causes and impact on Indian economy. *Global Economic Recession-Impact on Indian Economy – Challenges*. Narasaraopet: Sri Subbaraya & Narayana College.
66. Savanam Chandra Sekhar (2009, Aug 21-22). An insight of handloom industry in Andhra Pradesh. *Challenges and Strategies of Handloom Industry*. Chirala: VRS & YRN College.

### **Courses/Workshops Attended**

1. Participated in the International Faculty Development Programme on “Strategic Edge – The Stanford Way” organized by KLU Business School, KL University on 5<sup>th</sup> January 2017.
2. Participated in two-week audit course on “Research Methodologies” conducted by Directorate of Research & Development, JNT University Kakinada from 1<sup>st</sup> to 15<sup>th</sup> May 2013.
3. Participated in two-week audit course on “Intellectual Property Rights and Patents” conducted by Directorate of Research & Development, JNT University Kakinada from 16<sup>th</sup> to 30<sup>th</sup> May 2013.
4. Participated in one day workshop on “Anti-plagiarism Software – Turnitin” held at JNT University Kakinada on 14<sup>th</sup> July 2012.
5. Participated in Faculty Development Programme on “Research Methodology (Theses & Journal Writing)” organized by Department of Management Studies, ChristuJanyanthi Jubilee College, Guntur on 5<sup>th</sup> January 2011.
6. Participated in Quality Improvement Programme on “Instructional Design and Delivery System” conducted by National Institute of Technical Teachers Training & Research, Chennai, Ministry of HRD, Government of India, held at St. Ann’s College of Engineering & Technology, Chirala from 6<sup>th</sup> to 8<sup>th</sup> February 2009.
7. Participated in a one-week in-house short term programme on “Research Methodology” conducted by Research & Development Cell, St. Ann’s College of Engineering & Technology, Chirala from 19<sup>th</sup> to 24<sup>th</sup> January 2009.
8. Participated in a “Stage 1 Introductory Course in O Level Commerce” conducted by University of Cambridge International Examinations held at Educational Development Centre, Male’, Maldives on 2<sup>nd</sup> and 3<sup>rd</sup> September 2006.

### **CONFERENCES ORGANISED**

1. Coordinator of National Conference on “Emerging Trends in Eco-Friendly Marketing” held at St. Ann’s College of Engineering & Technology, Chirala on 19<sup>th</sup> December 2015.
2. Coordinator of National Conference on “Emerging Trends in Business & Industrial Management” held at St. Ann’s College of Engineering & Technology, Chirala on 30<sup>th</sup> December

2014.

3. Coordinator of National Conference on “Research Issues in Business Management -2K13”held at St. Ann’s College of Engineering & Technology, Chirala on 8<sup>th</sup> March 2013.
4. Coordinator of National Conference on “Research Issues in Business Management of 21<sup>st</sup> Century”held at St. Ann’s College of Engineering & Technology, Chirala on 24<sup>th</sup> March 2012.
5. Coordinator of National Conference on “Management Strategies in Services Sector”held at St. Ann’s College of Engineering & Technology, Chirala on 24<sup>th</sup> July 2010.

#### **ADMINISTRATIVE/ACADEMIC ASSIGNMENTS**

- Head of the Department (I/c) from 27<sup>th</sup> December 2010-17.
- Coordinator of Industrial Visits, Meetings & Minutes of the Department during 2010-17.
- Member of Canteen Committee during 2010-17.
- In-charge of Newsletter Committee and Chief Guest receiving committee during 2010-17.
- HOD and Sports coordinator during 2005-07.
- In-charge of NCC during 2000-01.

#### **PROFESSIONAL RECOGNITION**

- Reviewer, Review of European Studies, (2017 – Present)
- Editorial Board Member, Emerging Science, (2010-11)

#### **LANGUAGES KNOWN**

- Telugu (Native proficiency)
- English (Full professional proficiency)
- Hindi, Tamil, Dhivehi (Limited proficiency)

#### **ACADEMIC PERFORMANCE INDICATORS**

- Total API Score (I + II + III): 125 + 50 + 746 = **921**