

# PROFILE

**Name Dr. B.V.H. KAMESWARA SASTRY**

## **Academic Qualifications:**

<b>Degree</b>	<b>Year</b>
Ph.D.	2009
M.Phil	2004
P.G.D.P.M	2001
M.B.A	1995
B.Com	1992

**Total Experience: 30Years**

Teaching : **25Years**

Industry : **05 Years**

## **Administrative Experience:**

- Principal, T.J.P.S College since April 2<sup>nd</sup> 2025.
- Heading the Department of Management Studies and taking care of **MBA BBA** Courses.
- Discharging the duties of **Principal (I/c)** during the absence of the Principal (PG Courses) due to leave for the past 5 years.
- Represented College for the meetings and Scrutiny reviews of **AICTE**, meetings of **APHERMC, APSCHE and Acharya Nagarjuna University**.
- Conducting a wide range of Examinations – **University PG** Examinations, Professional Examinations like **ICAI, UGC/CSIR NET, APSET** and other Competitive Examinations like- **SSC, Banks, RRB, APPSC** etc.

**Date of Joining in TJPS College: 22-07-2004.**

**Institutions served earlier:**

- **Malineni Lakshmaiah MBA College , Singarayakonda during 2003-2004.**
- **NNS Vidya College, Chirala during 2000-2003.**

**Research related information:**

- Actively involved in conducting conceptual and empirical research in all the area of Marketing Management and publishing original research papers since 2005.
- Total Research Experience: 20 years.
- Currently guiding scholars for their Ph.D Programmes.
- Research Supervisor for Krishna university. Scholars guided for Ph.D : 04
- Co-supervisor for Annamalai and JNT University.
- Examiner for Ph.D thesis in Bharathiyar University.
- Projects Supervision: Guided **500+** MBA projects of various Universities.

**Board of Studies related information:**

**Member – Board of Studies for**

- BBA course in Acharya Nagarjuna University.
- BBA course in Maris Stella College, Vijayawada.
- MBA for LIMAT (Autonomous), Vijayawada.

**Subjects Taught at Post Graduate Level:**

Marketing Management, Business Communication, Advertising and Brand Management, Knowledge Management, International Marketing, Business

Environment, Logistics & Supply Chain Management, Strategic Management, Retailing Management, Rural and Agricultural Marketing Management.

**Publications:**

**Patent: Published 1 utility patent entitled “Marketing Strategies in the Digital Age: Consumer Behaviour and Market Dynamics”. Application Number: 202441101561 A, Publication Date: 03/01/2025.**

**Text books:**

My Text books are prescribed in prestigious universities and colleges such as

**Periyar University Salem, Karpagam Deemed to be university Salem, Jayaraj Annapackiam College Periyakulam, Tamil Nadu etc.**

- 1. Marketing Management- J.V.Publishing House, Jodhpur, Rajasthan with ISBN No: 8188818-30-3.**
- 2. International Business- J.V.Publishing House, Jodhpur, Rajasthan with ISBN No: 8188818-35-6.**
- 3. Logistics and Supply Chain Management – Lambert Academic publishing, Germany with ISBN No: 6202197137.**

**Study material/ Courseware preparation:**

1. Preparing study Material for Business Communication subject of MBA Distance Education Programme of Acharya Nagarjuna University
2. Prepared Study Material for Marketing Management of M.Com Distance Programme of Dravidain University, Kuppam AP.
3. Prepared Study Material for Business Environment of MBA Distance Education Programme of Acharya Nagarjuna University
4. Prepared Study Material for Counselling Skills for Managers, Advertising

and Brand Management, Logistics Management of MBA (Hospital Administration), Distance Programme of Acharya Nagarjuna University, Andhra Pradesh.

**Articles and Papers Publications:**

International: 35    National: 45. Total : 80

Scopus : 08, UGC Care: 15.

**Paper Presentations in Conferences and Seminars:**

International: 25    National: 50. Total : 75

**Resource Person: 10 Programmes**

**Editorial Board member and Reviewer: 12 Journals**

**Academic Awards: 05.**

- Best Research paper award at Prestige institute of Management and research (PIMR), Indore in 2005.
- Arunai International Research Foundation, Chennai for highest Research papers publication in 2017.
- Best paper award at Narayana Engineering College National Seminar in 2018
- Academic Excellence Award from I2OR in 2022.
- Green Thinkerz Award from IRSD in 2023.

**Memberships in Professional bodies:**

- **LinkedIn.**
- **Vidwan.**

- **ORCID ( Open Researcher and Contributor ID)**
- **Web of science.**
- **Google Scholar**

### **Organising Skills: As Convenor/Coordinator**

- 1 Organised CGGB sponsored National Seminar on Rural Entrepreneurship during 08<sup>th</sup> and 9<sup>th</sup> February, 2024.
- 2 Organised ICSSR sponsored National seminar during 24<sup>th</sup> and 25<sup>th</sup> January, 2023.
- 3 Organised CGGB sponsored National Seminar during 02<sup>nd</sup> and 3<sup>rd</sup> December, 2022.
- 4 Organised APSCHE National Seminar on Rural Marketing on April 24<sup>th</sup> and 25<sup>th</sup>, 2015 at TJPS College.
- 5 Organised ESOTERIC- A State level Management Students meet consecutively for 5 times **2021, 2022, 2023, 2024 and 2025.**