

Profile

Dr. Udaya Shankar

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Dr. U.S.Abbaraju is having nearly two decade of teaching experience at post graduate level and two years of Industry experience. He guided more than 200 projects at MBA and few M.Phil theses of various Universities. He produced a doctorate from KL University in 2016. At present he is guiding eleven PhD scholars. He is having ten research papers in reputed journals to his credit. He has published a book on Entrepreneurial Development. He was associated with VIMS (Visakha institute of Medical Sciences) Base line study as Team Coordinator which is a prestigious project of Andhra Pradesh Government.

Dr. U.S.Abbaraju is presently Associate Professor and SIP Coordinator at KL University business school, KL University. As a Coordinator of summer internship program, he placed more than 1200 MBA &BBA students in various reputed companies. Prior to this he was worked with Hyderabad Business School, GITAM University, Hyderabad as Associate Professor and Placement Officer.Prior to this, he spent seven years with Malla Reddy Institute of Management. As a Head of the Department, he was instrumental in liaison with statutory bodies like AICTE, UGC, and Govt. Offices etc.

Dr. Abbaraju holds degree in B.Sc computer science, and Post Graduate Degree in MBA with Marketing and Systems from Sri Venkateswara University, Tirupathi. He had his doctorate from Andhra University in the area of Customer relationship Management. He is having passion in the areas of Customer Relationship Management, Retailing, Consumer Behavior, Brand Management, Organizational Behavior, Customer relationship management and Entrepreneurship.