

## Profile

Name: Dr.I.NAGESWARA RAO

EDUCATIONAL QUALIFICATIONS : B.Tech.,( MECHANICAL ENGINEERING)

M.B.A.(Marketing & Systems Management)

Ph.D (Marketing Management)

# All the degrees were obtained from SRI VENKATESWARA UNIVERSITY, TIRUPATI

## Qualified APSET and also UGC NET (TWICE)

Experience: 20 years of teaching experience in Management studies

Worked as a Counselor in IGNOU for 6 years.

At present, working as a Professor & HOD, Department of Management Studies at B V RAJU INSTITUTE OF TECHNOLOGY, HYDERABAD.

Topics chosen for address:

1. Information systems for Business Operations
2. The Internet and electronic commerce

GIST of the topics chosen:

Management Information Systems play a vital role in every corner of the world today and in almost all pervasive in all areas of life. The discussion is focused on how Information systems support the functional areas of business including the impact of Internet technologies and online services. Further, it contains the transaction processing systems.

The Internet and electronic commerce:

It contains business examples on the business use of the Internet including interactive marketing, push versus pull marketing, and the business value and customer value of the Internet. The discussion is focused on e commerce, including EC technologies, retailing on the Web, supply chain management, EDI, EFT and electronic payment alternatives.