

Sri Puttu Guru Prasad:

Topic : Good Governance and Human Rights and future of Global Governance

Sri Puttu Guru Prasad is an assistant professor of Management science in the Department of Science and Humanities (S&H) of VVIT Engineering College, Nambur. He also serves as the Program Officer for NSS unit at the College, and actively conducting the social service activities at the college and surrounding villages of VVIT.

He has 20 plus years of experience in Teaching, taught diverse subjects in courses in MBA, CA, BTech, BCom etc. He is a post graduate in MBA HR from Ambedkar University, M Phil with distinction from Annamalai University, Tamil Nadu, MCom, LLB, PhD – As a Research Scholar, pursuing doctoral degree from JNTU Kakinada University.

He began his teaching career at Mahatma Gandhi Post Graduate College at Guntur as a senior faculty in Commerce and Business Management Department. Then he joined as the Academic coordinator at ICFAI Business School and served for 5 years in Guntur Branch. In the mean while he was rendered his service as a resource person for the Business laws and Corporate Laws at the famous CA coaching centers located at Guntur.

He is having a rich industrial experience of 10 years at TATA Tele Services as a Team Leader and visited various East Asian Countries to Propagate the Marketing techniques to the subsidiary companies of TATA's located in several foreign countries. He was selected for the Best Marketing Manager award by the TATA Company in the year 2003.

In the year 2005 he completed his Bachelor of Law degree with Intellectual Property Rights (Patent Laws) as a specialization from Acharya Nagarjuna University. He was the University Topper and won 5 Gold medals for his exemplary academic proficiency from the Governor of A.P in the Convocation organized at ANU in the year 2005.

He joined in KLUBS the business school established by the well known K L University at Vijayawada in the year 2009. As an assistant professor of KLUBS he designed the Summer Internship Program (SIP) for the Business Management students to get on the job training experience along with their Course work. It was given good results and achieved several good placements for the MBA students of KLU.

His current research is on Employer Branding Strategies to Retain the Talented Employees in the Educational Institution. It includes the topics like Developing Human Capital value Measuring Metrics and Conceptualizations of Employee Value Proposition (EVP) Techniques to Evaluate the Brand value of the Educational Institutions in India.

He is having excellent experience in teaching Professional Ethics and Etiquette for the students of JNTUK. At present he is dealing with Intellectual Property Rights for the Engineering students at VVIT, Nambur.