

**CV Profile of DR. D. PRADEEP KUMAR,**  
**Professor & Head, MITS School of Business,**  
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**Email: [pradeep4a2@yahoo.co.in](mailto:pradeep4a2@yahoo.co.in) Mobile: 09849768124**

His **Education** record is as follows:

- MBA from Sri Krishnadevaraya University, Anantapur.
- Ph.D. in Strategic Marketing from Sri Krishnadevaraya University

His **Teaching and Research** interests include:

- Marketing Management; Human Resource Management and Strategy;
- Business Analytics and Digital Marketing.

He has **written following books** on

- Business Analytics (McGraw Hill Publication);
- Industrial & Business Management (Kalyani Publishers)

He also has published and presented over **48 papers** in international and national journals and conferences.

Google Scholar Id:

[https://scholar.google.com/citations?pli=1&authuser=1&user=ab\\_wxIcAAAAJ](https://scholar.google.com/citations?pli=1&authuser=1&user=ab_wxIcAAAAJ)

His **Experience** record is as follows:

**6 years of Industry Experience** in Hyderabad Allwyn Ltd and Nizam Sugar Factory

**22 years of Teaching Experience** in ISSR, Vellore, KSRMCE, Kadapa and MITS, Madanapalle

He is the **member of Board of Studies** for AITS, Rajampet and JNTUA, Anantapuram in the faculty of Management.

He has **supervised 7 research works for Ph.D.** and presently 4 scholars are pursuing Ph.D. under his guidance.

He has organized one national and two international conferences and many workshops, seminars and training programs.

He delivers **guest lectures** in several institutions on Marketing, Strategy, Research Methodology, OB. He has **chaired technical sessions** in different conferences and workshops.