



## Contact

Dr. M.S.R. Sesa Giri  
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Dr. M.S.R. Sesa Giri, Professor of Management Studies, completed his Ph.D. from Andhra University, Visakhapatnam and has over twenty-three years of academic and research experience in Indian university Affiliated Colleges of repute. His Ph.D. work was on "Evaluation of Performance Management System" in National Thermal Power Corporation Limited, Visakhapatnam (2012). Prior to PhD, he had earned Bachelors of Science in Electronics and Masters in Master of Business Administration from Andhra University, Visakhapatnam.

Dr. M.S.R. Sesa Giri, Research interests include Performance Management, Consumer behaviour and contemporary issues in Marketing in which he has more than 30 publications, in various journals and conferences. He is currently working on consumer behaviour on Mobile and Ayurveda usage. He has executed funded projects in the area of Corporate Governance (UGC MAJOR). He Authored (Edited) 3books and at present working on 4<sup>th</sup> one.

Dr. M.S.R. Sesa Giri, Currently Professor in Management and Co-Coordinator Business Incubation and Entrepreneurship Development Cell. In Past Worked as Dean Out Reach, GRIET from 2nd July 2014 to 31st December 2015.

## Educational Details:

**PhD:** Obtained from Andhra University on Evaluation of Performance Management System in National Thermal Power Corporation Limited, Visakhapatnam (2012).

**Masters:** MBA First Class from Andhra University (Marketing/HR), Visakhapatnam (1996).

Degree: B.Sc. - Mathematics, Physics& Electronics.

Additional: 1.PG Diploma in Industrial Relations and Personnel Management  
2. PG Diploma in International Business.

NPTEL Course: Project Management for Managers in October 2018.

### Professional Background:

<b>INSTITUTE</b>	<b>FROM – TO</b>	<b>DESIGNATION</b>
GOKARAJU GANGA RAJU INSTITUTE OF ENGINEERING AND TECHNOOLGY	June 15,2012 to till date	Professor
GANDHI ENGINEERING COLLEGE, BHUBANESWAR	August 2011 TO June 2012	ASSOCIATE PROF. & HOD MBA
GVP COLLEGE FOR PG COURSES, VISAKHAPATNAM.	SEPTEMBER 2005-12 <sup>th</sup> TO June 2011	ASSOCIATE PROF. & HOD MBA
GANDHI INSTITUTE OF MANAGEMENT STUDIES, GUNPUR	AUGUST 2002-SEPTEMBER 2005	SR. LECTURER
PYDAH COLLEGE Visakhapatnam	JUNE 1997- AUGUST 2002	LECTURER
GAYATRI COLLEGE OF SCIENCE AND MANAGEMENT, SRIKAKULAM	August 1996- MAY 1997	LECTURER

### Administrative Experience:

- Professor, GRIET from Jun 2012 till date.
- Dean (Out Reach), GRIET, Hyderabad from 2 July, 2014 till 31 December 2015.
- MBA Placement Coordinator from June 2014 to Sept. 2017.
- Head of the Department, Gandhi Engineering College, Bhubaneswar Aug 2011 to 9 June 2012.
- Head of the Department, Gayatri PG College, Visakhapatnam Sept 5,2005 to 2011 Aug 2011.
- Head of the Department, Gayatri PG College, Visakhapatnam Sept 5,2005 to 2011 Aug 2011.

### Committee Work:

- Member Finance Committee, GRIET (In the past).
- Commerce and Management subject Nominee academic council, Mallareddy Engineering College.
- Member BYST, Hyderabad South wing.
- Member Content Committee in GRIET Management Journal "Management Today"
- Editorial Board Member STM Journals

- Editorial Board Member International Journal of advanced multi-disciplinary scientific research.
- Editorial Board Member NOLEGEIN Journal of Advertising and Brand Management.
- Editorial Board Member International Journal of Business Management and Leadership [IJBML]
- Peer reviewer in IP innovative publication PVT. Ltd
- Peer reviewer in International Journal of Business Forecasting and Marketing Intelligence.

### Subjects Taught:

Marketing Management	Principles of Management
Entrepreneurship	Advertising and Branding.
Services Marketing	Performance Management
Operations Research	Quantitative Techniques for Managers
Management Science	Logistics Management.
Value Education and Ethics	Gender Sensitization

### In International Journals:

1. **"Retailers' satisfaction towards Mall Management for positive Shoppers' perception"**, paper published in International Journal of Advanced Research and Innovative Ideas in Education Value Chain Management, Vol.4, Issue 4, 2018. Pp:120-124, **ISSN(O): 2395-4396** (Second Author)
2. **"An Empirical study on Employee Retention"** paper published in International Journal of Advanced Multidisciplinary Scientific Research (IJAMSR ISSN:2581-4281) Volume 1, Issue 2, April,2018. ISSN:2581-4281 (1<sup>st</sup> Author)
3. **"Marketing growth trends in Indian Pharmaceutical sector"** paper published in Aayushi international inter disciplinary research journal, Volume 5, Issue 2, Feb 2018, pp: 32-40, Impact factor 4.574, ISSN 2349-638X (2<sup>nd</sup> Author).
4. **An Empirical study on Employee Views and level of understating on Essentials of Performance Management System"** a paper published in (SJBMS: Volume-3: Issue-1, Jan, 2018) in Saudi Journal of Business and Management Studies ISSN 2415-6671(Online) & ISSN 2415-6663 (Print). (A Monthly Journal) ICV: 65.58 (UGC APPROVED) (1<sup>st</sup> Author)
5. **"Pay Per Click- An Innovative Advertising Tool"**, paper published in International Journal of Advanced Research and Innovative Ideas in Education Value Chain Management, Vol. 2, Issue 6, 2016. Pp:120-124, **ISSN(O): 2395-4396** (Single Author)

6. **An Empirical Study on Employee Views on Performance Monitoring, Coaching and Measurement**” Published in International Journal of Social Science & Interdisciplinary Research (IJSSIR), Vol. 3 (10), OCTOBER (2014), pp: 144-153, **ISSN 2277-3630** (Single Author).
7. **“Bibliography on Performance Management”** Published in Management Today Vol.4, No.3, July-September 2014, pp:44-48, **ISSN: 2348-3989** (Single Author).
8. **“An Empirical Study on Employee views on Performance Management System”** Published in PEZZOTTAITE JOURNALS, Volume 3, Number 2, April – June’ 2014, ISSN (Print):2279-0950, (Online):2279-0969(Single Author).
9. **“Post feedback appraisal-A study of NTPC, Visakhapatnam”** paper published in BIFT Journal of International Management and Research, Volume-iv, No-1, July-September 2012, PP:49-54, **ISSN: 0975-1378.** (1<sup>st</sup> Author)
10. **“Feedback on Implementation of Online Performance Management System - A Mini Mix Model”** Paper Published in International Journal of Research in Commerce, IT & Management Volume NO. 2 (2012), ISSUE NO. 4 (APRIL) **ISSN: 2231-5756** (1<sup>st</sup> Author)
11. **“Service Quality in Cosmetic Industry”** a paper published in International Journal of Value Chain Management, Vol. 3, No. 4, 2009 - Switzerland. **ISSN: 1741-5357, (2nd Author out of 3)**

#### **In National Journal:**

1. **“Dynamics of Retail Markets”** paper published in the ICFAI University Journal of Services Marketing, Vol.VI no.3, September 2008, PP 18-28. **ISSN: 09729224, (2nd Author out of 3)**

#### **In Magazine:**

1. **“The boss story”** was published in **Reflections, annual magazine run by GRIET. Volume 14, Page no 4.**
2. **“Emotional Intelligence – A New Yardstick for Success”** – an article published in **Management campus, May 2003.’ (2nd Author)**

#### **Publication with ISBN In Seminar/Conference Edited Books:**

1. **“Data-Diagrammatic representation and Statistics applications in Business”** paper presented in one day National conference at GRIET on 18<sup>th</sup> April 2018. The paper accepted for publication.
2. **“Entrepreneurship as a career- Evaluation of student perceptions”**, Paper presented and published in one day national seminar on Entrepreneurship Development: A frame work to Economic Growth on 24<sup>th</sup> Feb

2018, organized by Auroras Post Graduate College, Moosarambagh, Hyderabad.

3. **"Legalization and Monitoring of Uninhabited Real Estate with Reference to The City of Hyderabad"** published in Managing Business in Changing Economic Scenario Edited by – Dr.P. Pinakapani, March 2015, **ISBN 978 - 93 - 83241 – 866 (Single Author)**
4. **"FDI - As A Key Driver of Economy - A Reality Check Opportunities & Challenges"** Edited by - D. HARRISON SUNIL, April 2014, **ISBN 978 - 93 - 83231 - 27 - 9(1st Author)**
5. **"A study on customer satisfaction in FMCG sector w.r.t Tooth paste industry"** a paper published in 2-day international conference on consumer dynamics and Marketing strategies in the globalized economic era- Perspectives and Challenges during 29<sup>th</sup> and 30<sup>th</sup> of October 2013, organized by Department of Management studies, GRIET, Hyderabad. (GRIET published Edited book with ISBN: 978-81-9286-77-0-0) (1<sup>st</sup> Author)
6. **"Technology in communication sector and its impact on customer satisfaction, health and social change"** a paper published in 2-day international conference on consumer dynamics and Marketing strategies in the globalized economic era-Perspectives and Challenges during 29<sup>th</sup> and 30<sup>th</sup> of October 2013, organized by Department of Management studies, GRIET, Hyderabad. (GRIET published Edited book with ISBN: 978-81-9286-77-0-0) (2<sup>nd</sup> Author)
7. **"Opportunities and Challenges in Micro Finance"** a paper published in one day national seminar on Innovative Management Strategies for Emerging Business Paradigms. S.P. Samy publications, Kumbakonam,2012 (**ISBN:978-81909038-1-3, Pages F29-F30,**) (1<sup>st</sup> Author)
8. **"Business forecasting using research methods"** a paper published in one day national seminar on Research Methodology techniques and Applications conducted by MRVG PG College, Vizianagaram on 15<sup>th</sup> March 2012. (**ISBN:978-93-5056-011-2, Pages 241-247, Discovery publishing house Pvt. Ltd**) (1<sup>st</sup> Author)
9. **"Identification of factors associated with performance management and performance planning-A study of executives in NTPC, Visakhapatnam"** a paper published in one day national seminar on Econometric Applications for managers conducted by Institute of Public enterprises, Hyderabad on 16<sup>th</sup> February 2012. (**ISBN:978-8454-763-3,Pages 197-211,Allied Publishers Pvt. Ltd**) (1<sup>st</sup> Author)
10. **"An evaluation of on-line Banking System"** Paper published in 2-day seminar organized by Saint GITS Institute of Management, Kottayam in November 2011, (page 52-58, **ISBN 978-93-82062-05-9** Excel India) (1<sup>st</sup> Author)

11. **"Measuring Corporate governance"** Paper published in 2 day seminar organized by Saint GITS Institute of Management, Kottayam in November 2011, (page 181-191, **ISBN 978-93-82062-05-9** Excel India) (1<sup>st</sup> Author)
12. **"Quality of teacher Learning process in Management education-A student perspective"** paper published in a National seminar held at MRVG PG College, Vizianagaram on 15<sup>th</sup> September 2011(Page numbers: 141-150, Paramount Publishing House, **ISBN:978-81-921579-6-2**) (2<sup>nd</sup> Author)
13. **"Personal Hygiene and Cosmetic Product Services"** a paper published by **Macmillan Publishers**, India, under the book titled as **"Redefining Business Horizons"**, presented at International Conference on Management - held at IMT (Institute of Management and Technology, Ghaziabad, U.P. India, December 18th & 19th, 2008. (**ISBN:023-063-715-9, pages 300-308**) (2<sup>nd</sup> Author out of 3)
14. **"Supply chain Management"** A paper published in **IBSA.ICON07, During December 07 at** Ahmadabad, Globalization: opportunities and Challenges in the 2<sup>nd</sup> International Conference on Management. (Page number 190) (1<sup>st</sup> Author)
15. **"Emerging Trends in Indian Retail Markets"** a paper presented BY ME, Published by **New Century Publications**, New Delhi, India: at National Conference on Retail Management - held at Kakatiya University, Warangal, India, 2007. (Pages 96-105, New century publications, **ISBN: 81-7708-148-9**) (1<sup>st</sup> Author)
16. **"Corporate Governance-Conceptual Framework"** published in UGC national seminar on **"Corporate governance for building global competence"**, 15-16 March 2006. (Kanishka Publishers, Pages 116-124, ISBN: 978-81-7391-970-1) (1<sup>st</sup> Author)
17. Participated and submitted a paper titled **"Changing Financing pattern of Indian Corporate Sector: Need for Strengthening Corporate Governance"** in UGC national seminar on **"Corporate governance for building global competence"**,15-16 March, 2006. (Kanishka Publishers. , Pages 154-161, **ISBN: 978-81-7391-970-1**) (2<sup>nd</sup> Author)

### **Book Publication:**

1. Authored a Book on **"High Performance is key for organizational success"**, (A National seminar edited book), Excel Publishers. **ISBN: 978-93-5062-198-1**
2. Authored a Book on **"consumer dynamics and Marketing strategies in the globalized economic era-Perspectives and Challenges"**, (An

International conference edited book), GRIET Publishers. ISBN: 978-81-9286-77-0-0

3. Authored a Book on "A study on Performance Management system (Thesis monograph, Lambert International Excel Publishers. ISBN: 978-613-8-38908-8
4. In Progress.

### **Papers presented and participation in Seminars/Conferences:**

- Participated and **presented** a paper entitled Measuring Corporate Governance in Indian Banks in two-day national seminar on "Recent Trends in Banking and Financial Services: Challenges and Opportunities" held at GVP PG College, Visakhapatnam During 6<sup>th</sup> and 7<sup>th</sup> November 2013.
- Participated and **presented** a paper entitled High Performance Teams An Approach towards an Organizational Effectiveness in two-day national seminar on "Transforming Organizational Culture" held at GVP PG College, Visakhapatnam During 13<sup>th</sup> and 14<sup>th</sup> August 2010.
- Participated and **presented** a paper entitled Balance Scorecard- A tool for good Governance in two-day national seminar on "Corporate governance Practices in India" held at Andhra university, Visakhapatnam During 1<sup>st</sup> to 2<sup>nd</sup> August 2007.
- Participated and **presented** a paper entitled Supply Chain Management as a Management Technique in two-day national seminar on "Supply Chain Management – Strategies for Competitive Advantage" held at AIMS, Visakhapatnam During 6<sup>th</sup> and 7<sup>th</sup> July 2007
- Participated in One day national seminar on women empowerment through Education and Entrepreneurship organized (17 April 2015) by Abhijitha women empowerment and protection cell of Auroras PG College, Mosarambagh, Hyderabad.
- Participated in one-day Regional seminar on "Global Economic Turmoil-Re-crafting Managerial Strategies" held at GVP College, Visakhapatnam During 6<sup>th</sup> March 2009.



- Participated in two-day national seminar on "Talent management for corporate success" held at GVP PG College, Visakhapatnam During 3<sup>rd</sup> and 4<sup>th</sup> March 2008.
- Participated in two-day National Conference on "Marketing and Strategy n" held at IBS, Hyderabad During 29<sup>th</sup> to 30<sup>th</sup> November 2007.
- Participated in One Day Chapter seminar on "Environment Protection and Regulation" held Green Park Hotel, Visakhapatnam on 30<sup>th</sup> November 2006.
- Participated in two-day national seminar on "Recommendations of the twelfth Finance Commission" held at Andhra university, Visakhapatnam During 20<sup>th</sup> to 21<sup>st</sup> March 2006.

### **PARTICIPATION IN WORK SHOPS/FDPS:**

WORK SHOPS/FDPS /ORIENTATION	Course Period	TOPIC	ORGANIZED BY
Workshop	One Day 08 Nov 2018	Design Thinking	J-Lab At GRIET
FDP	10 <sup>th</sup> to 15 <sup>th</sup> September 2018	Data Science and Big Data Analysis.	ICT Academy.
FDP	11 <sup>th</sup> and 12 <sup>th</sup> December 2017	Team Building	ICT Academy.
FDP	Sept 14 <sup>th</sup> to October 12,2017	Pedagogy for online and blended Teaching-learning Process.	IIT Mumbai
<b>FDP</b>	<b>3<sup>rd</sup> August to 7<sup>th</sup> September 2017</b>	"Foundation Program in ICT for Education"	<b>IIT Mumbai</b>
FDP	22nd -28th February 2016	Multivariate Data Analysis	Department of Business Management, Auroras PG College, Moosarambagh
FDP	29June- 4 July 2015	Guide to Passionate Teacher	TEQIP-II, GRIET
FDP	29 <sup>th</sup> November 2014	Case study as a Pedagogic tool for Management Professionals in accounting & Finance	Department of Business Management, Auroras PG College, Moosarambagh



Workshop	24th to 29 <sup>th</sup> April 2013	Research Methodology in Commerce and Management	ICSSR-SRC Sponsored, Dept. of Commerce, Osmania University.
FDP	18th April 2011 to 30th April 2011	Entrepreneurship	NSTEDB, Ministry of Science & Technology, Govt. of India, at MVGR College of Engineering, Vizianagaram
FDP	16th and 30 <sup>th</sup> April, 2010	Financial Innovations for Management Faculty.	M.R.V.G.P.G. College (AICTE Sponsored)
FDP	14th and 15th March, 2009	Innovative Teaching Methods for Management Faculty	Integral Institute of Management, Visakhapatnam
Workshop	14-12-2008.	Communication and Soft Skills	Dept. of English, GVP Degree College
Workshop	12-12-2008.	Six Sigma Practice	CII, Visakhapatnam chapter.
Orientation course-A Grade	17-05-07 To 13-06-07	----	Academic Staff college, Andhra University (UGC Sponsored)
Refresher course-A Grade	22-01-07 To 11-02-07	PSYCHOLOGY	Academic Staff college, Andhra University (UGC Sponsored)
Workshop	27-09-2006	Case methodology and live project Implementation	ICFAI.

### **Sponsored Projects**

Year of Fundin g	Sponsoring Organization	Title of Project	Amount of Grant	Co-Investigators (if any)
2008	UGC	CORPORATE GOVERNANCE –A Study in the Context of Indian Business Environment	4,49200/-	I was a Co- Investigator.
2007	AICTE	IIPC	800000/-	Chief Coordinator*

\*Actual Chief Coordinator left the college, I being Co-Coordinator was made as chief Coordinator.

### **PhD Supervision:**

As Co-Guide working with the following scholars from Annamalai University.

- Mr. Sai Kishore, Assistant Professor GVP PG College, Visakhapatnam qualified entrance examination and attended interview at Annamalai University, Chidambaram, Tamil Naidu. Waiting for final seat confirmation.
- Mr. Chinmay Das, Assistant Professor Vishwa Vishwani Group of Institutions College, Hyderabad qualified entrance examination and attended interview at Annamalai University, Chidambaram, Tamil Naidu. Waiting for final seat confirmation.

### **Achievements:**

"Best Guru Award (Male)" in "Global Education and Corporate Leadership Awards (GECL-2018)"

### **Areas of Interest**

- General Management.
- Operations Management.
- Marketing Management.
- Human resource Management.

### **Consulting Works**

Period	Organization	Nature of Projects	Co-Consultants
9th December 2013 to 11 December	Employees of W.S. Industries at Visakhapatnam	Basic Managerial skills.	No
two-days, 18 <sup>th</sup> and 19 <sup>th</sup> November 2010.	faculty of ITI	"Innovative teaching methods"	No
one-day	Sri Vijaya Visakha Milk Producers Company Limited	<b>Motivation.</b>	NO
30 Days	APSRTC	A Demand survey on <b>Occupancy Ratio</b> on selected routes	Yes
15 Days	Reliance Retail Marketing Division	Consumer Awareness, Opinions and Market trends in retail markets at Visakhapatnam	Yes

### **Other Information:**

1. Obtained Certificate of Appreciation from Maple Soft for completing Maple soft Product Overview Level 1 –June 2017.
2. Session chair and delivered invited talk in One day national seminar on women empowerment through Education and Entrepreneurship organized (17 April 2015) by Abhijitha women empowerment and protection cell of Auroras PG College, Mosarambagh, Hyderabad.
3. Obtained certificate of Volunteer contribution from Lead India National Club (6<sup>th</sup> July 2014).
4. Organized one National seminar (on HR) and one International Conference (on Marketing).
5. Member of Content Management Committee for Paper setter for few deemed and few Autonomous Management Colleges.
6. Subject Expert Board of studies and Academic council member MERC-II Autonomous College.
7. Chairman Board of studies humanities- Management-GRIET.
8. Subject Expert Member Board of Studies MBA-Mallareddy Autonomous College.
9. Management subject nominee Academic council - Mallareddy Autonomous College
10. Serving as Mentor in Bhartiya Yuva Shakthi Trust-BYST.
- 11.** On Advisory Board Member of prestigious two days conference in multidisciplinary research on 22-23 June at Malaysia which will have an exclusive track on Education and Psychology in connection with IJEPR.

## **Personal Details**

Date of Birth	23 <sup>rd</sup> June, 1973
Age	45 Plus
Gender	Male
Marital Status	Married
Interests	Cricket, Reading and Music
Languages	English, Hindi &Telugu
Passport Number	L5397382, valid till 29-9-2023

## **References:**

Prof.P.V.Sarma,  
Research Director,  
GVP PG College,  
Rushikonda, Visakapatnam-530045

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[Sarma pv@rediffmail.com](mailto:Sarma_pv@rediffmail.com)  
**Mobile No: (0) 98481 30666**

Place: Hyderabad.

Date:

Prof.S.Rajani,  
Director, School of Management Studies.  
GVP PG College,  
Rushikonda, Visakapatnam-530045

**E-Mail** [rajani95s@yahoo.co.in](mailto:rajani95s@yahoo.co.in)  
**Mobile No: (0) 99665 45946**

Signature

**(M.S.R. Sessa Giri)**