

CV of Dr M.M.KARUNA

Name	:	Dr. M. Meher Karuna
Designation	:	Assistant Professor, Institute of Public Enterprise, Hyderabad
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Qualification(s)	:	MA(English), MBA(Marketing), Qualified SLET in management, PGDPMIR(Post Graduate Diploma in Personnel Management and Industrial Relations), PhD awarded in April, 2006 by Andhra University, Visakhapatnam. Qualified SLET in Management in 1997 conducted by APPSC.
Teaching Area(s)	:	Marketing Management, Strategic Management & Business Communications
Research Area(s)	:	Study of District Industry Centres in Small Industry Promotion.
Past Affiliations: (Recent First) (Experience)	:	18 years in various MBA colleges at Visakhapatnam and Hyderabad. Assistant Professor, Institute of Public Enterprise, Hyderabad, from 25-7-2007 to till date. Professor, Department of Management Studies, Sai Sudhir PG college, Hyderabad from 12-2-07 to 23-7-2007. Associate Professor Director, Department of Management Studies, Avanthi Institute of Engineering and Technology, Visakhapatnam. From September 2006 to 31-01-07. Assistant Professor and Head of the Department, Pydah College of Engineering and Technology, Visakhapatnam for 3 years(2-1-04 to 25-9-2006) Assistant Professor, Department of management studies, Visakha Institute for Professional Studies, Visakhapatnam for 5 years.(8-3-1999 to 31-8-2003) Assistant professor, Department of Management Studies, Avanthi PG courses, Hyderabad for one year Assistant professor, department of management studies, Ambedkar Institute of Management Studies, Visakhapatnam for one year.
Papers Publications: (Recent First)	/ :	“Value, the core element to seize brand switching”, IIT, Delhi, Emerald. “Customer Satisfaction in Hospital Services – Interactive Marketing as a determining Factor”, Great Lakes, Chennai. “Customer Value in SCM”, National conference at Visakhapatnam. “Hybrid Consumers in cyber age”, National conference at IPE, Hyderabad. “Performance of DIC, Visakhapatnam”, National Seminar in Visakhapatnam. “Small Industry Promotion – Strategies for Expansion” Published by VDM

	Publishes, Germany.
Conferences: (Recent First)	<ul style="list-style-type: none"> • Coordinated FDP on Effective Teaching Methods for Women Faculty, 9th March, 2013. • Organized an International Conference on Business Growth in Emerging Markets, in association with EGADE Business School, Mexico. • Organized one day workshop on “Marketing Strategy for improvement in the Market share of Vijaya Brand Liquid Milk” on 6th May, 2010. • Organized National Conference on “Marketing Communications”, on 22nd and 23rd of October, 2009. • Coordinated SDP on “Marketing Communication” in July, 2009 sponsored by AICTE. • Managing Editor of the Journal of Marketing trends. • “Retail Leadership Summit” on 21, September, 2007 at Mumbai, conducted by Retail Association of India. • National Seminar on “Competitive Strategies in Supply Chain Management”, 6-7, July, 2007. conducted by AIMS, Visakhapatnam • National Seminar on “Cyber Marketing” sponsored by AICTE, conducted by IPE, 5-6, July, 2007. • Workshop on “interactive learning methodologies” sponsored by UGC, conducted by JNTU 19-21, December, 2005. • Staff Development Program for management teachers sponsored by AICTE and conducted by ITM, AU – 3-16, March, 2003. • International seminar on “WTO & Competitiveness Challenges for Indian Business & Management Education” conducted by Association of Indian Management Schools (AIMS) & ITM, AU 23-25, August, 2002. • FDP on “effective teaching in management education” conducted by DCMS, AU & ITM, Warangal – 1st December, 2001. • National seminar on “WTO-Challenges & opportunities for small industry development in India” conducted by UGC_SAP, DCMS and AU – 18-19, March, 2001.
Research & Consultancy	<ul style="list-style-type: none"> • Coordinated a consultancy project for Margadarsi Marketing Pvt Ltd. • Principal Investigator, Research on “Integrated Marketing Communication”, sponsored by AICTE. Conducted a research in reputed hospitals in twin cities. • Successfully completed a consultancy for Andhra Pradesh Dairy Development Cooperative Federation Limited in designing a marketing strategy for liquid milk consumption in t win cities. • Successfully completed TNA and performance evaluation of AIDC(Assam Industrial Development Corporation) • Consultant to the Commissioner, Civil Supplies Corporation in government proposal to enter into retail business. • Consultant to APIIC in preparation of Corporate Plan for APIIC for 2012-2017. • Consultant to KSTDC in Performance evaluation of Karnataka State Tourism Development Corporation. • Coordinated recruitment process for APDDCFL. • Consultant to APDDCF in pricing and distribution decisions.