

PAVANAKUMARI.M
ASSISTANT PROFESSOR



ADDRESS

D.No:66-5-21

Behind NVR Food Court

Karanamgaricentre

KAKINADA

Email: pavana.mutyala@gmail.com

Contact Number: 6302046161

Career Objective: I have been working as an Assistant professor for more than a decade. I am interested in working for an Organization that will encourage my growth and development to be the most efficient and effective employee I can possibly be.

EDUCATION:

- **Pursuing Ph.d in JNTUK, 2021-22 Batch.**
- Master of Business Administration
Ideal College of Arts and Sciences, 2004-2006
- Bachelor of Technology
Narasaraopet Engg College, 1999-2003

Work Experience: 16 Years

Subjects handled

MBA	BBA(Digital Marketing)
Operations Research	Search Engine Optimization
Research Methodology	Search Engine Marketing and
Quantitative Techniques	Affiliate Marketing
CBCRM	E-Payments
Industrial Relations	Business Law
Advertising and Brand	Advanced SEO
Management	Service Marketing
IHRM	Online Business
Marketing Management	
Performance Appraisal	

Number of Student's Projects handled in MBA: 70

Number of student's projects handled in IGNOU:03 (one is Operations Research)

Articles Published

- Article published on Three days international Conference conducted by
Krishna University & APSCHE
Title: MOOCS- An open Source for E-Learning.

Authors: 2

- Article Published on Two Days International Seminar Conducted by **Ideal College of Arts and Sciences**, Kakinada
Title: Augment Reality: A game changer of Social Media Marketing.
Authors: 2
- Article Published on **UGC Sponsored** Two days National Seminar conducted by **Acharya Nagarjuna University**.
Title: A Study on Augment Reality: Experimental Marketing tool in Social Media Marketing to enhance UX.
Authors:3

Details of Workshops, FDP and Courses Attended

Workshops	FDPs	Courses
07	20	08

NPTEL Courses (with FDP): 03

Awards and Achievements:

- Secured 21st rank in APRCET-2021, got admission in JNTUK , Pursuing Ph.D in Management descipline.
- Qualified in **UGC-NET** as an Assistant Professor in management category, jul-2019
- Academic counselor in IGNOU.
- Stood as topper in one of the NPTEL courses, Customer Relationship Management.
- Successfully completed certificate course in Coursera on Neuro Marketing and Consumer Neuro Sciences.
- Successfully completed Google Certificate course on Digital Marketing
- Attended various FDPs conducted under Ministry of Education.

Personal Strengths

- Independent
- Energetic
- Trustworthy
- Self-motivated
- Quick Learner
- Organized

Personal Details

Name: PAVANAKUMARI.MUTYALA

Father's Name: Sundaraiah. Mutyala, Ex-servicemen

Mother's Name: Ranganayakamma, retd. State govt employee

Gender: Female

Nationality: Indian

Languages known: Telugu, English, Hindi

Declaration

I here by declare that the above mentioned details are true on best of my knowledge.

Date: 12-09-24
Station: Kakinada

(M.PAVANAKUMARI)
Name& Signature