


Name	Mantena Prudhvy Raju	
Designation	Assistant Professor	
Department	Humanities	
Date of Birth	30-08-1982	
Unique ID	1-2197177005	
Education Qualifications	MBA (PhD)	
Work Experience (as on Date)		
a) Teaching	11 Years	
b) Research	6 Years	
c) Industry	7 Years	
d) others	NA	
Area of Specialization	Marketing	
Courses taught at		
a) Under Graduate	MOB, MEFA, Innovation Management, Entrepreneurship, Marketing Management.	
b) Post Graduate	Organizational Behavior, Financial Management	
Research guidance(Number of Students)	NA	
a) No. of papers published in National/ International Journals/ Conferences	NA	
b) Master (Completed/Ongoing)	NA	
c) Ph.D. (Completed/Ongoing)	NA	
Projects Carried out	Nil	
Patents (Filed & Granted)	1 (Filed)	
Technology Transfer		
Research Publications (No. of papers published in National/International Journals/Conferences)	30	
No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	<ol style="list-style-type: none"> 1. Entrepreneurship Imperatives in India in the Globalized Environment, Paramount Publishers, ISBN No: 978-93-85100-25-3, 2015. 2. Human Resource Management: Exploring New Dimensions, Paramount Publishers, ISBN No: 978-93-85100-54-3, 2015. 3. Innovative Trends & Global Advancements in Technology, Industry, banking & Finance, ISBN No: 978-1-5376-3806-5, 2016. 4. Contemporary Developments in Organizational Behavior, ISBN No: 978-93-85640-87-2, 2016. 5. Paradigm Shifts in Business Management, ISBN No: 978-93-5265-311-9, 2016. 6. Recent Innovations in Commerce, Management, Skill Development & E-Commerce, ISBN No: 978-1-9812-4276-4, 2017. 7. Business Management-Innovations and Advancements, ISBN No: 978-93-81208-63-2, 2016. 8. Post Pandemic Economy-Challenges and Solutions, ISBN No: 978-93-88808-96-5, Paramount Publishing House, 2020. 	

