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| C:\Users\admin\Desktop\Travel Docs-Sudha\SudhakarMadhavedi.jpg | Dr. SUDHAKAR MADHAVEDI  Flat No: C6, Sri Surya Residency, Gangasthan Phase-2,  Nizamabad- 503002, Telangana state, India  **E-mail:** [reachfirst@gmail.com](mailto:reachfirst@gmail.com)  **Mobile :** +91-9390828622/ 9912234263  [www.linkedin.com/in/dr-sudhakar-madhavedi-aa419811](http://www.linkedin.com/in/dr-sudhakar-madhavedi-aa419811) |

**27-08-2023**

**Objective**

To excel in a challenging career as a Marketing and General Management educator and researcher in renowned international management institutions, leveraging my passion for lifelong learning to contribute positively to the academic community and achieve personal and professional growth.

**Qualifications**

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| 2007-2011 | * **Ph. D (Management Studies)**   School of Management Studies, University of Hyderabad, India  (Ranked by QS WU & QS Top 50 under 50 and Next 50 under 50) |
| 2005-2006 | * **M.Phil (Management)**   First class from Madurai Kamaraj University, Madurai, India |
| 2002-2004 | * **MBA (Marketing Management)**   First class from Osmania University, Hyderabad, India  Top grade Accredited university by NAAC, New Delhi |
| 1999-2002 | * **BBM (Marketing)**   First class from GITAM, Andhra University, Visakhapatnam, India  (Ranked by QS BRICS and QS Asian universities) |

**Fellowships/Lectureships/Abroad Scholarships**

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| June 2012 | UGC-National Eligibility Test (NET) for Lectureship, India |
| July 2012 | Andhra Pradesh State Eligibility Test (SET) for Lectureship |
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| Oct 2023 | Visiting Scholarship from INTI International University, Malysia |
| Feb 2010 | Research Fellowship from Mahasarakham University, Thailand |

**Teaching/ Research/ Project interest**

* General management
* Marketing Management,
* Sales and Promotion Management
* Agricultural Marketing
* Pharmaceutical & Health Management
* Supply Chain Management

**Teaching Experience**

**Assistant Professor and Head of the Department**

**@Kshatriya College of Engineering Armoor, Nizamabad, Telangana**

* Presently working as Assistant Professor and Head in the Department of Business Management since Sept 2019 to till date.
* The Appointment is made through duly constituted Selection Committee of JNTU Hyderabad as per UGC regulations.
* Teaching Management theory, Marketing management, and Supply chain management for MBA students

**Assistant Professor, Associate Dean (SW)**

**@Rajiv Gandhi University of Knowledge Technologies, Hyderabad, India**

* Worked in Business Management department from March 2011 to June 2019
* Teaching Marketing Management and General Management courses for under graduate programs
* The Appointment is made through duly constituted Selection Committee of RGUKT as per UGC regulations.

**Lecturer in Management**

**@ Stanford Post Graduate College, Hyderabad, India**

* From Oct 2004 to Jun 2007
* Taught all basic courses of Management and marketing specialization for MBA students
* Duly ratified by Osmania university, Hyderabad through staff selection committee in 2005

# Research Publications

1. Sudhakar, M., & Ravi, V. (2023). Looming another Global Crisis-Monkeypox: A plan of Action for Third World Countries. *Asian Journal of Research in Chemistry*, *16*(03)

[*https://www.ajrconline.org/AbstractView.aspx?PID=2023-16-3-5*](https://www.ajrconline.org/AbstractView.aspx?PID=2023-16-3-5)

1. Madhavedi, S., & Bojja, S. (2022). The Effect of Dividend Payouts and Non-Payouts on the Share Price and Market Capitalization: An Empirical Study of Selected Indian Companies. *Indian Journal of Research in Capital Markets*, *9*(4), 8-28.
2. Shettigar, R., Bhise, Y., Bandgar, B., & Madhavedi, S. (2022). Data Mining Application In Effective Knowledge Management: An Empirical Study. *IJFANS International Journal of Food and Nutritional Sciences*, *11*(3). (UGC CARE)

<https://www.ijfans.org/uploads/paper/64a46c648b9f73def730bff3f6998a9b.pdf>.

1. Kotra, V., Mallem, D., Kanuri, A. K., Burra, M. R., Nyamathullah, S., Ying, L. S., Husain, K. A., Varala, R., Sudhakar, M., Goh, K. W., Sam, T. H., & Ming, L. C. (2022). Anti-SARS-CoV-2 Biotherapeutics and Chemotherapeutics: An Insight into Product Specifications and Marketing Dynamics. *Progress in Microbes and Molecular Biology*, *5*(1). <https://doi.org/10.36877/pmmb.a0000323> (SCOPUS)
2. Johalingam, D., Abbas, S. A., Kotra, V., Mathews, A., Ikhsan, N. A., Helaluddin, A. B. M., ... & Madhavedi, S. (2022). A Study on the Perception of the Pharmacy Profession in Higher Secondary Students of Taiping, Malaysia.  *Journal of Chemistry & its Applications*, *1*(3), 1-10.
3. Narsimhaswamy, D., Sudhakar, M., & Ravi, V. (2022). Status of Pharmaceutical Patents during COVID-19 Pandemic. *Caribbean Journal of Science and Technology*, *10*(01), 16–19. <https://doi.org/10.55434/cbi.2022.10103>
4. S Madhavedi (2021). Problems and Prospects of Fast Moving Consumer Goods Industry in India: A review, in view of Covid-19 Pandemic. *ZENITH International Journal of Multidisciplinary Research, 12*(4), 16-24.
5. S Madhavedi (2020). [Evaluation of Customer Satisfaction on Services Offered by Large Format Retail Stores Operating in Tier-III Cities and Semi-Urban Towns in India](javascript:void(0)). *Asian Journal of Research in Marketing, 9 (2),* 1-11.
6. S Madhavedi (2019). [Traditional Tomato Supply Chains in Telangana State of India: A Study of Distribution Efficiency](javascript:void(0)). *Asian Journal of Multidimensional Research, 8* *(Special issue 3),* 145-150.
7. Sudhakar, M. (2017). Measurement of Supply Chain Performance in Fresh Produce Distribution in Telangana and Andhra Pradesh states of India with a special focus on efficient, process quality and product quality parameters.
8. Sudhakar M. (2013). Marketing Opportunities for Indian Fresh Fruits and Vegetables in Middle East Countries. *ZENITH International Journal of Business Economics & Management Research, 3 (8),* 136-145. ISSN 2249-8826. Available Online At: <http://www.zenithresearch.org.in/images/stories/pdf/2013/AUG/ZIBEMR/15_ZIBEMR_VOL3_ISSUE8_AUGUST2013.pdf>
9. Acharyulu, G. V. R. K., & Madhavedi, S. (2011). Factors contributing to perishability in traditional fresh produce distribution system: a study on tomato and banana chains in Andhra Pradesh, India. *International Journal of Advanced Economics and Business Management*, *1*(1), 1-5.
10. Acharyulu, G.V.R.K., & Sudhakar, M. (2010). Factors Contributing to Perishability in Traditional Fresh Produce Distribution System – A Study on Tomato and Banana Chains in Andhra Pradesh. *International Journal of Advanced Business Research and Management Studies, 1(1),* 1-5. Available at: <http://www.ijabrms.iserp.org/ijabrms-archieves.html>
11. Sudhakar, M., & Acharyulu, G.V.R.K. (2010). Supply Chain Management Practices in Traditional in Fresh Produce Distribution System in India – An Empirical Study. *International Journal of Strategic Management, 10(2)*, 62-69.
12. Sutana T., Gamon, S., Acharyulu, G.V.R.K., & Sudhakar, M. (2010). Evaluation of Supply Chain Performance in Fresh Produce Distribution: A study on North-Eastern part of Thailand. *European Journal of Management, 10(1),* 85-89.
13. Acharyulu, G.V.R.K., Rajashekhar, B., & Sudhakar M. (2009). Measuring customer preferences of Direct to Home (DTH) Television services in India. *International Journal of Business Research, 9,* 63-68.
14. Acharyulu, G.V.R.K., & Sudhakar, M. (2010). Supply Chain Performance Measurement with respect to Flexibility and Responsiveness in Traditional Fresh Produce Distribution System. *EB Journal of Management and Research, 3(3),* 43-50.
15. Acharyulu, G.V.R.K., & Sudhakar, M. (2010). Importance of Road Transportation Performance in Fresh Produce Supply Chains: A study of Andhra Pradesh. *Indian Journal of Agricultural Marketing, 24(2),* 73-83. (UGC-CARE)
16. Sudhakar, M., Acharyulu, G.V.R.K., & Rajitha, G. (2010). The Implementation Procedure of HACCP Quality Systems of Safety in Horticultural (Fruits &Vegetables) Supply Chain. In Acharyulu, G.V.R.K., & Rajashekhar, B. (eds), *Strategic Quality Management- Through Innovation and Value Creation (pp. 11-18)*, Excel Books, New Delhi.
17. Acharyulu, G.V.R.K., & Sudhakar, M. (2008). The consumer protection issues on safety and quality across the fresh produce supply chain. In Rajashekhar, B., & Umamaheswari, D. (eds), *Emerging Trends in Consumer Protection (pp.235-250)*, Allied Publishers, New Delhi
18. Acharyulu, G.V.R.K., & Sudhakar, M. (2007). Emerging issues in Agri-supply Chain performance in India. In Shivprakash, A., & Omprakash, K.G. (eds.), *Technology and Management: Two pillar of Success (pp.606-609)*, AIMS International, Houston, USA.

# Conferences

1. “Understanding Customer Expectations for Large Format Retail Stores in Rural India: Implications for Expansion and Strategies to Meet Customer Needs Effectively” in *International Conference on sustainable development practices in Agriculture, Information Technology, Management and Social Sciences*, conference organized by RES-Indian Institute of Production Management, Odisha, 22 April 2023 (Earth Day Special)- Virtual
2. Participated in “Cryptography and its applications” workshop in Kshatriya College of Engineering, during 7-8 Jan 2023
3. “Inclusion of farming community in the main stream of economic development- problems and prospects” in “*UGC two-day national seminar on Social policy for inclusion of marginalized sections: Problems and prospects*” at Acharya Nagarjuna University during 18-19 Dec, 2015.
4. "Supply Chain Management Practices in Traditional Fresh Produce Distribution System in India – An Empirical Study" at *International Academy of Business and Economics (IABE-2010 Annual conference)*, Las Vegas, USA organized during 17-20 October, 2010.
5. "A Survey on Performance Measurement of Road Transportation in Fresh Produce Supply Chains- A study on Fruit and Vegetable Transporters in India" at *3rd International conference* organized by The University of Toledo, PSG institute of Management and Instituto de Empressa held during 6-7 January, 2009.
6. "Marketing opportunities for Indian Fresh Fruits and Vegetables in Gulf Cooperative Council Countries" at 23rdAnnual conference on Agricultural Marketing organized by *India Society of Agricultural Marketing*, Nagpur hosted by CRIDA, Hyderabad during 12-14 November, 2009.
7. "The consumer protection issues on safety and quality across the fresh produce supply chain" at National conference on Consumer Protection Organized by *Sri Venkateswara University*, Tirupathi during 21-22 September, 2008.
8. "Supply Chain Value Creation in Procurement of Mango Produce: A Role of Federation of Farmers Association", at *International Retail Management Conference* organized at School of Management Studies, University of Hyderabad, Hyderabad during 8-10 January, 2008.
9. "*Emerging issues in Agri-supply Chain performance in India*" at 5th AIMS International conference organized by AIMS International, Texas, USA, hosted at ICFAI Business School, Hyderabad during 27-30 December, 2007.
10. Participated in NPTEL workshop jointly organized by RGUKT and NPTEL-IIT Madras on 29 July 2017 at RGUKT Basar.

# Books Published

1. Madhavedi, S. (2021). *Performance of Fruits and Vegetables Supply Chains in India- Research Study* (1st Ed.) INSC International Publishers. (BOOK)
2. Ashraf, Ashwini, Sumit, Sudhakar & Venkataswamy (2023). *Recent Advances and Technological Interventions in Agriculture, Organic Farming, Agri-Ecosystem and Argi-marketing* (1st vol.) INSC International Publishers. (EDITED BOOK)

# IPRs: Patents, Designs & Copy Rights

1. Granted Design Patent for “Corona Mask with Sputum Collector” is accepted from the Indian Patient Office, and Published in The Patient Office Journal No is 11/2023 page 27643 dated 17/03/2023.
2. Granted Copy Right on literary work entitled “An Information and Communication Technology Enabled Supply Chain Model for Agri-Produce Distribution System" bearing Copy Rights Dairy no: 8277/2023-CO/L and RoC no: L-130364/2023.
3. Applied for Design Patent for “Customer Analyzing and Sales Advising Device” is submitted to the Controller General of Patents, Designs and Trademarks on 12/07/2023 with Application Number: 390174-001.

**Awards & Recognitions**

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| 1. Academic Excellence Award | For the contribution to Research and Academics from RES-Indian Institute of Production Management, Odisha, 22 April 2023 (Earth Day Special) |

**Academic & Administrative Experience**

* Member of NAAC/NBA accreditation committees of Kshatriya College of Engineering, Armoor
* Translator for NPTEL to translate NPTEL Management studies lectures to Telugu language. NPTEL-SWAYAM, is government project to promote MOOC among Indian students.
* Worked as In-charge Dean of Students welfare from 28-08-2014 to 14-09-2017. Responsible for the activities pertaining to university dormitories, messes, student amenities and hospital.
* Co-convener of Board of Studies in Business Management department in RGUKT from May 2011 to September 2014 and developed of curriculum for graduation program in Business management.
* Coordinating the Management department activities at RGUKT in terms of academic planning, class work progress, mid-course assessments and evaluations.
* Examiner and Question paper setter for local universities for MBA courses. Question paper setter for KL University for Pre-PhD examinations(Course work component)
* Monitoring the content generation and video lecture preparation from Management Department as RGUKT has own captive ICT based educational content generation facility
* Member of NAAC/NBA accreditation committees of RGUKT university
* Member of Food and Mess committee, Convocation committee
* Convener of university Disciplinary committee and Anti-ragging committee
* Convener for Annual cultural celebrations viz., Trinayana 2016 and 2017
* Convener of state cultural festival called Bathukamma at RGUKT, 2016 and 2017

# Research Experience

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| Oct 2009 –  Dec 2009 | World Bank–NPIU Project “Impact evaluation of Technical Education Quality Improvement”   * Project sponsored by World Bank. * Worked as Team Member * P.I: Prof. Narsimhulu, University of Hyderabad |
| Jul 2008 -  Aug 2008) | FAO of UNO, Rome Project “Evaluation of FAO cooperation with India Promoting livelihoods improvements in dry-land farming in the Deccan Plateau region”   * Project sponsored by FAO of UNO * Worked as Field Coordinator * P.I: Prof. B.V. Sharma, University of Hyderabad, India |

2004-2023 Guided more than 100 project reports of UG and MBA project reports

**Professional Development Programs**

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| 21-26 March 2022 | “AICTE Margadarshan FDP on Outcome based education”  @ Gokaraju Rangaraju instt. of Engineering Technology, Hyderabad |
| 5-25 June 2009. | “Refresher course on Research Methodology for Social Sciences”  @ UGC- ASC, University of Hyderabad, Hyderabad |
| March 2006 | “AICTE-Faculty Development Programme”  @ Annamalai University, Chidambaram Tamilnadu |
| 01-07 February 2005 | “Entrepreneurship Development programme”  @ Government of A.P and AP Productivity Council |

# Reviewer for the Conference journals

* International Academy of Business and Economics (IABE), USA

(Marketing Management and Distribution Management tracks)

* Zenith International Research and Academic Foundation journals

<http://www.zenithresearch.org.in/index.php/editorial-advisory-board.html>

* Brazilian Journal of Operations & Production Management (BJO&PM)

# Commitment to Society

* Resource Person in the Training program conducted for Bus conductors of Telangana State Road Transport Corporation, Armoor depot as part of their Skill development Programme (TACT) at Kshatriya College of engineering, Armoor from 21-30 April 2023,
* Appointed as Mentor of Change in Atal Tinkering Labs by NITI Ayog which is a flagship programme under Atal Innovation Mission.
* A voluntary Blood Donor and also organized several blood donation camps in association with Indian Red Cross Society. Received Appreciation Certificate from government authorities.
* Organized Personality Development and Soft skills lecturers in the rural areas for empowerment of meritorious youth.
* Delivered lectures in local Television channels to create awareness on contemporary issues.
* Webmaster & Member of National Executive Council of Akhila Bharatheeya Ayyappa Dharma Pracha Sabha, Thanjavur, Tamilnadu, India engage in social and religious services. <https://abapglobal.com/national-council>

# Computer Proficiency

**Software application : Level of proficiency**

Windows : High

MS office : High

SPSS : Moderate

Linex : Moderate

MIS Packages : High

E-literacy : High

Website updatation : High

# Personal Information

Date of Birth : 01 May 1982

Nationality : India

Marital status : Married

Children : 02 Male children (12 years & 17 years)

Passport No : Will be provided on request

Notice period : 3 months

Mobility : South India, NCR Delhi, Mumbai, Gujarat

Language Proficiency : **Language Read Write Speak Listen**

English Good Good Good Good

Hindi Good Moderate Moderate Good

Telugu Good Good Good Good

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| **References** | |
| Dr. G.V.R.K Acharyulu  Professor, School of Management Studies  University of Hyderabad  Gachibowli, Prof. CR Rao Road  Hyderabad, Telangana  Contact: +91-9849471988,  040-66795010(off), 040-23520580(res)  [gvrkams@uohyd.ac.in](mailto:gvrkams@uohyd.ac.in) | Dr. Neenavath Sreenu  Assistant Professor,  Dept of Management Studies,  MA National Institute of Technology  Bhopal, Madya Pradesh  Contact: +91-9425252723  srinunaikphd@gmail.com |