



Faculty Profile Template for Website

Basic Details

Name: Mr. KANUMURI VINOD VARMA

Designation: Assistant Professor

Area: Management - Marketing & Systems

Affiliation: Department of Bachelor of Business Administration, SRM Institute of Science and Technology, Ramapuram Campus, Chennai - 600089

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Education

- **Ph.D.** - Marketing, Annamalai University, Chidambaram, Tamil Nadu (Thesis Submitted - October 2024)
- **M. Phil** - Management, Dravidian University, Kuppam, Andhra Pradesh, 2020
- **MBA** - Marketing & Systems, Sri Sai Ram Engineering College, University of Madras, Chennai, 2002
- **PGDTA** - Post Graduate Diploma in Tourism Administration, Pondicherry University, Pondicherry, 2002
- **B. Com** - SGL Degree College, Nagarjuna University, Vijayawada, Andhra Pradesh, 1998

Courses

- **12 Weeks SWAYAM-NPTEL** - Online Course on "AI in Marketing" - May 2025
- **Industry 4.0 e-Learning Program** - Tata Steel, 30th April 2020
- **Business Analytics & Intelligence** - Amity Future Academy, April 2020 (Credential ID: WPYctwWzGO)
- **Digital Marketing Strategies** - Amity University, April 2020 (Credential ID: 7hHJ6xoiHM)
- **HR Management & Analytics** - Amity University, April 2020 (Credential ID: 3apTfcqNz4)
- **Mobile App Marketing** - Amity University, April 2020 (Credential ID: kyDTRggPGZ)
- **Introduction to Product Management** - Amity University, April 2020 (Credential ID: WtI2iR209K)
- **Social Media Marketing** - Amity University, April 2020 (Credential ID: aUiFrSLTKu)
- **American Accent Training** - Vishwas American Accent Training, Hyderabad, August 2007
- **ERP - Sales & Distribution** - Webcom Technologies & IICE Technologies, January 2006
- **Post Graduate Diploma in Computer Applications** - GICS, Chennai, June 2002
- **Advanced Programming in C/C++ and UNIX** - SRKR Engineering College, February 1999

Research Interests

Marketing, Digital Marketing, Industry 5.0, Business Analytics

Selected Publications

- “Evaluating the Impact of Marine Resources on Sustainable Economic Development in India - Structural Equation Modelling,” IIM Kashipur & Syracuse University, (Paper Presented March 2025 and waiting for Scopus Index).
- “Workplace Environment and Employee Wellbeing in Telangana’s Pharmaceutical Firms,” Rajagiri Business School, (Paper Presented February 2025 and waiting for Scopus Index).
- “Consumer Preferences in Movie Industry - East Godavari District,” 18th ISDSI-G Conference, Scopus Indexed (Paper Presented December 2024 and waiting for Scopus Index).
- “Post-Sales Support on Customer Satisfaction in B2B Markets,” 18th ISDSI-G Conference, Scopus Indexed (Paper Presented December 2024 and waiting for Scopus Index).
- “Brand Loyalty - A Study in Hyderabad Region,” (Paper Presented and waiting for Scopus Index).
- “Customer Perceptions towards Bajaj Electronics – Hyderabad,” (Paper Presented and waiting for Scopus Index).
- “Attitudes Towards Chatbots - Redefining Social Engagement,” African Journal of Biological Sciences, Published Sep 2024
- “Text Meets Task - Chatbot Interactions in E-Commerce,” Library Progress International, Published Jul-Dec 2024
- “Redefining Social Engagement through Chatbots,” Revista Electronica de Veterinaria, Published Jan 2024
- “Consumer Responses to Chatbot Interactions,” Educational Administration: Theory and Practice, Published Dec 2023
- “The Integration of AI in Digital Marketing,” Journal of Informatics Education and Research, Published 2025 (ABDC)
- “Green Marketing Strategies - Firm’s Performance,” Empirical Economics Letters, Published Jul 2021 (ABDC)
- “Storytelling and Emotional Appeals - Purchase Decisions,” International Multidisciplinary Quarterly Journal, Published Jan 2025
- “Employee Motivation - La Hospin Hotels and Resorts,” IJPREMS, Published Dec 2024
- “Training & Development Practices - NACL Industries,” IRJMETS, Published Dec 2024
- “Quality Of Work Life - RINL, Visakhapatnam,” IRJMETS, Published Dec 2024
- “Work Life Balance - Pantaloons,” IJSREM, Published Dec 2024

Working Papers

- Using Machine Learning for Dynamic Pricing Strategies in Retail and Online Markets (Under Review for Scopus Index)

- AI-Driven Solutions for Personalization Fatigue in Modern Marketing (Under Review for Scopus Index)

Academic Experience

- **Assistant Professor**, Department of BBA, SRM IST, Ramapuram Campus, Chennai - June 2025 to Present
- **Assistant Professor**, Dept. of Management Studies, GIET (A), Rajahmundry, A.P. - 2019 to 2025
- **HOD & Assistant Professor**, MBA Dept., SVISIT, Tadepalligudem, A.P. - 2016 to 2019
- **Assistant Professor**, MBA Dept., DNR College of Engineering, Bhimavaram, A.P. - 2015 to 2016
- **Assistant Professor**, MBA Dept., Sri Sunflower College of Engg. & Tech., A.P. - 2008 to 2015

Other Professional Experience

- **Nodal Center SPOC** - IDE Bootcamp, Rs. 15 Lakhs funded by DoSEL, AICTE, MIC
- **Coordinator** - Internal Quality Assurance Cell (IQAC), Institution's Innovation Council (IIC), National Innovation and Startup Policy (NISP)
- **Institutional SPOC** - Entrepreneurship Development Cell (EDC), Statutory Bodies: UGC, AICTE, NAAC, AISHE, JNTUK, APSICHE, APHERMC
- **Coordinator & Organizer** - Various Academic/Non-Academic Programs

Achievements and Awards

- **Best Paper Award** - "Chatbots and AI Assistants Transforming Consumer Interactions," 2025
- **Best Paper Award** - "FDI Sectoral Growth Using VAR Model," 2023
- **Editorial Board Member** - International Journal of Recent Development in Engineering & Technology (IJRDET), International Journal of Analytical and Experimental Modal Analysis (IAEMA)
- **Assistant Editor** - AkiNik Publications (Int. Journal of Intellectual Disability), Sparkling Press (Int. Journal of Physics & Mathematics)
- **Journal Reviewer** - International Journal of Creative Research Thoughts (IJCRT), Membership ID: 119604, International Journal of Research and Analytical Reviews (IJRAR), Membership ID: 119637, International Journal of Novel Research and Development (IJNRD), Membership ID: 112533, International Journal of Current Science (IJCS), Membership ID: 118115, Journal of Emerging Technology and Innovative Research (JETIR), Membership ID: 224724

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