



**Dr. D.V. Srinivas Kumar**

**Assistant Professor**

Area: Marketing and Analytics

Affiliation: University of Hyderabad

Email : [dvsrinivas@uohyd.ac.in](mailto:dvsrinivas@uohyd.ac.in)

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Overview

D.V. Srinivas is presently working as Assistant Professor at School of Management Studies, University of Hyderabad. He is the Coordinator of MBA Business Analytics program offered at the School.

Education

- B.Tech. (Mechanical Engineering-Nagarjuna University)
- MBA (Marketing-Andhra University)
- Ph.D. (Management Studies, University of Hyderabad)
- FDP (IIM, Indore)

Research

Research Interests

Customer Experience Management, Social Media marketing, CRM, and Business Analytics.

Journal Publications

1. Completed one project titled, “Impact of ICTs on rural Livelihoods in Select Districts of Andhra Pradesh: An Analysis of Economic, social and Financial Perspectives
2. Ongoing project titled, “Employment and Employability of Higher Education Graduates in India” under National University of Educational Planning and Administration (NUEPA).
3. A speaker at various management institutes during seminars and conferences.
4. A visiting faculty at Symbiosis, Tech Mahindra, Wipro, ICFAI
5. Gave training sessions on Case Method of Teaching at various management institutes.

Teaching

1. Marketing Management
2. Marketing Research
3. Marketing Analytics
4. Introduction to Business Analytics

Awards/Recognitions

- Received **Excellence Award** for performance while working as Marketing Executive and Customer Care Coordinator at NIIT network center, Vijayawada.
- Received **Best Teacher Award** while working at Pendekanti Institute of Management, Hyderabad.
- Received the **Best Research Paper award** at Jammalal Bajaj Institute of Management Studies, University of Mumbai, for the paper titled “An Examination of Behavioural

intention to use YouTube as a learning Resource using Technology Acceptance Model” at the International Conference in the year 2016.