



Dr. KESAVULU POOLA

Specialization: Quantitative Techniques & Marketing

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Qualification

MBA

M.Sc. (Statistics)

Ph.D(Statistics)

Technical Skills

- SPSS
- R programming
- EViews

Work Experience

2004-2008 - Assistant professor, Department of statistics, Emeralds educational institutions.

2008-2021- Assistant professor, Department of Business administrations, Emeralds Advances institute of management studies.

2021 Present – Associate Professor – Center for Management Studies, Department of management, Jain (Deemed-to-be University), Bangalore

Career Summary

An energetic academician with 18+ years of strong teaching experience in Quantitative techniques, Statistics, Marketing Management, and Sales, backed by outstanding teaching and research experience I have done my Doctorate Degree in Statistics with the specialisation of Nonlinear regression Models from S.V.University, Tirupati. I have completed my Post-Graduation in Business Administration (MBA) and M.sc (Statistics).

My ultimate objective as a Professor is to nurture the student community and to develop their learning interests in creative thinking and to launch activity based learning (ABL) environment in the classroom. In particular, my way of teaching is to understand the gross root level knowledge of the students, based on that I will prepare my teaching methodology. This will leads the students to think beyond their comfort zone in their own learning experience.

Research Interest

- **Regression modeling**
- **Time series Analysis**
- **Machine learning**

Research Publications

- **UNDERSTANDING THE TECHNOLOGICAL EVOLUTION IN ELECTRONIC PAYMENTS SYSTEM IN INDIA AND THE ACCEPTANCE** in International Journal of Process Management and Benchmarking.
- **SPECULATING ADOPTION INTENTION TOWARDS ELECTRIC MOBILITY IN BANGALORE USING EXTENDED THEORY OF PLANNED BEHAVIOR** in Journal of research administration. Vol. 5 No. 2 (2023), ISSN: 1539-1590 | E-ISSN: 2573-7104.
- **MODEL SPECIFICATION TEST AGAINST NON-NESTED UNIVARIATE AND MULTIVARIATE NONLINEAR REGRESSION MODELS** in journal of mathematical problems, equations and statistics, 2022, Volume 3, issue 2, part B. 130-133

Courses Facilitated & Taught

Quantitative Techniques
Business research methodology
Operations research
Production Management
Business statistics
Marketing management
Modern Marketing.
Doing Business in India
Case analysis methods
Logistics & Supply chain management
Business analytics
Basics of machine learning

Member on Committees / Editorial Boards

Committees

1. Life time professional membership in Indian science Congress Association (ICSA)
2. Member in MTC Global

- **TESTING OF MULTIVARIATE NONLINEAR REGRESSION HYPOTHESIS USING NONLINEAR LEAST SQUARE (NLS) ESTIMATION** in International Journal of Mechanical Engineering (SCOPUS), May 2022, Vol 7, issue 5, Pages 413-418
- **CONTEMPORARY MARKETING STRATEGY: AMBUSH MARKETING – WITH LOW BUDGET, BUT AUGMENTED CUSTOMER ATTENTION** in International Journal of Research in Marketing Management and Sales May 2021, Vol 3, issue (2), pages 71-73
- **OMNICHANNEL APPROACH: THE NEW PARADIGM OF BANKING DISTRIBUTION AND MARKETING REVOLUTION** in International Journal of Financial Management and Economics May 2021, Vol 4, Issue (2), Pages 37-42
- **PREDICTION OF RAINFALL BY USING EXTREME GRADIENT BOOST (XG BOOST) IN VISHAKAPATTANAM AREA, ANDHRA PRADESH,** International Journal of Statistics and Applied Mathematics, 2021, Vol. 6, Issue , Part B, Pages: 83-86, (E-ISSN:2456-1452)
- **COMBINED MULTIPLE FORECASTING MODEL USING REGRESSION** in International Journal of Statistics and Applied Mathematics, 2020, Vol. 5, Issue 6, Part B, Pages: 147- 150, (E-ISSN:2456-1452)
- **MODELING AND PREDICTION OF COASTAL ANDHRA RAINFALL USING ARIMA AND ANN MODELS** in International Journal of Statistics and Applied Mathematics, 2020, Vol. 5, Issue 6, Part B, Pages: 104-110, (E-ISSN:2456-1452)
- **AMBUSH MARKETING-A CREATIVE MARKETING STRATEGY WITH A LIMITED BUDGET, BUT EXPONENTIAL GROWTH** in national level conference-Innovations in management teaching and research methods, organized by Vagdevi College of engineering (Autonomous), Warangal, T.S, on 18th& 9th Sep, 2020. Page No: 63-69. ISBN: (978-93-90631-33-9)
- **OCCUPATIONAL STRESS IN BANKING SECTOR - CONFERENCE PROCEEDINGS** in 3rdNational Conference on Applications of Management Research in Social Science, Engineering and technology organized by M.A.M B-School and M.A.M College of Engineering and Technology, Page No. 58-61, Volume 1, NCAMRSSET2019, (ISBN978-93-5346-428-8)
- **IMPORTANCE OF STUDENTIZED AND PRESS RESIDUALS FOR NONLINEAR MULTIVARIATE REGRESSION MODELS** in Journal of Emerging Technologies and Innovative Research (JETIR), 2018 JETIR July 2018, Volume 5, Issue 7, (ISSN-2349-5162).
- **THE EFFECT OF MULTICOLLINEARITY IN NONLINEAR REGRESSION MODELS** in International Journal of Applied Research 2016; 2(12): 506-509 ISSN Print: 2394-7500 ISSN Online: 2394-5869

Editorial Board

Scienxt journal of business and management studies

Professional Memberships

- **RETAILING IN INDIA- AN OVERVIEW OF GROWTH AND CHALLENGES** in IJSR - international journal of scientific research, Volume 4 | Issue : 7 | July 2015 • ISSN No 2277 – 817
- **STATISTICAL INFERENCE IN NONLINEAR SURE MODEL** in second international conference on stochastic modeling and simulation ICSMS 2012, Vel-Tech RangarajanDr.Sagunthala R&D Institute of Science and Technology, Chennai, 17-1, Dec 2012, Page :219-230.

Papers Presented in Conferences

- Presented paper on **RAISE IN SUSTAINABLE FASHION BUYING – A SHIFT IN CONSUMER BUYING BEHAVIOR** in International Conference on Recent Advancement and Innovation in Business & Management & Its Contemporary Issues in Sustainable Economy “ICRAIBM 2023” organised by department of management, Sri BhagawanMahaveer Jain evening college on Aug 2nd& 3rd, 2023.
- Presented paper on **NIFTY50- BANK INDEX PREDICTION: A COMPARATIVE STUDY BETWEEN CONVENTIONAL STATISTICAL APPROACH AND MACHINE LEARNING APPROACH** in Two-Day International Conference on Innovative Practices for Sustainable Development: Business Management and Analytics Organized by department of management, CMS, JAIN (Deemed-to-be University) on Sep1st&2nd, 2022.
- Presented a paper on **OCCUPATIONAL STRESS IN BANKING SECTOR** in 3rdNational Conference on Applications of Management Research in Social Science, Engineering and technology organized by M.A.M B-School and M.A.M College of Engineering and Technology on 25thJan2019.
- Presented a paper on **PREDICTION OF RAINFALL BY USING TIME SERIES MODEL IN VISHAKAPATTANAM AREA**, in national level conference on Future India, Science & Technology organized by ISCA Tpt chapter and GayatriVidyaparishad college for degree PG courses (A), Vishakapattanam on 30thSep and 1stOct2018
- Presented paper on **CASHLESS TRANSACTION SYSTEM IN INDIA- CHALLENGESAND FUTURE PROSPECT** Sinnational consultation on the role of science and technology in national development (NCST ND) organized by ISCA tirupati chapter and Siddhartha institute of engineering and technology during 21st& 22ndMarch, 2017
- Presented paper on **THE OMNI CHANNEL APPROACH- THE BANKING DISTRIBUTION AND MARKETING REVELUTION** in 2day national LEVEL SEMINAR ON Marketing of financial services –Trends and Strategies Sponsored by UGC-SAP- DRS-II & ICSSR Hyderabad and organized dept of Commerce, S.V.University

during 18th& 19thMarch,2017

- Presented paper on **IMPACT ON DIVIDEND ANNOUNCEMENTS ON STOCK PRICES. AN EMPIRICAL ANALYSIS OF CNX FMCG COMPANIES** in second annual conference 2017 organized by Indian council of business education and Dept of commerce and business administration , Guntur during 27th& 28thJanuary,2017
- Presented paper on **AMBUSH MARKETING – A CREATIVE MARKETING STRATEGY WITH LIMITED BUDGET, BUT AN EXPONENTIAL GROWTH** in the National Consultation on Science & Technology for development of indigenous India (NCSDII) organized by Indian Science Congress Association, Tirupati Chapter during 25th& 26thMarch,2016.
- Presented paper on **AMBUSH MARKETING** in the National Seminar on Mergers & Acquisitions in Global Environment organized by Department of Management Studies, KMM INSTITUTE OF TECHNOLOGY held on24.03.2016.
- Presented paper on **IMPACT OF GREEN MARKETING IN PRESENT MARKETING ERA** in the National Conference on Emerging Trends in Business, Economics and Management organized by Department of Management Sciences, HINDUSTHAN COLLEGE OF ENGINEERING AND TECHNOLOGY, COIMBATORE, TAMILNADU held on09.03.2016.
- Presented paper on **“ROLE OF AGRICULTURAL MARKETING IN ERADICATION OF RURAL POVERTY”** in 6thInternational seminar of Regional network on poverty eradication organized by Dept of Economics, S.V.University in collaboration with Regional Network on Poverty Eradication (RENPER) from 13-11-2015 to 15-11-2015.
- Presented paper on **NON LINEAR REGRESSION ANALYSIS APPLICATIONS** in National Level Seminar conducted by Department of Statistics, P.V.K.N GOVT. COLLEGE, CHITTOOR during 26th& 27thJune,2015.

Conference organized

- Organized **2ndTwo-Day International Conference on “Artificial Intelligence towards fostering sustainable business development in Business “** on Dec 8 & 9, 2023 at Center for Management Studies, JAIN (Deemed-to-be University), Bengaluru, India
- Organized**Two-Day International Conference on Innovative Practices for Sustainable Development: Business Management and Analytics** on the 2nd & 3rd of September 2022 at the Center for Management Studies, JAIN (Deemed-to-be University), Bengaluru, India.

Books / Chapters

- **Handbook of Probability & Statistics for Engineers**
- **Business Statistics for Decision Making**
- **Hand book of Modern Marketing**

Workshops & FDP'S

- Participated in International level conference on **Entrepreneurship summit AVLOKAN** organized by Dept of management, Center for management studies, Jain university on 02-08-2021 to 10-08-2021
- Participated in International level conference on **Entrepreneurship summits AVLOKAN 2.0** organized by Dept of management, Center for management studies, Jain university on 17-01-2022 to 22-01-2022
- Participated workshop on **MULTIDIMENSIONAL DATA ANALYTICS USING R IN CONJUNCTION** with 12th National Statistics Day organized by Dept of Statistics and Statistics alumni, S.V.University on 29-06-2018 to 1-7-2018.
- Participated in 2day FDP on Competence **DEVELOPMENT FOR MANAGEMENT TEACHERS** organized by dept of management studies, S.V.University in association with Indian Management schools on 1st and 2nd June, 2018.
- Participated in **104TH INDIAN SCIENCE CONGRESS ASSOCIATION (ISCA)** held at S.V.University, Tirupati from 3-1-2017 to 7-1-2017.
- Participated in FDP on **DATA ANALYSIS USING SPSS** organized by KKC group of institutions on 12-11-2016.
- Participated in **15DAYS FDP**, organized by APITCO Limited, Hyderabad, sponsored by DST, New Delhi on 04-04-2016 to 21-04-2016.
- Participated in Faculty Development Programme on **SOLVING OPERATIONS RESEARCH PROBLEMS USING MS-EXCEL** conducted by R.V.Institute of Management, Bangalore on 26th May, 2015.
- Participated in National Conference on **OPERATIONS RESEARCH FOR BIG DATA & ANALYTICS** organized by ORSI & Dept of Statistics SVU held during 1 to 3rd December 2014.
- Participated Faculty development programme on **"CASE ANALYSIS & WRITING"** at 15th November 2013 organized by Department of Management Studies, Shree Institute of Technical Education
- Participated in the **FDP WORKSHOP**, conducted by Dept. of Management

Studies, S.V.University on 9th, feb2013.

- Participated in **FDP** on EDP cell, DMS conducted by S.V. University on 22-02-2011 to 07-03-2011, sponsored by DST, Govt of NDIA/NIMAT projectEDII.
- Participated summer training programme on **ADVANCED STOCHASTIC MODELS & THEIR APPLICATIONS ORGANIZED BY INDIAN SOCIETY FOR PROBABILITY & STATISTICS (ISPS)**, Conducted by Dept of Statistics SVU held during 29 June to 4thJuly2010.
- Participated a National level Work-Shop on **“THE ROLE OF STATISTICAL THINKING & SYSTEMS IN EXPANDING THE HORIZON SCIENCES AND “III NATIONAL STATISTICAL DAY 2009**conducted by Dept of Statistics SVU held during 28-29 June2009.

Activities

| Sl. No. | Title | Activity | Year |
|---------|--|--|----------------|
| 1 | Course facilitator | Department Activity, CMS, Jain (Deemed-to-be University) | 2021-till date |
| 2 | Discipline coordinator | University activity, , CMS, Jain (Deemed-to-be University) | 2022-till date |
| 3 | Co- Convener-International conference | University activity, , CMS, Jain (Deemed-to-be University) | 2022 |
| 4 | Convener-International conference | University activity, , CMS, Jain (Deemed-to-be University) | 2023 |
| 5 | Coordinator - OBOW | Department Activity, , CMS, Jain (Deemed-to-be University) | 2021-till date |
| 6 | Coordinator – Project Centric Learning | Department Activity, , CMS, Jain (Deemed-to-be University) | 2021-till date |
| 7 | Coordinator – Conference Committee | University activity, , CMS, Jain (Deemed-to-be University) | 2022-till date |

Recognition / Awards

- Acted as a chaired a technical session in the **1st International Conference on "Advanced Research in Banking Finance & Business-Opportunities and Challenges" (ICARFBF'22)** on 16th & 17th February 2022 organized by Department of Banking & Insurance, KPR College of Arts Science and Research, Coimbatore.
- Handled two sessions on **EMERGING TRENDS IN MARKETING** as resource person in 1stRefresher course in Commerce & Management studies organized by UGC-Human Resource Development Center, SV University from 21-10-2019 to 26-10-

2019.

- Presented a paper on **PROBLEM ANALYSIS AND DECISION MAKING - A WELL BEING PROCESS FOR TEEN BRAIN** in 7day national level workshop on leadership Education- techniques & challenges sponsored by RUSA, Hyderabad, held at K.V.R.Govt college for women(A), Kurnool from 02-01-2017 to08-01-2017.
- Presented a paper on **THE OBSESSION OF THE MOBILE PHONE ON GRADUATE STUDENTS WITH SPECIAL REFERENCE TO S.V. UNIVERSITY, TIRUPATI** in Science communicators meet,104thIndian science Congress association (ISCA) held at S.V.University, Tirupati from 3-1-2017 to7-1-2017

Consultancy / Projects

- NIL -

Online Certifications and Webinars

- **Excel: Sales Forecasting** Through LinkedIn learning
- **Excel: Economic Analysis and Data Analytics** Through LinkedIn learning
- **Financial forecasting with big data**Through LinkedIn learning
- **Learning excel: data Analysis**Through LinkedIn learning
- **Statistics foundations: Basics**Through LinkedIn learning
- **Python programming**by APSSDC, Andhra Pradesh
- **Introduction to R** by Great Learning.