

Dr. U.S.Abbaraju is having more than two decade of teaching experience at post graduate level and two years of Industry experience. He guided more than 200 projects at MBA and few M.Phil theses of various Universities. He produced seven doctorates from KL University . At present he is guiding two PhD scholars. He is having 40 research papers in reputed journals to his credit. He has published three books on various marketing and Business Analytics . He was associated with VIMS (Visakha institute of Medical Sciences) Base line study as Team Coordinator which is a prestigious project of Andhra Pradesh Government. He has completed ICSSR major research project as principal Investigator entitled “ women empowerment in solar power sector with reference to East and West Godavari districts” . At Present he is working on a consultancy project as Project Director with IDFC First Bank. As a resource person he has taken many guest lectures at various organizations and colleges like APHRDI, MARSCO Etc.

Dr. U.S.Abbaraju is presently Associate Professor and Professor In charge for Internships and Alumni at KL University business school, KL University. As a Coordinator of summer internship program, he placed more than 1200 MBA &BBA students in various reputed companies. Prior to this he was worked with Hyderabad Business School, GITAM University, Hyderabad as Associate Professor and Placement Officer.

Prior to this, he spent seven years with Malla Reddy Institute of Management. As a Head of the Department, he was instrumental in liaison with statutory bodies like AICTE, UGC, and Govt. Offices etc.

Dr. Abbaraju holds degree in B.Sc computer science, and Post Graduate Degree in MBA with Marketing and Systems from Sri Venkateswara University, Tirupathi. He had his doctorate from Andhra University in the area of Customer relationship Management. He is having passion in the areas of Customer Relationship Management, Retailing, Consumer Behavior, Brand Management, Organizational Behavior, Customer relationship management and Entrepreneurship.