

## **PROFILE**

**Dr M V A L NARASIMHA RAO. MBA., Ph.D.**

- Associate Professor in MBA Department
- Assistant Registrar

KLEF Deemed to be University,  
Vaddeswaram – 522302, Guntur Dist.,  
Andhra Pradesh, India



**Mobile: 9490187044**

**Mail:** [mval.narasimharao@kluniversity.in](mailto:mval.narasimharao@kluniversity.in)

**LinkedIn:** <https://www.linkedin.com/in/dr-m-v-a-l-narasimha-rao-92b21416/>

**Date of Birth** : 15-07-1966 (58+ years)

---

### **Areas of expertise:**

\*Marketing Management; \*Consumer Behaviour; \*Business Ethics and Corporate Governance;  
\*Principles of Management; \*Organisational Behaviour; \*Entrepreneurship; \*Innovation Management

### **Recognitions:**

\* Recognized as an Innovation Ambassador by the Institute Innovation Council (IIC) of the Ministry of Education, Govt. Of India for completing a comprehensive training program conducted by Ministry of Education in association with AICTE

### **Educational Qualifications:**

\* MBA (1991) Andhra University; \* M Phil (2007) Madurai Kamaraj University; \* Ph D (2023) Acharya Nagarjuna University; \* Qualified NET in Management (1995)

### **Experience:**

**Total Experience: 31 years (as on 16-01-2025)**

- Academic: 25 years 6 Months + Industry: 5 years 4 months

### **ADMINISTRATIVE ROLES AT K L E F DEEMED TO BE UNIVERSITY:**

- At present working as Assistant Registrar from March 2021(3 years 6 months)
- Associate Dean, Faculty and Staff Affairs, from March 2020 to March 2021 (1 year)
- Member, Department Academics Committee, MBA
- Member, Board of Studies, MBA
- Chief Superintendent, Exams, All Non- Engineering Programs
- Dy Chief Superintendent, Exams, All Non- Engineering Programs
- Coordinator, Exams, MBA
- Professor in-charge, Planning and Development
- Coordinator, Summer Internship Program for MBA

### **PUBLICATIONS:**

- |                                 |                          |
|---------------------------------|--------------------------|
| • SCOPUS indexed                | : 08 (Journal Articles)  |
| • SCOPUS, Web of Science & IEEE | : 01 (Conference Paper)  |
| • SCOPUS & IEEE                 | : 03 (Conference Papers) |
| • ABDC                          | : 01 (Editorial)         |
| • Other Indexed                 | : 12 (Journal Articles)  |
| • UGC Care                      | : 06 (Journal Articles)  |
| • Book Chapters                 | : 04                     |

**Dr M V A L NARASIMHA RAO**