



Dr. Romala Vijaya Srinivas is an accomplished academician with a solid background in Retail Management, Consumer Behavior, and Marketing. He holds a Ph.D. in Retail Management from Andhra University, Visakhapatnam, awarded in 2016, with a thesis focused on consumers' perceptions of the quality of products and services in organised and unorganised retail sectors across Andhra Pradesh. He also completed his M.Phil. in Retail Management in 2012, with a study on the perception of consumers about organised and unorganised retailers in Kakinada City. He also holds an MBA in Human Resources and Marketing, an LL.B., and a B.Com. in Computers, all from Andhra University.

Currently, he serves as an Assistant Professor at KL Business School, KL University, Vaddeswaram, Guntur, since October 2017. Prior to this, he worked as an Assistant Professor at Aditya Institute of P.G Studies, Kakinada, from September 2009 to September 2017. His academic interests include Retail Management, Consumer Behavior, Marketing Management, and Human Resources, and he has contributed significantly to these areas through his research and teaching.

He has demonstrated strong analytical skills and an ability to work effectively in challenging environments. He is known for his excellent communication, leadership, and team management abilities, as well as his commitment to continuous learning. Throughout his career, he has built strong rapport with students and colleagues alike. He has published several research papers in Scopus-indexed journals and international conferences, covering a wide range of topics including quality assurance in retail, financial stability, project management, and consumer perception. Additionally, he has authored papers in national and international journals and edited books on subjects related to retailing, banking, and education. His involvement in academic events includes participation in numerous national and international seminars and conferences, where he has presented research on service quality, corporate social responsibility, retailing, financial services, and educational marketing. He has also organized national workshops and management fests, further contributing to the academic community.

He holds a certification in Digital Marketing from Google Digital Unlocked (2022) and was granted a patent in 2023 for his work on "Roles of Human Resource Management in Managing Work Stress." His teaching expertise spans Digital Marketing, E-Commerce, ERP, Management Information Systems, Marketing Management, Advertising and Brand Management, and International Human Resources Management. He has supervised a Ph.D. thesis awarded in 2020, guided 10 MBA research projects, and mentored over 70 MBA and BBA students in the fields of Marketing and Human Resources. In addition to his research and teaching contributions, he authored a textbook on E-Commerce, published in 2017 by Himalaya Publication, New Delhi. His proficiency with various tools, including MS Office Suite, IBM SPSS, SPSS AMOS, Smart PLS, and basic Adobe Photoshop, enhances his ability to deliver high-quality academic content and conduct detailed research.