



Dr. K. Subba Rama Sarma

Designation: Assistant Professor (Operations)

Education: PhD: Supply Chain Management

Specialisation: Operations & Marketing

Research: Supply Chain Management , Sustainability and circular economy

Innovative management educator, researcher, and corporate trainer with 23 years of experience in management education. Expertise in Business Analytics, Operations , Quantitative Techniques , Managerial Economics, Marketing and Human Resource Management . Proven strength in technology-enabled curriculum delivery, assessment innovation, and outcome-focused pedagogy. Skilled in curriculum design, academic planning, policy development, and process improvement. Passionate about student engagement, mentoring, and employability, with a strong commitment to academic excellence, institutional growth, industry-relevant learning, and continuous professional development for students.

Publications:

- Integrating Green HRM Practices for Green Organizational Culture and Organizational Agility: A Mediation Analysis Published in Business Strategy & Development of Wiley Publications **(SCOPUS Q1)**
- “T3 - Trash to Treasure: Convert your waste into Biogas- A case study on Ahuja Engineering Services Pvt. Ltd (AES)” Emerging Economies Cases Journal (Sage Publishers), IIM Rohtak
- A research paper titled “The death of Death Literacy: A study on awareness of Death Literacy among Gen Z in Hyderabad, Telangana” is published in **European Economic Letters (EEL), ISSN 2323-5233, ISSN-L 2323-5233- ABDC- C Category Journal**
- A research paper titled **“Bakey's Edible Cutlery: A Journey of Innovation and Impact, Connecting the Dots”** published in *The Indian Economic Journal* (UGC CARE1), ISSN 0019-4662, Vol-1, Issue-12, 2024, pp. 144-150.
- A research paper titled **“Adaptive Clothing is Really Adaptive? A Lens View of Awareness Towards Adaptive Clothing in Hyderabad”** published in *Edelweiss Applied Science and Technology* – **A Scopus indexed journal** , ISSN: 2576-8484 Vol-8, Issue-6, 2024, pp. 4818–482.
- A research paper titled “Gaming and robotics- A triumph card for organizational learning” published in IPE Journal of management ISSN 2249-9040 with IF=7.138, Vol-14, No-2, January - June: 2024.

- A research paper on **“Skill ...Skill... Which Skill do I Acquire? —Skills Requirement for the BANI Environment ”** published in Shanlax , International Journal of Management (an Indexed Journal) vol. 11, No. 2 issue, October 2023, ISSN 2321-4643.
- A research paper titled **“Emotional labour and engagement of nurses (with reference to Andhra Pradesh and Telangana) ”** is published in Madhya Bharati – management journal (UGC CARE 1) ISSN 0974-0066, VOL. 83, JANUARY- JUNE 2023.
- A research paper on **“Revitalizing supply chains: Harnessing the power of IoT for sustainable competitive advantage- A review ”** is published in conference proceedings on contemporary issues in Management: A research anthology published by AIMS with ISBN 9789358400922 during August 2023.
- A research paper on **“Antecedents of Phubbing among Gen Z”** is published in conference proceedings on contemporary issues in Management: A research anthology published by AIMS with ISBN 9789358400922 during August 2023.
- A research paper titled **“A Sustainable Supply Chain Management through TQM- A state of the art literature review”** is published in Gavesana Journal of Management, Indexed in Google scholar and ProQuest, vol15, issue 2, July – December 2022 with ISSN NO: 0975-4547 .
- A research paper titled **“A Sustainable Supply Chain Management through TQM- A state of the art literature review”** is published in JPI with ISBN 978-81-950136-0-9
- An article titled **“ A systematic overview of effects of COVID-19 on the psychological status of the people from different strata in India”** is published in **SHODH SARITA- An international Journal- UGC Approved** with ISSN NO: ISSN- 2348-2397, VOL7, ISSUE 28 During March 2021.
- Research paper on **“Revisiting the management education in new normal”** is published in ISBN book titled **“Business management practices - emerging trends”**. ISBN 978-81-947738-5-6, Vol III.
- A paper titled **“A study on food Supply chain disruptions during COVID19 Pandemic” is published in Journal of Inter disciplinary cycle research (UGC CARELIST 2- International) Journal** , ISSN NO: 0022-1945, Volume XII, ISSUE X, OCTOBER/2020.
- A paper titled **“ The preliminary role of supply chain integration system, Patterns and approaches on organisation’s performance”** is published in DOGO RANGSANG research journal with ISSN 2347 7180 in July 2020, Vol 10, issues 07, no.19.
- A paper Titled **“A study on Customer awareness and perception on UPI Service providers in India with reference to Hyderabad”** is published in Journal of the Gujarat Research Society (UGC CARE Listed Journal), Vol 21, issue 13, December 2019 ISSN- 03748588.
- A paper titled **“ A study of expectations and factors influencing buying behaviour of organised retail customers ”** is published in International journal of trend in research & development, vol 5(6), ISSN- 23949333 During Nov – Dec 2018.
- Course content writer for Dr. B R Ambedkar open university, MBA – I YEAR – ISEM, **Information technology for managers. MBA 10106 ITM Book published in**

2017.

- A paper titled “ ***A factor analysis of retail supply chain development and strategies in managing retail stores in India with reference to Hyderabad*** ” is published in International journal of management science and technology with ISSN- 22101959, During 2017.
- The article titled “ ***Brand switching behaviour of mobile phone consumers using MARKOV chain analysis*** ” is published in an E- BOOK on MANAGEMENT RESEARCH – CONTEMPORARY PERSPECTIVES, @ ICBM SCHOOL OF BUSINESS EXCELLENCE, First edition 2017 with ISBN: 978-81-924315-2-9
- A paper titled “ ***Brand switching behaviour of mobile phone consumers using MARKOV chain analysis*** ” was presented in ICBM's National conference on Management Research Contemporary practices held on September, 24, 2016. This paper is published in UDAAN- International journal of management research, Vol 04, July – Dec 2016, ISSN -23479246.
- A paper titled “ ***Acquisition of rural markets with prospective marketing mix*** ” is published with ISBN 978938577196 in conference proceedings of 11th SIMSR Global Marketing Conference on experiential marketing organized by K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, MUMBAI.
- Presented a research paper in a national seminar on “ ***A study on contemporary issues in retail banking in India*** ” in a National seminar on Emerging trends in Banking and insurance organized by the FAPCCI, HYDERABAD in association with Matrusri Institute of P G Studies on March 5- 6, 2012. The above titled paper is published in conference proceedings with ISBN 9788192157931.

Conferences and FDPs Organised.

Organised 9 international conferences in collaboration with leading foreign universities.

Conducted 4 Faculty Development Programmes (FDPs) focused on Research Methodology.

Training & Development

Delivered corporate training programmes for leading organisations, including Singareni Collieries, Lloyd’s Technology, HDFC Bank, and Godrej & Boyce Mfg. Co. Ltd.

Awards & Recognitions

Recipient of the Inspiring Teacher Award for Excellence in Management Education, conferred by the Teachers’ Academy, IAE, Hyderabad.