

**DR. VINOD KUMAR**

**ASSISTANT PROFESSOR**



**Dr. Tuduku Vinod Kumar, Assistant Professor in Department of MBA, earned his Master's Degree in MBA (Marketing) from Andhra University and qualified for the UGC-SLET examination. He awarded PhD in Management especially on Consumer behaviour in 2020. He has 20 years of experience in Teaching, Research and Industry.**

**He started his career in one of the top pharmaceutical company Wockhardt Ltd., Mumbai as an Executive. Later, he joined in ITM -Business School, Warangal as a faculty in Marketing. After that joined in Coastal Institute of Technology and Management, Visakhapatnam as a HOD in Science and Humanities Department, Chaitanya Engineering College as a HOD in Department of Management Studies, Visakhapatnam and Lendi Institute of Engineering and Technology, Vizianagaram in Basic Science and Humanities.**

**He had also designated as District Level Coordinator in Entrepreneurship, Incubation Start-up Cell (EISC) appointed by APSCHE, Andhra Pradesh. He has published a book on Marketing Management in 2022 and many research articles in SCOPUS indexed, WOS and Springer Journals and conferences. He participated in many FDPs, Workshops and seminars at National and International levels.**

**SCOPUS:** <https://www.scopus.com/authid/detail.uri?authorId=60101055600>

**IEEE:** <https://ieeexplore.ieee.org/author/741958382095995>

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