

# Dr. Devara. S. Srinivas

Assistant Professor (HR & Digital Marketing)



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## Academic Advisor, Strategic Educationist, Academic Researcher, Academic Teacher, Lead Consultant Digital Marketing

Achievement-driven professional, targeting a position as Assistant Professor that will utilize my dedication to student's educational needs and development

### PROFILE SNAPSHOT

- A focused and goal-oriented teacher, zeal to scale to greater heights in the Education industry
- Expertise in encouraging learning among students using interactive discussions, assessment tools, creative lesson planning, individualized education plans, and 'hands-on' approaches to help students learn the subjects
- Skilled in collaborating with the University community, increasing student academics, and maintaining excellence in education
- Worked as Entrepreneur as Digital Marketing Consultant and served as Academic Researcher with specialization on teaching subjects (Human Resource Management (HRM) & Digital Marketing)
- Performance oriented professional, extensive abilities in streamlining education systems with a proven ability to enhance operational effectiveness.
- Deft in preparing lesson plans and educating students at all levels and knowledge of duties which include assigning homework, grading tests, and documenting progress.
- Knowledge of collaborating with teachers, parents & stakeholders, participating in regular meetings, planning and executing educational in-class, outdoor activities & events
- Proficiency in identifying student's learning needs, and developing customized learning solutions, utilizing the latest educational theories & practices
- Indelible reputation in making the classroom more function-able & maximizing the potential of every student by providing an educational atmosphere where students have the opportunity to fulfill their potential for intellectual, emotional, physical, mental, and psychological growth.
- Distinction between instituting proactive initiatives, implementing innovative methods (audio-visual aids) of teaching, updating the syllabus, and streamlining the conduct of examinations geared toward improving the quality of education
- Possess a high level of patience and commitment to working with Student and others. An effective communicator with excellent written & verbal communication skills and strong analytical, problem-solving & organizational capabilities

### AREA OF EXPERTISE

#### Teaching:

- Ensuring significant improvements in learning processes, quality & efficiency, utilizing resources, and maintaining a positive work environment
- Designing teaching modules, analyzing the needs & requirements, and imparting education to the students

#### Curriculum Development:

- Designing, developing & customizing teaching curriculum for the students
- Preparing teaching schedules, conducting examinations, and updating the students & teachers with curriculum changes & assessment methods

#### Student Management:

- Setting and marking assignments/tests, assessing students' work for internally assessed components of qualifications, preparing/maintaining records, and writing reports on students' activities
- Assisting & counseling students in their course & academic matters and various aspects of their career path

### CORE COMPETENCIES

- Learning Experience Design
- Instructional Methodologies
- Knowledge Management
- Student Evaluation/ Management
- Academic Leadership
- Assist and Support Students
- Student Interventions
- Training Strategy
- Academic Research and Digital Marketing Consultant
- Quality Management
- Proof Reading/ Editing
- Content Writing
- Human Resource Management

### EDUCATION

- Full Time **PhD** in Human Resource Management| GITAM School of Business| GITAM (Deemed to be University| Visakhapatnam| 2024
- **MBA**| JNTU, Kakinada| 2015
- **MIB**| Indian School of Business Management & Administration| 2018
- **MHRM**| Andhra University| Visakhapatnam| 2020
- **B.COM (CA)**| Sri Krishna Devaraya University, Anantapur| 2012

### TEACHING METHODOLOGY

- Seminars
- Discussions
- Group Assignments
- Role Play
- Weekly Test
- Student Counselling



LinkedIn

<https://www.linkedin.com/in/devara-s-srinivas/>

### General Administration:

- Providing leadership & guidance to the Teaching & Administrative Staff as well as imbuing discipline in students
- Fostering relationships between the institution and the community, acting as a resource person for several workshops, orientation programs, and events

### Academic Research

- Conducting systematic and rigorous investigations to advance knowledge in a HR and Digital Marketing
- Developing research questions, designing and implementing research studies, collecting and analyzing data, and communicating the findings through publications and presentations

### CAPABLE OF

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- Encouraging learning among students using interactive discussions, assessment tools, creative lesson planning, individualized education plans, and 'hands-on' approaches to make the learning process as interesting as possible.
- Streamlining education systems with a proven ability to enhance operational effectiveness owing to years in the corporate sector before realizing his calling for teaching.
- Preparing lesson plans and educating students at all levels and knowledge of duties which include assigning homework, grading tests, and documenting progress.
- Collaborating for planning and executing educational in-class, outdoor activities & events.
- Identifying student's learning needs, and developing customized learning solutions, utilizing the latest educational theories & practices
- Involved in Academic Research capability

### WORK EXPERIENCE

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#### PROFESSIONAL SERVICE:

- **Since Aug 2024 | International Freelance Business Research Consultant & Corporate Trainer (Human Resource Development, Advanced Digital Marketing and AI Prompt Engineering for Business Management)**
- **June 2018-June 2024 | GITAM School of Businesses, GITAM (Deemed to be University) | Full Time Research Scholar & Deputation Faculty**
- **Dec 2015-Feb 2018 | HOOK FOX India limited| Founder & CEO (Founder & Corporate Trainer (HR & DM) - Digital Marketing Consultant**

#### SOCIAL SERVICE:

- **Since Jan 2024 | INTERNATIONAL HUMAN RIGHTS WELFARE ASSOCIATION (IHRWA) | Chairman Youth Cell Visakhapatnam District**

### TECHNICAL SKILLS

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- **PGDCA** - (post-graduation diploma in computer applications) Microsoft Office (MS-Word, MS-Excel, MS-power point, MS-Access, MS-Share point, MS-Publisher), DOS (Disk Operating System/Command prompt, C & C++ Programming Languages, ORACLE & My SQL Database systems, JAVA Programming Language, DBMS (Database management system).
- Corporate Branding & Graphic designing.
- Corporate Blogging with WordPress.
- Certified Digital Marketing practitioner and Trainer.
- **AI Prompt Engineer** (Chat GPT, Deep Seek, Google Gemini AI, Microsoft Copilot, Meta AI )

### CERTIFICATIONS

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**DIGITAL MARKETING** - Search engine optimization (SEO), Search engine marketing (SEM), Google Analytics, Social media optimization (SMO), Social media marketing, YouTube marketing, E-commerce marketing, Affiliate marketing, E-mail marketing.

#### Digital Marketing certifications:

- **Google Certifications:**
  - Google Analytics Advanced Certification.
  - Google campaign manager Certification.
  - Google Ad-Mob Certification.
  - YouTube Ads Certification.
- **Microsoft Certifications:**
  - Microsoft Advertising Certified Professional (MACP)
  - Microsoft Advertising Search Certification.
  - Microsoft Advertising Native & Display Certification.
  - Microsoft Advertising Shopping Certification.

- **Hub spot Certifications:**
  - Hub spot Certified Digital Marketing Professional.
  - Hub spot SEO Certification.
  - Hub spot Content Marketing Certification.
  - Hub spot E-mail Marketing Certification.
- **DIPLOMA IN INFORMATION TECHNOLOGY (IT) MANAGEMENT** (Alison Certified)
- **NSDC – CERTIFIED PROMPT ENGINEER FOR GENERATIVE AI**  
(Chat GPT, Deep Seek, Google Gemini AI, Microsoft Copilot, Meta AI)

## PUBLICATIONS

- **“OUTRANKING AND DISTANCE-BASED MCDM APPROACHES IN MARKETING DECISION-MAKING”** a book chapter Published in a book of **“Multiple-Criteria Decision-Making (MCDM) Techniques and Statistics in Marketing”**, IGI GLOBAL Scientific Publishing, Scopus, ISBN13: 9798369391228ISBN13 Softcover: 9798369391235EISBN13: 9798369391242, <https://www.igi-global.com/gateway/chapter/372403>
- **“THE IMPACT OF HUMAN RESOURCES AUDIT PRACTICES IN INDIAN SMES: NOVEL APPROACH”** Journal of Positive School Psychology, SCOPUS, Google Scholar, 2022, Vol. 6, No. 4, 7497 – 7504  
<https://www.journalppw.com/index.php/jpsp/article/view/4972>
- **“PERCEPTION OF EMPLOYEES OF SME’S ON WORKING CONDITIONS PREVAILING IN THEIR ORGANIZATIONS CONCERNING HR AUDIT”** Turkish Online Journal of Qualitative Inquiry (TOJQI), SCOPUS, Volume 12, Issue 9, August 2021: 6250-6262  
<https://www.tojq.net/index.php/journal/article/view/7090>



## PAPERS IN SEMINARS & CONFERENCES

- Participated & Presented in an International Conference called “Contemporary Issues in Management Studies” was Organized by ICBM-School of Business Excellence, Hyderabad, Telangana and presented a paper titled **“Impact of Human Resource Audit Practices on Employee Efficiency and Effectivity in Indian SME’s”**.
- Participated & Presented in an International Online Conference called “Global Webinar on Engineering, Science and Technology” was organized by Baba Institute of Technology and Sciences, Visakhapatnam and presented a paper titled **“Human Resource Audit and its influence on HR Practices in SMEs in India”**.
- Participated & Presented in International Conference on “Management, Sciences, Engineering and Applications” held at Centurion University of Technology & Management, Odisha and presented a paper titled **“A Strategic role of HR Audit Practices in the performance of Indian SME’s”**.
- Participated in a National Conference on “Non-Performing Assets – Disclose or Disperse: problems, process and progress” held at GITAM Institute of Management, Visakhapatnam.
- Participated & Presented in National Conference on “Human Future in Digital Era” held at Andhra University and presented a paper titled **“HR in Digital Era: Impact of Digital Technology on HR practices in India”**.
- Participated & Presented in International Conference on “Technological Innovations in Management Ecosystem (IC-TIME 2018) held at GITAM Institute of Management, Visakhapatnam and presented a paper titled **“Digital Marketing: A Dynamic role of Technology in Business Engagement”**.

## TRAININGS & WORKSHOPS

- Participated in 10 days **“Research Training”** program conducted by MSME – Technology Development Center (PPDC), Agra in Association with Government of India.
- Participated in **International Workshop** on “Writing Literature Review Article” organized by Manuscriptpedia, Kanyakumari.
- Participated in **International Workshop** on “Research Methodologies – Application of statistical tools for Decision Making” organized by PG and Research Department of Commerce, Marudhar Kesari Jain College for women, Vaniyambadi.
- Participated in a **Research Webinar** called “Talking about Research” was organized by GITAM School of Gandhian Studies and Directorate of Research and Consultancy, GITAM Deemed to be University, Visakhapatnam.
- Participated in a **Faculty Development Program (FDP)** on “Doing Impactful Research and Publishing in Premier Journals (Scopus, ABDC, and Web of Science)” held at GITAM Institute of Management, GITAM Deemed to be University, Visakhapatnam.
- Participated in **“CHRO – Conclave”** held at GITAM Institute of Management and learned challenges, issues faced by HR Professionals in Industry and global HR scenario

## RESEARCH AREAS

- HR Audit
- Human Resource Development

## PERSONAL DETAILS

**Date of Birth:** 28-01-1989 | **Languages Known:** English (fluent), Telugu (native), Hindi (basic)