Dr P.GURU PRASAD Ph.D   Mobile: **8686 20 8686** , **98 48 38 28 43**,

E-mail: guruprasadpbs@gmail.com

A Wholesome Experience of 12.5 Years in **Teaching** and **2.10** years in **Industry (LV3)**

Doctorate from Acharya Nagarjuna University in Startups

Currently working as an Assistant Professor in MBA Business Analytics PB Siddhartha College of Arts and Sciences.

Previous experience Master Trainer in Edunet foundation for Data Analytics

Technologies trained : PowerBI , Cloud Computing , Python , R Programming , MongoDB and Excel

Alteryx Certified trainer from Eduskills

Technical Skills	Technology	Sub Topics	Level
Applications	MS Excel	Functions	Excellent
		Pivots	Excellent
		Dashboards	Excellent
Visualization	PoweBI	Power Query & Dashboard	Good
		Cleaning	Good
		Data Collection and Munging	Good
	Alteryx	Functionalities	Good
		Workflow	Good
		Reports	Good
Database	SQL	Data Building	Good
	MongoDB	Data Building	Good
Programming	R Programming	Programming	Good
	Python	Programming	Good
		Functions	Good
		Numpy	Good
		Pandas	Good
		Matplotlib	Good
		Seaborn	Good
		Machine learning	Learner

2.5 Years in Industry Experience in the same field of (Human Resource and Marketing)

Career Objective:

    To explore and share my knowledge, ideas, skills, and aspiration that can be used to the optimum level for mutual benefits.

Academic Qualifications:

- ➢ Doctorate in Commerce and Management from Acharya Nagarjuna University, Guntur.
- ➢ M.B.A Human Resource (Major) and Marketing (Minor) with aggregate of 62 % from Kakatiya University.
- ➢ B.Com (General) from Kakatiya University.
- ➢ Intermediate MEC from Dr Sarvepalli Radha Krishna Junior College Khammam.

Research and Conferences:

- ➢ During pandemic I have attended many Workshops Seminars and Conferences few Hands-on sessions too here is the glimpse of info in tabular format
- ➢ This link will give an access to all below certificates

  https://drive.google.com/drive/folders/1Cct2e0CtdGNfy867eGtJLDwUBpC4epWN?usp=sharing

Seminars, Conference and Workshops	
Level	
International	3
National	31
Events Type	
Days	**No of Attendance**
One Day	29
Two – Day	6
Three Day	6
Six Days	18
Seven Days	7
Event Type	
Event Type	**Numbers**
Conference	1
FDP	16
Online Sessions	4
Webinar	17
Grand Total	38

- Data Visulization using PowerBI , SRK Institute of Technology, Vijayawada. 29th Aug and 30 th August.
- UGC-MMTTC (HRDC), Osmania University-Resource Person invitation-Online Refresher Course in Business Analytics at UGC-MMTTC (HRDC),OU, Hyd.
- Certificate course on Excel advance and POWER BI Data Analysis (30 Hour) in collaboration with Alumini Association and CSI Vijayawada.
- Online workshop Marketing Analytics
- Conducted more than 5 workshops in PB Siddhrtha College of Arts and Sciences.
- Attended 10 days' workshop on Machine learning by CodeGnan and Business Toys (Banglore)
- Attended **Three day** workshop on Machine Learning using Python Vijayawada.
- Attended **Three day** workshop on Analytics using Tableau at Vijayawada.
- Attended One Day Workshop on HR Analytics, by MHRD Vijayawada.
- Attended 4 Day FDP on Business Analytics using SPSS in CMR College of Technology Hyderabad.
- Attended National Seminar on Future of Work in Changing Business Landscape.
- Attended a **Two-Day** Workshop on Text Analytics and Pondicherry University.
- Attended and Presented a paper on *The Role of Entrepreneurship for Promotion in Economic Development in* KLU.
- Attended and presented a paper in P B Siddhartha College of Arts and Science, Vijayawada on *New Innovations and Its Contribution to Business*.
- Attended workshop on *Business Analytics* at **NIT** Warangal.
- Attended a *One Week* Workshop on *Business Analytics DST* Sponsored at ANU, Guntur
- Published a paper on "Talent *management in Organizations*" in the book named Transforming organization through Talent Management" with ISBN 978-93-83241-6317.
- Published a paper on "*Remedial of E-Wastage*" In Stanford International Journal with ISBN No 978-93-5087185-1.
- Attended a "*National level Conference on Stress Management In Workplaces*" at V R Siddhartha College of Engineering with ISBN no ISBN 978-81-923134-0-1.
- Published an International Paper on the topic "**Job Crafting**" national monthly referred journal of Research Commerce & Management (December 2013 volume: ii issue: xii) ISSN 2277-1166 (IMF 2.5).

Experience:

- Faculty in MBA Business Analytics at PB Siddhartha College of Arts and Sciences, Vijayawada.

- **Master Trainer** in Edunet Foundation for PowerBI, Python for Data Science , R Programming Cloud Computing and Excel Advance from 03.03.2023 to
- Associate Professor in PB Siddhartha Arts and Science College, Vijayawada since June 2019 to 01.03.2023
- Guest Faculty for Forbes B School Vijayawada in dealing Business Analytics Subjects.
- Guest Faculty lecture for SDMSMK Vijayawada for Basics of Business Analytics.
- Guest Faculty in Vijaya Engineering college for dealing PowerBI to MBA Students and MEFA B.Tech Students.
- Worked as a Lecturer in Management in Westin College of Business Management from May 2018 to July 2019.
- Worked as an Assistant Professor in MIC College of Technology in Department of Management studies since July 2012 to June 2019.
- Worked as an Assistant Professor in KITS Engineering College in Dept of MGMT Studies from July 2009 to June 2012.
- Worked as an Assistant Professor in Anurag Engineering College from April 2007 to Feb 2008.

Academic Profile:

Teaching:

Since 2015 I have changed my direction towards Business Analytics and started teaching software's applications.

Training :

Faculty PB Siddhartha College of Arts and Science, Vijayawad , Andhra Pradesh.

Master Trainer in Edunet Foundation.
Technical Educator for EduBridge , Vijayawada.
Guest Faculty for Forbes Business School, Vijayawada.
Guest Faculty for Westin Business School, Vijayawada.
Guest Faculty for SRK Group of Institutions, Vijayawada.

Administration:

I can extend my services to the following sections in Academics

- Examination Branch
- Assistant Training and placement

Industrial Exposure:

- Worked as HR **EXECUTIVE** in **CORE-SOFTWARE PVT LTD** from DEC 08 to April 09,
- Worked as **HR EXECUTIVE** in **5m-Techheads** since Feb 08. till Nov 08,

> Worked as **Guest Faculty** at Smart Solutions, and DATA Quest HR Module Institutes Hyderabad.

INDUSTRY JOB PROFILE:

Recruitment

- Getting requirements from the concerned departments and getting it approved by the Management.
- Sourcing, screening the profiles through the network of references, Jobsites (Naukri, Monster, Times Jobs, Jobs ahead, Click Jobs), advertisements and consultants screening, short-listing the candidates and conducting the preliminary round of interview.
- Sole recruiter for research staff and core member of CAMPUS PLACEMENTS team.
- Scheduling the next level/technical round and final round of interview.
- Issuing offer letter for the candidate, maintaining the database (Hard & Softcopy).
- Completing all joining formalities and keep a track of all the activities until the candidate is on the board.
- **Major Skills Recruited : IT Sector**
- **Java Technologies**: J2EE, EJB, Servlets, Web Apache, TOMCAT JSP, XML, Struts, Spring and Hibernate.
- **Microsoft Technologies**: Dot Net, Asp.Net, VB.Net, ADO.Net, C#, VB, C++, and VC++.
- **Database Administrators**: Oracle, Sybase, SQL Server, DBA, PL Sql.
- **Testing**: Win runner, Load runner, Test Director, QTP, Software Quality Assurance Professionals, and Automation Tools.

Induction

- Induction program, introducing to Directors & other Departmental head's.
- Explaining the HR Manual,
- Explaining the leave policy, other policies of the company.

Payroll Processing

- Maintenance of leave records.(CL/SL/PL/EL&ML)
- Preparing salary statement of the employees and coordinating with accounts departments.
- Issuing the pay slips if required to any employee.

Other HR Activities:

- Maintaining the Attendance Registers, leaves, etc.
- Updating the employees personal profiles (Hard & Soft copy)

- Preparing monthly work force forecast. (Human resource planning)
- Facilitate the employee basic needs.
- Maintaining other administration work.
- Opening of bank account for the employees and maintaining the records confidentially.
- Updating files, records, reports, day-to-day activities.
- Preparing inter office correspondence (Notice Circulars) through internal mails and messengers under the guidance of CEO.
- Issuing, ID cards access cards & visiting cards (consigned employees)
- Processing of No Dues Certificate to the employees, Issue of relieving letters, forwarding to Finance Department for final settlement.

Professional Skills

- Takes initiative and works independently as a part of group.
- Committed to the work.
- Good communication and problem solving skills.

Academic Project:

Title: *Workers Participation in Management* at **S**ingereni **C**ollieries **C**ompany **L**imited (Kothagudem).

Description: To know the Industrial Democracy of a company that results to better utilization of work force in the Organization.

Project Outcomes

➢ The organization should increase about the philosophy of participation.

➢ The Management must establish a system for participation in which all categories of employees at the organization can participate.

➢ The workers unions should give importance to common goals and organization objectives then their personnel.

➢ Be a good listener and find out what are the benefits of the suggestions given by workers.

Personal Profile:

Name	**:**	P. Guru Prasad
Father Name	**:**	Pasumarthi Krishna Rao
Languages Known	**:**	English, Telugu, and Hindi.
Marital Status	**:**	Married
Permanent Address	**:**	Flat No 302 , Appaji Arcade,
		Komma Rama Street,

Prasadampadu , 521108

I hereby declare that all the above-mentioned details are correct to best of my knowledge.

Date :

Place: Vijayawada   **(P. Guru Prasad)**