


i	Name of Teaching Staff	Dr. V. Barla		
	Designation	Professor of Industry		
ii	Date of Birth	10.07.1957		
iii	Unique ID			
iv	Education Qualifications	Name of the Degree	Class	Grade
	UG	B.Tech.,		64.5%
	PG	M.Tech.,		75%
	Ph. D	DBA (Doctor of Business Administration)		70%
	Other	M.B.A. (IIM Ahmedabad)		60%
v	Work Experience			
	Teaching	18		
	Research	18		
	Industry	22		
	Others	Note: Industry Experience and Teaching were concurrent		
vi	Area of Specialization	Marketing and HR and AI ML		
vii	Courses taught at Diploma / Post Diploma / Under Graduate / Post Graduate / Post Graduate Diploma level	Marketing Management, Consumer Behaviour, Business Ethics and Corporate Social Responsibility, Customer Relationship Management Business Law, Marketing Management, Personality Development, Career Guidance, Business Research Methods, Human Resources Management, Operations management, Performance, Compensation Management Artificial Intelligence and Machine Learning		
viii	Research guidance	Direct supervision – 1 for Ph.D., Co-guideship – 10 for Ph.D., Direct Supervision – 22 fro M.Phil		
	No. of papers published	National Journals – 10	International Journals –5	
		National Conference –50	International Conference-10	
			Completed	
		Master	11	
		Ph.D.	2	
ix	Projects Carried out	25		
x	Patents (Filed& Granted)	-		
xi	Technology Transfer	2		
xii	Research Publications (No. of papers published in National / International Journals / Conferences)	23		
xiii	No. of Books published with details (Name of the book, Publisher with ISBN, year of publication, etc.)	3 (Paper for printing and packaging) Built to lead Tamasoma Jyothirgamaya		