

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						