



Dr. K. V. Subba Reddy Institute of Technology **(Autonomous)**

(Approved by AICTE, New Delhi & Permanently Affiliated to JNTUA, Ananthapuramu)
Accredited by NBA Recognized under Section 2 (f) and 12B of UGC Act, 1956
Website: www.drkvsrit.ac.in Email: drkvsr.principal@gmail.com
ISO 9001: 2015 & ISO 14001: 2015 Certified Institution



Department of Master of Business Administration

Faculty Profile

Faculty Name: Dr.S. MAHABOOB BASHA

Faculty Photo:



Faculty Description:

Dr.S. MAHABOOB BASHA is Head of Department in Master of Business Administration at Dr.K.V. Subba Reddy Institute of Technology, (Autonomous) Kurnool.

Profile Tab:

Qualification

Qualification	Institution	Year
Bachelor's degree	Sri Krishnadevaraya University, Anantapur, Andhra Pradesh	2007
Master's degree	Osmania University, Hyderabad	2009
B.Ed	Rayalaseema University	2022
MA English	Nagarjuna University	2025
PhD	Rayalaseema University	2026

Experience

Designation	Institution	From	To
HoD	Dr. K.V.Subba Reddy Institute of Technology, Kurnool.	2017	Till date
Assistant Professor	Bheemi Reddi Institute Of Management Science, Adoni, Kurnool	2013	2017
Assistant Professor	Stanley Stephen College Of Engg & Tech , Kurnool.	2009	2013

Awards / Achievement

Work Shop Program	Program on Industry, Interface, Institution in Kurnool.
Management Meet	Topic on Financial Accounting and Cost Accounting.
Management Meet	Topic on Emerging Trends of Internet Banking in India.
National Level Management Meet (BHEEMA 2K15)	Topic on Finance, Banking Institutions
National Level Management Meet KITES 2K17	ONLINE STOCK MARKET (PARIGGYANA)
IAENG(International association of engineers)	Member no 229389 http://www.iaeng.org/membership.html

Responsibilities Tab:

Responsibilities

- **Development of Short-Term Training Programs.**

- **Motivating and Energizing personally towards students**
- **Getting great ideas and activities to use with students**
- **Getting to network with people in related fields and hear other points of view. (Eg reading and tutorial services)**
- **Mentoring students to develop Research interest in topics of Management.**

Teaching Tab:

Expertise / list of subjects handled

Taught Subjects (P.G) MBA:

1. **Financial Accounting for Managers**
2. **Financial Management**
3. **Financial Institutions Markets & Services**
4. **Risk Management and Insurance**
5. **International Financial Management**
6. **Investment & Portfolio Management**
7. **Entrepreneurship development**
8. **Operations Management**
9. **Business Environment & Law**

Research Tab:

Research Interest

Title : DIGITAL MARKETING OTT PLATFORM.

Description : The research has been undertaken to make in depth analysis about the OTT platform in India. For post-Doctoral purpose.

Publications tab:

Conferences/seminars

- Participated in One Day National level symposium FINNOV 2019 Org by SSB.
- Participated in the Two-Day Two Day National Level Faculty Development program on EDII-16 Held at JNTU Pulivendula YSR District.
- Participated in the One-Day Work Shop on NPTEL held at G.Pulla Reddy Engineering College. Kurnool Dist held at 2015 organized by IIT Madras.

Journals

- **The digital revolution; Exploring influential factors in OTT Platform adoption (ISSN; 1994-8212/Volume 18/1)**
- **Unpacking User Satisfaction in OTT Platforms; the mediating role of user engagement. Scopus Indian Journal of Marketing ISSN; 09738703 Volume 56 Issue to Page 63.**
- **Impact of Over the top media services on consumer purchase behaviour educational administration; theory and practice ISSN; 2148-2403**
- **Journal on mobile banking-trends, issues and customer satisfaction (Role of mobile banking ISSN; 2249-7455)**
- **International Journal of Information Technology & Management (A Close-up IFRS of the New Accounting Standards in India ISSN 2249-4510)**
- **International Journal on Management of Values and Ethics (Role of Micro Finance in Promoting in Micro Entrepreneurship ISSN 2249-9512)**
- **International Journal on Management of Values and Ethics (Evaluating Financial Performance of SBI through Financial Ratios ISSN 2249 -9512)**
- **International Journal on Management of Values and Ethics (Regional Rural Banks in India. Exploring their future prospects ISSN 2249-9512)**
- **Journal of Advance and scholarly researches in applied education (A study on impact of Bancassurance model on the financially of select commercial banks ISSN;2249-7455)**
- **International Journal on IJMTE on (A new innovation in banking sector ISSN;2249-7455)**
- **International Journal on IJMTE on (Emerging technology trends in Indian banking sector ISSN;2249-7455)**
- **International Journal on IJMTE on (Enhancing financially inclusion role of micro finance ISSN;2249-7455)**
- **Journal of resource management and technology A Study on (Fixed Assets Management at Asian paints ISSN 0745-6999)**
- **Journal of Resource Management and Technology A Study on (New product development on market strategy ISSN 0745-6999)**

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Blog Tab:

Blog link: <https://www.blogger.com/blogger.g?blogID=4069556351214029325#allposts>