Compendium *of* *

DR. KAMAKSHAIAH MUSUNURU

(DoB: 15-06-1976)

MBA; M.Phil, UGC-NET, MSc-IT., Ph.D.,

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My Personal Website
Consultancy Website
YouTube Channel
GitHub profile

Mission

I am an academic of data science & analytics, open source software evangelist, enterprise solutions architect and full stack (R, Python, Java, NodeJS) developer. Software development related to LMS and health care informatics is my passion.

Vision

I am aspiring to be an edupreneur in the area of data science and analytics.

1   Core Competencies & Special Skills

1. I possess more than two decades of experience in teaching *business management, data science & business analytics.*

2. I teach quantitative techniques using *VBA, R, Python.* Data Mining, AI & Machine Learning (ML) using *R, Python, Java.* I also teach Big Data anlaytics using *Hadoop.* I teach IoT/IoET using *Arduino, Raspberry Pi, ESP8266 (NodeMCU)* through *MicroPython.* I teach cloud computing (incl. docker, kubernetes, web development) using respective open-source platforms.

3. Involved in curriculum development, design and launching of *Certificate, Diploma, Post Graduate and Masters* programs on *data science & big data analytics, Internet of Things (IoT).* I am also good at establishing labs for data science & big data analytics, IoT.

4. I am Full Stack developer, solution architect and developing software applications related to academic and enterprise level needs is my passion and also a hobby. I developed few software applications (including *virtual labs*), for various courses, refer section 12. All these software applications are open-source and also free, visit https://github.com/Kamakshaiah for more details.

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*This document is produced with TeX Live 2017/Debian (LATEX) (using UBUNTU OS - 64 bit machine)

2 WORK EXPERIENCE

(2016 - Till Date)

Working as *Associate Professor* at GITAM Institute of Management, GITAM (Deemed to be) University, Visakhapatnam. Subjects - *Data Science (R, Python), Big Data Analytics (Hadoop), Machine Learning & AI (R, Python), Cloud Computing (AWS, Google), IoT (AVR, Raspberry Pi), IT for Business Management, Marketing Analytics.*

(2013 - 2016)

Worked as *Associate Professor* in *Dhruva Collge of Management*, Hyderabad. Taught courses related to Business Analytics using Excel(VBA), SPSS, R, Python, Hadoop and SAS.

(2011 - 2013)

Worked as *Assistant Professor* in School of Management Studies, ***Symbiosis Center for Distance Learning***, part of prestigious Symbiosis International University, Pune, Maharashtra, India. Acted as program in-charge for PGDBA, PGDCRM, PGDRM.

(2009 - 2011)

Worked as *Assistant Professor* in Department of Management Studies, College of Business and Economics, ***Aksum Univerisity***, Aksum, Tigray, Ethiopia, NE Africa. Taught subjects like Management Information Systems (MIS), System Analysis & Design (SAD), Marketing Management.

(2007 - 2009)

Worked as *Associate Professor and Head of the Department* for MBA in *CVSR College of Engineering* (Now ANURAG University), affiliated to JNT University, Hyderabad. Handled both administrative and academic responsibilities.

(2003 - 2007)

Worked as *Associate Professor and Head of the Department* for Master of Business Administration in ***Noble College of Computer Sciences***, Kavali, Nellore, affiliated to S.V.University. Handled both administrative and academic responsibilities.

(2002 - 2003)

Worked as *Assistant Professor & Head of the Department* for MBA in ***Velankanni Institute of Management Studies***, Nellore, affiliated to S.V. University.

(2001 - 2002)

Worked as *faculty member* for the course of Bachelor of Business Administration in ***Pragathi College of Computer Science and Management Studies***, Chintamani, affiliated to University of Bangalore.

(1998 - 2001)

Worked as Lecturer for the courses of BBA and MBA in *Advanced Management College*, Nellore, a study center for Newport University, California.

3 EDUCATIONAL QUALIFICATIONS

Ph.D. *- 2018*

GIM, GITAM University, Visakhapatnam, AP, India. Thesis title - "Impact of Health Care Service Quality on Patient's Bhavior". Submitted in July, 2017; Awarded in June, 2018. INFLIBNET URI: http://shodhganga.inflibnet.ac.in/handle/10603/205885

M.Phil. - *64%* (2016)

DDE, Madurai Kamaraj University, Madurai, TN, India. The research dissertation titled "A study on marketing mix of marine fish in Nellore district" was published by Lambart Publishing, Germany, and available from www.amazon.com.

M.Sc., (IT) - *72%* (2016)

CDE, Acharya Nagarjuna University, Guntur, Andhra Pradesh.

UGC-NET (2005)

University Grants Commission's National Education Test, eligibility for lectureship, conducted by UGC, Government of India, New Delhi, India.

M.B.A. - *64%* (1998)

Arulmigu Meenakshi Amman College of Engineering (AMACE), Kanchipuram, affiliated to University of Madras, Chennai, Tamil Nadu, India.

B.Sc. (MPC) - *55%* (1996)

VR College, Nellore, affiliated to Sri Venkateswara University, Tirupati, Andhra Pradesh, India, in 1996.

3.1 Coursera Certifications

(2019) Foundations of Virtual Instruction. University of California, Irvine. Grade Achieved: 84%.

(2019) University Teaching. The University of Hong Kong. Grade Achieved: 92%.

(2020) Essential Epidemiologic Tools for Public Health Practice, Department of Epidemiology, Johns Hopkins Bloomberg School of Public Health. Grade Achieved: 85.10%.

(2022) Data Analysis with R Programming. Google Career Certifications. Grade achieved: 89.86%.

(2022) Machine Learning Introduction for Everyone. IBM. Grade Achieved: 70%.

(2022) Introduction to programming (using Python). Kaggle.

4 PHD Guidance

S.No.	Reg. No.	Scholar Name	Area of research	Institute	Stage/progress
1	122063604032	Susarla Chandra Sekhar	Digital marketing	GIM, GITAM Vizag.	Pursuing
2	122063604027	T S S Ravi Kumar	E-Business	GIM, GITAM Vizag.	Pursuing
3	218002158	K SREEDHARA BABU	Business analytics	GIM, GITAM Vizag.	Pursuing
4	22810429117	GORU MEHER	Business analytics	GIM, GITAM Vizag.	Admitted
5	22810363917	VENKANNA CHOUDARY YARLAGADDA	Business analytics	GIM, GITAM Vizag.	Admitted

5 WRITING EXPERIENCE

- SSRN page - http://ssrn.com/author=1674648

- Research Gate (RG) page - http://www.researchgate.net/profile/Kamakshaiah_Musunuru

- Scopus - https://www.scopus.com/authid/detail.uri?authorId=57200166952

- ORCID - https://orcid.org/0000-0002-1609-3446

- Mendeley - https://www.mendeley.com/authors/57200166952/

- Pablons - https://publons.com/researcher/1362628/kamakshaiah-musunuru/

- Kindle Direct Publishing (Amazon)

5.1   Books

1. Musunuru, K., (2012), *A Study on Marketing Mix of Marine Fish in Nellore District*, published by Lambert Academic Publishing, Germany, ISBN: 978-3-659-25972-2 ; available at: `http://www.amazon.com/studyMarketing-Marine-Nellore-District/dp/3659259721`.

2. Musunuru, K., (2012), *Virtual Marketing*, Co-authored and acted as content editor, copy righted to SOES for Symbiosis Centre for Distance Learning.

3. Musunuru, K., (2020). *R for Data Analytics: Learn R from Scratch.* (1st Ed.). Kindle Direct Publishing. Visit www.amazon.com for more details.

4. Musunuru, K., (2020). R for Beginners: Become R Expert in 5 Days. (1st Ed.). Kindle Direct Publishing. Paperback : 104 pages, ISBN-10 : 1520417411, ISBN-13 : 978-1520417417. Visit www.amazon.com for more details.

5. Musunuru, K., (2021). R for Beginners: Learn R in 7 Days. (1st Ed.). Kindle Direct Publishing. Paperback, ISBN-13 : 979-8530016547. Visit www.amazon.com for more details.

6. Musunuru, K., (2022). Data Analysis with R: A Pragmatic Approach. (1st Ed.). Kindle Direct Publishing. Paperback, ISBN-13 : 979-8370821349. Visit www.amazon.com for more details.

5.2   Working papers

1. "Working with Spatial Datasets and Geostatistic through R (language)". Available at `https://www.researchgate.net/publication/278038923_Working_with_Spatial_Datasets_and_Geostatistic_through_R_%28language%29`. DOI: 10.13140/RG.2.1.3726.3529

2. "Understanding Systems of Linear Equations and Programming through lpSolve and R Language." Available at `http://www.researchgate.net/publication/269401434_Understanding_Systems_of_Linear_Equations_and_Programming_through_lpSolve_and_R_Language`. DOI: 10.13140/2.1.2592.9280.

3. "Simulation in R (A programmer approach)". Available at `https://www.researchgate.net/publication/278038838_Simulation_in_R_%28A_programmer_approach%29` DOI: 10.13140/RG.2.1.3464.2080

4. "R for International Financial Research". Available at `https://www.researchgate.net/profile/Kamakshaiah_Musunuru/publications?sorting=recentlyAdded`. DOI: 10.13140/RG.2.1.4546.6967.

5. "Smart Service Decisions through R: Statistical Diagnosis for Service Process Variability with Special Emphasis to Healthcare Services". Available at `https://www.researchgate.net/publication/291973370_Smart_Service_Decisions_through_R_Statistical_Diagnosis_for_Service_Process_Variability_with_Special_Emphasis_to_Healthcare_Services` DOI: 10.13140/RG.2.1.1327.9762.

5.3   Publications

5.3.1   Marketing Analytics

1. Musunuru, K., & et al. (2018). "Study on Impact of Socioeconomic Makeup of Facebook User on Purchasing Behaviour", Vol. 39(43), October. *Revista ESPACIOSdigital*. **Indexed in Scopus**. **UGC Approval No. 19986**. SNIP, 2016-0.205; CiteScore, 2016 - 0.09. `http://www.revistaespacios.com/a18v39n33/a18v39n33p28.pdf`.

2. Musunuru, K., & et al. (2017). "Study on the factors affecting customer purchase activity in retail stores by confirmatory factor analysis", *Revista ESPACIOSdigital*. **Indexed in Scopus**. **UGC Approval No. 19986**. SNIP, 2016-0.205; CiteScore, 2016 - 0.09. `http://www.revistaespacios.com/a17v38n61/a17v38n61p30.pdf`

5.3.2   Health Care Management

1. Musunuru, K., & et al. (2011). "Patients choice or switching attitude towards health care services in private hospitals", in **International Journal for Engineering and Management Sciences**, India. $ISSN:2229 - 600X$; Can be retrieved at: `http://www.scienceandnature.org/IJEMS-Vol`

`2(4)-ct2011/IJEMS_V2(4)1.pdf`. ***Impact Factor - *** *4.965*. Indexed in **Index Copernicus**. *Google Scholar h-index: 23; i10-index: 74*

2. Musunuru, K., & et al. (2012)., "Multivariate Analysis on Stress and its Influence on Individuals Heavy Drinking, Perceived Health, and Perceived Life Satisfaction." by **Management Insights** (International Journal from School of Management Sciences, Varanasi). ISSN:$0973 - 936X$. `http://www.inflibnet.ac.in/ojs/index.php/MI/article/viewFile/1485/1342`. ***Indexed - OJAS platform of the UGC's INFLIBNET***

3. Musunuru, K., & et al. (2013), "Gender Age Wise Differences to Stress and its Influence on Health: Residual Analysis", in **Journal of Development Research**, ISSN:$2229 - 7561$, Vol. 4, No. 5, by VESIMSR, Mumbai.

4. Musunuru, K., & et al. (2016), "The Influence of Socioeconomic Characteristics on Patient Satisfaction: A Study on Diabetic Patients in Warangal" in **VIDWAT:Indian Journal of Management**. 9-1. ISSN:0975-055X. p. 32. **UGC Approval No. 46100**

5. Musunuru, K., (2016), "A Study on Global Water Consumption and Improved Sanitation Facilities: India's Plight in Contrast to Other Countries" in Social Work Chronicle, Volume 5 Issue 1, ISSN: 2277-1395. `http://www.publishingindia.com/swc/42/a-study-on-global-water-consumption-and-improved-sanitation-facilities-indias-plight-in-contrast-to-other-countries/475/3431/` ***Indexed: SocINDEX, Ulrich's Web, Cabell's Directory of Publishing Oppurtunities. UGC Approval No. 48639***

6. Musunuru, K., Dr. Reddi, V., (2018) Cause-and-Effect Relationship Betwen Service Quality Perception and Patient's Satisfaction with Special Reference to Private Diabetic Clinics, International Journal of Applied Marketing and Management. Vol. 3, Issue 1. pg. 34 - 43. ISSN: 2455-0132. **UGC Approval No. 48097**. `http://www.publishingindia.com/ijamm/96/cause-and-effect-relationship-between-service-quality-perception-and-patients-satisfaction-with-special-reference-to-private-diabetic-clinics/707/4928/`

7. Musunuru, K., Dr. Reddi, V., (2018). A Study on Impact of Hospital Service Quality on Patients Behavior with Special Reference to Private Diabetic Clinics. SUMEDHA JOURNAL OF MANAGEMENT. Volume 7 Issue No 3. ISSN: 2277-6753. **UGC Approval No. 46802**. `http://www.indianjournals.com/ijor.aspx?target=ijor:sjm&volume=7&issue=3&article=014`.

8. Musunuru, K., Dr. Mallela, J., (2018). A Systematic Review on Role of Health Care Administration in Geriatric Care. Open Access Journal of Gerontology Geriatric Medicine. ISSN: 2575-8543. `https://juniperpublishers.com/oajggm/pdf/OAJGGM.MS.ID.555633.pdf`

5.3.3 Software Management

1. Musunuru, K., (2012), "User perception towards OSOS with special reference to GNU/Linux", in **International Journal of Electronics Communication and Computer Technology**, India, ISSN:$2249 - 7838; 2(1)$; Manuscript ID: $0201M05$. Can be retrieved from: `http://www.ijecct.org/v2n1/5.pdf`. ***Indexed & Impact Factor :*** *1.2456*.

2. Musunuru, K., (2013), "the influence of computer awareness or knowledge on user perception towards OSOS software marketing" in **Journal of Marketing Vistas**; *ISSN:* $2249 - 9067$ by IPE, Hyderabad. **UGC Approval No. 45046 Indexed - EBSCO**

5.3.4 Education Management

1. Musunuru, K., (2021). `litreviewer`: A Python Package for Review of Literature (RoL). Machine Learning eJournal Vol 4, Issue 82. Available at `https://ssrn.com/abstract=3856547` or `http://dx.doi.org/10.2139/ssrn.3856547`.

2. Musunuru, K., (2021). `topmodpy`: A Simple Python Script for Topic Modeling. Information Systems eJournal Vol 4, Issue 26. Available at `https://ssrn.com/abstract=3746196` or `http://dx.doi.org/10.2139/ssrn.3746196`.

3. Musunuru, K., (2013) "A Study On Role Of Study Centers As Intermediaries In ODL Markets" in **Management Insights**; ISSN: $0973936X, Vol.9, No.1$; SMS, Varanasi. The paper can be retrieved

from *Indexed - OJAS platform of the UGC's INFLIBNET*

4. Musunuru, K., (2012), "A study on region-wise admission potential in ODL markets: with special reference to SCDL, Pune", in *International Journal of Management Technology and Engineering*, CCAC, Vol. I, Issue $6(II), p.61$. ISSN: $2249 - 7455$. *UGC Approval No. 45550*

5.3.5 Spirituality & Management

1. Musunuru, K., (2013), "Job-level Perceptual Differences Of Marketing Personnel To Spirituality And Its Influence On Work Productivity" By *IJSBE*, ISSN: $2277761X$, Vol.1, Issue 2, MRCET, Secunderabad.

2. Musunuru, K., (2014) "Marketing personnel spirituality and it's effect on work relationships, productivity and conflict resolution". *International Journal of Research Excellence in Management*. 3-2. pp. 202-206. *Indexed & Impact Factor 0.99*

5.3.6 Business Analytics

1. Musunuru, K. (2014), "Data Mining and Analysis By R Language For Business Research: A Case Study On Stress And Its Influence On Health", in *International Journal of Business Analytics*, ISSN: $2321 - 1857$, Publishing India. *Indexed in Proquest, i-scholar database. UGC Approval No. 47998*

2. Musunuru, K., Rao, S. S. P., (2018). Applicability of Random Forests Forecasting to International Currency Trade: An Investigation through Language. International Journal of Business Analytics and Intelligence. Vol.6, Issue 1. ISSN: 2321-1857. *UGC Approval No. 47998*

5.3.7 Others

1. Co-authored & Published a paper titled, "Electrical Equipment Markets in India", in *International Journal of Research Excellence in Management*, Vol. 1 & Issue 1, ISSN:$2278 - 7089$. *Indexed & Impact Factor 0.99*

2. Published a paper titled, "A Study on Retail Consumer Perception towards Super Markets and Kirana Stores in Hyderabad", in *Journal of Development Research*, ISSN: $2229 - 7561$, Vol. 5, No. 1, by VESIMSR, Mumbai.

3. There are few other papers under submission and waiting for response.

5.4 Edited Volumes

1. Musunuru, K., (2018). "A Comparative Study of Forex Trade of India and China through Forecasting using Brown's Method". M.S.V. Prasad, G. V. Satya Sekhar (Eds.), Currency Risk Management, Selected Research Papers. Vernon Press, USA, ISBN: 978-1-62273-443-6.

2. Musunuru, K., (2016). "A Study on Global Water Consumption and Improved Sanitation Facilities: Indias Plight in Contrast to Other Countries". Srinivasulu, A., (Eds.), Low Levels of Ground Water-Cause, Effect and Control.

3. Musunuru, K., (2017). "A Study on India's Plight in Producing Vegetables and Fruits: Cluster Analysis on Productivity of Select Countries." Radha Raghuramapatruni (Eds.), International Relations and Business Environment. pp. 94-107. India:Abhijeet Publications.

5.5 Paper Presentations

1. Presented (Full) paper titled "A Study on Suitability of Universal Service Obligation Wi-Fi Hotspots Scheme for Reducing Digital Divide between Rural Vs Urban Areas" at two day International Conference on "New Age Businesses and Transformative Leadership A Solution to Combat" held at ICFAI Law School, ICFAI Foundation for Higher Education on $6^t h$, $7^t h$, August, 2021.

2. Presented (Full) paper titled "Process Variability of Patient's Discharge Services at Private Diabetic Clinics: A Study through R Language" at two day International Conference on Technological Innovations in Management Ecosystems held at GITAM Institute of Management, GITAM (Deemed to be University) on 27th, 28th, July, 2018.

3. Presented (Full) paper titled "A Comparative Study of Currency Trade of India and China through Forecasting Using Brown's Method" for **National Conference on Currency Risk Management** at GITAM (Deemed to be University), 21st, October, 2017. Abstract published through Souvenir.

4. Presented (Full) paper titled "Indian Pharmaceutical Industry in a Global Economy: A Study" at **GITAM University Bio-2017 Conference**, Vizag. $10^{th} - 11^{th}$ August, 2017. Abstract published through Souvenir.

5. Presented a paper titled "Impact of Service Quality on Patient Satisfaction with special reference to Private Diabetic Clinics in Vizag" at IIM Khozhikode, Kerala at **International Conference on Marketing, Society & Technology** held during Sep'29 to Oct'01, 2016.

6. A paper titled "A Study on Global Water Consumption and Improved Sanitation Facilities: India's Plight in Contrast to Other Countries" is presented at 2 day **"National Seminar on Low Levels of Ground Water-Cause, Effect and Control"** conducted by *UGC-SERO* & GATE, Kodad, Telangana scheduled to be held on 10th & 11th, February, 2016.

7. Presented a research paper titled "The Influence of Socioeconomic Characteristics on Patient Satisfaction: A Study on Diabetic Patients in Warangal" in the *National Conference* held on 7th and 8th November, 2014 at *Apollo Institute of Hospital Administration* at Jubilee Hills, Hyderabad.

8. Presented a paper titled, "Gender Age Wise Differences to Stress and its Influence on Health:ResidualAnalysis", in **National Research Conference on strategic managemnet and research technology** on 19th, January, 2013, in VESIMSR, Mumbai.

9. Presented a paper titled, "Multivariate Analysis on Stress and its influence on individual's heavy drinking, perceived health and perceived life satisfaction in Canada", in two day **international conference on Engaging Canada – Engaging India: Quebec Context**, held in *University of Pondichery*, as a special invitee on 11th and 12th, June, 2012, conducted in conjunction with *Shastri Indo – Candian Institute*.

10. Presented a paper, "Open Source Software a viable option to sustenance of SMEs" , in 15th **National Conference** held in *University of Hyderabad*, Hyderabad. Published in conference souvenir.

11. Presented a research paper titled, "A study on region-wise admission potential in ODL markets: with special reference to SCDL, Pune", in **international conference** called *IRCMET*, conducted by *Global Open University* and *Choice Group of Colleges* (Pune) held in Bangkok, Thailand on $1^{st} - 5^{th}$, May, 2011.

12. Few other papers are under submission

6 FDPs/WORKSHPS/SEMINARS

6.1 Self

1. Organized and acted as resource person for a one day (online) workshop on *Structural Equation Modeling through R* on April $26, 2015$, through *Social Research Insights*, Hyderabad, Telangana State, India.

2. Organized and acted as resource person for one day workshop on *Structural Equation Modelling through R* on June $6, 2015$ at Dhruva College of Management, Hyderabad, Telangana State, India.

3. Conducted a *One Day (on-line) Workshop on "Data Analysis through SPSS"* on 16, January, 2016 for CRAFT Hospital & Research Centre, Kodungallure, Kerala, India.

4. Co-organizer, "One day seminar on Internet of Things (IoT)", conducted at *GITAM School of International Business*, GITAM (Deemed to be University), Visakhapatnam, Andhra Pradesh, India.

6.2 Participation

6.2.1 Online/Webinars

1. International Conference on "Rediscovering Management of Business Post Covid-19", organized by CMS, Jain (Deemed-to-be University) on 8th and 9th August 2020.

2. "HPC AI Technical Workshop", Organized by Aditech ICT Private Limited, Mumbai, in association with the IIT Goa, NSM Intel Software on August 17, 2020.

3. National Webinar on the topic Research Methodology for Social Sciences on 14th August 2020, organized by Department of Management Studies, Mahatma Gandhi University.

4. 2 Day Webinar organized by Avanthi Group of Institutions, Hyderabad in association with IQAC on "E-Resources for Teaching and Learning" held on 12th and 13th August 2020.

5. National Webinar on the topic "Covid-19 and its impact on Advertising Sector" on 12th August 2020, organized by Department of Business Management, University PG Centre - Kollapur, Palamuru University.

6. "Augmented Reality in Education", conducted by Thiagarajar School of Management (TSM), Madurai, TN, India. The program is on 11th August 2020 (Tuesday).

7. "Rediscovering Management of Business post Covid-19" on 8th and 9th August 2020 organized by CMS, Jain (Deemed-to-be University).

8. "New Trends in Logistics and Supply Chain Management" conducted by CBIT - School of Management Studies in association with Navata Supply Chain Solutions on 08th August, 2020.

9. One Day National Level Webinar on the Topic "Opportunities And New Challenges For Management Professionals In Post Covid – 19 Phases" on 4th August, 2020. Organised by Department of Business Management, University PG College, Palamuru University.

10. "A Holistic Approach for Total Well-being", conducted by Department of MBA., St. Joseph College of Engineering, Chennai on 31st July, 2020.

11. "Gender Concerns in Times of Pandemic- Safeguarding our well-being", conducted by *St. Mary's Centenary Degree College, Hyderabad*, 27th July, 2020.

12. "Planning Effective Digital Adoption for Online Learning", conducted by *Avanthi Group of Institutions, Hyderabad*, 25th July, 2020.

13. International panel discussion on "The Virus and its Global Effects on the Psychological, Physiological, Spiritual and Educational Viability: A Composite Talk on Covid-19" organized by LangLit International Peer Reviewed Open Access Journal.

14. Webinar on "Tips for writing a high quality research paper", conducted by *FIIB, Delhi*, 7th July, 2020

15. "Geo-spatial techniques of COVID 19: Challenges and Opportunities", conducted by *Savitri Bai Phule Mahila P.G. Mahavidyalaya*, Sikar, Rajasthan, India. 28th June, 2020.

16. "Publishing research articles in Scopus indexed journals", conducted by Chaitanya Bharathi Institute of Technology (CBIT), Hyderabad, Telangana State, India. 24th June, 2020.

17. Webinar on "Impact of Covid-19" on Indian Economy Insights from Data Analysis conducted by Department of Management Studies, Narayana Engineering College, Gudur, Nellore District, AP, India.

6.2.2 Offline/Seminars

1. Attended two day international seminar on *Emmerging Issues in Electrical Engineering* conducted by GITAM Institute of Science, GITAM, Visakhapatnam.

2. Attended a two day international conference on Engaging Canada – Engaging India: Quebec Context, held in University of Pondichery, as a special invitee on 11th and 12th, June, 2012, conducted in conjunction with *Shastri Indo – Candian Institute*.

3. Attended an *International Research Conference on Management, Engineering Technology*, which was held in **Bangkok, Thailand** on $01 - Mar - 12$ to $05 - Mar - 12$, jointly conducted by Global Open University of Nagaland Choice Group of Colleges of Pune.

4. Attended and acted as session coordinator for three technical sessions in *Symbiosis International conference* on open and distance learning; conducted by Symbiosis Center for Distance Learning, Pune; $21^{st}23^{rd}$, February, 2011.

5. Participated as delegate at *XIII national seminar on Hospital/Health Care Management and Medico Legal Systems* held on $6^{th}\&7^{th}$ of May, 2011, in *Symbiosis International University*, conducted by *Symbiosis Institute of Health Sciences* (SIHS) in Pune.

6. Attended Three day Workshop on *Interactive Learning Methodologies for Management Faculty* by School of Management Studies, conducted by JNT University, Hyderabad and sponsored by Universities Grants Commission, New Delhi, held during 1921, December, 2005.

7. Attended a two-day Workshop on "women in Management and Ethics" conducted on 27th, March, 2006. at *Sri Padmavathi Mahila University*, Tirupati, sponsored by ICSSR.

8. Participated in the *Faculty Development Program on Marketing* organized by *Deccan School of Management* in association with *Association of Indian Management Schools* (AIMS) from $26 - 30$, June, 2006.

9. Participated in a *two day Workshop on Teaching Techniques for Research methodology* conducted by *School of Management Studies, Jawaharlal Nehru Technological University*, Hyderabad, AP, India on 1314, August, 2007.

10. Attended a *National Workshop on Global Practices in Management Education: Bridging Global Landscape with Regional Reality Issues and Challenges*, conducted by School of Management Studies, *University of Hyderabad*, Hyderabad, AP, India on 67, November, 2008.

11. Attended a *regional awareness camp on software for higher education*, conducted by *Adobe Technologies* in Hyderabad, 2008.

6.3   As Resource Person (Invited Lectures)

1. Organized and acted as resource person for a two day workshop on "Data Analysis Using R Software" at Naran Lala School of Industrial Management Computer Science-MBA, Navsari on $14 - 15$th March 2015.

2. Acted as resource person for one day workshop on *Data analysis through open source tools* conducted on 14th September, 2015 at Narayana Engineering College, Nellore, Andhra Pradesh.

3. Acted as resource person for two day workshop on "Advanced Data Analytics through R Language" at GITAM Institute of Technology, Visakhapatnam on 29th & 30th August, 2016.

4. Acted as resource person for *Three Day Workshop on Advanced Research Methods in Management* at GSIB, GITAM University, on 31st August - 2nd, September, 2017.

5. Acted as resource person for *One Day Workshop on Social Media Analytics* at GSIB, GITAM University, on 7th October, 2017.

6. Acted as resource person for *FDP on Advanced Research Methods Data Analysis* held at GIM, GITAM, Visakhapatnam, 19th - 23th June 2018.

7. Delivered two day lecture on *Excel (VBA) & SPSS* at *Dhruva College of Management* on 29th & 30th May, 2018 as guest faculty.

8. Delivered One Day Workshop on "R for Data Analytics" for faculty GITAM Institute of Management, on $12^{th}, October, 2019$, conducted by Center for Learning and Sustainability, GITAM (Deemed to be University), Visakhapatnam, Andhra Pradesh, India.

9. Delivered a lecture on *Research Methods* for research scholars at *GITAM Institute of Management*, GITAM, Visakhapatnam on 1st March, 2020.

10. Delivered a lecture on *Structural Equation Modelling* for university wide research scholars organized by *Directorate of Research & Consultancy* at *GITAM (Deemed to be) University*, Visakhapatnam, India. 8th December 2021.

11. Delivered series of lectures on "R for Data Analytics" as a resource person for a *3 day training programme* conducted by *Institute for Development Studies*, Andhra Pradesh, India. 19th October to 21st October, 2021.

12. Delivered a lecture on *Text Analytics in Reserach* for Faculty Development Programme organized *Department of Research & Consultancy* at *GITAM Institute of Management, GITAM (Deemed to be) University*, Visakhapatnam, India. 27th, January, 2022.

6.3.1 Webinars

1. Delivered a two day 6 hour talk and also hands-on training related to "R for Multivariate Analytics" for a "One Week Online Short Term Training Program (STTP) on Emerging Trends in Digital Analytics", Conducted to Guru Nanak Institutions, Hyderabad, Telangana State, India. 24th August to 29th August, 2020.

2. "Impact of COVID 19 on Indian Economy", hosted by *Narayana Engineering College*, Gudur, Nellore Dt. Andhra Pradesh, India.

7 CONSULTING

7.1 Corporate Training

I taught business management as a corporate instructor during my stint in Symbiosis, Pune; following are the details of clients:

1. Dr. Reddy Laboratories, Pune

2. Wipro, Pune & Mumbai

3. Congnizant (both face-to-face & video conferencing), Pune & Mumbai

4. Indian Railways, CITARA, Hyderabad.

7.2 Mentoring

1. Principal Consultant, Social Research Insights (SRI), Hyderabad, India. Engaging in training and consultancy related to *data science & Analytics, Robotics and Business Research and IT Consulting.*

2. Advisor, BS Enterprises, Hyderabad. Engaging in NBFS, Precision Farming, Robotics, IT Consulting Services.

3. Advisor, Seven Technologies, Hyderabad. Engaging in *capital markets, mobile applications, web technologies, data science and analytics.*

8 PUBLISHING SERVICES

8.1 Editorial Boards

1. ***Editor-in-Chief***. Journal of Research Excellence in Management, ISSN: 22787089. 2011 to 2015.

2. ***Associate Editor***. Global Vistas, GSIB, Visakhapatnam. assigned ISSN: $2277761X$. 2016 to 2017.

3. ***Managing Editor*** - *International Journal on Strategies for Business Excellence*, registered and assigned ISSN: $2277761X$. 2013 to 2014.

4. ***Associate Editor*** - *Vidwat: The Indian Journal of Management*, ISSN: $0975 - 055X$, Dhruva College of Management, Hyderabad, India. 2013 to 2016.

5. ***Editorial Advisory Board***, *International Journal of Electronics Communication and Computer Technology*, ISSN: 2249 − 7838. 2011 - 2013.

6. ***Editorial Board***, "CKPIM Business Review", e-ISSN : 2347 − 5587. http://www.newhorizonsgroup.in/EditorialBoardCKPIMBR.html

7. ***Editorial Board*** - *The International Journal of Multidisciplinary Research(TIJMR)*. ISSN 2455-0922. http://www.newhorizonsgroup.in/EditorialBoardTIJMR.html

8.2   Editorial Review Board

1. *International Journal of End-User Computing and Development (IJEUCD)*. IGI Global. Visit https://www.igi-global.com/journal/international-journal-end-user-computing/218209

2. *International Journal of Information Systems in the Service Sector (IJISSS)*. IGI Global. Indexed in Scopus. Visit https://www.igi-global.com/journal/international-journal-information-systems-service/1099

8.3   Reviewer

1. *International Journal of Patient-Centered Healthcare (IJPCH)*. IGI Global. https://www.igi-global.com/journal/international-journal-patient-centered-healthcare/222288

2. *International Journal of Business Analytics (IJBAN)*. IGI Global. https://www.igi-global.com/journal/international-journal-business-analytics/67141

3. *International Journal of End-User Computing and Development (IJEUCD)*. IGI Global. https://www.igi-global.com/journal/international-journal-end-user-computing/218209

4. *International Journal of Information Systems in the Service Sector (IJISSS)*. IGI Global. Indexed in Scopus. https://www.igi-global.com/journal/international-journal-information-systems-service/1099.

5. *Journal of Electronic Commerce in Organizations (JECO)*. IGI Global. Indexed in Scopus & and ABDC. https://www.igi-global.com/journal/journal-electronic-commerce-organizations/1076

6. *International Journal of Applied Research on Public Health Management (IJARPHM)*. IGI Global. https://www.igi-global.com/journal/international-journal-applied-research-public/214902

7. *International Journal of Healthcare Information Systems and Informatics (IJHISI)*. Indexed in Scopus & and ABDC. https://www.igi-global.com/journal/international-journal-healthcare-information-systems/1094.

9   EXPERIENCE RELATED TO IT, DATA SCIENCE & BIG DATA ANALYTICS

9.1   Business Analytics

1. Spreadsheet Applications

    (a) MS Excel (VBA)

    (b) Libre Office Calc (VBA)

    (c) Gnumeric

    (d) Pyspread

2. GUI based applications

    (a) SPSS (including Syntax)

    (b) PSPP (including Syntax)

    (c) JASP

    (d) WEKA

3. Programming Languages

    (a) R Language (free & open source)

    (b) Python

   (c) SAS (proprietary)

   (d) Octave

   (e) Freemat

   (f) JAVA

   (g) Scilab

9.2 Reproduciable Research or Literate Programming

1. Reporting applications

   (a) LaTeX

9.3 Big Data Analytics

1. High Performance Computing through R

2. HADOOP - PIG, HIVE, HBASE, SPARK

9.4 Internet of Things (IoT)

1. Circuite Simulation & Network Analysis - `ngspice, KiCad`

2. Microcontrollers/Processors - AVR, ARM

3. Modules - ESP8266, Arduino, Raspberry Pi - 3 through Python

9.5 Web Development (Digital Infrastructure)

1. `Shiny` - R based web framework

2. `Flask` - Python based web framework

3. `Django` - Python based web framework

9.6 Blockchain & Cryptocurrency

1. OS - Hyperledge

2. Implementation - Python, JAVA

3. Analytics - R, Python

9.7 3D Modeling & Animation (AR/VR)

1. Blender, Unity & Vuforia

9.8 Deep Learning & AI

1. Python - scikit-learn, TensorFlow, Keras (Proficient in CNN, RL)

9.9 Linux

I am an active enthusiast of GNU/Linux (Open source software and one of the best Operating Systems in the world).

1. Awareness: Ubuntu-Linux, Open SUSE, Fedora, Puppy Linux

2. Level of knowledge: Installation, maintenance, configuration, shell scripting and also building Linux from scratch

3. Experience: from 2007

10 SOFTWARE DEVELOPMENT & PROJECTS

1. statdia: An R library for statistical diagnosis. This application is meant for healthcare organizations to assess service process variance *ala* patient admissions, medical treatment consistency, discharge services.

https://github.com/Kamakshaiah/statdia

2. adsba: A full featured server level application useful for survey data analysis. The application was developed using Shiny Web Framework. The application supports (1) descriptive analysis, (2) predictive analysis, (3) prescriptive analysis. The application also helps stock market consultancies in predicting stock prices through its menu *forecasting*.

https://github.com/Kamakshaiah/adsba

3. RGfSEM: A full freatured server level application for *patient behavior auditing*. Very much useful for hospitals for patient behavior audits. This application has high level methods for performing numerical and visual analysis (infographics).

https://github.com/Kamakshaiah/RGfSEM

4. anadetect: R library meant for *anomaly detection*. This application supports outlier detection from data using statistical learning. Very much useful for pruning data for stock market predictions.

https://github.com/Kamakshaiah/anadetect

5. RfQASS: A full featured server level applica-

tion meant for lean sixsigma and quality analytics. This application is useful for firms like pharmaceutical companies for performing quality analytics such as SPC and Design of Experiments (DoE). This application supports very renowned sixsigma methodology called DMAIC.

https://github.com/Kamakshaiah/RfQASS

6. `MLtRS`: A full feature server level *generic* application meant for practicing machine learning algorithms. This application supports both (1) supervised, and (2) unsupervised learning algorithms. Used for disease prediction, digital pathology, stock market predictions and consumer behavior auditing.

https://github.com/Kamakshaiah/MLtRS

7. `BaCAtRS`: Application for Blockchain and Cryptocurrency Analysis through R Shiny. BaCAtRS is server level R Shiny application. BaCAtRS provides psuedo-testing environment for blockchains and cryptocurrency coin market analysis. Supports various methods related to blockchain such as creating genesis blocks, proof-of-work, hashing and testing other blocks. Cryptocurrency coin market analysis supports various statistical techniques on coin market data. The application also provides mechanisms to identify best performaing coins also help portfolio analysis through *deterministic optimization method* and effecient fontier. The best part of this application is that it supports both `JSON` and CSV file formats.

https://github.com/Kamakshaiah/BaCAtRS

8. `DAtPF`: A generic application for data analysis. DAtPF is light weight Python Flask application which supports few statistical techniques related to descriptive, predictive and exploratory analysis.

https://github.com/Kamakshaiah/DAtPF

9. `RESTtPf`: Application for teaching and practicing digital strategy, digital assets and digital performance of digital organizations. Supports testing web services through RESTful methodology. The application supports token generation (using secret key) and checks administrator previllages. Highly useful for demonstrations related to digital infrastructure.

https://github.com/Kamakshaiah/RESTtPf

10. `CRDMaAtRS`: CRDMaAtRS is server level web application. Useful to handle customer relationhsip databases and warehouse operations.

Supports following basic operations:

(a) Database creation and manipulation (CRUD)

(b) Data Warehousing (ETL)

(c) Multidimensional Scaling

(d) Customer Segmentation

(e) Customer Churn Prediction

(f) Market Basket Analysis (supports only independent tests; Advanced version supports RSCL methodology.)

Dependencies: shiny, cluster, MASS, RSQLite; CRDMaAtRS depends or uses SQLite database engine. Visit https://www.sqlite.org/index.html for more information. Advanced version can be configured for MySQL, PostgreSQL, and few other database tools.

https://github.com/Kamakshaiah/CRDMaAtRS

11. `Sdoop`: Sdoop is a Hadoop Quick Start VM. Useful for teaching and research practices related to Hadoop. Supports MapReduce, Pig, Hive, Hbase.

https://github.com/Kamakshaiah/Sdoop

12. `GAtRS`: GAtRS is a R Shiny application for genomics and genetic analysis. The application is free and open source. Supports very few yet reasonable methods for teaching and research needs related to genetic analysis.

https://github.com/Kamakshaiah/GAtRS

13. `coronaproject`: Python class to deal with and analyse Coronavirus data sets.

https://github.com/Kamakshaiah/coronaproject

14. `topmodpy`: Python Script that helps finding suitable titles from certain domain of knowledge.

https://github.com/Kamakshaiah/topmodpy

15. `data-center-simulator`: A very simple Python script which is useful for demonstrating; (1) data center simulation (racks, devices, blocks), (2) data simulation (support only GBs), (3) Rack-awareness, (4) Safe Fail-Over, (5) Fault Tolerance, and (6) Write to me for customization or consultation.

https://github.com/Kamakshaiah/data-center-simulator

16. `litreviewer`: A Python package that helps text mining and analysis. Supports following tasks.

    - Web Crawling

    - Web Scraping

    - Text mining analysis

    https://github.com/Kamakshaiah/literature-review

10.1   Learning Management Systems

1. `mcqsmaker`: Python module for creating multiple choice questions from online data.

   https://github.com/Kamakshaiah/mcqsmaker

2. `smartQuiz`: Python Based Web Application for Smart Quizzes. smartQuiz is a web application for conducting smart quizzes. This application was developed by using Python Flask microframework.

   https://github.com/Kamakshaiah/smartQuiz

3. `SmartTTG`: Python Flask Application to Create Timetables. Free application depends on Python packages like flask, pdfkit, random, pandas and numpy.

   https://github.com/Kamakshaiah/SmartTTG

4. `QP-Pro`: Python Flask Application for Creating Question Papers. A very sleek and slender Python Application for converting questions into a question paper.

   https://github.com/Kamakshaiah/QP-Pro

11   Teaching Notes and Online Documentation

I developed teaching-learning material for my class requirements. Following are the details of online documentation and material for lab practice pertaining to them.

S.No.	Title	Online Documentation	Lab Material	Others
1	Big data analytics	HTML	LAB	VM
2	AI & ML	HTML	LAB	
4	Python for ML	PDF	LAB	
5	R for data analytics	HTML	LAB	BOOKS
6	Python for data analysis	HTML	LAB	
7	Java for data analytics	HTML	LAB	
8	C++ programming	HTML	LAB	

12   Virtual Labs

I developed virtual labs for my class requirements. Following are the links.

13   REFERENCES

1. Dr. V Nilesh Patil, Associate Professor, BIM, Balaji Group of Institutes, Pune; Mobile: 09960638946; nilesh2005@gmail.com

2. Dr. N. Santi Sree; Principal, Manpower College, Hyderabad. Mobile: 09440826726; drvnsanthisree@gmail.com

3. Mr. M Chandra Sekhar Rao; Collections Manager, HDFC, Hyderabad. Mobile: 09666641898; mcsrao78@gmail.com

S.No.	Title	Link
1	Data analytics (generic tool)	ADSBA
2	Machine learning (supports supervised & unsupervised algors)	MLtRS
3	Blockchains and cryptocurrency coin market analysis	BCMtRS
4	Structural equation modelling (for research scholars and academics)	RGfSEM
5	Operations and TQM	RfQASS
6	CRM and digital marketing	CRDMaAtRS
7	Generic Python application for data science and analytics	DAtPF
8	Python Application for API (REST) Practice	RESTtPF
9	Python Module for NoSql Practice	pybase
10	Python Module for NLP and Text mining	litreviewer
11	Genetic analysis through RShiny	GAtRS
12	Python Module for Data Center Simulations	datacenter
13	Sdoop (Sandbox for Hadoop developemnt testing)	Sdoop

14 PERSONAL INFORMATION

1. Full Name : Musunuru Kamakshaiah

2. Father's Name : Sri M. Sankar Rao, Rtd. Bus Station Manager, APSRTC, Nellore.

3. Address for correspondence : H.No. 6-32/166/1, P.No. 166 (South Part), Vayushakti Nagar, Dammaiguda (V), Nagaram (P), Kesara (M), Hyderabad - 500083, Telangana.

4. DOB : 15, Jun'1976

5. Reservation : OBC

6. Religion : Hindu

7. Nationality : Indian

Sign:
Place:
Date: