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P. Venkatesh

Objective	To play a significant role in the promotion of knowledge and creativity.
Academic Qualification	<ul style="list-style-type: none">• MBA (General Management) CGPA: 4.46 out of 5.00 Sri Sathya Sai Institute of Higher Learning (Deemed University), Andhra Pradesh, India.• M.Sc (Chemistry) CGPA: 4.84 out of 5.00 Sri Sathya Sai Institute of Higher Learning (Deemed University), Andhra Pradesh, India.• B.Sc (Hons) Chemistry CGPA: 4.52 out of 5.00 Sri Sathya Sai Institute of Higher Learning (Deemed University), Andhra Pradesh, India.
Project Work	(This project was undertaken as part of the MBA course)
Title:	Brand Loyalty Studies in the Instant Coffee Market.
Description:	<p>The project work is based on primary data collected through questionnaire, designed based on the model propounded by David Aaker (Managing Brand Equity)</p> <p>The project analyses the factors affecting Brand loyalty in order to create effective marketing strategies for retaining customers.</p> <p>The project results indicate that the factors affecting brand loyalty are intrinsic to the Brand and thus the intangible intrinsic value of the Brand need to be concentrated on for gaining loyalty.</p>
IT skills	MS Office, Visual Basic 6.0, C - Programming language, HTML, SPSS, and SAS/STAT (basic knowledge of data analysis).
Strengths	Leadership skills, Communication skills, Creative thinking (Lateral and out of the box)

- Awards received**
- Duke of Edinburgh's Award Scheme (all the three levels: Bronze, Silver and Gold).
 - Various prizes won at the School level for Stotram recital competitions and quiz competitions.
 - Various prizes won at the University level for Dramatics, Orchestra, Monoacting and Miming competitions.

Work Experience

Present

- Currently undergoing a training as **Academic Associate** at IIM Ahmedabad, in the Marketing Area, since June 2005. During this time, had an opportunity to participate in the Management Development Program (Sep. 6th to 9th, 2005) on "Marketing Analytics for Competitive Advantage", as an instructor for the tutorial sessions on data analysis using SPSS and SAS.

June 2004 – June 2005

- Worked as **Lecturer in Marketing** in the Department of Management studies, SRM Easwari Engineering College (Affiliated to Anna University), Chennai, India.

The courses handled include, Consumer Behavior, Relationship Marketing (for II year MBA), Research Methodology, and Communication Skills (for I year MBA).

November 2003 – June 2004.

- Worked as **Research Associate** with ICFAI University, Case Development Center, Hyderabad, India.

[Authored 18 case studies](#) on Multinational Organisations like Sony Ericsson, Johnson & Johnson, IBM, LG etc. and some Indian organizations like the Indian Railways. The Cases authored have been accepted by **The European Case Clearing House.** (www.ecch.com)

Personal Details

- Date of Birth: 07/01/1978
- Marital Status: Single

Hobbies

- Dramatics
- Music (Indian classical and Western)
- Books (Inspirational and Mystery)

Extracurricular activities

- Hold a **Diploma in Digital Film Making**, from SISI MultiVisual Academy, Ministry of Small Scale Industries, Govt. of India.
- Directed and acted a number of English plays as part of the cultural meet at the Institute
- Been a Conductor of Orchestras as part of the cultural meet at the Institute

- Associated with the Institute Brass Band for a period of six years (played Trumpet and Baritone)

Community activities

- Spear headed the team for collecting relief material for the victims of Gujarat (an Indian State) Earth Quake, January 26th 2001.
- Participated in Grama Seva (Village service), a Social Work organized by the Sri Sathya Sai Institute of Higher Learning to provide Food and Clothing to the poor people of a number of villages of the district of Anantapur, Andhra Pradesh, India.
- Participated in Blood Donation camps as part of the Duke of Edinburgh's Award Scheme.

Cases Studies authored (uploaded on www.ecch.com):

1. [ALDI: THE GERMAN WAL-MART?](#)
2. [ANGLOGOLD'S GROWTH STRATEGIES](#)
3. [BIOTECHNOLOGY IN CUBA](#)
4. [BRANDING: THE ASIAN DILEMMA](#)
5. [BUSINESS IN INDIA: THE LG WAY](#)
6. [BUSINESS OBJECTS: CRYSTAL DECISIONS: THE SYNERGIES](#)
7. [CHINA ON THE i-WAY](#)
8. [CHINA'S RETAILING CHALLENGES](#)
9. [DAINIK BHASKAR: THE INNOVATIVE MARKETER](#)
10. [DOCTORAL BLUES IN THE US B-SCHOOLS](#)
11. [IBMs GROWTH STRATEGIES IN INDIA](#)
12. [INDIAN RAILWAYS: THE COST OF PUBLIC SERVICE](#)
13. [J&J: GROWTH STRATEGIES IN THE 21st CENTURY](#)
14. [KRISPY KREME DOUGHNUTS: THE TROUBLED TIMES](#)
15. [LOW COST CARRIERS IN ASIA](#) - Adapted by Prof. Jochen Wirtz and Prof. Christopher Lovelock in their case book: "Services Marketing In Asia: A Case Book", Publisher: Pearson Education South Asia, Pte, Ltd., 2005.
16. [MPHASIS BFL: THE INDIAN IT SERVICES COMPANY GROWING THROUGH BPO](#)
17. [PROTON: THE MALAYSIAN CAR MAKER'S TROUBLES AND CHALLENGES](#)
18. [SONY ERICSSON'S ALLIANCE: THE SYNERGIES](#)

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