

Prof. D. Venkata Srinivas Kumar

Professor, Marketing & Business Analytics

Program Coordinator - MBA (Business Analytics)

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Brief Profile

Dr. Venkata Srinivas Kumar is a Professor of Marketing and Business Analytics at the School of Management Studies, University of Hyderabad. With over two decades of academic and industry experience, his expertise spans Artificial Intelligence applications in Marketing, Marketing Analytics, , Customer Experience Management, Consumer Behavior, Digital Marketing, and CRM. He has been with the University since 2010.

He is an invited speaker at various Management institutes on the topics related 'Marketing and Analytics', 'AI and Machine Learning in Business and Marketing', 'Research Methodology in Management and Social Sciences', 'Digital and Social Media Marketing', 'Customer Experience Management', Customer Relationship Management' etc.

Education

- Ph.D. in Management Studies, University of Hyderabad
- MBA (Marketing), Andhra University
- B.Tech (Mechanical Engineering), Nagarjuna University

Research Interests

- Customer Experience Management
 - Digital Marketing & CRM
 - Consumer Behavior
- Marketing Analytics
 - AI and Machine Learning in Marketing
- Sustainable Business

•Awards & Distinctions

- Best Teacher Award – Pendekanti Institute of Management, Hyderabad
- Excellence Award – NIIT Network Center, Vijayawada

- Best Research Paper Award – JBIMS, University of Mumbai

Major Research Projects

- Customer Acceptance of AI in Healthcare – Institution of Eminence, UoH (Ongoing)
- Employment & Employability of Graduates in India – NUEPA (Completed)
- ICT Impact on Rural Livelihoods – UGC UPE Phase-II (Completed)

PhD Supervision

- 7 Awarded, 2 Submitted, 2 Ongoing

Recent Research Publications (Selected)

- Customer adoption of AI in healthcare – *Health Marketing Quarterly*, 2025
- Privacy calculus & smartwatch adoption – *Rajagiri Management Journal*, 2024
- Online behavioral advertising & persuasion knowledge – *Decision (Springer)*, 2024
- Brand personality assessment using ML – *IJIMA*, 2024

For a complete list of publications, please refer to: Google Scholar:

<https://scholar.google.co.in/citations?user=T24tWLEAAAAJ>

Administrative Roles

- Program Coordinator – MBA (Business Analytics) Program (Current)
- Former Coordinator – MBA (General) Program
- Former Placement Coordinator, School of Management Studies

Condensed Academic Curriculum Vitae

Career Summary

Dr. Srinivas began his career in the plastic packaging industry as a Marketing Executive at Mold-Tek Plastics Ltd., Hyderabad, followed by marketing, customer care and territory business incharge roles at NIIT Network Center, Vijayawada. He transitioned to academia at Pendekanti Institute of Management, Hyderabad where he served for eleven years. Since 2010, he has been a faculty member at the University of Hyderabad.

Teaching & Research Areas

Artificial Intelligence & Machine Learning in Marketing, Marketing Analytics, Marketing Research, Customer Experience Management, CRM, and Digital Marketing.

A significant portion of the works are published in **internationally reputed journals** indexed in **Scopus, Web of Science, Social Sciences Citation Index (SSCI), and ABDC**, with multiple articles appearing in **high-impact outlets** such as *Journal of Retailing and Consumer Services, Telematics and Informatics, The Service Industries Journal, Vaccines, Health Marketing Quarterly, and Decision*. The research portfolio includes journals published by **Elsevier, Taylor & Francis, Springer, Emerald, Routledge, MDPI, De Gruyter, and Inderscience**, reflecting broad international visibility.

Recent publications (2023–2025) focus on **emerging themes**, including **AI adoption in healthcare, privacy calculus, online behavioral advertising, brand personality on social media, and wearable technology adoption**, demonstrating alignment with contemporary digital transformation and societal relevance. Earlier work established strong foundations in **service experience, customer satisfaction, loyalty, public transportation, hospitality, and electronic payment systems**, contributing validated measurement scales and theory-driven insights.

Selected Publications (Condensed)

- Customer adoption of AI in healthcare – Health Marketing Quarterly (ABDC B, Scopus), 2025.
- Customer adoption of smartwatches – Rajagiri Management Journal (ESCI), 2024.
- Creepiness & persuasion in online ads – Decision (Springer, ESCI), 2024.
- Brand personality management – IJIMA (Scopus), 2024.
- Holistic passenger experience – Journal of Retailing & Consumer Services (ABDC A), 2021.
- Service experience & vivid memory – IJHTA (ABDC B), 2021.

Doctoral Guidance

- 8 PhD scholars awarded across domains including Consumer Behavior, Customer Experience, AI-based Marketing, Service Experience, and Digital Platforms.
- 1 PhD theses submitted in 2025–26.
- 3 ongoing PhD scholars.

Major FDPs / Workshops Conducted

- Short term training program on Data Analytics at MMTTC, University of Hyderabad (2025)
- Business Analytics FDP – University of Hyderabad (2020)
- Healthcare Analytics MDP – University of Hyderabad (2019)
- Business Analytics FDP – 2016
- National Conference on Paradigm Shifts in Marketing – 2014

Invited Talks (Selected)

Invited lecture on, "Sales and Distribution Management-Millets & Soya Products", on 10/02/2026 during the Advanced E-SDP / Enterprise Development Programme on Food Processing based on Nutrition and Healthy Products (Soya Bean and Millets) held from 9th February to 13th February 2026 in collaboration with the Ministry of MSME, Government of India at NATIONAL INSTITUTE OF RURAL DEVELOPMENT AND PANCHAYATI RAJ, HYDERABAD.

Invited lecture on, "Correlation and Regression Techniques", on 12/02/2026 during the Six-Day Workshop on "Data Analysis Using SPSS" organized by Department of Tourism Management, Vikrama Simhapuri University, Nellore, Andhra Pradesh.

Invited lecture on "Sales and Distribution Management", on 17/02/2026, during the Advanced ESDP-Sustainable Technology Integration and Green Entrepreneurship (STIGE) program in collaboration with the Ministry of MSME, Government of India held from 16th to 20th February 2026 at NATIONAL INSTITUTE OF RURAL DEVELOPMENT AND PANCHAYATI RAJ, HYDERABAD.

Invited lecture on, ""Contemporary Approaches to Research & Development: Ethical Standards and Global Best Practices.(AI in Higher Education - Implications for Research)" On 22nd December 2025 at AV College of Arts & Commerce, Hyderabad.

Invited lecture on the topic "Strategic Marketing Approaches for Start-Up Enterprises& at Malla Reddy Engineering College for Women on 12/12/2025.

AI & Machine Learning – IARE Hyderabad (2024)

Blockchain Technology – IARE Hyderabad (2024)

Business Analytics Applications – MITS (2024)

Business Analytics for Decision Making – GNITC Hyderabad (2024)

CRM in Government Organizations – Dr. MCR HRD Institute (2025)

Professional Service

- Member – Purchase Committee, SMS, UoH
- Member – Campus Network Facility Committee, UoH

Former Placement Coordinator (SMS),UoH

Workshops & FDPs Attended (Selective)

- SEM Workshop – University of Hyderabad
- Machine Learning for Business – IIM Bangalore

- Case Teaching & Case Writing – IIM Kozhikode
- Experiential Learning in Marketing – TAPMI

MOOC Contributions

Contributed multiple modules (video lectures, e-content, assessments) for HRDC, University of Hyderabad, including Reliability & Validity, Conjoint Analysis, MDS, and Literature Review (SWAYAM).