



**NAME:** P.NEERAJA SANTHAN

**QUALIFICATION:** M.B.A, M.PHIL. (Submitted Ph.D Thesis for Doctoral Degree)

**INDUSTRY EXPERIENCE: 10 YEARS**

Worked as Asst. Purchase Officer and Purchase Officer for 8 years in Marketing and Purchase department of Marine and Communication Electronics (India) Pvt, Ltd, a government undertaking located at Visakhapatnam, manufacturing Radar and Communication equipment. Was actively involved in Industrial Marketing, Bank Liaison, Import and Export promotion, Planning and Procurement of critical electronic components for Import substitution of communication equipment for the defence and armed services, aviation and navigation sectors.

Worked as a manager in RANTECH Engineering, an Electronics and Communication Engineering company, in Visakhapatnam for 2 years. Nature of duties involved entire office administration, marketing for turnkey engineering and communication projects and procurement of material for the projects.

**ACADEMIC EXPERIENCE : 20 YEARS**

20 years of PG teaching in Marketing and related areas , Strategic Management, International Business and Global Marketing.

**OTHER AREAS IN ACADEMICS:** Organizing Academic Meets, Seminars and Management Meets.

**RESPONSIBILITIES HANDLED:** Convenor of Management Meet and Controller of Examinations.

**RESEARCH PAPERS SUBMITTED:** Submitted two research papers in seminars related to marketing in the year 2009 and 2011.

**PRESENT STATUS:** Working as Associate Professor in AQJ Centre for PG Studies since June 2011 and teaching both MBA and BBM students in the areas of Marketing, Advertising, Strategic Management, Global Marketing and International Business.

Actively involved in academic activities like student forums, management meets and other extra- curricular activities at college.

Holding the portfolio of Controller of Examinations for the past two years.