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Dr. Cheruku Ravi is an academician, presently working as Asst. Professor (C) in the Department of Business Management, University P.G College, Godavarikhani, Satavahana University, Karimnagar with over 20 years of teaching experience at under graduate and post graduate level. Previously he worked University P.G College, Kakatiya University Warangal. He is a man of indefatigable hard work and honesty put together. He got good credentials and rose to the commendable position with sheer of hard work. He acquires an appreciable academic record right from beginning of his schooling. He completed MBA from JNTUH and M.Com from Kakatiya University. He holds M.Phil. In Commerce and Business Management from Kakatiya University and awarded gold medal for securing highest marks in M.Phil. Examinations. Awarded Ph.D Degree to Kakatiya University Topic entitled "Impact of electronic media on consumer behavior". He published 22 Research publications in various National and International reputed Journals and books which have ISSN&ISBN. He published a book on Electronic media on consumer behavior. He attended and presented 38 Research papers in various seminars and workshops in different Universities. He has good experience & expertise in teaching subjects like Marketing management, Organizational behavior and Financial, Cost & Management accounting. He worked as NSS Programme Officer and Incharge Warden for hostels and presently working as incharge for Dept.of Business Management in University P.G College Godavarikhani with great determination, discipline & punctuality.