

RAMAKRISHNA KONGALLA

Assistant Professor,
Ph.D. Tourism & Internet Marketing (Pursuing),
UGC – NET, MBA – Tourism (Pondicherry University)



Address:
S/o Srisailam Parvathamma,
H.No. 2-35, Rachoor (V),
Veldanda (M), Marchala (po),
Mahabubnagar, A.P. 509320

E-mail- artist.ramakrishna@gmail.com,
Cell no: 09488244854, 9039411011.

AREAS OF INTEREST

Tourism Principles and Practices, Tourism Theories and Introduction, Tourism Marketing, Destination Management and Promotion, Contemporary Tourism, Online Tourism Promotion, E-Tourism, Internet Marketing for Tourism, Social Media Marketing for Tourism.

SEMINARS/WROKSHOPS/CONFERENCES/PUBLICATIONS

- Presented a paper on “Innovation in Tourism: Developing A New Product – Mini Bharath (The Glimpse of India) in UGC-SAP National Seminar with the theme “Managing Tourism Business For Sustainable Competitive Advantage” organized by Department of Tourism Studies, Pondicherry University on 23 & 24 March, 2012.
- Participated in the 64th All India Commerce Conference organized by the Department of Commerce, School of Management, Pondicherry University on 13, 14, 15 December, 2011.
- Participated and managed the activities of Industry Institute Interface Event – Akanksha’11 as Student presenter in the Panel-1 of Technical sessions organized by Department of Tourism Studies, Pondicherry University – February, 2011.
- Participated and presented a paper on “Creativity and Innovations in Tourism and Travel Trade” in UGC-SAP National Seminar with the theme “Creativity and Innovations in Tourism Entrepreneurship: Contemporary Trends” organized by Department of Tourism Studies, Pondicherry University, February, 2010.
- Won second prize in paper presentation on the theme “Tourism and Climate change” during Industry Institute Interface Event – Akanksha’10 organized by Department of Tourism Studies, Pondicherry University.
- Won Special prize for Poster Presentation on “National Nutrition Week” organized by the Department of Food Science and Technology, Pondicherry University during 01-07 September, 2009.