

Rahul Gandhi Burra

NALSAR University of Law
Justice City, Shamirpet
Medchal District, Hyderabad 500101
Telangana, India

Office: +91 8978529193
rahulgb@nalsar.ac.in

CURRENT POSITION AND EXPERIENCE

June 2014- Present	Assistant Professor, NALSAR University of Law
July 2013- Jan 2014	AVP, Infrastructure and Corporate Planning
Aug 2010-Apr 2013	Domain Consultant, Retail, CPG & Logistics practice
Apr 2009- Aug 2010	Probationary Manager (Marketing), Pulses Procurement

COURSES TAUGHT

MBA:

Operations and SCM Domain

Supply Chain Management, Operations Management, Operations Research, Retailing Management, Project Management, Sourcing and Warehousing Management and Lean Operations.

Analytics Domain

Managerial Computing with Excel and Advanced Forecasting Techniques for Business Applications, Supply Chain Analytics and Financial Analytics.

Finance Domain

Financial Services, Markets and Institutions, Security Analysis and Portfolio Management, International Finance Management and Financial Derivatives.

BBA: Mathematics for Managers -2 (Differential and Integral Calculus), Introduction to Operations and Supply Chain Management and Operations Management.

EDUCATION

2018	Ph.D. (Management, RTM Nagpur University, Nagpur
June 2011	UGC-NET-Management
2007-2009	MBA (International Business), IIFT 2007-09
2020-2022	MBA (Business Analytics), BITS Pilani
2003-2007	B.Tech (Mechanical Engg.), MNNIT, Allahabad.

AREAS OF RESEARCH INTEREST

Supply Chain Management

Operations Management

Operations Research

Retailing Management

Project Management

Advertising

Consumer Behaviour

Economics and Public Policy

AWARDS/FELLOWSHIPS

2023	Received NALSAR's Excellence in Research Award at the 19 th Annual Convocation, February 25, 2023.
2017	Selected for Chhattisgarh Chief Minister Good Governance Fellowship (CMGGF) in September 2017.

PUBLICATIONS

Book Chapters

2024	Burra, R. G., (2024). 'Adoption of Eco-friendly shopping practices by the grocery retail consumers and outlets in Hyderabad, India'. <i>Managing Business Strategies through Sustainability, Environment and Transparency (SET)</i> , 109-122. Bloomsbury India. ISBN 978-93-56405-26-4
2022	Burra, R.G., and Bhati, P. K (2022). Skill development practices and promotion of inclusivity among informal women workforce-The case of Self-employed women's association (SEWA), Ahmedabad. <i>WOMEN IN EDUCATION AND WORK LIFE</i> , 70. Bloomsbury India. ISBN

2012 Burra, R.G. (2012). Supply chain visibility as a competitive advantage: Assessing the value proposition. Management issues and challenges for the decade, 417-425. ISBN: 978-93-82163-24-4

Journal Articles

2025 Saraogi, H., Burra, R. G., & Shukla, M. K. (2025). Influence of Moment Marketing Campaigns on Customer Buying Behavior: Insights from Indian FMCG Industry. Towards Excellence, 17(4).

2022 Bhati, P., & Burra, R. (2022). Covid And Changing Employee Work Preferences Among Young Working Population in Hyderabad–Revisiting the Working Models Through Conjoint Analysis. Towards Excellence, 14(1).

Bhati, P., & Burra, R. (2022). Gender Differences in Personality Development Among Children Studying in Vernacular Medium Schools in Gujarat. Towards Excellence, 14(3).

Bhati, P., & Burra, R. G. (2022). Mother Tongue as A Medium of Instruction in Gujarat: Measuring the Impact on Personality Development in Children Through Core Self-Evaluation Approach. ECS Transactions, 107(1), 18781

2016 Burra R.G and Meghe B. (2016). “Inventory management at points of sale: Exploring and Analyzing the trends in Indian paint industry”. International Journal of Research in Computer Application & Management, 6(12), 79-81.

Burra, R.G and Meghe B. (2016). “Understanding seasonality and its impact on demand forecasting: The case of Indian Paint Industry”. International Journal of Research in Commerce and Management, 7(4),1-5

Yerramalli, R.T. and Burra, R.G (2016). Milk run Logistics and Vehicle Routing: A literature review. Seminar Paper, International Seminar on “Management Perspectives on Globalization, Technology and Innovation” Department of Management Studies, University of Madras on 18th&19thMarch, 2016

2014 Yerramalli, R.T. and Burra, R.G. (2014). Optimization of Electronic waste Recycling network and reverse logistics- A literature Review. Journal of Supply chain management systems, 3(4), 18-24

Conferences/Seminars/Invited Lectures

FDPs Attended

- 2026 Attended FDP on “How to publish Quality Research” organized by the Department of Management studies, NALSAR University of Law, Hyderabad on 6th February 2026
- 2025 Attended a two-week Faculty Development Programme on "Big Data and Generative AI" organized during 7th July – 16th July, 2025 by Electronics and ICT Academy, NIT Patna
- Attended FDP on "How to do quality research and publishing in top international journals", organized by Department of Management Studies, NALSAR University of Law, Hyderabad on 10th and 11th January 2025.
Attended eight days Online ‘NEP Orientation & Sensitization Programme’ under Malaviya Mission Teacher Training Program (MMTTP) from 30 December, 2024 to 8 January 2025, organized by IGNOU-MMTTC at STRIDE
- 2023 Participated in a two-week online Capacity Building Programme (FDP) on “Data Science” organized during 19th May – June 1, 2023 by PDPM Indian Institute of Information Technology, Design and Manufacturing, Jabalpur, India.
- 2022 Attended ATAL FDP on ‘Emerging Issues and Recent Advancements in Demand and Supply Chain Management’ organized by the Institute of Management Studies, IIT BHU from 7th to 11th January 2022
- 2021 Attended ATAL FDP on ‘Project Management’ organized by the Department of Management Studies, IIT Roorkee (DoMS) from 22nd to 24th December 2021
Attended ATAL FDP on ‘Analytics for Retail’ organized by the Department of Management Studies, BITS, Pilani from 13th to 17th December 2021

Conferences Attended

- 2024 International Law and Technology Conference on “Revolutionary Technologies and Evolutionary Laws: Challenges and Opportunities” organized by School of Law, Mahindra University, Hyderabad during 29th February 2024 - 2nd March 2024
- 2023 26th Nirma International Conference on Management (NICOM 2023) and presented on the topic ‘Payment Behaviour at Organized Grocery Retail Stores: An Explorative Study on Adoption of Technology-based Payment Methods in Hyderabad, India’ on 7th January 2023
- 2016 Taylor & Francis Journal’s Editorial Roundtable 2016 on 09th March 2016 at Taj Vivanta, Hyderabad, India
- 2019 Society for Technology Management (STEM) Annual Summit on 6th to 7th December, 2019 at Radisson Blu, Hyderabad, India
- 2015 Society for Technology Management (STEM) Annual Summit on 26th to 27th November, 2015 at Taj Vivanta, Hyderabad, India

Papers Presented

- 2023 Burra R.G (2023). “Employability of management students from non-premier private educational institutions in Hyderabad, India: Examining the role of selected factors”. Conference paper, International Conference on Emerging Market Dynamics and Global Trade, organized by the School of Commerce at KCC Institute of Legal and Higher Education, Greater Noida and School of Tourism and Hospitality Management at Sinop University, Turkey on 8th December 2023
- Paper presented at 26th Nirma International Conference on Management (NICOM 2023) on the topic ‘Payment Behaviour at Organized Grocery Retail Stores: An Explorative Study on Adoption of Technology-based Payment Methods in Hyderabad, India’ on January 7, 2023.
- 2017 Burra R.G (2017). “Farmer suicides: Examining the role of farm economics, geo-climatic conditions and socio-economic characteristics in the Bemetara district, Chhattisgarh”. Conference paper, 3rd International conference on Economic growth and sustainable development: Emerging trends, SDMIMD, Mysuru on 10th& 11th November 2017.
- Burra R.G and Chand S. (2017). “The impact of product life cycle on advertising behavior of a firm; exploring the evidences from the Indian liquid detergent industry”. Conference paper, International conference on Marketing: Marketing in a Digital World, SDMIMD, Mysuru on 26th& 27th October 2017
- Burra R.G (2017). “Restriction on import of non-fumigated pulses-Review of food security and sustainability aspects of Indian economy, without pulses imports from Canada”. Conference paper, International conference on “Engaging Canada and India: Perspectives on Sustainability”, Shastri Indo Canadian Institute, New Delhi on 11th& 12th May 2017.

SESSION Chair in Conferences

- 2025 Chaired a session titled "Capital Markets and Emerging Trends in Finance" in the International Conference on Banking, Finance and Capital Markets, organized by Department of Management Studies, NALSAR University of Law Hyderabad on 11th April 2025
- 2024 Chaired a session in ICSSR-SRC & TG CHE sponsored National seminar on ‘Forging Tomorrow’s Triumph: Cutting -Edge Innovations and Insights Defining Future Business Trends’, organized by Department of Business Management, Osmania University, Hyderabad and RG Kedia College of Commerce, Hyderabad on 28th June 2024
- Co-chaired a session with Prof. Vanka Sita of University of Hyderabad in ‘International Conference on Responsible Production and Consumption (ICRPC): Agricultural Sustainability and Food Security’, organized by School of Management Studies, University of Hyderabad on 7th March 2024

Guest Lectures Delivered

- 2026 Delivered the course "Advanced Forecasting Techniques for Business Applications" to MBA Students of IIFT, Kakinada during January -March 2026 trimester.
- 2025 Delivered sessions on "Business Research Methods" to DBM Students of HCU, Hyderabad on 13th and 14th December 2025
- Co-delivered the course "Supply Chain Analytics" along with HCU faculty Dr Pramod Kumar Mishra to PGDM Students of ESCI, Hyderabad during September - December 2025 semester
- Delivered the course "Project Management" to PGDM Students of ESCI, Hyderabad during September -December 2025 semester
- Delivered sessions on "SPSS tool in Research Methodology" to research scholars (PhD) at Yogi Vemana University, Kadapa on 28th and 29th November 2025.
Delivered sessions on "Personal Branding" to PGDM Students of ESCI, Hyderabad on 23rd September 2025
- Delivered sessions on "Project Management" to PGDBM Students of HCU, Hyderabad on 17th May 2025
- Delivered a session on "The Relevance of Logistics Towards Sustainable Ecommerce Operations" to the MBA students of RG KEDIA College of Commerce, Hyderabad on 26th April 2025
- Delivered a session on "Sustainable Ecommerce Operations" on 28th Jan 2025 in the MDP titled "Sustainable Supply Chain Management (SSCM)", jointly organized by SMS, UoHyd and Meritone Inc, USA
- 2024 Sessions on Decision Modelling to students of Tata Institute of Social Sciences, Hyderabad from October 2024 to December 2024
- Sessions on Operational Analytics to students of Ashoka School of Business, Hyderabad from September 2024 to December 2024
- Sessions on Financial Analytics to students of Ashoka School of Business, Hyderabad from September 2024 to December 2024
- 2023, 2024 Session on "Cost of Quality " for employees of M/s. Aurobindo Pharmaceutical Ltd., on 07th August, 2023 and 18th April 2024 at ESCI campus, Hyderabad.
- Sessions on Lean Operations to students of Vishwa Vishwani Institute of Systems and Management, Hyderabad from January 2024 to April 2024 and Jan-Apr 2023.
Sessions on "Coordination and Motivation" to the Trainee officers at National Industrial Security Academy at Hyderabad on 6th & 7th September 2023 and 20th and 21st March 2024

2022, 2023, 2024	Sessions on Sourcing and Warehousing Management to students of Vishwa Vishwani Institute of Systems and Management, Hyderabad from July 2024 to December 2024, July 2023 to November 2023 and August 2022 to December 2023
2023	Sessions on Advanced Microsoft Excel to students of Vishwa Vishwani Institute of Systems and Management, Hyderabad from July 2023 to November 2023 and January 2023 to April 2023
	Session on “Retention and Retrenchment in the Indian IT Sector” on 16 th November 2023 at MNLU Aurangabad
	Sessions on Supply chain Management to students of Vishwa Vishwani Institute of Systems and Management, Hyderabad from 11 th July 2023 to 21 st July 2023
	Session on “Marketing of Agricultural Products” to the Para legal Volunteers on Agri Legal Aid clinics at NALSAR University Hyderabad on 11 th May 2023.
	Session on Power of Positive Communication to employees of Powergrid Corporation of India Limited on 28 th March 2023
	Sessions on Operations Management to students of Vishwa Vishwani Institute of Systems and Management, Hyderabad from July 2022 to September 2022
2022	Session on Inventory Management Techniques on 11 th April 2022 at School of Management Studies, University of Hyderabad
	Session on Crisis Communication to employees of Powergrid Corporation of India Limited on 24 th March 2022
2020	Session on Communication and presentation Skills to employees of Powergrid Corporation of India Limited on 21 st January 2020
2019	Session on Advanced Excel to the students of The Institute of Cost Accountants of India on 20 th September 2019
2013	Session on Qualitative research on 23 rd February, 2013 at IMT Nagpur.

Resource Person

2025, 2026	Invited as an External Expert for the Interview Board for admission to IIFT's MBA Programmes
2022 Onwards	Examination Question paper Setter, Jawaharlal Nehru Technological University, Andhra Pradesh.
2023	Invitee for curriculum review, 3 rd Industry-Academia Meet at St. Joseph's Degree & PG College, Kingkoti, Hyderabad on 15 th February 2023.
2022	Invitee for curriculum review, 2 nd Industry-Academia Meet at St. Joseph's Degree & PG College, Kingkoti, Hyderabad on 19 th February 2022

Workshops Attended

- 2016 Supply chain analytics workshop delivered by Prof. Sunil Chopra, at IMT Hyderabad on 20th January 2016
- 2013 Financial Analysis and Modeling using Excel, organized by IMT Nagpur on 17th to 18th May 2013
- Statistical Data Analysis using SPSS, organized by IMT Nagpur on 16th to 18th January 2013.
