



CURRICULUM VITAE'

Of

Prof. PANATULA MURALI KRISHNA
Professor of Management

&

Dean,
Faculty of Commerce & Management
Director, IQAC
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Dr. PANATULA MURALI KRISHNA

Professor of Management & Dean, Faculty of Commerce & Management

SK Institute of Management

Sri Krishnadevaraya University, ANANTAPUR (AP)

&

Formerly Professor, Head, Dean, and Chairman, BoS,

School of Commerce & Management, Dravidian University, Kuppam (AP)

A. GENERAL INFORMATION:

Name : **PANATULA MURALI KRISHNA**
Date of birth : 10-06-1963 (Tenth June Nineteen Sixty-Three)
Nationality : Indian
Address, Permanent : S/o Dr. P. Subbaraghavaiah, Sanskrit Pandit (Retd), Poet & Writer,
7- 68, Srinagar Colony, Santhapet,
CHITTOOR (AP) 517 004, India.
Ph: (R) 091-8572-248150.
Present : **Professor of Management,**
Sri Krishnadevaraya Institute of Management,
SK University, ANANTAPUR (AP) – **515 003**
Mobile 9440556990
Formerly: Founder Head, Dean & Chairman, BoS,
School of Commerce & Management,
Dravidian University, Kuppam (AP) 517 425. **(On Deputation)**
E-mail: panatula_murali@yahoo.com; panatulamurali@gmail.com

Qualifications : **M.Com, M.B.A., Ph.D., FDP (IIM – Ahmedabad)**
Subject & Specialisation : Human Resource Management & Marketing
Subjects of Interest : TQM, Supply Chain, Knowledge Management, Strategic Management
Present Position : Professor of Management
Languages Known : English, Hindi, Kannada, and Tamil & Telugu
Computer Proficiency : Windows, MS Office

B. MAJOR ACHIEVEMENTS IN CAREER:

1. Delivered distinguished invited lectures on “**Review of Literature**” and “**Construction of Questionnaire**” (2 sessions) on **04-10-2023** in Capacity Building Programme on Academic Research Excellence organised by the Indian Institute of Management, Raipur (IIMR) from 3rd to 14th October 2023 and sponsored by the Indian Council of Social Science Research (ICSSR), New Delhi.
2. Convener, APICET-2023 for the state of Andhra Pradesh for admission into MBA & MCA.
3. Organised as Director of ICSSR Sponsored 10-day Research Methodology Course (For M.Phil., Ph.D and PDF Scholars) in Social Sciences in SKIM, SK University, Anantapur from 26th October to 5th November 2022.

4. **Dean**, Faculty of Commerce & Management, SK University, Anantapur since 22nd September 2022 to till date.
5. **Dean i/c**, Faculty of Law, SK University, Anantapur from 01-05-2023 to till date.
6. **Chairman, BoS** in BBA, SK University, Anantapur since May 2022.
7. **Resource Person** to deliver lecture on 'Business Communication and Legal Formalities in an Enterprise: (Factory Act, PF, Labour Laws), in a DST sponsored Faculty Development Programme organised by the Indian Institute of Plantation Management, Bangalore during 23rd August to 4th September 2021.
8. **Director**, IQAC, SK University, Anantapur since 10th March 2021.
9. **Dean i/c**, School of Commerce & Management, Dravidian University, Kuppam from 07-11-2007 to Delivered Valedictory address in the 12-day online FDP on Entrepreneurship organised by the GATES Institute of Technology, Gooty, Anantapur district, Andhra Pradesh between 16th and 27th March 2021.
10. Delivered **keynote address** as a resource person in a technical session to talk on Personality Traits of an Entrepreneur & Ecosystem available for promoting Entrepreneurship on 27th March 2021 in the 12-day online FDP on Entrepreneurship organised by the GATES Institute of Technology, Gooty, Anantapur district, Andhra Pradesh.
11. **Dean i/c** of Faculty of Commerce & Management, SK University, Anantapur from 10th February to 5th March 2021.
12. **Chairperson** of a technical session on "Total Quality Management in Higher Education & Research", on 19th March 2021 in a 7- day online Faculty Development Programme on "Recent Trends in Management", organised by the Department of Management, GATES Institute of Technology, Gooty, during 15th – 27th March 2021.
13. **Chairman**, Board of Studies (BoS) in Management, SKIM, SK University, Anantapur from 3rd September 2019 to 2nd September 2021.
14. **Regional Coordinator, APSET 2020** for Anantapur region from 22nd October to 20th December 2020. The examination was held on 20th December 2020 in 5 centres.
15. **Member**, 45th University Annual Report Committee, SK University, Anantapur, 2019-20.
16. Editor of textbooks on Labour Laws (No. 52) and International HRM (No. 54) for MBA programme of Dr. BR Ambedkar Open University, Hyderabad, Telangana, 2019-20.
17. **Dean, International Affairs, SK University, Anantapur from 28th December 2020 to till date.**
18. Delivered special invited lecture on **Research Report Process and funding sources for social science research** in a Two-day International Workshop on Research Methodology in Social Sciences by the Department of Business Management, Yogi Vemana University, Kadapa, Andhra Pradesh during 13th – 14th August 2019.
19. **University Placement Officer** from 2018 to 2019, SK University, Anantapur.
20. **Head**, SKIM, SK University, Anantapur from 19th July 2018 to 18th July 2020 (2 Years).
21. Delivered on-line lectures on **Report Writing** in Research Methodology module to the professional students of Executive Management Programme of the **Millennium University, Malawi, Africa** on 28th October 2018.
22. Delivered on-line lectures on **Report Writing** in Research Methodology module to the professional students of Executive Management Programme of the **Millennium University, Malawi, Africa** on 28th October 2018.
23. **Course Writer** for distance education on 'Business Environment and Policy' to SPMVV, Tirupati, 2017.

24. Keynote speaker and resource person in a 2-day national workshop on “Capacity building in Research Methodology”, organised by the JNTUK University College of Engineering, Vijayanagaram, Andhra Pradesh, during 18th – 19th April 2016.
25. **Dean**, Industry Interface & International Collaboration (IIIC), SK University, Anantapur from 1st March 2016 to 28th February 2018 (2 Years).
26. Member, Editorial Advisory Board, ‘SANKALP’, Journal of Management, C.K. Shah Vijapurwala Institute of Management, Vadodara, Gujarat Technological University since 26th June 2014.
27. Keynote speaker in the UGC National Seminar on “Impact of Micro Finance on Self Help Groups and Bank Linkage Programmes for Rural Women” organised by the Department of Commerce, PVKN Government Degree College, Chittoor, AP during 28th and 29th December 2013.
28. Faculty Resource person in a Faculty Development Programme on “Emerging Trends in Management Education”, organized by the Sri Venkateswara College of Engineering & Technology (Autonomous), Chittoor (AP) during 16th – 17th November 2013.
29. Faculty Resource person for Indian Council of Social Science Research – SRC Hyderabad in the programme on Research Methodology Course in Social Sciences for SC & ST Scholars held in Acharya Nagarjuna University, Guntur, 3rd & 4th December 2013.
30. Panel speaker in a Two-day national seminar on ‘Changing Scenario of Human Resources in India’ organised by Bommidala Department of Human Resource Management Acharya Nagarjuna University Nagarjuna Nagar Guntur and sponsored by UGC and APSCHE during 18th – 19th October 2012.
31. Member, BoS in Management at JNTU Anantapur (2010), Sri Padmavathi Mahila Viswavidyalayam, Tirupati, (2011), Davangere University, Davangere, Karnataka (2013), Vardhaman College of Engineering (Autonomous), Shamshabad, Hyderabad, (2014), MANUU, Hyderabad, (2020), Silver Jubilee Government College, Kurnool (2022).
32. Responsible in getting I-CET 2010 centre for Dravidian University, Kuppam for the academic year 2010-2011 to conduct entrance test for admission into MBA and MCA courses across the state of Andhra Pradesh.
33. Member, Central Committee AP I-CET – 2010, 2018, 2019, 2020, Government of Andhra Pradesh.
34. Establishment of department and school of Commerce & Management at Dravidian University, Kuppam during October 2007 to September 2010.
35. Training consultant for HINDALCO in 2009-2010.
36. Provided about **250** job placements for Under-graduate and Post-graduate students of Dravidian University, Kuppam in 2009 through organising **campus placement programmes** by inviting diverse companies in India.
37. Editor of study material prepared for MBA programme under distance mode by the Dravidian University, Kuppam 2009-10.
38. **Member, UGC XI Plan evaluation Team that visited Guru Jambheshwar University of Science & Technology, Hisar, Haryana during 26 – 28th July 2008.**
39. Designed and prepared syllabi for more than 100 subjects in the faculty of commerce & management at Dravidian University, Kuppam for courses such as BBM, M. Com, MBA, and Ph.D in Commerce & Management in the capacity of Chairman, BoS during 2008 - 2010.
40. Member, Academic Senate, Dravidian University from 2007 to 2010.
41. Introduced 5-year integrated course in Commerce (M.Com) in the year 2007-2008 leading to B.Com (after three years) and M.Com (after 5 years) at Dravidian University, Kuppam.
42. Introduced 2-year (4 semesters) full-time programme in Management leading to MBA in 2007 at Dravidian University, Kuppam.

43. **University PRO** at SK University, Anantapur from 1-12-2004 to 30-11-2005.
44. Won BoLT Award in 2004 instituted jointly by the Deccan Chronicle Group, Air-India, and Singapore Tourism Board for excellence in student out-reach activities.
45. Introduced new subjects such as **Total Quality in Managing Human Resources, Knowledge Management, and Employee Empowerment** in both MBA regular and distance modes under HR stream at SK University, Anantapur in the academic year 2004-05.
46. Resource person in training programme in 2003 for Mandal Revenue Officers of Anantapur district sponsored by the Government of Andhra Pradesh under public systems group.
47. President and Secretary, SKIM Alumni Association since 2002
48. Prepared study material on Management Concepts for PGDPM & MBA courses offered by the Distance Education Centre, S K University, Anantapur in 2000.
49. Invited by the Sardar Patel University, Anand, Gujarat, on the UGC extension lecture scheme for the year 2000-2001.
50. Received UGC Research Award in 1998 for conducting research in the area of Quality of Work Life in Indian Organisations.
51. Nominated in 1997 as a Member on the Expert Academic Panel for Andhra Pradesh Social Welfare Residential Educational Institutions Society, Dept. of Social Welfare, Govt. of AP.
52. Organized special interaction programs with BHEL-Hyderabad and SHAR Centre-Sriharikota, Nellore, Andhra Pradesh in 1994 and 1995.

C. ACADEMIC PARTICULARS:

DEGREE	YEAR	BOARD/UNIVERSITY	SUBJECTS
S.S.C	1978	Board of Secondary Education, Hyderabad	General Science Composite Maths & Social Studies
Intermediate	1980	Board of Inter-mediate Education, Hyderabad	Civics Economics and Commerce
B.Com,	1983	Sri Venkateswara University, Tirupati, AP	Advanced Accounts Income Tax and Cost Accountancy
M.Com	1986	Sri Venkateswara University, Tirupati, AP	Cost Accountancy and Management Accountancy
M.B.A.,	1987	Sri Krishnadevaraya University, Anantapur.	Marketing and Human Resource Management
Ph.D.	1994	-----do-----	Human Resource Management
FDPM (IIMA)	1997	Indian Institute of Management, Ahmedabad	Human Resource Management & Strategic Management

RESEARCH:

Doctoral Research:

- Awarded Ph.D. in Management by Sri Krishnadevaraya University in 1994 for the research study conducted on "**Human Resource Management in Bharath Heavy Electricals Ltd., Hyderabad**" (A study with special reference to Human Resource Development) under the guidance of **Prof. Subba Rao Pulapa**.
- Completed a research project on "**Collective Bargaining in Ahmedabad Electricity Company in 1997 at Indian Institute of Management, Ahmedabad as part of 1-year Faculty Development Programme for Teachers sponsored by UGC**."

M.Phils Guided: (1)

1. "The Entrepreneurial Development in Rayalaseema Region in Post Globalization Period", Dravidian University, Kuppam - **R. Srinivasa Prasad Reddy**, 2010.

Ph.Ds Guided: (Awarded: 23; In Progress: 8)

1. *"Total Quality Management in Indian Organisations (A Case Study of Ultra Tech Company Ltd)"* – **Dr. P. Jayarami Reddy, 2006.**
2. *"Corporate Culture and Change Management Initiatives in Cement Industry" (A comparative study of in Zuari and Penna companies)",* – **Dr. V. Sailaja, February 2007.**
3. *"Employee Empowerment Strategies for Organisational Effectiveness – An Empirical Study",* - **Dr. RN Subba Rao, July 2007.**
4. *"The Status and Development of Women Entrepreneurs in Andhra Pradesh",* - **Dr. N. Sangeetha, April 2008.**
5. *"The Practice of Six Sigma in Electronic Industry (An analytical study of organizations in Bangalore)"* - **Dr. R. Prakash, 2010.**
6. *"Knowledge Management initiatives in Indian Industry (A Study with special reference to Information Technology Industry)"* – **Dr. Rebecca G, 2013.**
7. *"Impact of Human Resource Change Management Strategies in Indian Power Sector (A comparative study of APTRANSCO and KPTCL)"* – **Dr. S. Chandramouli, July 2013.**
8. *"Evaluation of Marketing Mix Strategies of Retail Outlets in Andhra Pradesh (A Study with special focus on Select Markets)"* – **Dr. K. Aparna, October 2014.**
9. *"Knowledge Management Practices in Information Technology Industry (A Study with special focus on select Organisations in Hyderabad)",* - **Dr. K. Pavan Kumar, August 2015.**
10. *"Human Resource Management Practices for Organisational Effectiveness in Life Insurance Industry (A Study with special focus on Rayalaseema Region of Andhra Pradesh)",* - **Dr. B. Raghavendra, October 2015.**
11. *"Corporate Social Responsibility: Perceptions, Practices and Performance – A comparative study of Public Sector and Private Sector Organisations",* - **Dr. M. Vani, February 2016.**
12. *"A Study on the Critical Evaluation of Cross Culture Communication and Diversity in Indian Organisations",* - **Dr. C. Balakrishnan, September 2016** from Dravidian University, Kuppam, Andhra Pradesh.
13. *"Impact of Human Resource Management Practices on the Performance of Social Enterprises in India (A Study with special reference to select Social Enterprises in Hyderabad and Bangalore)",* **Dr. V. Vasudha, November 2016.**
14. *"Customers' Perception on E-banking Self Services (a study with special reference to select public and private banks in Rayalaseema region of Andhra Pradesh)",* **Dr. P. Sravan Kumar, January 2017.**
15. *"Evaluation of Employee Engagement Practices in Select Organizations (A comparative study of Cummins India Ltd., & Greaves Cotton Pvt Ltd.)",* **Dr. SMD Gouse Basha, January 2017.**
16. *"Intellectual Capital Management in Institutions of Higher Learning with special reference to Select Universities of Andhra Pradesh",* **Dr. Shaik Rahamath Bee, January 2017.**
17. *"Employee Welfare in Cement and Steel Industry (A study with special reference to select units in Ananthapuramu District)",* **Dr. A. Keerthi Sriya (11PH0010), August 2018** from JNTUA.
18. *"A study on Employee Performance Management Systems and Practices in Software Sector of Bangalore City",* **Dr. S. Venkat Raghava, September 2018** from Bharathiar University, Coimbatore, Tamil Nadu.
19. *"A Study on Leadership Characteristics among Managers of Information Technology and Non-Information Technology Organisations with special reference to Karnataka",* **Dr. BV Naresh, February 2019** from Bharathiar University, Coimbatore, Tamil Nadu.

20. “Women Employee Empowerment in Select Organizations of IT Industry in Bengaluru”, **Dr. N. Surekha, June 2019**, from Bharathiar University, Coimbatore, Tamil Nadu.
21. “Evaluation of Stress Management among Employees in Select Leading Corporate Organizations of Hyderabad”, **Dr. M. Vasavi, November 2019**.
22. “Employee Engagement Practices in Indian Banking Sector (A Comparative Study of Select Public and Private Banks in Rayalaseema Region of A.P.)”, **Dr. J. Chandra Babu, June 2020**.
23. “Analysis of Employee Engagement Practices in Cement Industry (A Comparative Study of Select Companies in Andhra Pradesh)”, **Dr. K. Srilatha (11PH1007), November 2022** from JNTUA.

Research Projects Coordinated: (Completed: 4)

1. Co-ordinator, UGC – SAP (DRS - 1) from October 2012 to September 2017 at SK University, Anantapur, sponsored by the UGC. (Rs. 35 Lakhs)
2. Deputy Co-ordinator, UGC – SAP (DRS) from February 2007 to September 2012 at SK University, Anantapur, sponsored by the UGC.
3. UGC Minor Research Project on **Human Resource Development in B.H.E.L., Hyderabad** (A Special study on Training and Development). Submitted final report in 1998. (Rs 15,000)
4. UGC Major Research Project on **Human Resources Dimensions for Total Quality Management** (A Comparative Study of Private and Public Sector Enterprises), 2002-2005.(Rs. 6 Lakhs)
5. UGC sponsored Major project under research award on **Quality of Work Life in Iron & Steel Industry** (A Comparative study of SAIL & TISCO), 2002-2005. (Rs. 5.50 Lakhs)

D. WORK EXPERIENCE: 34 years

Teaching: (32 years) (1989 – till date)

1. **Professor of Management** at Sri Krishnadevaraya Institute of Management, SK University, Anantapur since 2nd December 2006
2. **Professor, Head & Dean**, School of Commerce & Management, Dravidian University, Kuppam (AP) from 1st October 2007 to 30th September 2010 on Deputation from SK University, Anantapur.
3. **Associate Professor** in S K Institute of Management, S.K. University, Anantapur (AP) from 2nd December 1998 to 1st December 2006.
4. **Assistant Professor** in S K Institute of Management, S.K. University, Anantapur (AP) from 2nd December 1989 to 1st December 1998.

Administrative: (2 years) (1984-1985) and (1987-1988)

1. Management Trainee (Sales) in M/S Nutrine Confectionery Company (P) Ltd., Chittoor, India from November 1987 to March 1988.
2. Assistant Accountant in Rishi Valley School (KFI), Madanapalli (AP) from February 1984 to August 1985.

E. EXTENSION WORK (21):

1. **Dean, Institute-Industry & International Collaboration (IIIC), Sri Krishnadevaraya University, Anantapur from 2016 to 2018.**
2. **Member, UGC XI Plan evaluation Team that visited Guru Jambheshwar University of Science & Technology, Hisar, Haryana during 26 – 28th July 2008.**
3. Resource person in training programmes for Mandal Revenue Officers of Anantapur district sponsored by the Government of Andhra Pradesh under public systems group.
4. Nominated in 1997 as a Member on the Expert Academic Panel for Andhra Pradesh Social Welfare Residential Educational Institutions Society, Dept. of Social Welfare, Govt. of AP.

5. Nominated as Academic Counsellor by the Dr. B.R. Ambedkar Open University, Hyderabad for their students of Master of Business Administration.
6. Invited by the Sardar Patel University, Anand, Gujarat, on the UGC extension lecture scheme for the year 2000-2001.
7. Examiner in Management, UGC NET and APSET Examinations since 2008, 2017, 2018.
- 8. Training consultant for HINDALCO during 2008-2010.**
9. Member, Academic Senate, Dravidian University.
10. Convenor, Admissions for BBM, MCom, courses at Dravidian University.
11. University PRO at SK University, Anantapur, 2005-06.
12. Organized special interaction programs with BHEL-Hyderabad and SHAR Centre-Sriharikota in 1994 and 1995.
13. Conducted training classes for supervisors of AP Lightings Ltd., Anantapur, 1992, 1993
14. Member, Board of Studies in Management of JNTUA, Anantapur, Sri Padmavathi Mahila Visva Vidyalayam, Tirupathi, SVCET- Chittoor and many institutions and universities.
15. Member, Board of Examiners, Davangere University, Davangere, Karnataka, 2013.
16. Faculty Resource person for Indian Council of Social Science Research – SRC Hyderabad in the programme on Research Methodology Course in Social Sciences for SC & ST Scholars held in Acharya Nagarjuna University, Guntur, 3rd & 4th December 2013.
17. Faculty Resource person for an Faculty Development Programme on “Emerging Trends in Management Education”, organized by the Sri Venkateswara College of Engineering & Technology (Autonomous), Chittoor (AP) during 16th – 17th November 2013.
18. Panel speaker in a Two-day national seminar on ‘Changing Scenario of Human Resources in India’ organised by Bommidala Department of Human Resource Management Acharya Nagarjuna University Nagarjuna Nagar Guntur and sponsored by UGC and APSCH during 18th – 19th October 2012.
19. Chairperson of a technical session in the Two-day UGC National Seminar on “Entrepreneurship Development,” organised during 21st and 22nd April 2011 by the department of Commerce, Government Degree College, Palamaneer, Chittoor District, AP.
20. Keynote speaker in the UGC National Seminar on “Impact of Micro Finance on Self Help Groups and Bank Linkage Programmes for Rural Women” organised by the Department of Commerce, PVKN Government Degree College, Chittoor, AP during 28th and 29th December 2013.
21. Keynote speaker and resource person in a national 2-day workshop on “Capacity building in Research Methodology”, organised by the JNTUK University College of Engineering, Vijayanagaram, Andhra Pradesh, during 18th – 19th April 2016.
22. Chairperson for a technical session in the ICBFB 2019 International Conference of Banking, Finance and Business, during April 24-25, 2019, CBFS Campus, Muscat.

F. TRAINING RECEIVED:9

1. Project work training in M/S Nutrine Confectionery Company (P) Ltd, on "Consumer and Trade perception on biscuits in major markets of Tamil Nadu" as a part of MBA, Programme in May - July 1986.
2. Three-week orientation course on teaching at The Academic Staff College, S.V. University, Tirupathi from 11th March to 5th April 1991.
3. Three-week orientation Course on teaching at The Academic Staff College, Jawaharlal Nehru University, New Delhi from 19- 4-1993 to 14 - 5- 1993.
4. 10-day training course on "Computer Applications in Social Sciences" at The Centre for Social Studies, South Gujarat University, Surat from 11-9-1995 to 20-9-1995 sponsored by The Indian Council for Social Science Research, New Delhi.

5. **18th Faculty Development Programme in Management at The Indian Institute of Management, Ahmedabad, 28-6-1996 to 15-4-1997.**
6. Refresher Course in Commerce & Management conducted by the P.G. Dept. of Business Studies, Sardar Patel University, Vallabh Vidyanagar, Gujarat from 1st to 21st March 1999.
7. Faculty Development Workshop conducted by Xavier Institute of Management & Entrepreneurship, Bangalore and sponsored by AICTE from 11th June to 1st July 2000.
8. **Faculty Development Programme conducted by The Indian Institute of Management, Visakhapatnam from 3rd to 4th February 2018 sponsored by the Ministry of HRD, New Delhi.**
9. MOOCs workshop from 31st to 2nd September 2018 at Nagarjuna University, Guntur organised by the APSCHE.

G. WORKSHOPS/CONFERENCES/SEMINARS ATTENDED: (Papers Presented 46)

I. National: (34)

1. Attended Workshop on "*Case teaching and Case writing*" during June 25th – 29th, 1990 at The Indian Institute of Management, Bangalore conducted by Association of Indian Management Schools (AIMS) and Indian Institute of Management, Bangalore.
2. Attended Two-day conference of Association of Indian Management Schools held at Cochin University of Science and Technology, Cochin during 10th and 11th January 1992.
3. Presented a paper on "*A Cultural Perspective on Changing Organisational Ethics*" in a UGC National Seminar on Corporate Ethics during 12th – 14th December 1997 organised by the P G Department of Commerce & Management Studies, T.J.P.S. College, Guntur (AP).
4. Presented a paper on "*Risk Management and Techniques*" in the UGC National Seminar on Risk Management as a Modern Welfare Measure in India, organised by Sri Krishnadevaraya Institute of Management, S. K. University, Anantapur (AP) during 21-22nd March 1998.
5. Presented a paper on "*Risk Management–Finance and Banking*" in the UGC National Seminar on Risk Management as a Modern Welfare Measure in India, organised by Sri Krishnadevaraya Institute of Management, S.K. University, Anantapur (AP) during 21-22, March 1998.
6. Two-day National Seminar on Indian Ethos in Management organised by The School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad from 6th to 7th November 1998 and presented a paper on "*Ethical Dimensions of Leadership in Management: Some Highlights*".
7. Two day All India Commerce Congress held from 18th to 20th January 1999 at Trissure, Kerala and organised by the Kerala Commerce Association. Presented a paper on "*A Critical Study on the schemes of LIC Housing Finance Ltd*".
8. Two day All India Commerce Congress held from 18th to 20th January 1999 at Trissure, Kerala and organised by the Kerala Commerce Association. Presented a paper on "*Economic aspects of Quality of Work Life in Commercial Banks – A Study*".
9. Two day National Conference on "*Recent Trends in Software and Information Management and its impact on Commerce and Management*" Spheres organised by The National College, Tiruchirappalli on 15th & 16th May 1999. Presented a paper entitled "*Rethinking Management Education in 2000*".
10. Two day National Seminar on Challenges in Managing Enterprises in 21st Century organised by The School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad from 12th to 13th November 1999 and presented a paper on "*Information Technology and Customer Satisfaction in Indian Banking Industry*".
11. Two day National Seminar on Challenges in Managing Enterprises in 21st Century organised by The School of Management Studies, Chaitanya Bharathi Institute of Technology,

Hyderabad from 12th to 13th November 1999 and presented a paper on ***“Status of Women in the Contemporary Indian Organisations.”***

12. Two day National Conference on ***“People, Processes and Organisations – Emerging Realities”***, organised by the Prestige Institute of Management and Research, Indore between 30th and 31st January 2000 and presented a paper on ***“Human Resource Dimensions of Total Quality Management for Improved Organisational Performance”***.
13. Two-day National Seminar on ***“Ethics and Management: Emerging issues in the New Millennium”***, held at North Gujarat University, Patan during 11th – 12th January 2002 organised by The SK School of Business Management, North Gujarat University, Patan and presented a paper on ***“Ethics and Industry”***.
14. Two-day National Seminar on ***“Ethics and Management: Emerging issues in the New Millennium”***, held at North Gujarat University, Patan during 11th – 12th January 2002 organised by The SK School of Business Management, North Gujarat University, Patan and presented a paper on ***“Ethics and Higher Education”***.
15. Presented a paper on ***“Changing Dimensions of Technical Education in India”*** in the Two-day national seminar on “Technical Manpower Development and Utilisation” held at National Institute of Technology, Rourkela during April 15 – 16, 2004 organised by the Nodal Centre, NTMIS, IAMR, New Delhi
16. Presented a paper on ***“Impact of Globalisation on Manpower Planning Environment in India”*** in the Three-day National Seminar on “Technical Manpower Planning – Issues & Concerns” held at JNTU, Hyderabad during September 5th-7th, 2004 organized by the Nodal Centre, NTMIS, IAMR, New Delhi.
17. Presented a paper on ***“Manpower Planning: Going Western or Staying Indian?”*** in the Three-day National Seminar on “Technical Manpower Planning – Issues & Concerns” held at JNTU, Hyderabad during September 5 – 7, 2004 organized by the Nodal Centre, NTMIS, IAMR, New Delhi.
18. Presented a paper on ***“Privatisation of Technical Education in Andhra Pradesh - Effects on student migration to other States”*** in the Two day National Seminar on “Technical Manpower Development and Utilisation” held at National Institute of Technology, Rourkela during April 15 – 16, 2004 organised by the Nodal Centre, NTMIS, IAMR, New Delhi.
19. Presented a paper on ***“Technical Manpower: How it means to us now?”*** in the Three-day National Seminar on “Technical Manpower Planning – Issues & Concerns” held at JNTU, Hyderabad during September 5 – 7, 2004 organized by the Nodal Centre, NTMIS, IAMR, New Delhi.
20. Presented a paper on ***“Improving Quality in Technical Education Institutes by applying Juran’s Quality Trilogy”*** in the 36th Annual Convention and National Seminar on Quality, Sustainability and Social Responsibility: Interfaces in Technical Education in the context of Globalisation organised by Bannari Amman Institute of Technology, Sathyamangalam, Tamil Nadu, India between 14th and 16th December 2006. (with Rahmath).
21. Presented a paper on ***“An insight of Social Entrepreneurship in India”***, in the National conference on ‘Economic Growth through Entrepreneurship’ held on 5th May 2012 organised by the Department of Studies and Research in Commerce, Tumkur University, Tumkur, Karnataka.
22. Presented a paper on ***“Intellectual Property Rights – A Tool for Knowledge Management”***, in the Two-day National conference on Innovative Management Strategies, organised by the Madanapalle Institute of Technology & Science, Madanapalle, Chittoor district (AP) during 11th & 12th May 2012.

23. Presented a paper on ***“Glass Ceiling: A Myth or Reality in Indian Industry Perspective”*** in the national seminar on ‘Women Empowerment – Retrospect and prospect’ organised by the Centre for Women’s Studies, Sri Krishnadevaraya University, Anantapur during 27th and 28th September 2012.
24. Presented a paper on ***“Innovation through Knowledge Management in Management Education”***, in the national conference on ‘Emerging issues and innovation in Management’ held on 31st October 2012 organised by the Department of Studies and Research in Business Administration, Tumkur University, Tumkur, Karnataka.
25. Presented a paper on ***“Resolving problems of under and unemployment: A conceptual study related to Indian Human Resources”*** in the Two-day national seminar on ‘Changing Scenario of Human Resources in India’ organised by Bommidala Department of Human Resource Management Acharya Nagarjuna University Nagarjuna Nagar Guntur and sponsored by UGC and APSCHE during 18th – 19th October 2012.
26. Presented a paper on ***“Strategies for sustainable development of Human Resources”*** in the Two-day national seminar on ‘Changing Scenario of Human Resources in India’ organised by Bommidala Department of Human Resource Management Acharya Nagarjuna University Nagarjuna Nagar Guntur and sponsored by UGC and APSCHE during 18th – 19th October 2012.
27. Presented a paper on ***“A HR Challenge of Implementing Fayol’s Principles in Producers Co-operatives”*** in the Two-day national seminar on ‘Issues and Opportunities in Producers’ Cooperatives’ sponsored by the NABARD and organised by the Department of Management Studies, AdikaviNannaya University, Rajahmundry, Andhra Pradesh during 8th – 9th November 2013.
28. Presented a paper on ***“Talent Management in Higher Education”***, in the Two-day National Seminar on “Talent Management Practices in India – Emerging Trends”, organised by the Department of Commerce & Management, Andhra University, Visakhapatnam during 20th – 21st December 2013.
29. Presented a paper on ***“Small Scale Industry and its contribution to National Economy”***, in the Two-day National Seminar on ‘Problems and Prospects of Micro, Small and Medium Enterprises in India’, sponsored by the UGC and APSCHE, Hyderabad and organised by the Department of Commerce, Sri Venkateswara University, Tirupati during 22–23 March 2014.
30. One-day National Workshop on ***“Patent Awareness & Intellectual Property Rights”*** on 19th September 1998, organised by the Department of Polymer Science & Technology, S. K. University and sponsored by the Department of Science & Technology, New Delhi.
31. Presented a paper on “Perspectives of Talent Management practices in India”, in the Two-day National Seminar on Talent Management Practices in India – Emerging Trends organised by the Department of Commerce & Management Studies, Andhra University, Vishakhapatnam during 20th – 21st December 2013.
32. Presented a paper on ***“The Prospects and Challenges of FDIs in Higher Education in India”***, in the Two-day national seminar on ‘Foreign Direct Investment in Services Sector in Emerging Economy: Opportunities and Challenges’, organised by the faculty of Commerce and Management, Krishna University, Machilipatnam and the APSCHE, Hyderabad during 24th – 25th April, 2014.
33. Presented Two papers on ***“The best practices of Employee Engagement: A Study”*** and ***“The Strategic Management of Intellectual Capital & Organisational Learning in Universities”***, in the Two-day National Seminar on Human Resource Management and Inclusive Growth in 21st Century: Concerns and Challenges, organised by the Department of

Commerce & Management Studies & CSSEIP, Andhra University, Visakhapatnam during 27th – 28th February 2018 sponsored by the UGC, New Delhi.

34. **Participated** in a three-day national online workshop on “**NAAC’s Revised Guidelines for Accreditation and Assessment of Higher Education Institutions**” organised by **e-Academy Foundation, Coimbatore, Tamil Nadu**, during **3rd to 5th June 2021**.

II. INTERNATIONAL: (12)

35. Attended the First Academic International Conference of Association of Management Development Institutions in South Asia (AMDISA) at The Administrative Staff College of India, Hyderabad during February 26th – 28th, 1990.
36. Presented a paper on “**Indian Wisdom towards the New Indian Blend**” in the Three day International Seminar on “Vedic Values and Corporate Excellence” organised jointly by the School of Management Studies, Gurukul Kangri University and Shantikunj, Haridwar, India during 22nd and 24th February 2002
37. Presented a paper on “**Values and Organisational Transformation: An Interface**” in the Three day International Seminar on “Vedic Values and Corporate Excellence” organised jointly by the School of Management Studies, Gurukul Kangri University and Shantikunj, Haridwar, India during 22nd and 24th February 2002.
38. Presented a paper on ‘**Global Economic Turbulence and Change Management practices in Indian Cement Industry: A Comparative Study**’, in the International Conference on “Global Economic Turbulences: Shifts in Business Structures and Systems”, organised jointly by the School of Business Administration, University of Papua New Guinea, Papua New Guinea, GITAM Institute of Management, Visakhapatnam and SK Institute of Management, SK University, Anantapur, India at GITAM University, Visakhapatnam, during 12th and 14th July, 2009. (*with Sailaja*).
39. Presented a paper on ‘**Managing Human Resources – A Challenge in Indian Retail Sector**’, in the International Conference on “Global Economic Turbulences: Shifts in Business Structures and Systems”, organised jointly by the School of Business Administration, University of Papua New Guinea, Papua New Guinea, GITAM Institute of Management, Visakhapatnam and SK Institute of Management, SK University, Anantapur, India at GITAM University, Visakhapatnam, during 12th and 14th July, 2009. (*With Aparna*).
40. Presented a paper on “**Organisational Learning as a Strategy for Sustainable development**” in the 2nd International Conference on Emerging Markets and Issues in Management’ organised during 19th – 20th April 2013 by the VIT Business School, VIT University, Vellore, Tamil Nadu.
41. Presented a paper on “The Strategic Management of Intellectual Capital”, in the 2nd International Conference on ‘Managing Human Resources at the Workplace’, organised by the Shri DharmasthalaManjunatheshwara Institute for Management Development (SDMIMD), Mysore during December 13-14, 2013.
42. Co-authored a paper on ‘Perspectives of Corporate Social Responsibility’, and presented it in the 2nd international conference on Current Trends in Engineering and Management (ICCTEM 2014) held during 17th – 19th, July 2014 organised by the Vidyavardhaka College of Engineering, Mysore, Karnataka.
43. Presented a paper on ‘The Strategic Management of Human Capital and Organisational Excellence’, in the international conference on Human Resource Excellence in Global Scenario organised by the Department of Commerce, Faculty of Science and Humanities, SRM University, Chennai on 27th August, 2014.
44. Presented paper on “**Talent Management in Management Education (A Study with reference to universities Management Institutions located in Rayalaseema region)**” in the

3rd International conference on Competency Building Strategies in Business and Technology for Sustainable Development, organised by the Sri Ganesh School of Management, Salem, Tamil Nadu, India, held on 24th and 25th February 2014. (*with Sailaja*).

45. Presented a paper on “**Employee Demographics influence on Employee Turnover Intentions**”, in the ICBFB 2019 International Conference of Banking, Finance and Business, during April 24-25, 2019, CBFS Campus, Muscat.
46. Presented a paper on “**Globalisation and Novel Diseases in India- A Management Perspective**” in the International Online Conference on “**COVID-19: Emergence and Resurgence of Communicable Diseases from Social Sciences Perspectives**”, held during 21st & 22nd July 2020, organized by the School of Social Sciences & Humanities, University of Science & Technology, Meghalaya, India.

H. PROGRAMMES ORGANISED: (10)

1. Organised as Director of **ICSSR Sponsored 10-day Research Methodology Course (For M.Phil., Ph.D and PDF Scholars) in Social Sciences** in SKIM, SK University, Anantapur from 26th October to 5th November 2022.
2. One-day “Executive Development Programme” for Andhra Pradesh Lightings Ltd, Anantapur, India.
3. 2-day National Seminar on “Risk Management as a Modern Welfare Measure in India” at SK University during 21-22nd March 1998.
4. Institute-Industry programme with Bharath Heavy Electricals Limited. Hyderabad and SHAR Centre, Sriharikota for students of MBA, programme.
5. One three-day National Seminar on Technical Manpower Planning – Issues & Concerns during 5 – 7th September 2004 at JNTU, Hyderabad.
6. Organised number of **CARD (Career Awareness & Recruitment Drive)** programme every month since December 2007 at Dravidian University, Kuppam.
7. Sessions Coordinator in the National Seminar on “*Global Economic Turbulence: Re-crafting HR Strategies*” Organised during 30 – 31, January 2009 by the Sri Krishnadevaraya Institute of Management, SK University, Anantapur.
8. Track Chair Person in the International Conference on “*Global Economic Turbulences : Shifts in Business Structures and Systems*”, held during July 12-14, 2009 at GITAM University, Visakhapatnam, AP, India organised jointly by The School of Business Administration, University of Papua New Guinea, GITAM University, Visakhapatnam and Sri Krishnadevaraya University- Anantapur.
9. Organized a one-day **workshop for Editors and Authors of SIM** on behalf of the Centre for Distance Education, SK University, Anantapur on 30th March 2013 sponsored by the Distance Education Cell (DEC), UGC, New Delhi.
10. Organized a one-day **orientation programme for the Course Writers/Transforming Course Material into SLM** on behalf of the Centre for Distance Education, SK University, Anantapur on 28th March 2014 sponsored by the Distance Education Bureau (DEB), UGC, New Delhi.
11. Director of Two-day **International Webinar on “4th Industrial Revolution (Industry 4.0): Changing Global Management Systems and Perspectives**” during 25th – 26th March 2021, jointly organised by the Sri Krishnadevaraya Institute of Management (SKIM), SK University, Anantapur & The Millennium University, Republic of Malawi, East Africa and sponsored by the Andhra Pradesh State Council of Higher Education (APSCHE), Government of Andhra Pradesh.

I. MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS:

1. Life Member of **IIMA Alumni Association**, Indian Institute of Management, Ahmedabad since 1997.
2. Life Member of **Indian Institute of Public Administration**, New Delhi since 1997 (L-8534)

3. Life member of **The Indian Society for Training & Development**, New Delhi since April 1999 (K-833/99).
4. Life member of **The National HRD Network**, Hyderabad. (M C No/HYD/L-0230/2000).
5. Member and Joint Secretary, **S.K. University Teachers Association (SKUTA)** – 1998-99.
6. Member and Elected Treasurer, **S.K. University Teachers Association (SKUTA)** – 2004-05.
7. Member and Elected Secretary, **S.K. University Teachers Association (SKUTA)** – 2012-13.

J. PAPERS AND BOOKS PUBLISHED:

A) BOOKS: (10)

1. **Human Resource Development**, Discovery Publishing House, New Delhi, 1998, ISBN 81-7141-430-3
2. **Risk Management (Ed.)** – Co-editor, Discovery Publishing House, New Delhi 2000, ISBN 81 7141 546 6.
3. **Technical Manpower Planning (Ed.)**, Discovery Publishing House, New Delhi, 2005, ISBN 81-8356-035-0
4. **Globalisation and Manpower Planning (Ed.)** Discovery Publishing House, New Delhi, 2005, ISBN 81-8356-036-9
5. **Human Resource Planning (Ed.)** Discovery Publishing House, New Delhi, 2005, ISBN: 81-8356-033-4
6. **Research Methodology**, Student Helpline Publishing House, Hyderabad, 2010, ISBN 978-81-909982-0-8.
7. **Evaluation of Employee Engagement Practices in Select Organisations**, Lambert Academic Publishing, Germany, 28th February 2017, ISBN 978-3-659-58736-8. (Joint Author)
8. **HRM Practices for Organisational Effectiveness in Life Insurance Industry**, Lambert Academic Publishing, Germany, 22nd March 2017, ISBN 978-3-330-05153-9 (Joint Author).
9. **Creativity and Innovation in Management (Ed)**, Vrinda Publishing House, Hyderabad, 2017, ISBN 978-93-87418-02-8.
10. **Leadership Characteristics among Managers**, Lambert Academic Publishing, Germany, 28th February 2017, ISBN 978-6202563918 (joint author).

K. COURSE MATERIAL PREPARATION (6):

1. Prepared study material on Management Concepts for PGBDM & MBA courses offered by the Distance Education Centre, S K University, Anantapur, 2006-07.
2. Editor of study materials prepared for MBA programme under distance mode by the Dravidian University, Kuppam since 2009.
3. Course Writer for distance education on ‘Business Environment and Policy’ to SPMVV, Tirupati, 2017.
4. **Editor** for a book on **Labour Laws**, published by the BR Ambedkar Open University, Hyderabad, 2019, as study material for the students of MBA course.
5. **Editor** for a book on **International Human Resource Management**, published by the BR Ambedkar Open University, Hyderabad, 2019, as study material for the students of MBA course.
6. Editor for a book on **Marketing**, (Course – 3C) for II Year III Semester B Com (Gen)– Published by the APSCHE, Guntur, July 2023.

Also written a number of book reviews for Vikalpa on Human Resources related books.

L. PUBLICATION OF PAPERS: (70)

(I) National Publication:

(A) Book Chapters (21):

1. “**Human Resource Development Micro and Macro levels and its Future**”, in the book Studies in Human Resource Development edited by H.L. Vermaat.*et.al.*, Vol.1 (Understanding HRD –

- Basic Concepts), Deep & Deep publications, New Delhi, 1995, pp 57 – 64, ISBN 81 – 7100 – 745 – 7.
2. ***“Quality Circles Basis for Human Resource Development”*** in the book *Studies in Human Resource Development* edited by H.L.Vermaat.*et.*, Vol.1 (Understanding HRD–Basic Concepts), Deep & Deep publications, New Delhi, 1995 pp 233 – 242, ISBN 81–7100–745–7.
 3. ***“Ethical Dimensions of Leadership in The Changing Organisational Scenario”***, in the book on *Human Resources Management in New Millennium* (Edited) by P. Subba Rao, Himalaya Publishing House, Mumbai, India, 2000, ISBN 81-7493-985-7
 4. ***“Human Resource Dimensions of Total Quality Management for Improved Organisational Performance”***, in the book ‘People, Processes and Organisations – Emerging Realities’ (conference publication), Excel Books, New Delhi, 2000, ISBN 81-7446-218-X.
 5. ***“Risk Management – Finance and Banking”*** in the book on Risk Management by K. Ramakrishna Reddy *at. et.*, pp 157-162, Discovery Publishing House, New Delhi, 2000, ISBN 81 7141 546 6
 6. ***“Risk Management and Techniques”*** in the book on Risk Management by K. Ramakrishna Reddy *at. et.*, pp 174-1180, Discovery Publishing House, New Delhi, 2000, ISBN 8171415466.
 7. ***“Status of Women in the Contemporary Indian Organisations”***, in the book on *Human Resources Management in New Millennium* (Edited) by P. Subba Rao, Himalaya Publishing House, Mumbai, India, 2000, ISBN 81-7493-985-7
 8. ***“Changing Dimensions of Technical Education in India”***, Proceedings of National Seminar on Technical Manpower Development and Utilisation, National Institute of Technology, Rourkela, India, 2004, pp 57 – 65.
 9. ***“Privatisation of Technical Education in Andhra Pradesh - Effects on student migration to other States”***, Proceedings of National Seminar on Technical Manpower Development and Utilisation, National Institute of Technology, Rourkela, India, 2004, pp 50 – 56.
 10. ***“Impact of Globalisation on Manpower Planning Environment in India”***, in the book on *“Globalisation and Manpower Planning (Edited)”*, Discovery Publishing House, New Delhi, 2005, pp 85-99, ISBN 81-8356-036-9.
 11. ***“Manpower Planning: Going Western or Staying Indian?”*** in the book on *“Human Resource Planning (Edited)”*, Discovery Publishing House, New Delhi, 2005, pp 316-318, ISBN: 81-8356-033-4.
 12. ***“Technical Manpower: How it means to us now?”*** in the book on *“Technical Manpower Planning (Edited)”*, Discovery Publishing House, New Delhi, 2005, pp 202-208, ISBN 81-8356-035-0
 13. ***“Factoring Service: With Special Reference to Canbank Factors Ltd.”***, in the edited book on *Infrastructure Finance: Issues and Challenges* by Rudra P Pradhan, published by Macmillan India Ltd., New Delhi, 2009, pp 149-160, ISBN
 14. ***“A Study on the Entrepreneurial Climate in Establishing and Managing the Business by Women Entrepreneurs Belonging to Rural and Urban Regions in Andhra Pradesh”***, in the book ‘Handbook of Finance and Business Management’ edited by Mani Arora Malik, Pradeep Narwal and Manju Singh, Bharati Publications, New Delhi, 2012, pp 498 – 505, ISBN 978-93-81212-28-8.
 15. ***“Customer departure from Life Insurance contract – a Study on Rayalaseema Area”***, in the book ‘Management practices in Global Perspective’, Paramount Publishing House, New Delhi, 2012, pp 448 – 453, ISBN 978 – 81-921579-0-0.
 16. ***“Innovation through Knowledge Management in Management Education”***, in the book ‘Contemporary Management Education’ (Edited), Himalaya Publishing House, Mumbai, 2012, pp 27-32, ISBN 978 – 93 – 5097 – 182 – 6.

17. ***“Impact of Information Technology on Banking Organizations in India: Measures”***, *Proceedings of the International Conference on Challenges and Opportunities in Mechanical Engineering, Industrial Engineering and Management Studies*, (ICCOMIM - 2012), 11-13 July, 2012, pp 969 – 972. (With T.V.P. Chowdry), ISBN 978-93-82338-05-5.
18. ***“Intellectual Property Rights – A Tool for Knowledge Management”***, in the book ‘Innovative Management Strategies’ (Edited), Paramount Publishing House, New Delhi, 2012, pp 392 – 394, ISBN 978 – 93 – 82163 – 21 – 3.
19. ***“The Strategic Management of Intellectual Capital”***, in the book *“Managing Human Resource at the Workplace”*, (proceedings of the 2nd International Conference on ‘Managing Human Resources at the Workplace’,(Edited), published by SDM Research Center for Management Studies, SDMIMD, Mysore, Karnataka, December 2013, ISBN: 978-81-922146-5-8, pp. 1-5.
20. ***“A HR Challenge of Implementing Fayol’s Principles in Producers Co-operatives”***, in the book “Issues and Opportunities in Producer’s Co-operatives’ edited by S. Teki, N. Udaya Bhaskar and P. Uma Maheswari Devi, published by the Department of Management Studies, Adikavi Nannaya University, Rajahmundry, 2014, pp 107 – 110, ISBN 978-93-5156-307-5.
21. ***“Human Resource Practices in Indian Cement Industry–A Comparative Study”***, in the edited book ‘Contemporary Issues in Management’ by Ch. Rama Prasada Rao *et.al.*, published by the Associated Publishers, Ambala, India, 2014, pp 203–217, ISBN 978 – 81 – 8429 – 107 – 0.

(B) Journal Articles (24):

22. *“A study on issues of Women Entrepreneurs in establishing and managing enterprises in AP”*, BIFT Journal of Management, Badruka Institute of Foreign Trade, Hyderabad.
23. *“Change Management: A Scope & Process in Indian Organisations”*, Business Manager,
24. *“Classification & Promotion of Tourism in Visakhapatnam District of Andhra Pradesh”*, Indian Journal of Tourism Management, Vol.1, No.2, April-June 1992.
25. *“Human Resource Development - A Conceptual Frame Work”*, ‘Synergy’, Sardar Patel University Journal of Management, India, Vol.1 No.1 March 1996.
26. *“Performance and Potential Appraisal Practices in Bharath Heavy Electricals Ltd, Hyderabad”*, Personnel Today, National Institute of Personnel Management, Calcutta, Vol. XVII No. 3 October-December 1996, pp 35 – 44, ISSN 0970 – 8405.
27. *“Quality of Work Life among Women Employees of Andhra Bank”*, Indian Journal of Public Enterprises, Allahabad, Vol.12, No.21, December 1996.
28. *“Organisational and Human Resource Development Climate in Bharath Heavy Electricals Ltd., - An empirical Study”*, The Indian Journal of Public Administration, New Delhi, Vol. XLIII, No.2, April – June 1997 pp 209 – 216, ISSN 0019 – 5561.
29. *“A Cultural Perspective on changing Organisational Ethics”*, Prestige Journal of Management & Research, Indore, Vol. 3, No.1 & 2, April-October 1999, ISSN 0974-6080.
30. *“Training and Development in Bharath Heavy Electricals Ltd. An empirical Study”*, Indian Journal of Public Enterprises, Allahabad, Vol.14, No.26, June 1999, pp 70-86.(with P.Subba Rao).
31. *“Employee Incentive Practices in Indian Telecom Sector”*, NICM Bulletin Journal (A Monthly Journal), National Institute of Co-operative Management, Gandhinagar, Gujarat, Vol. III, No. 4, April 2006, ISSN: 0362-0794.
32. *“Appraisal of Training and Development in Construction Industry,” ‘Prakarsha’ Journal of Management Education and Research*, Chaitanya Management Association, Chaitanya PG College, Warangal, Vol. IV, No. 2, July 2006 pp 168-183.(with Meghraj).
33. *“Cross Cultural Dynamics and Indian Corporate in 21st Century”*, GITAM Journal of Management, Visakhapatnam, Vol. 5, No. 4, October-December 2007, ISSN 0972 – 740X, pp 169-177. (with Anitha).

34. “*Customer Relationship Management at National Productivity Council*”, Business Vision, Vol. 3 No.1, Jan-Mar 2007.
35. “*Occupational Stress in Entrepreneurship - Stress, Strain and Coping Strategies Among Women Entrepreneurs*”, Global Journal of Business Management, Delhi, Vol. 3, No. 2, December 2009, ISSN: 0973-8533. (with Sangeetha).
36. “*Attitudes of Women Entrepreneurs belonging to different Financial Status toward Support Agencies in Andhra Pradesh*”, IPE Journal of Management, Hyderabad, Vol. 1, No. 2, July – December 2011, ISSN 2249 – 9040. (with Sangeetha).
37. “*Customer Satisfaction-A Sustainable Competitive Advantage in Modern Retail World*”, Journal of Social and Economic Policy (bi-annual), Serials Publications, New Delhi, Vol.8 No.2, 2011, pp 263-269, ISSN: 0973-3426.
38. “*Entrepreneurial Climate in Establishing and Managing The Business By Women Entrepreneurs of Different Financial Status*”, Prabandhan: Indian Journal of Management, New Delhi, Vol 4, No. 10, October 2011, ISSN 0975-2854.(With Sangeetha).
39. “*Role played by 360-degree Performance Appraisal in Global Era*”, Indian Journal of Management, The Research Development Research Foundation, Jaipur, Vol. 1, No. 2, (April – September) 2012, pp 129 – 132, ISSN 22773304. (with Jayaram reddy and Tyagaraju).
40. “*Human Resource Performance Management System – HR Core Competence (An empirical study of a select Pharma company in Hyderabad)*”, The Journal of Management and Cooperation, National Institute of Co-operative Management, Gandhinagar, Gujarat, Vol. X, No. 1, January – March, 2013, pp 16-21, ISSN No. 2249 – 2275 (with Sailaja)
41. “*Entrepreneurial Success: A Study on the Perceptions of Women Entrepreneurs in Andhra Pradesh*”, The Journal of Entrepreneurship and Management, New Delhi, Vol. 2, issue 3 October 2013, pp 19 – 27, ISSN 2277-6850. (Sangeetha)
42. “*Consumer Education Provides the right Selection of the genuine product and elimination of the deceptive products*”, Bi-annual Journal of Innovative Intellectual Publications, Salem, Tamil Nadu, Vol. 3, No 1, April – September 2014, pp 10-17, ISSN 2278 – 2346. (with BV Naresh)
43. “*Practice of New Product Development Conception Marketing Leading to Successful Business*”, Bi-annual Journal of Innovative Intellectual Publications, Salem, Tamil Nadu, Vol. 3, No 1, April – September 2014, pp 25-33, ISSN 2278 – 2346. (with S VenkatRaghav).
44. “*Intellectual Capital Management – An Intangible Asset*”, The Journal of Global Management Outlook, Department of Business Management, Telangana University, Nizamabad, Vol. 1; No. 7 (Bi-annual), January – June 2015, pp 60 – 63, ISSN No. 2277 – 3789. (with Rahmath).
45. “*Employee Related CSR Practices: A Comparative Study between Public and Private Sector Organisations*”, Sankalpa: Journal of Management & Research, CKSVIM Business School, Vadodara, Gujarat, Vol. 6; No. 2, July – December 2016, pp 81-89, ISSN 2231:1904, Impact factor 2.813, ISRA: JIF, 2016. (with Vani).

(ii) International Publications (25):

46. “*Indian Wisdom towards the New Indian Blend*”, in ‘Vedic Values and Corporate Excellence’, (International Conference Publication), GurukulKangri University Press, GurukulKangri University, Haridwar, 2002.
47. “*Values and Organisational Transformation: An Interface*” in ‘Vedic Values and Corporate Excellence’, (International Conference Publication), GurukulKangri University Press, GurukulKangri University, Haridwar, 2002.
48. “*Cross Cultural Dynamics and Indian Corporate in 21st Century*”, Papua New Guinea Human Resource Institute Newsletter, April/May/June 2006, Issue No, University of Papua New Guinea, Papua New Guinea.

49. ***“Does Performance Appraisal Motivate”***, Papua New Guinea Human Resource Institute Newsletter, April/May/June 2006, Issue No, University of Papua New Guinea, Papua New Guinea.
50. ***“Women Entrepreneurship Development as CSR Initiative”***, *South Asian Journal of Marketing & Management Research (SAJMMR)*, ISSN: 2249-877X, Vol.2, Issue 5, pp 96-110, May 2012 (with Sailaja).
51. ***“Additional / Alternative Benchmarks for evaluating Corporate Governance in India”***, IOSR Journal of Economics and Finance (IOSR-JEF), Vol. 1, Issue 3, March 2014, e-ISSN: 2321-5933, p-ISSN: 2321-5925, PP 44-59, www.iosrjournals.org. Impact factor: 1.189.
52. ***“Adoption of Modern Management Practices – The Changing Face of Retail”***, International Journal of Emerging Research in Management & Technology (on-line journal), Jaunpur, Uttar Pradesh, India, Vol.3, issue 6, June 2014, ISSN: 2278-9359, pp 1-5.(with Aparna).
53. ***“Customer Satisfaction in Life Insurance – An Empirical Study in Rayalaseema Region of Andhra Pradesh, India”***, ‘The Commerce Times’, International Research Journal of Commerce, Malaikaar Publishers, Nagercoil, Tamil Nadu, November 2014, ISSN 2320-9461, PP 68-76, commercetimes.info. (with Raghava&Pavan)
54. ***“Status of Provisions of the Factories Act 1948 – A Study at Penna Cement Industries Limited (PCIL), Tadipatri, Andhra Pradesh***, IOSR Journal of Business and Management (IOSR-JBM), e-ISSN: 2278-487X: 2319-7668, Vol. 16, Issue 3, Version 1, March 2014, pp 14-26. Impact Factor: 1.219, www.iosrjournals.org. (with Keerthi)
55. ***“Study of Employee Welfare in Merchant Ships employing Indian Seafarers (A case study on Awareness, Implementation & Satisfaction levels of NUSI’s TCC Agreement for Indian Ratings & Petty Officers 2012-2013-2014)”***, Journal of Business Management and Social Science Research (JBM&SSR), Blue Ocean Research Journals,(online), Vol. 3, No 3, March 2014, pp 72-87, ISSN 2319 - 5614. (With Keerthi), www.borjournals.com.
56. ***“Talent Management in Management Education (A Study with reference to Universities and Management Institutes located in Rayalaseema Region of Andhra Pradesh)”***, International Journal of Functional Management, SSM Educational and Research Foundation, Salem, Tamil Nadu, India, Vol. 2, Issue 2, April 2014, ISSN 2319-1406, pp 164-168.
57. ***“Corporate Social Responsibility: A Glance at the practices of Cement Industry in India”***, International Journal of Marketing, Financial Services and Management Research (Online Publication), Vol.4, Issue 8, August 2015, ISSN online: 2277-3622, impact factor: 3.454, pp 79-100. www.indianresearchjournals.com(with Vani)
58. ***“Learning and Development: A Key to Effective Employee Performance – A Case Study conducted at Apex Training Institute of a Premiere Bank”***, Intercontinental Journal of Human Resource Research Review, (both online and print), ISSN: 2320-9704 – Online; ISSN: 2347-1662 – Print, Impact Factor: 1.615, Vol. 4, Issue: 5, May 2016, pp 82 – 87, www.icmrr.org.Intercontinental Management Research Review, 1D Swapna Citrus Apts, Kanagadasapura DVR, 4cars Abbaiah Reddy Layout, Bangalore 560093. (with Vasudha)
59. ***“The Significance of Structural Capital with emphasis on Autonomy in the Intellectual Capital Management in Institutions of Higher Learning – An Empirical study with special reference to select Universities of Andhra Pradesh State”***, EPRA International Journal of Economic and Business Review, ISSN: 2347-9671 (online); ISSN: 2349-0187 (Print); pp. 84-87, InnoSpace, (SJIF) impact factor: 5.509; ISI Impact Factor: 1.259, Vol. 4, Issue 6 June 2016 (monthly peer review, refereed and Indexed International Journal, EPRA, PostBox No: 1986, Tiruchirapalli, 620009, Tamil Nadu, India, www.eprawisdom.com. (WithRahmath).

60. **“Analysis of Retail Mix Strategies – An Insight into Retailers’ Perceptions”**, International Journal of Engineering Research and Management (IJERM), ISSN 2349-2058 (Online), pp. 145 – 147, IF 1.872, Vol. 3, No. 5, May 2016, www.ijerm.com (with Aparna).
61. **“Employees Perceptions towards Performance Management Practices of Software Sector in Bangalore City”**, International Journal of Advanced Research in Computer Science and Software Engineering (IJARCSSE). Vol. 06, No. 12, December 2016, pp. 154-166, December 2016, ISSN: 2277-128X, IF 2.080. (With Venkat Raghava).
62. **“Grouping characteristics of Leadership in IT and Non-IT Organisations – Factor Analysis”**, International Journal of Management & Social Sciences ((IRA), Vol. 05, No. 01, Ver. I, pp. 21-36, 2016, ISSN: 2455-2267, IF 2.724. (With Naresh).
63. **“Employees Opinion about the Present Practices of Performance Management System in Software Sector of Bangalore City”**, International Journal of Advanced Scientific Research & Development (IJASRD), Vol. 04, No. 05, Ver. I, pp. 55 – 72, July 2017, e-ISSN: 2395-6089; p-ISSN: 2394-8906, IF 4.396.(With Venkat Raghava).
64. **“Analysis on Leadership Characteristics of Managers of Information Technology and Non-information Technology Organizations with Special Reference to Karnataka”**, International Journal of Advanced Scientific Research & Development (IJASRD), Vol. 04, No. 07, Ver. I, July 2017, pp. 59 – 75, ISSN: 2394-8906, IF 4.396. (With Naresh).
65. **“An Evaluation of Stress Management among the Employees of Select Leading Organisations in Hyderabad”**, VSRD International Journal of Business and Management Research, Vol. IX (III) March 2019, pp. 17-22, e-ISSN 2231-248X, p-ISSN 2319-2194, IF 4.791 www.vsrjournals.com, (with Vasavi).
66. **“A study on Employee Engagement and Work- Life Balance in cement Industry”**, International Journal of Review of Research, E -ISSN: 2249-894X, Vol. 08, issue 7, April. 2019. pp. 1-7 (with K. Srilatha).
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69. **“Analysis of determinants of Quality of Life on Employee Engagement Practices at Union Bank of India, Andhra Pradesh”**, Anveshana’s International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices (AIJRRLSJM), Vol. 6, Issue 6 (June, 2021), (ISSN-2455-6602) online, pp. 1-7 (with K. Srilatha).
70. **“A Study on Knowledge Management Practices on Employee Efficiency”**, Shodhsamhita, Vol. IX, Issue 1(1), 2022-23, ISSN 2277-7067, UGC CARE Group 1, pp 11-16 (with Nanda Kishore).

M. ABROAD VISITS:

1. Underwent language-training course in Portuguese at BERLITZ Center, **Frankfurt, Germany** from 9th to 14th April 1995 sponsored by The Rotary Foundation, Ivanston, USA.
2. Visited the states of ALAGOAS, BAHIA and SERGIEPE in **The Federative Republic of Brazil** between 15-04-1995 and 15-05-1995 under the Group Study Exchange Programme organised by The Rotary Foundation, Ivanston, USA.
3. Visited Muscat, Oman during 24-25 April 2019 to attend and chair a technical session in the International Conference of Banking, Finance and Business organised by the CBFS, Ruwi Campus, Muscat.

N. AWARDS RECEIVED:

1. **AP State University Best Teacher Award, 2019, Government of Andhra Pradesh at Vijayawada on 5th September 2019.**
2. **BOLT Award** (Broader Outlook Learner – Teacher) district award sponsored by The Air India, Singapore Tourism Board and Deccan Chronicle group for excellence in outreach activities, 2004.
3. **Research Award**, University Grants Commission, New Delhi, 1999.

O. EXTRA CURRICULAR ACTIVITIES:

1. Senior cadet in National Cadet Corpse (NCC) for 3 years at graduation level. Attended both State and National level camps and held the rank of Company Under Officer. Passed both "B"&"C" Grade examinations in NCC.
2. Served as volunteer in National Social Service (NSS) at graduation level.
3. Led a 30-student team to South Zone Interuniversity Youth Festival organised by The Association of Indian Universities and The Department of Cultural Affairs, Ministry of Human Resources Development, New Delhi from 11-2-1995 to 5-12-1995 at The University of Madras.
4. Led a 20-student contingent to participate in the All India Inter-University Youth Festival organised by Benaras Hindu University, Varanasi during 27th – 30th January 2002. The contingent won All India 2nd place in Tribal Dance event. University begged the national prize for the first time at All India level.

P. REFERENCES:

1. **Prof. Santishree Dhulipudi Pandit, Vice-Chancellor**, Jawaharlal Nehru University, New Delhi.
2. **Prof. K. Hemachandra Reddy, Chairman**, Andhra Pradesh State Council of Higher Education, 3rd, 4th and 5th floors, Neeladri Towers, Sri Ram Nagar, 6th Battalion Road, Atmakur (V), Mangalagiri (M), GUNTUR – 522503
3. **C. Umashankar**, Formerly Registrar, Sanskrit Vidyapeeth, Tirupathi and, Professor of OR & SQC, Rayalaseema University, Kurnool AP



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