

Curriculum Vitae of Prof. C.N.Krishna Naik

Address for Communication : Dr. C.N. Krishna Naik, MBA, Ph.D.,FDP(IIMA),
Professor & DEAN student affairs(SKU)
S.K. Institute of Management
S.K. University
ANANTAPURAMU – 515 003(INDIA)
profkrishnanaik@gmail.com
Mobile: 9440093866

Nationality & Religion : Indian – Hindu

Date of Birth : 02-09-1958

Social Status : Scheduled Tribe

Native District : ANANTAPURAMU

Educational Background

1. M.Com : S.K.University,Anantapuram (1981).
2. M.Phil. (Commerce) : Sri Venkateswara University, Tirupati. The Title of the Dissertation “*Institutional Credit and Non-Institutional credit*”. A study with reference to selected villages (1988)
3. FDPM (IIM-A) : Faculty Development Programme in Management from Indian Institute of Management, Ahmedmedbad (1991)
4. PGDMM : Post Graduate Diploma in Marketing Management from Management Studies Promotion Institute of India, New Delhi (1992).
5. Ph.D.,(Management) : S.K. University, Anantapuram.The tile of the thesis “*Consumer Behaviour in relation to Durable Products*”. A study of T.V.Users in Anantapuram District(1993)
6. M.A.,(Sociology) : S.K. University, Anantapur (1995)
7. B.L. : S.K .University, Anantapur (1995)
8. PGDIRPM : Post Graduate Diploma in Industrial Relations and Personnel Management S.V. University, Tirupati (1996).
- 9.M.A.(Economics) : S.K.University,Anantapuramu(1999)
- 10.M.A.Public Administration : Sri Venkateswara University,Tirupati (2000)
- 11.PGDGC : Post Graduate Diploma in Guidance and Counseling, Annamalai University,Annamali Nagar (2000)
- 12.M.Sc(Psychology) : S.V.University,Tirupathi (2002)

13. PGDPC : Post Graduate Diploma in Psychological Counseling-Institute of Psycho-therapy and Management Science,Mumbai (2003)
14. M.S. (Counseling &Psychotherapy) : Institute for Psycho – therapy and Management Sciences (IPMS) Mumbai, 2003.
- 15.M.B.A : Sikkim Manipal University,Manipal (2005)
- 16.P.G.D.B.E : Post Graduate Diploma in Business Ethics University of Hyderabad (2005), Hyderabad.
- 17.LLM : Acharya Nagarjuna University, Nagarjuna Nagar(May 2009) (Constitutional Law & Administrative Law)
18. MS (Public Relations) : Sri Venkateswara University, Tirupathi (2013)
- 19.LLM : Sri Krishna Deveraya University, Anantapuramu, (Business Law) (2014)
- 20.Ph.D (Sociology) : S.K.University, Anantapuramu. The title of the thesis is “Human Trafficking in Andhra Pradesh – A Study in Kadiri Division of Anantapuramu District (Thesis submitted 2014).

II. Teaching Experience : 32 Years

- (i) Post Graduate Teaching (MBA) : 25 Years
- (ii) Intermediate (Commerce) : 7 Years
- (iii) Area of Specilization : Marketing & Human Resource

III. Foreign countries visited on academic assignments

1. Visited Bangkok, Thailand during 19-22nd November 2007, and presented a paper on “Business and Management” held at Bangkok Palace hotel, Bangkok Thailand.
2. Visited Langkawi, Malaysia during 27-28th May, 2008. Participated and Presented a paper on “*Enterpreneurship – 2008*”, organized by Management and Muamalah, Selangor International Islamic University College, Langkawi, Malaysia.
3. Visited Oxford, London, (England) attended Oxford Roundtable during 3-8 August 2008, participated and presented a paper on “*Trade Liberalization Consequences for Human Rights*” at Harris Manchester College, Oxford, England. Also chaired one of the technical session on 05-08-2008.

III.a. First Court / Academic council in central universities

1. Member on the First Court of Tripura (Central) University,Tripura.(from 2014 for a period of three years)
2. Academic council member, Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh.(from 2013 for a period of three years)

III.b. Memer of board of studies for BBM, MBA & M.Com Courses

1. SV University, MBA (2005 – 2007)
2. Acharya Nagarjuna University (2008 – 2009)
3. Davanageri University, Karnataka (2014 – for two years)

4. Kuvempu University, Shivamogga, Karnataka (2012 to 2014)
5. Vijayanagara Sri Krishna Devaraya University, Bellary, (2012-2014)
6. Rayalaseema University, Kurnool, (2011 to 2014)
7. SSBN Autonomous Degree and PG College, Anantapuramu (2011 to 2014)
8. Sri Ramakrishna Degree and PG College, Nandyala (2011 to 2014)

III.c. Assisting UPSC and UGC New Delhi

1. Assisting UPSC as an Expert in Recruitment.
2. Assisting UGC, New Delhi in Setting , Evaluating and Designing the syllabus subject code:55 (Labour Welfare & Industrial Relations)

IV. Administrative Experience / Positions held

- Dean, Faculty of Comm&Mngt : Dean, Faculty of Commerce and Management (13-01-2016 to 12-01-2018)
- Principal : SK University College of Arts (17-10-2015 to Till Date)
- DEAN, Students affairs : SK University, (7-1-2014 – Till date)
- Chairman BOS : Dept. of Management, SK University (17-07-2010 to 16-07-2013)
- Head : Dept. of Management, (09-07-2008 to 08-07-2011)
- Cultural Co-ordinator : SK University, Anantapuramu, (09-11-2006 to 30-08-2007)
- Dy. Warden : Chitravathi Hostel, SK University, (29-07-2009 to 31-07-2011)
- Joint Director : Directorate of Admissions, SK University, Anantapuramu (29-11-2005 to 31-01-2007)
- Director : SK Institute of Academic Development, SK University, Anantapuramu (02-08-1996 to 30-04-2000)
- Hostel Warden : 4 years (SVJ College , Tirupati) (1983 to 1986)
- N.S.S. Programme Officer : 3 years (SVJ College , Tirupati) (1986-1989)
- Resident Tutor : 3 years (S.V. Arts College Hostel, Tirupati) (1983 to 1985)
- Academic Senate Member : Silver Jubilee Degree College, Kurnool
- Regional Co – Ordinator : I – CET, 2005 – 2007
- Academic Guide : ICFAI University 2004 – 2011.
- Academic Counselor : Dr. B.R. Ambedkar Open University, Hyderabad
- **Committee Member** : 1. Advisory Committee member, Directorate of Administration, 2005 – 06.
2. College Calendar & Student's Hand Book, S.K. University, 2003 – 04.

3. Scrutiny of applications under the Backlog vacancies, S.K. University, Anantapur.2007
4. Literacy Activities, S.K. University, 2004 – 05
5. UGC Coaching Scheme for SC/ST during Xth Plan period, 2005.
6. Central Admission Committee member for SKUCET, 2005
7. Admission Committee, 2003 – 04.
8. Admission Committee member, I-CET – 2003.
9. Board of Studies Committee member, S.V. University, Tirupati, 2005
10. Grievance Cell, S.K. University, Anantapur, 2004.
11. Member of Board of Studies in Business Management, Osmania College, Kurnool. (2009-11)
12. Member of Board of studies in Tourism & Travel Management, Acharya Nagarjuna University (2008-09)
13. Member of Board of studies in Business Management, S.V. University, Tirupathi (2005-07).
14. Member of Literary Activities, S.K. University College (2004-05)
15. Member, UGC sponsored Scheme of Centre for study of Social Exclusion and Inclusive Policy for the year 2009.
16. Member, Equal Opportunities Cell Committee of Equal Opportunities Cell during XI Pan period (2009-10).
17. Chairman of the Board of Examiners for the II & IV Sem (C.B.C.S), "M.B.A", Vijayanagara Sri Krishnadevaraya University, Bellary.
18. Member of Board of Studies in Bachelor of Business Management, Sri Sai Baba National

Degree College (Autonomous), Anantapuramu.

19. Member of D.O.A Co-ordinations Committee,
S.K.University, Anantapuramu.(2014).

20. Member, Scrutiny of the Personal Loan
Application and Sanction of Personal Loan
Scheme to S.K.University Employees,
S.K.University, Anantapuramu,(2014-15).

V. Research Guidance	Number
Ph.Ds.	23
Ph.Ds in Progress	8
M.Phil	1

VI. Research Guidance in detail

1. A. Jagan Mohan Reddy : Role of APSFC in averting sickness among Small-Scale Industrial units-A Case Study of Krishna District in AP. (08-02-1998)
2. J. Polappa : Industrial Relations – Need to have an Effective Grievance Handling Machinery – A Case Study of Cuddapah Zone of APSRTC (31-01-2000)
3. Y. Prasad Rao : Marketing Practices in Handloom Industry – A case study with reference to Kurnool District. (12-07-2000)
4. B.C. Lakshmana : Merchant Banking in India -A study with special reference to Evaluation of functions and performance .(23-12-2000)
5. K. Rajesh Kumar : Consumer Behaviour in relation to FMCG – A Study with reference to selected goods in Kurnool District, A.P.(26-12- 2003)
6. A. Chandra Mohan : The Leadership Styles of Indian Managers – A case study of Visakhapatnam Port Trust. (29-12- 2003)
7. G. Krishna Mohan : Marketing Practices of Corporate Hospitals in A.P. (22-03-2004)
8. V. Jayamma : Quality of work life in L.I.C. of India – A Case study of Kadapa Division.(23-06-2005)

:

9. Sreenath Settur : A study of R & D Management in improving the Organizational Effectiveness of Research & Development Institutions: An integrated approach .(14-10- 2006)
10. G.V. Prabhakar : Organizational Culture -and Net work Embeddedness in Banks-A Comparative Assessment of a Public Sector and a Private Sector Bank. (07-04-2007)
11. K. Ananth Kumar : Marketing Strategies of Life Insurance Corporation of India – A comparative study.(03-05-2007)
12. K. Venkaiah Babu : Socio-Cultural Influences on consumer Choice – A study with reference to selected products in Tri- Cities of Andhra Pradesh.(16-03-2009)
13. M. Imrozuddin : Marketing Practices of Leather Industry A study with reference to the select footwear retail Units in Tamil Nadu.(25-09-2010)
14. P. Suchitra : HRD Practices in Banks – A study with Special Reference to Public and Private Sector Banks. (02-04-2011)
15. B. Samuel Sushanth : Human Resource Development Practices in Public Sector Undertakings – A case study of Electronics Corporation of India Limited, Hyderabad. (16-11-2011)
16. Swapna Bhargavi.G : Servqual on Retailing (with special reference to Pantaloons Retail). (17-12-2011)
17. G. Sree Ramulu : Entrepreneurship Development through Prime Minister's Rozgar Yojana Programme(PMRY) in

Rayalaseema Region of Andhra Pradesh - A study.(17-12-2011)

18. D. Raja Naik : Impact of HRD climate for Organizational effectiveness – A study of electric supply companies of Karnataka Power Transmission Corporation Limited (KPTCL).(26-12- 2011)

19.U.J.Suresh : Human Resource Planning in A.P.S.R.T.C-A study of Karim Nagar zone in Andhra Pradesh. (02-07-2012)

20.S.Shyam Kumar : Impact of Malls on Sales of Brand products in Selected cities of Karnataka .(24-01-2013)

21.Chavali Sri Rama Kumar : Infrastructure growth – Role of listed companies In India. (24-01-2013)

22.VVSL.Kameswari : India Capital Markets – Sectoral Growth Trend Led by Investments.(24-01-2013)

23.PV.Ramanamurthy : Strategic Human Resource Management and its Impact in achieving organizational effectiveness; A study of Hindustan Coca-Cola Beverages,Pvt Ltd,India.(22-04-2013)

M.Phil

1.Mr. Potti Sreenivasulu A study on promotional anagement in Sree Rayalaseema Alkalies and Allied Chemicals Ltd. : Kurnool.(16-05-2014)

Organized National / International Seminars (During My Headship)

INTERNATIONAL:

1. International seminar on Global economic turbulence – Recrafting Business strategies with the collaboration of Public (SKU), Private (Geetham University, Vizag) and Foreign University(PNG University) during 19-20th Nov, 2010 at Geetham University, Vizag.

NATIONAL:

1. **National Seminar on Global economic turbulence – Recrafting HR strategies during 30-31st Jan, 2009, at SKIM, SKU, Anantapur.**
2. **National Seminar on Recent Trends in Knowledge Management on 13-14th March, 2009, SKIM, SKU, ATP.**

VII. Publications

I. Research Article Published

INTERNATIONAL JOURNALS

1. “Antecedents of Knowledge Management Success” Published in *Journals of Knowledge Management, Culture and Change Management*, Vol8, 2008,ISSN 1447 – 9524.
2. “Influence of Organizational Support on Corporate Entrepreneurship and Performance” *International Conference on Entrepreneurship 2008 (ICE 2008),Pg No.30,ISBN:983-3048-18-2.*
3. “Human Rights – The Road Ahead” *Forum on Public Policy Online, A journal of the Oxford Round Table on the summer 08 edition pg 1-10 (posted January 2009), 15th edition, pg no. 697. (Electronic edition published) <http://forumonpublicpolicy.com/summer08papers/archivesummer08/yourpapersname.pdf>*
4. “SERVQUAL, Customer Satisfaction and Behavioural Intentions in Retailing.” *European Journal of Social Sciences – Volume 17, Number 2(2010). Pg No.200-213*
5. “Service Quality (Servqual) and its Effect on Customer Satisfaction in Retailing”. *European journal of Social Sciences – Volume 16, Number 2 (2010). Pg No 239-251.*
6. Impact of HRD Climate for Organizational Effectiveness – A study of Electricity Supply Companies of Karnataka Power Transmission Corporation Limited, Karnataka – *Global Journal of Arts & Management*, 2011, Pp79-87.Print Version ISSN:2249-264X,ISSN :2249-2658 (Online)
7. “The Influence of Employee Engagement on Knowledge Management” *The International Journal of Knowledge, Culture and Change Management – Vol No.9, 2009.ISSN:1447-9524.www.management-journal.com*
8. “Knowledge Management: An Integrated Approach” *The International Journal of Knowledge, Culture and Change Management – Vol No.9, 2009.ISSN 1447-9524.*
9. “Competency Management” *IOSR Journal of Humanities and Social Science (IOSR-JHSS) 2014.PP 47-52,p-ISSN:2279-0845,e-ISSN:2279-0837,www.iosrjournal.org.*
10. “Knowledge Management: Impact of human resource productivity in competitive advantage” *IOSR Journal of Humanities and Social Science (IOSR-JHSS) 2014.PP 53-59,p-ISSN:2279-0845,e-ISSN:2279-0837,www.iosrjournal.org.*
11. “A Study on Role of Depository Participants in Capital Market” *International Journal of Research (IJR),Vol-1,issue-11 December 2014,ISSN:2348-6848.(Impact Paper 3.45)*

12. “Trafficking of Women and Children in Kadiri Area “*Human Rights International Research Journal*” Volume 2 issue 1,2014,Page No.575-577,ISSN:2320-6942,ISBN:978-93-84124-01-4
13. “Vulnerability Factors of the Trafficked Girls & Women in Kadiri Division Of Aantapur District” *International Journal of Educational Aspects, Management Studies and Applied Science*, ISSN:2320-0383, (Accepted for publication).
14. “The Problem of Trafficking in Kadiri Division Of Anantapur District”, *International Journal of Psychology and Education*, ISSN: 2321-8606, (Accepted for publication).
15. **A study on creditors opinion towards their clients sustainability reporting in India** “*EPRA International Journal of Multidisciplinary Research (IJMR)*”, Volume 2, Issues 3, March 2016,ISSN (Online) : 2455- 3662, SJIF Impact Factor 3.395.
16. **A study on creditors satisfaction with liquidity and repayment terms of clients in India** “*EPRA International Journal of Multidisciplinary Research (IJMR)*”, Volume 2, Issues 3, March 2016,ISSN (Online) : 2455- 3662, SJIF Impact Factor 3.395.

NATIONAL JOURNALS

1. “Behavioral Aspects of Cooperative credit – A Survey” *A Journal of Cooperative Management*, Vol.25 No.2, July-September 1990.Pg No 36-42.Regd.No.R.N.-18831-69
2. Insurance (Risk Management) as Welfare Measure of the State – Risk Management, Discovery Publishing House, New Delhi, 2000.ISBN:
3. Emerging Dimensions of Tourism Marketing in India – Souvenir, Andhra University, and Vizag. November, 2000.
4. Management Development Programmes and their effectiveness – *A.P. Portal*, 1February, 2003.Page No.16.
5. The effective leadership Styles of Indian Managers – *A.P. Portal*, September, 2003.
6. The Influence of HR on Knowledge Transfer – *Indian Journal of Training and development*, Vol. XXXVII NO.1 Jan-March, 2007. P111-124.ISSN:0971-5592
7. ZINDAGI: A life Insurance Expert System – *Osmania Journal of International Business*, July – December 2006, P131-138. www.ou-mba.ac.in
8. R & D Organization for improved productivity; *Science Tech Entrepreneur* page 51 – 57 March, 2005.
9. Branding – A distinct Marketing Tool – *Osmania Journal of Management* Vol-II Number – 2, June 2006.Page No.148-159,www.ou-mba.ac.in
10. Agent of BPO Expositive secretes – *Business Vision* Volume. 02, No. 4 October - December, 2006, Page No. 43 – 46.
11. Management Review “Impact of Conducive Environment on Organizational effectiveness in

- R &D Institutions a study “Management Review (*Journals of Delhi Management Association*)”, July to September, 2006. Vol. 32 Page No. 23 – 27. RNI No:14271/61
12. Improving Organizational Effectiveness in R&D Institutions: An Integrated Approach Employing Pyramid of Success Model, Management Review(*Journals of Delhi Management Association*)”, Jan – June,2008,Vol.35,pp 26 – 35. RNI No:14271/61
 13. Annual Handbook of Human Resource Initiatives – 2007, - Delhi “The influence of Values organizational culture and person; Organizational Fit on Individual Out comes” Edition 2007, Page No. 163 – 180.,ISBN:81-902754-2-9
 14. Annul Hand Book of Human Resource Initiatives – 2007, Delhi “The Domain of organizational Renewals” Edition 2007,Page No. 203 – 222.,ISBN:81-902754-2-9
 15. Annual Handbook of Human Resource Initiatives – 2007, - Delhi “Organizational Characteristics and Leadership Effectiveness:A Study of Leadership in a Private and Public Sector Bank” Page No. 145 – 165.First Edition ,2008,ISBN:81-902754-3-7.
 16. “Organizational Success Through Effective Human Resource Management”Money Whiz News and Analysis (Magazine for Business,Finance and Investment),Vol 1,Issues 9,Septmber 1,2012,Pages 4.
 17. “Impact of FDI on Mom and Pop Retailers”Money Whiz News and Analysis (Magazine for Business,Finance and Investment),Vol 1,Issues 9,October 1,2012,Pages 2.
 18. “Who says India is Dependent of FIIs for Investment Flows?” Whiz News and Analysis (Magazine for Business, Finance and Investment),Vol 1,Issues6,June 1,2012,Page1.
 19. “Assessing the Current Global Economic Situation and Prospects 2013” Whiz News and Analysis (Magazine for Business, Finance and Investment),Vol 2,Issues1,Jan 1,2013,Pages 3.
 20. “Indians Urban Infrastructure Requires Higher Allocations” Whiz News and Analysis (Magazine for Business, Finance and Investment),Vol 1,Issues7,July 1,2012,Pages 3.
 21. “Fluctuations in India’s Rupee Rate and its Economic Impact” Whiz News and Analysis (Magazine for Business, Finance and Investment), Vol 1,Issues 11,Nov 1,2012,Pages 3.

VIII. BOOKS PUBLISHED:

1. “Management of Rural Banking” Deep & Deep Publishers, New Delhi, 1991.
ISBN:81-7100-313-3
2. “Consumer Behavior” – Discovery Publishing House, New Delhi, 1999.
ISBN: 81-7141-477-X
3. “Industrial Relations - Indian Publishers New Delhi,, 2001.
ISBN:81-7341-209-X
4. Sickness in Small Industry - Indian Publishers New Delhi Delhi,2001.
ISBN: 81-7341-220-0
5. Marketing of Handlooms - Indian Publishers New Delhi Delhi,2001.

ISBN:81-7341-229-4

6. Merchant Banking in India, Deep & Deep Publications, New Delhi, 2002.
ISBN: 81-7629-375-X
7. Leadership Styles of Indian Managers - Indian Publishers, New Delhi, 2005.ISBN
8. Health care Marketing - Discovery Publishing House, New Delhi, 2006.
ISBN :81-8356-122-5
9. Quality of Work Life - Discovery Publishing House, New Delhi, 2006.
ISBN: 81-8411-028-6
10. Service Quality in Retailing Theory and Practice, Lap Lamberg,academic publishing Germany,2012.(Electronic edition:978-3-659-26487-0).
11. Organization culture, Knowledge Management and Network Embeddedness theoretical concepts and empirical analysis, Lap Lamberg,academic Publishing,Germany,2012 .(Electronic edition:978-3-659-12729-8).
12. Impact of HRD Climate for Organizational Effectiveness-Vanmathi Publishers,Tamil Nadu,2013.ISBN:978-81-920808-5-7.

X. RESEARCH STUDIES:

1. Wages Structure – A Case Study of A.P. Lightings, Anantapur – 1995.
2. “Brand Loyalty – A Case of selected Non-durable goods in Ahmmedabad City” 1991.

IX. RESEARCH PROJECTS:

Completed Minor Research Project on “Consumer and Brand Loyalty”. A study of selected Non- Durable products in Anantapur Town – 1996” sponsored by U.G.C

XI. TRAINING PROGRAMMES ORGANISED:

1. Adults Education Programme (for illiterate villagers) of Krishnamreddy Palli Village, S.K. University, during December, 1980.
2. 10 N.S.S. Programmes (for N.S.S. Volunteers) conducted during 1986-89, (S.V. University affiliated College), Tirupati.
3. Conducted Executive Development Programme for Sri Anantha Grameena Bank Officers During September 21-23, 2001, SKIM, S.K. University, Anantapur.

XII. INTERNATIONAL & NATIONAL SEMINARS AND CONFERENCES ATTENDED : PAPERS PRESENTED:

INTERNATIONAL:

1. Worlds Class Marketing: Destination 200, October 1-3, 1999 XLRI, Jemshedpur.
2. Participated in the All India Conference on Universal Values in Higher Education organized from 14th to 16th October, 2001 by Prajapitha Brahmakumari Ishwariya Vishwa Vidyalaya, Mount Abu, Rajasthan.
3. Presented a paper entitled “Management Education: The Paradigm shift” organized by the Dept. of Management studies TJPS College, Guntur, August 10-11, 2006.

4. Participated in International Conference on “Strategic Customer Relationship Management” as Delegate & Paper Presenter held on 23rd and 24th day of December, 2010 at New Horizon Leadership Institute, Bangalore, India.
5. Participated in International Conference on “Entrepreneurship – 2008” by Faculty of Management and Muamalah, Selangor International Islamic University College, during 27 - 28 may 2008, Langkawi, Malaysia.
6. Participated in International Conference on “Trade Liberalization: Consequences for Human Rights”, From Sunday, August 3 to Friday, August 8, 2008, Oxford University, London.
7. Attended and Presented a paper at the International Colloquium on “Business and Management” held at the Bangkok Palace Hotel, Bangkok, Thailand, 19th – 22nd November 2007.
8. Attended and Presented a paper Titled “Competency Management” at the International Conference on Innovative Management Strategies (ICIMS2014) ,Organized by the Department of Management Studies during 7th & 8th of March,2014.
9. Attended and Presented a paper Titled “Knowledge Management: Impact of Human Resource Productivity in Competitive Advantage” at the International Conference on Innovative Management Strategies (ICIMS2014), Organized by the Department of Management Studies during 7th & 8th of March, 2014.

NATIONAL:

1. Presented a paper titled “Marketing of Merchant Banking Services” a U.G.C. Seminar organized by School of Business Management. S.V. University, Tirupati during Dec. 18-19 – 1995.
2. “Presented a paper on “Regional Imbalance in Andhra Pradesh”, conducted by A.P. Economics Association Tenth Annual Conference at Andhra University, Visakhapatnam 8-9th February, 1992.
3. “Presented a paper at a U.G.C. Seminar on Dr. Baba Saheb Ambedkar and his ideas on Economic Growth with Justice”. Organized by Centre for Rayalaseema Development Studies, Department of Economics, S.K. University, Anantapur during 29-31 January, 1992.
4. “ Participated in two Day Proceedings of Southern Regional Conference of Association of Indian Management Schools held at Cochin University, Cochin 10 and 11 Jan – 1992.
5. National Workshop on Entrepreneurship Education in Management Schools organized by Entrepreneurship Development Institute of India, Gandhi Nagar, Gujarat during March 4-5, 1991.
6. Indian Economic Association Seventh Fourth Annual Conference during 29-30,

December, 1991 Department of Economics, S.K.University, Anantapur.

7. Three Day National Seminar on “Involvement of Teachers and students in the National Literacy Programme" held at S.K.University, Anantapur during 18-20 March, 1990.
8. Participated in two day “Personnel Managers” concord on 7th & 8th April, 1990 organized by S.K. Institute of Management, S.K. University, Anantapur.
9. Presented a paper on “Self Employment Schemes for Rural Youth” a U.G.C. Seminar organized by the Department of Economics, during 29-31 March, 1990 at S.K.University, Anantapur.
10. Eleventh National Convention on studies in Cooperation held at the Institute of Rural Management, Anand (Gujarath) during 28 November to December, 1990.
11. National Seminar in Information Technology and Public Systems, S.V. University, Tirupati during Feb 12 and 13, 2000.
12. Assignment Evaluation, Dr. B.R. Ambedkar Open University Govt. Arts College, Anantapur during 7-8 Feb, 1998.
13. National Seminar on “ Challenges in Managing Enterprises in 21st Century held at C.B.I.T. Campus, Hyderabad , 12-13, 1999.
14. Association of Indian Management Schools (AIMS), partnering for development Industry-Business Schools Interaction, Feb. 7th, 8th , 1999, Ahmedabad.
15. Presented a paper on Risk Management in a National Seminar on Risk Management – Sponsored by the UGC during 12th – 13th April, 1999.
16. Presented and Participated in the Two-Day National Workshop on Brand Building Strategies in Globalization – Challenges before India on November 10-11, 2000, at CBIT, Hyderabad.
17. Participated in the National Seminar Strategic Dimensions of Services Marketing in the New Millennium held during 3rd, 4th November, 2000, Dept. of Commerce and Management Studies, Andhra University, Visakhapatnam.
18. Participated in the One day Seminar on Challenges of Management Education on January 31st, 2001 at SKIM, S.K.University.
19. Participated in UGC National Seminar “Impact of Information Technology on Management” during 18-19, 2001, at SKIM, S.K.University.
20. Attended and completed N.L.P. BASIC PRACTITIONER CERTIFICATION WORKSHOP - National Federation of N.L.P (USA) - February, 2004.
21. Attended Refresher Course on “Programming in C++ and Data Structures” held by ISTE Chapter, JNTU college of Engineering, Anantapur during from 31st December, 1997 to 29th January, 1998.

22. Participated as Chair person at the National Seminar on “Dimensions of Women Empowerment” during 19 – 20 March, 2005, Dept. of Commerce, S.V.P.G Centre, Kavali.
23. Presented a paper on “Power Sector Reforms – Problems and Perspectives” National Seminar on Power sector reforms challenges and strategies, Dept. of Management studies, S.V.University, Tirupathi during March 25 – 06, 2005.
24. “ Insurance Sector Reforms in India – Challenges and Opportunities “ Organized by Dept. of Commerce , Nizam College , Osmania University, Hyderabad, 18 – 19, 2006.
25. Participated in the National Seminar on “Management Philosophy and Peter f. Drucker “Organized by Dept. of Management Studies, S.V. University, Tirupati on 8th April, 2006. Paper Presented “ Drucker on Management”
26. Presented a paper titled ‘Taking CRM to the next level’, The National Seminar on “Information Technology & The Changing Business Paradigms” held on 28-29 August 2006, Post Graduate Department of Commerce, TJPS College, Guntur.
27. Participated in UGC national Seminar on ‘ Management Education : New Initiatives for Value Addition” Organized by Dept of Business Administration, KBN College P.G Centre, Vijayawada on 22nd and 23rd October, 2005 and paper presented a paper entitled “ Management Education New Initiatives for values Addition”
28. Participated in two days National seminar on “Emerging Dimensions in Banking Industry in India Issues and Challenges “during 19th and 20th feb,2013,held at school of Management, University of Arts and Science college, Kakatiya University, Subedari, Warangal.
29. Participated in National Seminar on “Emerging Management Practices in Changing Global Perspectives”held on 6th and 7th March 2012,at Yogi Vemana University,Kadapa.
30. Participated in the two day National Seminar on “Role of Commercial Banks in Personal Finance-Problems and Issues”on 25th and 26th March 2012,held at department of commerce and business management,University Post Graduate College;Kakatiya University,Subedari,Warangal.
31. Participated and presented a paper entitled”Strateges for effective utilization of human resources:held at Acharya Nagarjuna University,during 18th – 19th Oct,2012.
32. Participated in two day National Seminar on “Changing Scenario of Human Resources in India” during 18th -19 th Oct,2012,held at Acharya Nagarjuna University,Sponsored by UGC and APSCHE.
33. Attended and Presented a paper at the Two –Day National Seminar on “Talent Management Practices in India – Emerging Trends” Organized by the Department of

Commerce and Management Studies, Andhra University, Visakhapatnam during 20-21st Deceber, 2013.

XIII. U.G.C. ORIENTATION/REFRESHER COURSES COMPLETED:

1. Academic Staff orientation course at Andhra University, Visakhapatnam during 20-1-1992 to 18-2-1992.
2. Academic Staff orientation course at Jawaharlal Nehru University, New Delhi during Jan 6-30, 1993.
3. Refresher Course on “Programming in C++ and Data Structure” held by the ISTE Chapter, JNTU College of Engineering, Anantapur during the period from 31st Dec, 1997 to 29th Jan 1998.

XIV. I.C.S.S.R. COURSES:

Participated in the I.C.S.S.R. sponsored Regional Level course on Research Methodology organized by the Department of Commerce, S.K.University, Anantapur.

XV. MANAGEMENT TRAINING PROGRAMMES:

1. Underwent Faculty Development Programme In Management at Indian Institute of Management, Ahmadabad during June 28, 1990 – February 28, 1991.
2. Attended and participated the school on Stochastic Models in Management Sciences, organized and sponsored by Centre for Regional Management Studies at Indian Institute of Management studies at Indian Institute of Management, Ahmadabad during February 4-13, 1991.

XVI. MEMBER IN PROFESSIONAL BODIES & SERVICE ORGANISATION:

1. Member, Oxford Round Table, Oxford, London.
2. Indian Institute of Management, Ahmedabad.
3. All India Management Association.
4. Member, National Cooperative Federation Southern Region.
5. Member, All India Banzara Seva Sangh, Hyderabad, A.P

XVII. EXTRA CURRICULUM ACTIVITIES:

1. Served and participated as volunteer flood relief and rehabilitation program at Avanigadda Diviseema for Two weeks in year 1977.
2. Attended Mountaineering training held at Nainital, U.P. organized by Nainital Mountaineering Club at Kumon Hills (Himalayas), 13 – 25th, Dec’ 1981.
3. Adjudged Best Team Award Inter University, NSS Special Camp.
4. School Pupils Leader at Z.P.H .Schools, Kurli during 1972-73, Anantapur District.
5. Won S.K.University Music Competition First Prize, 1981.
6. Won S.K.University, “Elocution Competition Prize, 1981.

XVIII. EXTENSION WORK:

- Organized Non – Formal Education Programmes (NFE) at Kristnamareddy Palli, Anantapur Rural Mandal during 1980-81.
- Working with Anantapuramu NGO(RED) in organizing human trafficking awareness

programme.

XIX. N.S.S.:

Served 13 years, as a Volunteer and Programme Officer, attended and conducted No. of NSS National Inter University and College unit Camps at S.V. University, Tirupathi, P.G. Centre, Anantapur during 1976-89.

XX. N.C.C.

1. Served three years as a L/CP and attended several camps including cyclone Rehabilitation programme held at Avanigadda, Diviseema, 1977.
2. Passed N.C.C. 'B' Certificate from 5/28, Andhra Batalion, 1978.
3. Participated in Guard of Honor given to President of India Dr. Neelam Sanjeeva Reddy in view of Golden Jubilee Celebration of Govt. College, Anantapur, 1978.

XXI. PROFICIENCY IN HINDI :

1. Passed in Hindi Rastra Basha from Dakshin Bharath Hindi Prachara Sabha, Madras – 1972.
2. Taught Hindi Prathamika, Madyamika candidates during 1972-73.

XXII. COMPUTER KNOWLEDGE:

1. Attended the Refresher course on Computer Literacy conducted during 3-31, December, 1997 for the members of the S.K. University Teaching Staff.

AWARDS:

1. ***“STATE BEST TEACHER (STATE AWARDS TO MERITORIOUS TEACHERS)”*** In Recognition of Distinguished Services as a Teacher on 5-Sep-2012, By Government of Andhra Pradesh, Department of Higher Education, Hyderabad.
2. ***‘PRIYADARSHINI INDIRA GANDHI’*** In Recognition Outstanding Services to Society and Excellences, on Monday 19-Nov- 2007 by Indian International Integrity Peace and Friendship Society, Bangalore.
3. ***“SHIKSHA RATTAN PURASKAR’*** For Meritorious Services, Outstanding Performance and Remarkable Role, on 6-Oct- 2007 by India International Friendship Society, Bangalore.
4. ***‘RAJIV GANDHI EXCELLENCE GOLD AWARD’*** In Recognition of Contribution in the field of Educational Sector, on Monday 20-Aug-2007 by Indian International Integrity Peace and Friendship Society, Bangalore.
5. ***“BHARAT JYOTHI AWARD”*** In Recognition of Outstanding Service to the Society and Excellence in choosing the field of Activity, on 31-3- 2007 (Chennai) by International Integrity Peace and Friendship Society, Bangalore.

(C.N. KRISHNA NAIK)