

**Mobile: 09440556990**  
**Mail: panatula\_murali@yahoo.com**



**CURRICULUM VITAE'**  
*of*

**Dr. PANATULA MURALI KRISHNA**

*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 : 10061963 (Tenth June Nineteen Sixty Three)  
Nationality : Indian  
Address :  
Permanent : S/o Sri P. Subbaraghavaiah,  
7- 68, Srinagar Colony, Santhapet,  
**CHITTOOR (AP) 517 004, India.**  
Ph: (R) 09108572248150.  
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 – A)**  
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, Tamil & Telugu  
Computer Proficiency : Windows, Lotus, Word Perfect, Fox Pro, MS Word, MS Excel

**B. MAJOR ACHIEVEMENTS IN CAREER:**

1. 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.
2. 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.
3. Received UGC Research Award in 1998 for conducting research in the area of Quality of Work Life in Indian Organisations.
4. Establishment of department and school of Commerce & Management at Dravidian University, Kuppam during October 2007 to September 2010.
5. Provided about 250 job placements for Under-graduate and Post-graduate students of Dravidian University, Kuppam through organising **campus placement programmes** by inviting diverse companies in India.
6. 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.
7. 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) degrees.

8. Introduced 2-year (4 semesters) full-time residential programme in Management leading to MBA.
9. 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.
10. Member, Central Committee I-CET – 2010-2011, Government of Andhra Pradesh, Hyderabad.
11. Member BoS in Management at Sri Padmavathi Mahila Viswavidyalayam, Tirupati since 2011.
12. Member BoS in Management at JNTU Anantapur since 2010.
13. Member, Board of Examiners in Management, Davangere University, Davangere, Karnataka since 2013.
14. Member on the Advisory Board of ICBM – School of Business Excellence, Hyderabad since 2010.
15. Member, BoS in Management at Vardhaman College of Engineering (Autonomus), Shamshabad, Hyderabad, 2014.
16. Member, Editorial Advisory Board, 'SANKALP', Journal of Management, Gujarat.
17. **Dean, Industry Interface & International Collaboration, SK University, Anantapur from 1<sup>st</sup> March 2016 till date.**

#### 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.B.A.,	1987	Sri Krishnadevaraya University, Anantapur.	Marketing and Human Resource Management
Ph.D.	1994	-----do----	Human Resource Management
<b>FDPM (IIMA)</b>	<b>1997</b>	<b>Indian Institute of Management, Ahmedabad</b>	<b>Human Resource Management &amp; Strategic Management</b>

#### 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).

##### 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: 9 In Progress: 10)

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**, 2007.
3. "Employee Empowerment Strategies for Organisational Effectiveness – An Empirical Study", - **Dr. RN Subba Rao**, 2007.
4. "The Status and Development of Women Entrepreneurs in Andhra Pradesh", - **Dr. N. Sangeetha**, 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, 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.**

**Research Projects Coordinated: (Completed: 4)**

1. Co-ordinator, UGC – SAP (DRS - 1) from October 2012 to till date at SK University, Anantapur, sponsored by the UGC.
2. Deputy Co-ordinator, UGC – SAP (DRS) from February 2007 to till date 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.
4. UGC Major Research Project on **Human Resources Dimensions for Total Quality Management** (A Comparative Study of Private and Public Sector Enterprises), 2002.
5. UGC sponsored project on **Quality of Work Life in Iron & Steel Industry** (A Comparative study of SAIL & TISCO), 2002.

**D. WORK EXPERIENCE: 27 years**

**Teaching: (25 years)**

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

**Administrative: (2 years)**

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:**

1. Member, UGC XI Plan evaluation Team that visited Guru Jambheshwar University of Science & Technology, Hisar, Haryana during 26 – 28<sup>th</sup> July 2008.
2. Resource person in training programmes for Mandal Revenue Officers of Anantapur district sponsored by the Govt of Andhra Pradesh under public systems group.

3. 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.
4. Nominated as Academic Counsellor by the Dr. B.R. Ambedkar Open University, Hyderabad for their students of Master of Business Administration.
5. Invited by the Sardar Patel University, Anand, Gujarat, on the UGC extension lecture scheme for the year 2000-2001.
6. Examiner in Management, UGC NET Examinations since 2008.
7. Training consultant for HINDALCO.
8. Member, Academic Senate, Dravidian University.
9. Convenor, Admissions for BBM, MCom, courses at Dravidian University.
10. University PRO at SK University, Anantapur, 2005-06.
11. Organized special interaction programs with BHEL-Hyderabad and SHAR Centre-Sriharikota in 1994 and 1995.
12. Conducted training classes for supervisors of AP Lightings Ltd., Anantapur, 1992, 1993
13. Member, Board of Studies in Management of JNTU, Anantapur, Sri Padmavathi Mahila Visva Vidyalayam, Tirupathi, SVCET- Chittoor etc.
14. Member, Board of Examiners, Davangere University, Davangere, Karnataka, 2013.
15. 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 Nagaarjuna University, Guntur, 3<sup>rd</sup> & 4<sup>th</sup> December 2013.
16. 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 16<sup>th</sup> – 17<sup>th</sup> November 2013.
17. 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 APSICHE during 18<sup>th</sup> – 19<sup>th</sup> October 2012.
18. Chair person of a technical session in the Two-day UGC National Seminar on “Entrepreneurship Development”, organised during 21<sup>st</sup> and 22<sup>nd</sup> April 2011 by the department of Commerce, Government Degree College, Palamaneer, Chittoor District, AP.
19. 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 28<sup>th</sup> and 29<sup>th</sup> December 2013.

#### **F. TRAINING RECEIVED: 7**

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 11-3-1991 to 5-4-1991.
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. 10day 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. **18<sup>th</sup> 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, Gujrat from 1<sup>st</sup> to 21<sup>th</sup> March 1999.
7. Faculty Development Workshop conducted by Xavier Institute of Management & Entrepreneurship, Bangalore and sponsored by AICTE from 11<sup>th</sup> June to 1<sup>st</sup> July 2000.

**G. WORKSHOPS/CONFERENCES/SEMINARS ATTENDED: (Papers Presented: 37)**

**I. National: (30)**

1. 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, Adikavi Nannaya University, Rajahmundry, Andhra Pradesh during 8<sup>th</sup> – 9<sup>th</sup> November 2013.
2. 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 APSCH during 18<sup>th</sup> – 19<sup>th</sup> October 2012.
3. 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 APSCH during 18<sup>th</sup> – 19<sup>th</sup> October 2012.
4. 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 27<sup>th</sup> and 28<sup>th</sup> September 2012.
5. Presented a paper on "***An insight of Social Entrepreneurship in India***", in the national conference on 'Economic Growth through Entrepreneurship' held on 5<sup>th</sup> May 2012 organised by the Department of Studies and Research in Commerce, Tumkur University, Tumkur, Karnataka.
6. Presented a paper on "***Innovation through Knowledge Management in Management Education***", in the national conference on 'Emerging issues and innovation in Management' held on 31<sup>st</sup> October 2012 organised by the Department of Studies and Research in Business Administration, Tumkur University, Tumkur, Karnataka.
7. Presented a paper on "***Improving Quality in Technical Education Institutes by applying Juran's Quality Trilogy***" in the 36<sup>th</sup> 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 14<sup>th</sup> and 16<sup>th</sup> December 2006.
8. Attended Workshop on "***Case teaching and Case writing***" during June 25-29, 1990 at The Indian Institute of Management, Bangalore conducted by Association of Indian Management Schools (AIMS) and Indian Institute of Management, Bangalore.
9. Attended a Two-day conference of Association of Indian Management Schools held at Cochin University of Science and Technology, Cochin during 10<sup>th</sup> and 11<sup>th</sup> January 1992.
10. Presented a paper on "***A Cultural Perspective on Changing Organisational Ethics***" in a UGC National Seminar on Corporate Ethics during 12<sup>th</sup> – 14<sup>th</sup> December 1997 organised by the P G Department of Commerce & Management Studies, T.J.P.S. College, Guntur (AP).

11. 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 21-22<sup>nd</sup> March 1998.
12. 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.
13. Two day National Seminar on Indian Ethos in Management organised by The School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad from 6<sup>th</sup> to 7<sup>th</sup> November 1998 and presented a paper on “**Ethical Dimensions of Leadership in Management: Some Highlights**”.
14. Two day All India Commerce Congress held from 18<sup>th</sup> to 20<sup>th</sup> 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**”.
15. Two day All India Commerce Congress held from 18<sup>th</sup> to 20<sup>th</sup> 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**”.
16. 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, Tiruchirapalli on 15<sup>th</sup> & 16<sup>th</sup> May 1999. Presented a paper entitled “**Rethinking Management Education in 2000**”.
17. Two day National Seminar on Challenges in Managing Enterprises in 21<sup>st</sup> Century organised by The School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad from 12<sup>th</sup> to 13<sup>th</sup> November 1999 and presented a paper on “**Information Technology and Customer Satisfaction in Indian Banking Industry**”.
18. Two day National Seminar on Challenges in Managing Enterprises in 21<sup>st</sup> Century organised by The School of Management Studies, Chaitanya Bharathi Institute of Technology, Hyderabad from 12<sup>th</sup> to 13<sup>th</sup> November 1999 and presented a paper on “**Status of Women in the Contemporary Indian Organisations**”.
19. One-day National Workshop on “**Patent Awareness & Intellectual Property Rights**” organised by the Department of Polymer Science & Technology, S. K. University and sponsored by the Department of Science & Technology, New Delhi.
20. Two day National Conference on “**People, Processes and Organisations – Emerging Realities**”, organised by the Prestige Institute of Management and Research, Indore between 30<sup>th</sup> and 31<sup>st</sup> January 2000 and presented a paper on “**Human Resource Dimensions of Total Quality Management for Improved Organisational Performance**”.
21. Two-day National Seminar on “**Ethics and Management: Emerging issues in the New Millennium**”, held at North Gujarat University, Patan during 11<sup>th</sup> – 12<sup>th</sup> January 2002 organised by The SK School of Business Management, North Gujarat University, Patan and presented a paper on “**Ethics and Industry**”.
22. Two-day National Seminar on “**Ethics and Management: Emerging issues in the New Millennium**”, held at North Gujarat University, Patan during 11<sup>th</sup> – 12<sup>th</sup> January 2002 organised by The SK School of Business Management, North Gujarat University, Patan and presented a paper on “**Ethics and Higher Education**”.
23. 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

24. 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.
25. 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.
26. 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 5 – 7, 2004 organized by the Nodal Centre, NTMIS, IAMR, New Delhi.
27. 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.
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 20<sup>th</sup> – 21<sup>st</sup> 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 APSCH, Hyderabad and organised by the Department of Commerce, Sri Venkateswara University, Tirupati during 22<sup>nd</sup> – 23<sup>rd</sup> March 2014.
30. 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 11<sup>th</sup> & 12<sup>th</sup> Many 2012.

## **II. INTERNATIONAL: (7)**

31. Presented a paper on ***“Organisational Learning as a Strategy for Sustainable development”*** in the 2<sup>nd</sup> International Conference on Emerging Markets and Issues in Management’ organised during 19<sup>th</sup> – 20<sup>th</sup> April 2013 by the VIT Business School, VIT University, Vellore, Tamil Nadu.
32. 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 26-28, 1990.
33. 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, Kangri University and Shantikunj, Haridwar, India during 22<sup>nd</sup> and 24<sup>th</sup> February 2002.
34. 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, Gurueruarybkula Kangri University and Shantikunj, Haridwar, India during 22<sup>nd</sup> and 24<sup>th</sup> February 2002
35. Presented paper on ***“Talent Management in Management Education (A Study with reference to universities Management Institutions located in Rayalaseema region)”*** in the 3<sup>rd</sup> 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 24<sup>th</sup> and 25<sup>th</sup> February 2014.

36. Co-authored a paper on 'Perspectives of Corporate Social Responsibility', and presented it in the 2<sup>nd</sup> international conference on Current Trends in Engineering and Management (ICCTEM 2014) held during 17<sup>th</sup> – 19<sup>th</sup>, July 2014 organised by the Vidyavardhaka College of Engineering, Mysore, Karnataka.
37. 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 27<sup>th</sup> August, 2014.

#### **H. PROGRAMMES ORGANISED:**

1. Oneday "Executive Development Programme" for Andhra Pradesh Lightings Ltd, Anantapur, India.
2. 2-day National Seminar on "Risk Management as a Modern Welfare Measure in India" at SK University during 21-22<sup>nd</sup> March 1998.
3. InstituteIndustry programme with Bharath Heavy Electricals Limited. Hyderabad and SHAR Centre, Sriharikota for students of MBA, programme.
4. One three-day National Seminar on Technical Manpower Planning – Issues & Concerns during 5 – 7<sup>th</sup> September 2004 at JNTU, Hyderabad.
5. Organising number of **CARD (Career Awareness & Recruitment Drive)** programme every month since December 2007 at Dravidian University, Kuppam.
6. 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.
7. 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.
8. Organized a one-day **workshop for Editors and Authors of SIM** on behalf of the Centre for Distance Education, SK University, Anantapur on 30<sup>th</sup> March 2013 sponsored by the Distance Education Cell (DEC), UGC, New Delhi.
9. 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 28<sup>th</sup> March 2014 sponsored by the Distance Education Bureau (DEB), UGC, New Delhi.

#### **I. MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS:**

1. Life Member of **Indian Institute of Public Administration**, New Delhi since 1997 (L-8534)
2. Life member of **The Indian Society for Training & Development**, New Delhi since April 1999.
3. Life member of **The National HRD Network**, Hyderabad. (M C No/HYD/L-0230/2000).
4. Member and Joint Secretary, **S.K. University Teachers Association (SKUTA)** – 1998-99.
5. Member and Elected Treasurer, **S.K. University Teachers Association (SKUTA)** – 2004-05.
6. Member and Elected Secretary, **S.K. University Teachers Association (SKUTA)** – 2012-13.

#### **J. PAPERS AND BOOKS PUBLISHED:**

##### **A) BOOKS: (6)**

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

**B) PAPERS: (50)**

**(I) National Publication:**

**(A) Book Chapters (19):**

1. **“Human Resource Development Micro and Macro levels and its Future”**, in the book Studies in Human Resource Development edited by H.L. Verma *at.el.*, 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.Verma *at.el.*, 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. el.*, 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. el.*, 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. **“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.
18. **“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.
19. **“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 (20):**

20. **“A study on issues of Women Entrepreneurs in establishing and managing enterprises in AP”**, BIFT Journal of Management, Badruka Institute of Foreign Trade, Hyderabad.
21. **“Change Management: A Scope & Process in Indian Organisations”**, Business Manager,
22. **“Classification & Promotion of Tourism in Visakhapatnam District of Andhra Pradesh”**, Indian Journal of Tourism Management, Vol.1, No.2, April/June 1992.
23. **“Human Resource Development - A Conceptual Frame Work”**, ‘Synergy’, Sardar Patel University Journal of Management, India, Vol.1 No.1 March 1996.
24. **“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.
25. **“Quality of Work Life among Women Employees of Andhra Bank”**, Indian Journal of Public Enterprises, Allahabad, Vol.12, No.21, December 1996.
26. **“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.
27. **“A Cultural Perspective on changing Organisational Ethics”**, Prestige Journal of Management & Research, Indore, Vol. 3, No.1 & 2, April-October 1999, ISSN 0974-6080.
28. **“Training and Development in Bharath Heavy Electricals Ltd. An empirical Study”**, Indian Journal of Public Enterprises, Allahabad, Vol. 14, No 26, June 1999.

29. "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.
  30. "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.
  31. "Cross Cultural Dynamics and Indian Corporate in 21<sup>st</sup> Century", GITAM Journal of Management, Visakhapatnam, Vol. 5, No. 4, October-December 2007, ISSN 0972 – 740X.
  32. "Customer Relationship Management at National Productivity Council", Business Vision, Vol. 3 No.1, Jan-Mar 2007.
  33. "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.
  34. "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.
  35. "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, Pages: 263-269, ISSN: 0973-3426.
  36. "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.
  37. "Role played by 360 degree Performance Appraisal in Global Era", Indian Journal of Management, Vol. 1, No. 2, (April – September) 2012, pp 129 – 132, ISSN 22773304.
  38. "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.
  39. "Human Resource Performance Management System – HR Core Competence (An empirical study of a select Pharma company in Hyderabad)", The Journal of Management and Co-operation, National Institute of Co-operative Management, Gandhinagar, Gujrat, Vol. X, No. 1, January – March, 2013, pp 16-21, ISSN No. 2249 – 2275.
- (ii) International Publications (11):**
40. "Indian Wisdom towards the New Indian Blend", in 'Vedic Values and Corporate Excellence', (International Conference Publication), Gurukul Kangri University Press, Gurukul Kangri University, Haridwar, 2002.
  41. "Values and Organisational Transformation: An Interface" in 'Vedic Values and Corporate Excellence', (International Conference Publication), Gurukul Kangri University Press, Gurukul Kangri University, Haridwar, 2002.
  42. "Cross Cultural Dynamics and Indian Corporate in 21<sup>st</sup> Century", Papua New Guinea Human Resource Institute Newsletter, April/May/June 2006, Issue No, University of Papua New Guinea, Papua New Guinea.
  43. "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.
  44. "Additional / Alternative Benchmarks for evaluating Corporate Governance in India", IOSR Journal of Economics and Finance, Vol. 1, Issue 3, March 2014, e-ISSN: 2321-5933, p-ISSN: 2321-5925, PP 44-59, [www.iosrjournals.org](http://www.iosrjournals.org). Impact factor: 1.189.

45. "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.
46. "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
47. "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), Vol. 16, Issue 3, Version 1, March 2014, pp 14-26. Impact Factor: 1.219.
48. "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, Blue Ocean Research Journals,(online journal), Vol. 3, No 3, March 2014, pp 72-87, ISSN 2319 - 5614.
49. "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.
50. "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](http://indianresearchjournals.com)

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

**C) STUDY MATERIAL:**

1. Prepared study material on Management Concepts for PGBDM & MBA courses offered by the Distance Education Centre, S K University, Anantapur.
2. Editor of study materials prepared for MBA programme under distance mode by the Dravidian University, Kuppam since 2009.

**K. ABROAD VISITS:**

1. Underwent language-training course in Portuguese at BERLITZ Center, **Frankfurt, Germany** from 9<sup>th</sup> to 14<sup>th</sup> 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 15041995 and 15051995 under the Group Study Exchange Programme organised by The Rotary Foundation, Ivanston, USA.

**L. AWARDS RECEIVED:**

1. **Research Award**, University Grants Commission, New Delhi, 1999.
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.

**M. 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 1121995 to 5121995 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 27<sup>th</sup> – 30<sup>th</sup> January 2002. The contingent won All India 2<sup>nd</sup> place in Tribal Dance event. University begged the national prize for the first time at All India level.

**N. REFERENCES:**

**1. Prof. N. Jayasankaran**

(Former Vice Chancellor, SCSVMV Kanchi University/ Director General, BIM)

Advisor, NMiMS University, Mumbai, Bangalore, Hyderabad.

469, First Main Road,

B block, AECS Layout,

KUNDANAHALLI

Bangalore/560037.

**(PANATULA MURALI KRISHNA)**