

Dean, Career Guidance and Placement



NAME : **Dr. P. PREMACHAND BABU**
DATE OF BIRTH : 20-07-1958
DESIGNATION : PROFESSOR & Dean, CGP
INSTITUTE IN WHICH WORKING : SRI KRISHNADEVARAYA INSTITUTE OF MANAGEMENT(SKIM),S.K.UNIVERSITY ANANTAPUR -515 003
ADDRESS FOR CORRESPONDENCE : Prof. P. Premachand Babu, A-9, SKIM QTS. S.K.UNIVERSITY, ANANTAPUR- 515 003, A.P. India. MOBILE: 94404 64419
Email: palagiri21289@yahoo.com
QUALIFICATION : Ph.D. (Organizational Behavior area)
M.Phil., (Organizational Behavior area)
M.Sc. (Industrial and Organization Psychology/ Human Engineering)
M.A. (Political Science)
M.Ed. (Counseling and Guidance)
IR&PM (PG Diploma in Industrial Relations and Personnel Management)
SPECIAL TRAINING : **FDPM (Faculty Development Programme in Management, at IIM, Ahmedabad)**
ACADEMIC DISTINCTION : IV Rank in M.Sc. (Psychology), S.V.University, Tirupati
TEACHING EXPERIENCE : 26 years
Professor – S.K. University, Anantapur
Associate Professor – S.K. Institute of Management
Faculty Member – Centre for Organization Development, Madhapur, Hyderabad
Consultancy – Consultancy for Mudra Communications, Ahmedabad
Researcher – Regular research as well as UGC Major Research Projects.
EXPERT COMMITTEE MEMBER : AICTE Visiting Committee Member for MBA Course
NCTE Visiting Committee Member for Education.
TRAINING PROGRAMME CONDUCTED : Training Programs for Non-Teaching Staff of Acharya Nagarjuna University, Guntur.
Training Programs for Non-Teaching Staff of S.K. University, Anantapur.
Productivity through people – one-week programme for Senior Executives and taught in various training Programmes held at Centre for Organization Development, Hyderabad.
Conducted a two-day programme for Bank Managers on “Human Relations” along with internal faculty.
Faculty for Management Development Programmes conducted by SK Institute of

Management.

SPECIAL TRAINING
PROGRAMMES
CONDUCTED

: 'Emerging Role Identity' for MBA students – off site
one week programme
'Goal setting' exercises to MBA students – affiliated
Colleges of S.K. University.
Student Counseling & Guidance sessions – for
University and Affiliated College students.

ADMINISTRATIVE
EXPERIENCE

: **Dean, Career Guidance and Placement**
(1-03-2016 to date)
Head of the Department, SKIM
S.K.University, Anantapuram(24th June-2015)
Dean, SKU Campus Development
(Mach, 2011 to Feb.2016)
Principal, SKU College of Education
SKUniversity, Anantapur
(Sept.2010 to Feb.2011)
Founder Registrar, Yogi Vemana University,
Kadapa
(Dec.2006 to Sept.2008)
Officer, Counseling and Placement Cell
(2005-2006)
Public Relations Officer, S.K. University
(2004-2005)
Faculty of Education Department, S.K. University
(Founder Member of BOS)
Cultural Coordinator, S.K. University
(2003-2004)
Placement In-charge – SKIM, S.K. University
(1996-1999)
Cultural Coordinator – S.K. University
(1997 to 1999)
Vice-President – Parent Teacher Association,
Kendrea Vidyalaya Sangathan, S.K. University
(1997-1999)
Convener, Student Counseling and Employment
Guidance Bureau, S.K. University
(1989 to 1992)
Editorial Board Member – S.K. University News
Letter (1989 to 1992)
Organizing Committee Member of Youth Festivals
(1989 to 1994 and 1995 to 1997)

COMMUNITY SERVICE/
EXTENTION WORK

: Facilitator for establishment of SBI
Y.V. University Campus. KADAPA
Facilitator for establishment of ATM (SBI)
Y.V. University Campus. KADAPA
Facilitator for establishment of BSNL Cell tower on
Y.V. University Campus, KADAPA
Facilitator for establishment of BSNL Telephone

Exchange on Y.V. University Campus, KADAPA
 Facilitator for Networking and Stabilization
 Communication system on Y.V. University Campus
 (Centrex)
 Facilitator for establishment of ATM (Andhra Bank)
 S.K. University Campus
 Facilitator for establishment of BSNL Cell tower on
 S.K. University Campus.
 Facilitator for communication Network Connection
 On S.K. University Campus(LAN)
 Facilitator for Networking and Stabilization
 Communication system on S.K. University Campus
 (Centrex)
 Facilitator for laying Concrete & Black-top Road on
 SKIM Complex
 Founder member of SKU Campus English Medium
 School
 Member of School Committee both English &
 Telugu Medium Schools, SKU Campus
 Member of KVS School establishing Committee
 Executive Member of Campus Development Forum
 Ex-President, Nation HRD Network, Anantapur
 chapter
 Member in Total Literacy Programme, Anantapur
 Facilitated the establishment of the Children's Park
 on the Campus
 Facilitated the Construction of the School Buildings
 by raising funds
 Team Leader for Cultural teams of Janmabhoomi
 Participated and led Rural Health Campus
 Consultancy for local Industries of Anantapur
 A.P. State Level Cultural Festival – Led a team of
 students and won prizes which include I,II and III
 in various Cultural events (Feb. 1997)
 South Zone Youth Festival – led a contingent of 30
 students to M.G. University, Kottayam (Dec.1997)
 South Zone Youth Festival – led a contingent of 30
 students to University of Bangalore (Dec.1996)
 South Zone Community singing Festival – led a
 team of students to University of Kerala (Oct.1998)
 South Zone Youth Festival – led a contingent of 30
 students to Osmania University, Hyd. (Dec.1998)
 Published MBA Placement Brochure in SKIM, SKU
 Facilitated the Construction of Shopping Complex
 on the Campus

COURSES ATTENDED/ : Co-Director for UGC National seminar on
 RESOURCE PERSON/ 29-30th of Nov. 2015
 CONDUCTED Chaired, National Conference held at IBM
 Hyderabad, 25th May, 2012

Chaired, National Conference held at IBM
Hyderabad, 23rd July, 2008
National Level Orientation Course on Youth Parlia-
ment conducted by Ministry of Parliamentary
Affairs, Govt. of Inida, New Delhi (Nov.1998)
Fifth National Conference on HRD – held at Krishna
Oberai, Hyderabad (Jan.1996)
World Bank Project Planning Workshop – for A.P.
Forest Department held at Retz Hotel, Hyderabad
(Oct.1995) as Co-consultant
Vision 2001 for Vizag Steel Plant – as Co-consultant
Seminar cum Orientation Programme for personnel
of Institution of elderly – held as S.V. University
(June.1993)
XXIX Annual Conference IAAP – held at S.V.
University, Tirupati (Feb.1992)
National Symposium on aging – held at S.V.
University, Tirupati (April. 1991)
National Seminar on involvement of teachers and
students in the National Literacy programme – held
at S.K. University, Anantapur (March. 1990)
National Workshop on Futurology – held at S.K.
University, Anantapur (April 1990)
National Seminar on the Psychology of Disabled –
held at S.V University, Tirupati (Dec.1990)
Facilitator for

MEMBERSHIPS

: **ALUMNI OF IIM, AHMEDABAD**

PROJECTS

Member of National HRD Network, Hyderabad
: UGC Major Research Project-1
(Investment Behavior of Institutional and Individual
Investors–A study of Policies, Patterns and Practices)

RESEARCH
PUBLICATIONS

: Articles - 26
Book – 3
Research Guidance – 3
Ph.D. Awarded – 7

CASES

: 1. Kiran the New Manager – OB case
2. Ore Bedding and Blending Plant – Modernization
case
3. Tonnage Oxygen Plant – Modernization case
4. Re-rolling Mill – Modernization case
5. Atmakur Forest Station – Project Case (World
Bank)

HOBBIES

: Photography
Videography
Slide Making
Desk Top Printing (DTP)
Gardening
Light Music

