

Dr. A. Venkataramana

Professor of Commerce,
Sri Krishnadevaraya University,
Ananthapuramu – 515 003. (AP). India.

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A Professional Profile

Dr.A. Venkataramana, entered into the University service as Lecturer in Commerce, Sri Krishnadevaraya University, Ananthapuramu on 23-07-1990 and was promoted as Associate Professor in 1999. He was elevated to the position of Professor in 2007. Currently he is the Registrar of the University. His career spanning over 25 years in the University system offering Commerce courses, conducting and guiding projects, and supervising research in Commerce and Management.

Prof. Ramana's career is embellished with inspirational teaching and research resulted in providing Doctoral Degrees in his areas of specialization such as Human Resource Management, Organizational Behaviour and International Business but also led to quality research publications in reputed National and International journals. He presented papers, acted as Resource Person and Chaired the sessions at various National and International Seminars / Conferences / Workshops. The books penned by him deal with HRD through DWACRA and employee morale and job satisfaction among the employees working in Commercial Banks.

Prof. Ramana served the University in various capacities such as Member in Advisory Committees of Directorate of Admissions, Directorate of Distance Education, Internal Quality Assurance Cell, UGC Sponsored Coaching Programmes for Competitive Exams, Co-Convenor for Conduct of entrance examination for BCA and MBA (CDE) Deputy Warden for the University Hostels, Head of the Department of Commerce Director, Sri Krishnadevaraya Institute of Academic Development (SKIAD), Coordinator, Rayalaseema Development Study Centre, and UGC Sponsored Coaching Scheme for NET, Remedial coaching and Entry into the Government Services. He was a Member in designing course structure and content writer for M.Com and MBA Courses of various Universities including S.K.University. Currently, he is the Chairperson, Board of Studies in Commerce at SKU and also acting as external board member in designing course Curriculum and syllabi both for UG, PG Courses and humanities in JNTU, Rayalaseema University, S.V University, Yogivemana University, Vikram Simhapuri University, other

autonomous Colleges, Gulbarga Central University and adjudicator for D. Litt in Commerce of Tumukur University.

Prof. Ramana delivered guest lectures on various issues of professional and social interest. His extension and community service activities include Resource Person for various governmental training institutions on Personality Development programmes for Group I and II Officers and police officers of Government of Andhra Pradesh. He actively participated as the District Resource person for Janma Bhumi program, and enlightened the rural people on various social problems. Dr. Ramana also served as the Coordinator for Finishing School initiated by the AP State Council of Higher Education at S.K. University, Ananthapuramu. He also participated in Social Service activities in association with Rotary Club, Ananthapuramu. He is life member of All India Commerce Association.

Dr. Ramana is known for his erudition, scholarly, philosophic outlook, human values and commitment.

Education

- Ph.D- Dept. of Commerce, Sri Krishnadevaraya University- 1995
- Topic : Leadership Pattern among SCs & STs in Anantapur District of AP
- M.Phil- Dept. of Commerce, Sri Krishnadevaraya University- 1987
- Title: Leadership Styles in Small Scale Industries in Anantapur District
- M.Com- Sri Venkateswara University- 1984
- B.Com- Sri Venkateswara University –1982

Employment

- 2007 present : Professor of Commerce- S.K University
- 1999-2007 : Associate Professor of Commerce- S.K University
- 1990-1999 : Assistant Professor of Commerce-S.K University

Administrative Positions held in S.K University

- January 2016- present Registrar
- 2010-11 Director, Sri Krishnadevaraya Institute of Academic and Development (SKIAD)
- 2015 to till data Coordinator, Rayalaseema Development Study Centre
- 2009-10 Coordinator, Finishing School
- 2005-2007 Coordinator, UGC Sponsored Coaching Scheme for UGC NET
- 2007-2010 Head, Department of Commerce
- 1999-2010 Deputy Warden for SKU hostels

Membership in Professional Societies

- Life Member- All India Commerce Association
- Member and Treasurer(1997-2000)Rotary School, Anantapuramu (International District 3160)

Experience

Teaching

- Offered several courses to M.Com

Guided Research

- 8 Ph.Ds and 9 M.Phils in Commerce
- Areas of Specialisation
 - Human Resource Management
 - Organisational Behaviour
 - International Business

Publications

- Published 3 books and 32 research papers in the following areas
 - Human Resource Management
 - Organisational Behaviour
 - International Business

Books

- Human Resource Development through DWCRA program, The Associated Publishers, New Delhi, 2007.
- Employee Morale and Job Satisfaction in Select Commercial Banks: A comparative study between Public and Private Sectors, The Associated Publishers, New Delhi, 2007.

Research Papers in Refereed Journals

- Managing by Communication, **Modern Management**, vol. XII, No.2, May-june 1995, pp.35-38.
- Handloom Cooperatives: A case study of APCO, **Management Researcher**, Vol.2, No. 3&4, Jan-Jun 1996, pp.18-22.

- Why subordinates reluctant to communicate to superiors? **Modern Management**, vol.XIII, No1, Feb-April 1996, pp.5-9.
- Actors and factors in Leadership: An organization approach, **NIRNAY**, Vol. No. 11, No.1-4, March-December 1996, pp. 13-23.
- Human Resource Development: A Key factoring Management. **HRD Times**, Vol.6, December 1996, pp. 27-31.
- Action Research and Organizational Development- A Theoretical Perspective, **Management Researcher**, vol. IV, No.3&4, Jan-Jun 1998.
- Nuances of Entrepreneurship Development, **India Management**, Vol.37, No.2, Feb. 1998,pp. 48-53.
- Corporate Ethics: **HRD Times**, vol. 2, No.12, June 1998, pp.3-8.
- Leadership styles in small scale industries: An empirical study, **HRD Times**, vol3, No.4, and 5 October 1998, pp.26.33.
- Participatory Management in Rural Development: A critique, **Kurukshetra**, Vol.47, No.7, April 1999, pp.73-78.
- Entrepreneurship- A plinth for Development, **HRD Times**, Vol.5, No.4, June 1999.
- Total Quality Management: An Operational Philosophy for Competitive Advantage, **Organisational Management**, Vol. Vol. XXI, No.2, Jul-Sep 1999, pp.26-30.
- HRM in Regional Rural Banks: A Case study, **Indian Commerce Bulletin**, Vol.3, No.2, Sep-1999, pp.73-78.
- Entrepreneurship and Economic Development: **Kurukshetra**, Vol.48, No.2, 1999, pp.8-10 and 45.
- DWCRA Program as a strategy for Rural Development, published by Indian Institute of Engineers, S.V. University, Engineering College, Tirupati, March 2000.
- Organisational Development: Some intervention, Strategies, **Organisational management**, Vol.XVI, No.1, April-June, 2000, pp.15-21.

- Stress Management as a Strategy for Organisational Development in the New Millennium, Himalaya Publishing House, Mumbai, December, 2000.
- Ethical Dimensions of Leadership, Himalaya Publishing House, Mumbai, Dec-2000.
- Stress Management: Some Challenges and coping strategies, **Organisational Management**, Vol.XVII, No.1, April-June, 2001, pp.36-42.
- Non-Performing Assets in Banks and Financial Institutions- Edited Book, “Management of Non-Performing Assets in Banking Sector some Insights”, **Serial Publications**, New Delhi, 2004, pp.52-59.
- Consumer Behaviour and Awareness with special references to Edibel Oil Users- A study, **Indian Journal of Marketing**, Vol.XXXV, No.3, March 2005, pp.35-37.
- Quality of Work Life in IT Industry: An Empirical Study, **Kakatiya Business Review**, Jan 2007.
- Employee Morale and Job Satisfaction in select Commercial Banks: A Comparative Study, **Kakatiya Business Review**, June, 2007.
- Financial Performance of National Insurance Company Limited, **International Journal of Management Research and Technology**, Volume.5, Number.1, January-June 2011, pp. 29-33.
- Employee morale and Job satisfaction in Public and Private sector Commercial Banks: An Empirical Study, **ACRM Journal of Business and Management Research**, March-2011, pp.1-15.
- Performance Evaluation of General Insurance Companies: A Case study of National Insurance Company Ltd, **EB Journal of Management and Research**, Issue.2, Vol.4, April-June, 2011, pp.23-53.
- Operational Performance of National Insurance Company Limited, **International Journal of Marketing, Financial Services & Management research**, Vol.1, Issue.8, August 2012, pp. 139-148.
- Leadership Effectiveness in select Small Business Enterprises: An Empirical study, **Adarsh Business Review**, July-December, 2015, Vol.2, pp. 11-17.

- Evaluation of Financial Performance of Public Sector General Insurance Companies: A comparative study, **International Journal of Business and Administration Research Review** (IJBARR), Vol.2, Issue.12, Oct-Dec, 2015, pp.266-272.
- Corporate Social Responsibility: A case study of BOSCH Limited, **International journal of Business and Research Review**, Vol. No.3, Issue No. 12, Oct-Dec, 2015, pp.42-45.
- Higher Education in India Present and Future: An Overview, **Role of Higher Educational Institutions in Reinventing Skills for Global competency**, Excellent Publishing House, New Delhi, Jan-2016, pp.75-78.
- Growth and Productivity of select public sector GICs in India: A comparative study, **International Journal of Commerce and Management Research**, Vol.2, Issue.3, March 2016, pp.76-80.

Paper presented at the seminars/conferences

- Participated and presented papers at 25 national seminars/conferences/ workshops and one international seminars (Annexure -2)

Languages

- English : Write and Speak
- Telugu : Write and Speak
- Hind : Oral

Date of Birth : 01-07-1959

Place of Birth : Marrikuntapalli, Chittoor District, A.P

A.VENKATARAMANA

Annexure -1: Research Supervision

Ph.D Degrees

- R. Papaiah, Human Resource Development Through DWCRA Programme- 2003.
- D.N. Madhusudhana Reddy, Organisational Culture and Its Impact on Organisational Effectiveness: A Comparative study of Public and Private Sector Enterprises-2003.
- D. Naganna, Employee Morale and Job Satisfaction in Select Commercial Banks: A Comparative Study-2006.
- J. Jashuva Rajesh, Quality of work-life and job satisfaction of IT Employees in Bangalore City, 2007.
- S. Reddappa, Structure and Cost of Credit to Rural Artisans in Kadapa District of Andhra Pradesh, 2010.
- M. Subba Rao, Performance Evaluation of GICs: A Case study of National Insurance Company Ltd, Dec- 2010.
- E. Kamalakara, “An Empirical Study on Leadership Styles and Effectiveness in Small Business Enterprises in Anantapur District of Andhra Pradesh”, Dec-2011.
- Gavisiddappa Gadag, Entrepreneurship in Small Enterprises in Ballary District of Karnataka State, 2012.

M.Phil Degree

- D.M. Dakshina Murthy, Human Resource Development Programmes in Regional Rural Banks- (A case study of Sree Anantha Grameena Bank, Anantapuramu)
- D. Naganna, Employee Morale and Job Satisfaction in Commercial Banks-1996.
- R. Papaiah, Human Resource Development through DWCRA: A case study of Midtur Mandal in Kurnool District-2002.
- B.C. Shakanna, Consumer Awareness and Behaviour among Edible Oil Consuming in Anantapur-1993.
- V. Jeelan basha, Human Resource Management Practices in RRBs: A case study of Thungabadra Grameena Bank, Karnataka State-
- A. Amareswar Rao, Organisation Structure and functioning of Agricultural Regulated Markets in Kurnool District.
- P. Viswanath, Saving Behaviour and Investment preferences in Urban households in Anantapuramu District, A.P.
- G. Sreeramulu, Entrepreneurship Development through PMRY programme in Anantapuramu District- 2009.
- K. Manjula, Child labour in unorganised sector: A case study, 2010

Annexure-2: Papers Presented at the Seminars

National Seminars/Conferences attended and papers presented

- Indian Economy Association, 74th Annual Conference, 28th-30th Dec, 1991, conducted by the Dept. of Economics, S.K. University, Anantapuramu.
- Presented a paper titled “**Human Resource Development in Banking Sector- Some Strategic Reforms**”, at 48th All India Commerce Conference, conducted by Dept. of Commerce and Business Management, kakatiya university, Warangal, 29th - 31st Dec, 1994.
- Indian Commerce Association: Golden Jubilee Conference, conducted by Dept. of Commerce, Osmania University, Hyderabad, 27th-29th Dec, 1996.
- The UGC seminar on “Changing Dimensions of India Banking” during 20-21st Mar, 1998 and presented a paper titled “**Regional Rural Banks- An evaluation**”, conducted by SVU PG Centre, A.P.
- Participated and presented a paper titled “**Ethical dimensions of Leadership in Management: Some Highlights**”: in a 2 –day national Workshop on Indian ethos in Management, organized by the School of Management Studies, CBIT, Hyderabad on 6th-7th Nov, 1998.
- Participated and presented a paper titled “**Motivational Ethics in Indian Organizations: Some Highlights**”, in a 2-day National Workshop on Indian Ethos in Management, organized by the School of Management Studies, CBIT, Hyderabad on 6th-7th Nov, 1998.
- Participated and presented a paper titled “**HRM Practices in RRB’s- A Case Study of Tungabhadra Grameena Bank, Bellary**”, a 3-day National Seminar, All India Commerce Congress, 1999, organized by Commerce Association of Kerala, Uzhavoor, Kerala during 18th-20th Jan, 1999.
- Attended the UGC National Seminar in “**Dimensions of consumer protection in Changing Indian economic scenario**”, conducted by S.V.U.P.G Centre Kavali, during 15th-16th Mar, 1999.
- Participated and presented a paper titled “**Dynamic Entrepreneurship – A Plinth for Development**” in a 2-day National Seminar on Dynamic Entrepreneurship in

India, conducted by faculty of Commerce, S.V. Arts College, Tirupathi during 15th-16th, March 2002.

- Participated and presented a paper titled “**Management of Non-Performing Assets in Banking Sector: Some Insights**” in a UGC sponsored National seminar on Management of Non-performing Assets in Institutional Agencies, conducted by the dept. of Commerce, S.V. University, Tirupati, during 6th-7th March, 2000.
- Participated and presented a paper titled “**Some Contemporary Issues in Management Education**” in a National Conference on New Horizons in Management Education, organized by Canara Bank School of Management studies, Bangalore University, Bangalore, during 21st and 22nd July, 2000.
- Participated in the UGC sponsored seminar on Janmabhoomi Program: Problems and Prospects, conducted by the Dept. of Adult, Continuing Education and Extension, S.K University, Anantapuramu during 17th -18th April, 2001.
- Participated and presented a paper titled “**Total Management A Tool for Competitive Advantage**”, in the UGC sponsored National Seminar on Management in Transition, conducted by the Dept. of Management Studies, University of Madras, Chennai during 20th-21st, Feb, 2003.
- Participated and presented a paper titled “**Globalization Process in India: Implications and Impact**”, in a 2-day National seminar on Emerging India- Challenges and Opportunities, conducted by the Dept. of Management Sciences, KVR & JC College of Engineering, Guntur, during 11th -12th Mar, 2004.
- Attended Com-Vision 2004 on 27th -28th Feb, 2004, conducted by the Dept. of Commerce, Bangalore University, Bangalore.
- Participated and presented a paper titled “**Women Empowerment: An Indispensable Strategy for Sustainable Development**”, in a 2-day UGC-SERO sponsored National Seminar on Self-employment and Government Policy: Future Challenges, Organised by the Dept. of Commerce, Nizam College, Osmania University, Hyderabad, during 20th-21st Aug, 2004.
- Participated in the 59th All India Commerce Conference, organized by the faculty of Commerce and management Studies, Andhra University, Visakhapatnam from 28th-30th Dec, 2006.

- Participated and presented a paper titled “**Sick SSI Units: Causes and Remedies for Revival Bankers View**” in a 2-day National seminar on Emerging Trends in Business Education, Organised by Dept. of Commerce and Management, Veerashaiva College, Bellary, from 2nd- 3rd March, 2007.

- Participated and presented a paper titled “**labour in Organised Sector**”, in a Workshop on censuses Data Dissemination and Statistical Analysis, conducted by the Dept. of Statistics, S.K University, Anantapur and Directorate of Census Operations, Andhra Pradesh, Hyderabad during 9th-11th march, 2007.

- Participated and presented a paper titled “**Problems and Prospects of Quality of Higher Education** (Key Note address), in two day National Seminar on “Problems and Prospects of Quality Management in Higher Education in India”, conducted by Government First Grade College, Bangalore on 11& 12 March, 2016.