

Profile Summary of  
**Dr. Gandham Sri Rama Krishna,**  
Dean & Associate Professor

**Dr. Gandham Sri Rama Krishna.**  
M.A(IRPM)., M.B.A., B.L., D.C.P., Ph.D.  
Dean, Academic Affaires & Associate Professor  
Sri Y.N. College  
Narsapur-534275, W.G.Dt., A.P.



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<b>Educational Qualifications</b>	:	M.A.(IRPM) : M.B.A. : B.L. : D.C.P. : Ph.D.
<b>Dean</b>	:	Academic Affairs, Sri Y.N. College, Narsapur
<b>Associate Professor</b>	:	Management Studies Dr.C.S.Rao P.G.Centre Sri Y.N.College, Narsapur
<b>Experience</b> ⇒ Industrial Experience (Joining dt. 2-11-1990) ⇒ <b>Teaching Experience</b> (Joining dt.29-8-1994) (Teaching in U.G.: 11 Years & Teaching in P.G.: 16 Years)	:	03 Years} 27 Years} Total = 30 Years
<b>Ratified Post</b> in Graduation Level by 5 Men Section Committee	:	G.O. Ms. No. 119 Edn. dt. 22-3-91. (Ratified dt.21-2-1995)
<b>Research Experience</b>	:	20 Years
<b>Research Guide</b>	:	03 Scholars
<b>Vidwan Portal</b> Registration (Nationwide Professors Score)	:	8.1 / 10 Score
<b>Articles</b> Published in Reputed Journals (ISSN)	:	78 Articles
<b>Books</b> Published (ISBN)	:	10 Books
<b>Chapters</b> Published in Edited Books (ISBN)	:	15 Chapters
<b>Articles</b> Published in News Papers (Hans India)	:	04 Articles
<b>Co-Coordinator:</b> IQAC	:	02 Years (2018- 2019)
<b>Coordinator:</b> Community Service Centre	:	02 Years (2004-06)
<b>PRO:</b> Dr.C.S.Rao P.G.Centre	:	06 Years (2016- till date)
<b>Coordinator:</b> Innovation & Entrepreneurship Development Centre	:	02 Years (Oct, 2019 – till date)

<b>Coordinator:</b> Research Centre	:	06 Years (2016 – till date)
<b>Principal Investigator:</b> Minor Research Project	:	01 (MRP)
<b>Member:</b> P.G. Course - Handbook	:	02 Handbooks (2018-19 & 2019-20)
<b>Editorial Team:</b> College Reflections (Newsletter)	:	03 Reflections (Dec.2017-May 2018 & June 2018-Nov.2018 & Dec.2018-May 2019)
<b>Editor:</b> College Magazine	:	04 Academic Years (2017-18 & 2018-19 & 2019-20 & 2020-21)
<b>Co-Convener:</b> Souvenir-PG Courses Silver Jubilee	:	01 (Souvenir-2016)
MOUs & Collaborations	:	10 Functional MOUs
<b>General Secretary</b>	:	Adharana Charitable Trust, NSP (Regd.No.59/2015)
<b>Resource Person</b> ⇒ Guest Lectures in other Colleges ⇒ Guest Lectures in Pan Godavari Lace Facilities and Pvt. Ltd. & Crochet Lace Park)	:	06 20
<b>Personality Development Trainer</b>	:	20 Lectures
<b>Seminars:</b> Participated & Papers Presented	:	30 Participated & 13 Papers Presented in Seminars
Student's Internship Projects	:	650
Student's Research Projects	:	04
<b>Life Membership</b> in Academic Bodies ⇒ Sri Y.N. College, Narsapur ⇒ National Institute of Personnel Management, Kolkata	:	No.2482 No. L31287



Chancellor of AU, Sri Rameshwar Thakur, Governor, A.P State awarding Doctorate Degree in the Convocation.

Profile of  
**Dr. Gandham Sri Rama Krishna,**  
Dean, Academic Affairs & Associate Professor



Dean Chamber

## Experience

- Industrial Experience : 3 years**
- i Worked as a Management Trainee for Six months at Raasi Refractory Ltd., Narketpally. Nalgonda Dist. (During 2<sup>nd</sup> November 1990 to 30<sup>th</sup> April 1991)
  - ii Worked for Two years at Delta Paper Mills Ltd., Vendra, W.G.Dt. (During 18<sup>th</sup> Oct.1992 to 28<sup>th</sup> August,1994)
- Teaching Experience : 27 years**
- i **UG Lecturer:** IRPM Department from 29<sup>th</sup> August 1994 to 31<sup>st</sup> October 1998.  
As Head of Department of IRPM from 1<sup>st</sup> November 1998 to 31<sup>st</sup> August 2005.
  - ii **PG Lecturer:** Worked as Asst. Prof. in Dept. of Management Studies, Dr. C.S. Rao P.G.Centre, Sri Y.N. College, Narsapur, from 1<sup>st</sup> September 2005 to 31<sup>st</sup> August, 2009.  
Now working as **Associate Professor** from 1<sup>st</sup> September 2009 to till date.

## **Research Experience**

Gained research experience under the guidance of Research Director, Prof. K.Ramesh, Andhra University and Joint Research Director Prof. K.Siva Rama Krishna, Vice Chancellor, GIM, GITAM University, Visakhapatnam. The thesis titled “Women Workers in the Agricultural Sector -A Study in the State of Andhra Pradesh”, which was awarded Ph.D. by the Andhra University, in October, 2003. And ever since involved in research activities.

Presently guiding 3 research scholars for their Ph.D. allotted by the Adikavi Nannaya University, Rajamahendravaram.

- 1) Smt. Iduri Rama Haritha, Research Scholar – Research Topic is “A Study on Performance of Self-Help Groups – with Reference to West and East Godavari Districts of A.P.”.
- 2) Mr. Geddam Pavan Kumar, Research Scholar – Research Topic is “Impact of Total Quality Management Practices on Organisational Performance in Higher Education” (A Comparative Study between UG and PG Colleges affiliated to AKNU).
- 3) Mr. Suresh Parla, Research Scholar – Research Topic is “A Study on Financing Policies and Procedures of Micro, Small and Medium Enterprises by Commercial Banks in A.P.

## **Minor Research Project**

I got Minor research project 2018-19 from St. Theresa College for women, Eluru under RUSA programme. Title of the MRP is “Socio-economic and working conditions of women in Crochet Lace Clusters – Narsapur.

## Social Responsibility

- Two years served as a Coordinator of the Community Service Centre of Sri Y.N. College. (During July 2005 to June 2007). The Centre has adopted two slum areas Ponnappalli and Kotavadda Palem and given a service to the slum areas for their upliftment of their lives and service rendered to flood affected areas like Navarasapuram, Badava and Yenuguvani Lanka.
- Serving as General Secretary in Adharana Charitable Trust, Narsapur, (Regd.No.59/2015) a voluntary organization for the upliftment of the poor students and needy people.

## Academic Qualifications

**SSC** with second class from Secondary School Education, Hyderabad, during the year 1981-82. Regd. No.082543

**Intermediate** with second class from Board of Intermediate, Hyderabad, during the year, 82-84. Regd. No.771008

**B.A.(IRPM. H. E.)** with second class from Andhra University, Visakhapatnam, during the year 1984-87, Regd. No.3546

**M.A (Industrial Relations and Personnel Management)** with first class from Andhra University, Visakhapatnam, during the year 1987-'89. Regd. No: 14

**B.L.** with second class from Andhra University, Visakhapatnam, during the year 1991-'94. Regd. No:922667

**D.C.P** (Diploma in Computer Programme) with first class from A.P. Productivity Council, Hyderabad in 1996.

**Ph.D.** awarded by Andhra University, Visakhapatnam in the year October 2003. The thesis titled "Women Workers in the Agricultural Sector- A Study in the State of Andhra Pradesh". Regd. No: T(1)/2366/2002

**M.B.A** (Marketing) with first class from Centre for Distance Education, Acharya Nagarjuna University, Guntur, during the year 2008-2010. Regd. No: A08EM061015

## Academic Details

Designation	: Dean, Academic Affairs Associate Professor, Dept. of Management Studies Dr.C.S.Rao P.G.Centr, Sri Y.N. College, Narsapur-534275, W.G.Dt., A.P.
Papers Teaching in M.B.A. [HRM & Marketing]	: Human Resource Management (HRM) Human Resource Development (HRD) Human Resource Planning (HRP) International Human Resource Mgt. Legal Framework in HR Industrial Relations (IR) Performance Management (PfM) Employee Compensation & Welfare Business Laws (BL) Indian Business Environment (IBE) Services Marketing (SM)
Paper Taught for M.C.A.	: Information Systems & Organizational Behaviour (ISOB) Organisational Structure & Personnel Management (OSPM).
Paper Taught for M.Com	: Human Resource Management Corporate Legal Framework
Paper Taught at Graduate Level (BA)	: Labour Problems and Labour Welfare Principles of Personnel Management (PM) Industrial Relations (IR) Elements of Labour Legislations (LL)
Paper Taught at Graduate Level (BBA)	: Business Environment Business Laws Entrepreneurship Development
Papers Taught at Graduate Level For Distance Education Course	: Principles of Sociology Indian Society Social Change and Planning Rural and Urban Sociology
Project Guidance	: Guided more than 650 projects in HRM for MBA & M.Com students.
Industrial Tours	: Conducted industrial visits and tours for the students in and outside A.P. State.

## Lace Park Selection Board Member

Worked as a Member of Selection Board of Lace Park (under DRDA Project),  
Rustumbada, Narsapur.

## **Guest Lecture**

- Delivered a Guest Lecture for MBA 2<sup>nd</sup> semester students in the Business Law on 14<sup>th</sup> March 2008 at S.K.S.D. P.G. College, Tanuku, W.G.Dt. A.P.
- Delivered a Guest Lecture for MCA 2<sup>nd</sup> semester students in the Organizational Structure on 08<sup>th</sup> February 2009 at Jogaiah Institute of Technology and Science, Kalagamudi, Chinchinada, W.G.Dt., A.P.
- Delivered a guest lecture for B.A., B.Com. B.Sc., students in the “Personality Development” on 08-10-2010 at B.G.B.S. Women’s College, Narsapur.
- Delivered a Guest Lecture for B.Tech. Students in the "Soft Skills and HR Interview Techniques" on 13-7-2018 at V.S.Lakshmi Engineering College for Women, Metlapalem, Kakinada, E.G.Dt. A.P

## **Resource Person in Workshop**

- Resource Person to Lace Park at the seminar organized by Export Promotion Council for Handicrafts, Bangalore (sponsored by Ministry of Textiles, Government of India). Seminars on Awareness on International Standards and Quality Compliances held at Narasapur and Seetharamapuram from 21<sup>st</sup> February 2011 to 26<sup>th</sup> February 2011.
- Resource Person to Lace Clusters at the seminar organized by Paramahamsa Lace Clusters (Sponsored by Ministry of Handicrafts, Government of India). Seminar on “Role of Export Promotion Council and Small Entrepreneurship” held at Narsapur on 28<sup>th</sup> March 2011.

## **Personality Development**

Spoke on Personality Development for P.G. students of Sri Y.N. College, Narsapur.

## **Examination Observer**

- Appointed as MBA Project Viva-Voce External Examiner for Kakinada Institute of Technology Sciences, Ramachandrapuram by Jawaharlal Nehru Technological University: Kakinada. on 2-12-2015
- Appointed as MBA Project Viva-Voce External Examiner for Kakinada Institute of Technology Sciences, Ramachandrapuram by Jawaharlal Nehru Technological University: Kakinada. on 12-10-2017

- Appointed question paper setter, two papers entitled "Training and Development" and "Global HRM" for Commerce Degree by Kakaraparti Bhavanarayana College, Kothapeta, Vijayawada, Mar/Nov. 2017-18.
- Appointed as External Examiner for MBA. 1<sup>st</sup> Semester spot valuation of Scripts at Krishna University, Machilipatnam. Dt.21-4-2011 to 23-4-2011.
- Appointed as External Examiner for MBA. 3<sup>rd</sup> Semester spot valuation of Scripts at Adikavi Nannaya University, Rajamahendravaram. Dt.01-02-2017 to 03-02-2017.
- Appointed as MBA Project Viva-Voce External Examiner for Swarnandhra Institute of Engineering and Technology, Seetharamapuram by Jawaharlal Nehru Technological University: Kakinada, on 30-10-2020.

## Life Membership in Academic Bodies

- Life member in National Institute of Personnel Management(NIPM), Kolkata under Godavari Chapter (Andhra Pradesh) and membership number is L 31287.
- General Body Member in Sri Y.N.College, Narsapur and membership number is 2482.

## Member in Various Committees

<b>Member</b>	: P.G. Course Handbook Committee Member-2016-17 P.G. Course Handbook Committee Member-2018-19
<b>Editorial Team</b>	: College Reflections (News Letter) - Dec.2017-May, 2018
<b>Editor</b>	: Editor, College Magazine Committee 2017-18 Editor, College Magazine Committee 2018-19 Editor, College Magazine Committee 2019-20 Editor, College Magazine Committee 2020-21
<b>Sub-Editor</b>	: Vasista Pragathi (Weekly News Paper)
<b>Co-Convener</b>	: Souvenir Committee, PG Courses Silver Jubilee Celebrations.
<b>Panel Member</b>	: Peer Review Panel Member in PRIMAX, International Journal of Commerce and Management Research(PIJCMR), Bangalore. ISSN 2321-3604. www.primaxijcmr.com.
<b>Co- Coordinator</b>	: IQAC (Internal Quality Assurance Cell) during 2018- 2019
<b>Coordinator</b>	: Innovation & Entrepreneurship Development Centre from October 2019 onwards.



## Vidwan & Moocks

- Vidwan Score: 8.1 / 10 Score (Registered under Vidwan)
- URL – <https://vidwan.inflibnet.ac.in/profile/86453>
- Vidwan- ID: 86453

## Books Published

Published 10 books by various reputed Publishers

National Publications: 06

International Publications: 04

Lessons in Edited Books 15

### National Publications

#### 2005-2006

- 1) A text book, entitled “**Marginalized Women and Economic Development**” - Empowerment of Agricultural Labour was published by the Dominant Publishers, New Delhi in the year 2005. ISBN: 81-7888-281-7.

#### 2010-2011

- 2) “**Personality Development and Leadership**” was published by the Lions Clubs International Narsapur in the Year 2010.

#### 2016-2017

- 3) The text book entitled “**Encyclopedia of Personality Development and Career Management**” was published by the Himalaya Publishing House, Mumbai in the year 2016. ISBN: 978-93-5262-288-7.

#### 2018-2019

- 4) “**Secrets of Success**” (Vijaya Rahasyalu- Telugu Version) was published by Nirmala Offset Printers, Vijayawada, in the year, 2018.
- 5) “**Vansa Vruskham**” (Genealogy - Telugu Version) was published by Nirmala Offset Printers, Vijayawada, in the year, 2018.
- 6) “**HR Interview Techniques and HR Concepts**” was published by Vrindha Publishing House, Hyderabad in the year, 2019. ISBN: 978-93-87418-38-7.

## International Publications

### 2009-2010

- 1) **“Women in Agriculture: An Indian Perspective”** was published by the VDM, Germany in the year 2009. ISBN: 978-3-639-19987-1.

### 2011-2012

- 2) **“Crochet Lace Industry: Narsapur”** was published by the LAP LAMBERT Academic Publishing, Germany in the year 2011. ISBN: 978-3-8465-9019-5.
- 3) **“Management of Municipal Corporations in Andhra Pradesh”** – A study on Management of Narsapur Municipal Council, was published by the LAP LAMBERT Academic Publishing, Germany in the year 2012. ISBN: 978-3-8465-8923-6.

### 2013-2014

- 4) **“Occupational Stress and Self-efficacy in Private Sector”** was published by the LAP Lambert Publishing House, Germany in the year 2013. ISBN: 978-3-8465-8557-3.

## Edited Books – Articles Published in Edited Volumes

### 2009-2010

1. **“HRD and Culture Building”** Lesson published in the edited book, 2009. **“HRM for Competitive Advantage”** edited by Prof. K.Ramesh, Prof. B.S.Murthy, Prof. K.Siva Rama Krishna, Prof. G.V.V. Vijaya Kumar, Published by Excel Books, New Delhi. ISBN: 978-81-7446-714-0.

### 2012-2013

2. Contributed one chapter title **“Empowerment of Human Resources to Ensure Success and Progress in the Areas of Education, Health and Economy”** in the Edited Book entitled **“Changing Scenario of Human Resources in India”** Published by Himalaya Publishing House, Mumbai, in the year, 2012, ISBN; 978-93-5097-139-0.
3. **“HRD Climate in Crochet Lace Park”** lesson published in the edited book, 2013. **“Business Management Trends”** edited by Dr. B.Amarnath, Dr.P.S. Pragathi, Published by **Paramount Publishing House**, New Delhi. ISBN: 978-93-82163-08-4.
4. Contributed one chapter title **“HR in Knowledge Era”** in the Edited Book entitled **“Role of Knowledge Management in Modern Era”** Published in the year 2013 by Paramount Publishing House, New Delhi. ISBN: 978-93-82163-91-6.

## 2014-2015

5. **“Marketing Myopia”** lesson published in the edited book, 2014. “Contemporary Trends in Practices of Marketing” published by Creative Publishing House, Bangalore. ISBN: 978-81-928453-2-6.
6. Contributing one chapter title **“Protean Variable Career Strategy: Implications for HRM”** in the edited book entitled “Enhancing Competitiveness for Business Excellence” published in the year 2015 by G.K. Publisher, Chennai. ISBN: 978-93-81208-44-1.
7. **Rejuvenating the Rural Economy through Women Entrepreneurship**, lesson published in the edited book entitled “Entrepreneurship Introspective in India in Globalised Environment”, published in the year 2015 by Paramount Publishing House, New Delhi. ISBN: 978-93-82163-08-4.
8. Contributing one chapter title **“Green HRM”** in the edited book entitled “Business Management – Innovations and Advancements”, published in the year, 2015 by GK Publisher, Chennai, PP. 1-6. ISBN: 978-93-81208-63-2.

## 2017-2018

9. **"Social Responsibility in Education Institutions, A case study on College Outreach Programme"**, lesson published in the edited book entitled "Corporate Social Responsibility - Public Sector, Private Sector and MNCs" Published in the year, 2017 by Vrinda Publishing House, Hyderabad, ISBN. 978-93-85518-08-9. PP. 236-240.
10. Contributed one chapter title **"Four Pillars of Yoga - Way of Life"** in the edited book entitled "Impact of Yoga on Education: Issues and Challenges" published in the year, 2018 by Adikavi Nannaya University, Rajamahendravaram, PP. 157-161. ISBN. 978-93-5300-166-7.
11. Contributed one chapter title **"Academic Excellence Through E-Learning”** in the edited book entitled "e-learning leads academic Success in Education" published in the year, 2018, November by Adikavi Nannaya University, Rajamahendravaram, PP. 157-161. ISBN. 978-93-5300-166-7.

## 2020-2021

12. Contributed one chapter title **“Jeopardizing Situation of Indian Economy – During Covid-19”** in the edited book entitled “Recent Trends in Indian Economy: Challenges & Revival Measures”, published in the year 2020, September, by Likhitha Publishers, Kakinada, PP.32-38. ISBN: 978-81-947061-2-0.
13. Contributed one chapter title **“Role of the Higher Education Institutions in Promoting Entrepreneurship Mind-Set”** in the edited book entitled “Exponential Transition of Management Practice and Implications for Sectorial Prosperity”, published in the year 2020, October, by Forum for Intellectual Academicians and Researchers Publications, Visakhapatnam, PP. 16-23, ISBN: 978-81-935201-9-2.

14. Contributed one Chapter title “**Recent Trends in Online Teaching and Learning**” in the edited book entitled “Recent Trends in Online Teaching and Learning” , published in the year 2021, February, by Akinik Publications, New Delhi, pp. 173-185, ISBN: 978-93-90541-77-5.
15. Contributed one Chapter title “**Recent Trends in Human Resource Analytics**” in the Edited Book entitled “Emerging Trends in Engineering & Management”, published in the year 2021. March, by Sri Satya Offset Printers, Tadepalligudem, PP.276-279. ISBN: 978-93-5437-197-4.

## Articles Published in Reputed Journals

Published 78 articles by various reputed journals.

- International & Research Publications : 32
- National Publications : 27
- State & Regional Publications : 19

### Academic Year: 2005-2006

1. The article titled “Reducing Food Insecurity Through Second Green Revolution” published in the Journal of **Human Endeavour**, Bhimavaram, Oct-March 2006, Vol. II, No.1&2. PP. 80-87.

### Academic Year: 2006-2007

2. “Personality Development” published in the Journal of **New Swatantra Times**, Hyderabad, December 2006. PP. 38-39.
3. “Role of Management Systems in Non-Governmental Organizations” published in the Journal of **New Swatantra Times**, Hyderabad, April 2007, Vol.XVIII, No.4. PP. 10-11.

### Academic Year: 2007-2008

4. “Soft Skills for Human Resource Excellence”, Published in the Journal of **New Swatantra Times**, Hyderabad, June 2007, Vol. XVIII, No.6. PP.26-27.
5. Industrial Relations After Liberalization”, Published in the Journal of **Facts for You**, New Delhi, June 2007, Vol.27, No.9. PP.39-41. ISSN: 0970-2652.
6. “NPA and Recovery Management in Banks”, Published in the Journal of **Indian Economic Panorama**, New Delhi, Vol.17, Special Issue No. 3 December 2007, PP.13-17.
7. “Entrepreneurship Among Women: Problems and Prospects”, Published in the Journal of **Indian Economic Panorama**, New Delhi, January, 2008, Vol.17, No.4 PP.20-23.

8. "Self-Discipline: A Path to HR", Published in the Journal of **HRD News Letter**, Hyderabad, January, 2008, Vol.23, Issue No.10, PP.32-33.
9. "2Bs Formula to Build Good Personality", Published in the Journal of **HRD News Letter**, Hyderabad, February, 2008, Vol. 23, Issue No.11, PP.26-27.
10. "Food Insecurity and Second Green Revolution", Published in the Journal of **Indian Economic Panorama**, New Delhi. April, 2008, Vol.18, No.1, PP. 44 to 48.
11. "Management Information System", published in the Journal of **New Swatantra Times**, Hyderabad, May, 2008, PP.37-38.

### **Academic Year: 2008-2009**

12. "Significance of Consumer Protection and Awareness Programs" published in the Journal of **Facts For You**, New Delhi, June, 2008, Vol.28, No.9, PP.33 to 37. ISSN: 0970-2652.
13. The Article titled "Gandhiji's Views on Trade Unions" published in the Journal of **New Swatantra Times**, Hyderabad, October 2008, Vol.XIX, No.10, PP8-12.
14. The article titled "Impact of Financial Inclusion in Banking Service" published in the journal of **Human Endeavour**, Bhimavaram October 2008- March 2009 & April 2009-September 2009. Vol.V, No.1 & 2. PP.85-96.
15. "Women Entrepreneurship in India : Past, Present and Future" published in the Journal of **Human Endeavour**, consumer awareness rural research centre, D.N.R. College Association, Bhimavaram, April –September, 2008, Vol. IV, No. 1 & 2, PP.98-106.
16. The article entitled "Dimensions Support to Develop Effective Personality" published in the Journal of **Endeavour**, Rajiv Gandhi National Institute of Youth Development (RGNIYD), Sriperumbudur, Tamil Nadu, July-December 2008, No.2, Vol. II, PP 211-215.
17. "Mahatma Gandhi and Indian Trade Unions" a research article published in **Strategy. The Journal of Management Development**, Department of Business Administration, **Berhampur University**, Berhampur, Orissa, Vol. XII, December, 2008, PP 22-32. ISSN: 0973-2977.
18. "Government Policy for Promoting Financial Inclusion in Banking Service" published in the Journal of **Indian Economic Panorama**, New Delhi, December 2008, Vol.18, PP 23-28.
19. "Gandhiji's Views on Industrial Relations" published in the Journal of **Fact for You**, New Delhi, December 2008, Vol.29, No.3, PP.33-37. ISSN:0970-2652.
20. "What Was, Is No Longer, What Is, Which Will Be" published in the Journal of **New Swatantra Times**, Hyderabad, March 2009, PP 30-31.

## Academic Year: 2009-2010

21. "Poverty Alleviation through Social Entrepreneurship" published in the journal of **Indian Economic Panorama**", New Delhi, July, 2009, Vol. 19, No.2, PP 19-24.
22. "HRM in Health Care Organizations" published in the **HRD News Letter**, Hyderabad, December, 2009, Vol.25, Issue 9, P.33. ISSN: 0974-1720.
23. "Rejuvenating Rural Economy through Micro Finance" published in the Journal of **Indian Economic Panorama**, New Delhi, December, 2009, Vol.19, No.3, PP 4-8.
24. The article titled "Cooperative Credit in Rural India" published in the journal of **Cooperative Perspective**, Pune, April-June 2010. Vol.45. No.1. PP. 31-39.

## Academic Year: 2010-2011

25. "Role of Women Artisans in Crochet Lace Industry" published in the journal of **Indian Economic Panorama**, New Delhi. July 2010 Vol.20, No.2. PP 40-43.
26. The article titled "Perspective of Corporate Governance in India" published in Journal of **Indian Economic Panorama**, New Delhi, December, 2010, Vol.20, No.3A. PP.33-36.
27. The article titled "Terms and Conditions of Employment: An HRM Perspective", published in **Journal of 6Ms Pride of Management**, Narsapur, Medak District, December 2010, Vol.1, PP26-28.
28. "Employee Empowerment-Sluggish Changes" published in the Journal of **HRD Times**, Chennai, January 2011, Vol.13, No.1, PP.8-9. ISSN: 0976-7401.
29. The article titled "H.R. Professionals! Don't say "No", Published in the **Modern Management**, A Journal of International Institute of Management Science, Kolkata, April 2010-March 2011. PP.10-14. ISSN: 0975-6264.
30. The Research Abstract "Women Workers in the Agricultural Sector" published in the **GITAM Journal of Management**, Visakhapatnam, April-June 2011, Vol.9, No.2. PP.250-254. ISSN:0972-740X.
31. The article titled "Creativity in HRM Practice" published in the journal of **HRD Times**, Chennai, May 2011, Vol. 13, No.5, PP 22-23. ISSN: 0976-7401.

## Academic Year: 2011-2012

32. "Creativity of Corporate Excellence" published in the Journal of **Facts for You**, New Delhi, December 2011, Vol. 32, No. 3, PP.34-36. ISSN:0970-2652.
33. "Human Resource Can Move Mountains" published in the **International Journal of Research in IT & Management(IJRIM)**, Vol.2, Issue 1, January,2012. ISSN: 2231-4334. PP.52-58, [www.mairec.org](http://www.mairec.org).

34. The article titled “Transforming HR Professionals into Business Partners” published in the International Journal of **European Journal of Business and Management (IISTE)** Vol.4 No.4, March, 2012. ISSN 2222-1905(paper) and ISSN 2222-2839 (Online). PP.29-34, [www.iiste.org](http://www.iiste.org). **Corpus ID: 166530267, Cited by 2.**
35. “3 Gunas” published in the **International Journal of Research in Management (IJRM)**, RS Publications, Issue2, Vol.3, May, 2012.ISSN 2249-5908. PP.148-157.

### **Academic Year: 2012-2013**

36. “Efficacy and Self-Efficacy” published in the journal of **HRD Times**, Chennai, July, 2012, Vol. 14, No.7, PP. 20-21. ISSN: 0976-7401.
37. The article titled “Role of Financial Inclusion for Inclusive Growth in Indian Scenario: Issues and Challenges” published in Journal of **Indian Economic Panorama**, New Delhi, January, 2013, Vol.22, No.3A. PP.7-11.
38. The article titled “Strokes – A Formula for Career Success” published in the **HRD Times**, Chennai, February 2013, Vol.15, No.2, PP.20-21. ISSN: 0976-7401.

### **Academic Year: 2013-2014**

39. “HR Excellence through Interpersonal Relationship” published in the **International Journal of Advances in Arts, Sciences and Engineering (IJOAASE)**, Biannual 2013, Vol. 1, Issue.2, PP. 19-24. ISSN: 2320-6136.

### **Academic Year: 2014-2015**

40. The article titled “Women Workers as Human Resource in Agriculture” published in Journal of **Indian Economic Panorama**, New Delhi, July, 2014, Vol.24, No.2. PP.15-17.
41. “Coping Strategies for Burnout” published in the **International Journal of Research in Management Studies, Westwind Publishing House, Mumbai**, October, 2014, Vol. 2 Issue.3, PP.49-54. ISSN: 2321-4864.
42. The article entitled “Organisational Citizenship Behaviour Traits”, published in **Personnel Today**, Kolkata, Quarterly Journal of NIPM, October-December, 2014, Vol.XXXV, No.3, PP. 19-25. ISSN: 0970-8504.
43. The article titled “Women Empowerment through Crochet Lace Industry”, published in the Journal of **PRIMAX International Journal of Commerce and Management Research (PIJCMR)**, Bangalore, December, 2014, Vol.II, Issue No. 3, PP.96-98. Print ISSN: 2321-3604, Online ISSN: 2321-3612. Impact Factor. 4.532.
44. “Crochet Lace Industry: Narsapur”, published in **Commonman Indian Journal of Commerce and Management**, Biannual December, 2014, Vol.2, Issue.3, PP.66-69. Print ISSN: 2348-4934, Online ISSN: 2348-6325.
45. The article entitled “New Government Will Change India's Fortunes”, published in the journal of **Indian Economic Panorama**, New Delhi, Special Annual Issue December, 2014, Vol.24, No. 3A, PP.14-18.



46. "Silence: A Winning Mantra for Management Excellence" published in Modern Management, A Journal of International Institute of Management Sciences, Kolkata, 2014, Vol. XXII, No.2. PP. 68-71. ISSN: 0975-6264.
47. The article titled "Employee Engagement for Business Excellence", published in the Journal of **International Journal of Research & Business Innovation (IJRBI)**, Vol.3, No.2, January-June, 2015. PP.28-31. ISSN: 2321-5615.
48. The research article entitled "Socio-Economic Conditions of Agricultural Women Workers in Andhra Pradesh" published in **Indian Economic Panorama**, New Delhi, January, 2015, Vol.24, No.4, PP.18-22.
49. The article entitled "Social Learning Through Emotional Intelligence", published in International Journal of Management, Marketing and HRD, **Westwind Publishing House**, Mumbai, January, 2015, Vol.1, Issue.10, PP.14-20, ISSN:2321-8622.
50. "The Dynamics of Performance Management" published in **International Journal of Academic Research**, Quarterly January-March, 2015, Vol.2, Issue.1(3), PP.107-111. ISSN: 2348-7666.
51. The article entitled "Social Entrepreneur Role in Social and Rural Development" published in **International Journal of Commerce**, Global Association of Commerce and Management, Salem, January-June, 2015, Vol.2, No.1, PP. 236-242, ISSN: 2394-9597.
52. "Women Entrepreneurship in the Rural Environment", published in **International Journal of Advance Research Computer Science and Management Studies (IJARCSMS Publication)**, Gujarat, February, 2015, Vol.3, Issue 2, PP 138-143. ISSN: 2321-7782(online)/ ISSN: 2347-1778(Print). Scientific Journal of Impact Factor Certificate of Indexing (SJIF) - 7.327. Impact Factor: 4.739
53. "The Importance of Human Relations in an Age of Globalization" published in the Journal of **PRIMAX International Journal of Commerce and Management Research (PIJCMR)**, Bangalore, March, 2015, Vol.II, Issue No. 4, PP.77-80. Print ISSN: 2321-3604, Online ISSN: 2321-3612. Impact Factor. 4.532.

### **Academic Year: 2015-2016**

54. The article entitled "Employability Skills for HR Excellence", published in **PRIMAX International Journal of Commerce and Management Research (PIJCMR)**, Bangalore, July-September, 2015, Vol.III, Issue No. 2, PP.84-87. Online ISSN: 2321-3612. Impact Factor. 4.532.
55. The article entitled "Emerging Trends and Challenges in Human Resource Management", published in **International Journal of Academic Research**, July-September, 2015, Vol.2, Issue 3(3), PP. 69-80. ISSN: 2348-7666. Impact Factor: 1.855
56. "HR Professionals Hit Glass Ceiling" published in **International Journal & Magazine of Engineering, Technology, Management and Research (IJMETMR)**,



**Yuva Engineers**, August, 2015, Vol.2, Issue No.8, ISSN: 2348-4845.PP.12-15.  
Impact Factor: 1.7450

57. "Developing Competencies Through Talent Management Strategies" Published in **International Journal & Magazine of Engineering, Technology, Management and Research, (IJMETMR), Yuva Engineers**, September, 2015, Vol. 4, Special Issue No.1, PP. 26-32. ISSN No: 2320-3706. Impact Factor: 2.6250.
58. "Promotion Efforts for Women Entrepreneurship in India", published in **Indian Economic Panorama**, October, 2015, Vol.25 No.3. PP.8-12.
59. "The Role of Women in the Indian Economy" published in **Indian Economic Panorama**, October, 2015 Vol.25, No.3, PP.18-22.
60. The article entitled "Sell Yourself for Getting a Secured Job" Published in International Journal & Magazine of Engineering, Technology, Management and Research, (IJMETMR), **Yuva Engineers**, October, 2015, Vol. 4, Issue No.11, PP. 13-20, ISSN No: 2320-3706. Impact Factor: 2.6250.
61. "Management of Stringent NPAs in Indian Banks" published in **Indian Economic Panorama**, Special Annual Issue (December) 2015, Vol.25, No. 3A, PP.10-13.
62. The article entitled "Erudition and Learning: A Holistic Viewpoint of HRD" Published in **International Journal of Academic Research**, Vol.3, Issue 1(2), January, 2016, ISSN: 2348-7666. PP.71-81.
63. "Role of HRD in Higher Education", Published in **International Journal of Academic Research**, Vol.3, Issue 2(2), February, 2016, PP. 71-76. ISSN: 2348-7666. Impact Factor: 3.075.
64. "Agricultural and Rural Credit in Indian Scenario", Published in **Indian Economic Panorama**, New Delhi, Vol.26, No.1, April, 2016. PP.20-24.

### **Academic Year: 2016-2017**

65. The Article entitled "OCB and its Role in Creating Social Capital in an Organisation" Published in **Personnel Today**, July -December, 2016, Vol. XXXVII.No.2, Half-yearly Journal of NIPM, Kolkata, PP.4-10.

### **Academic Year: 2017-2018**

66. The article entitled "Emerging Trends in HR: VUCA Perspectives", published in **PRIMAX International Journal of Commerce and Management Research**, Bangalore, Vol.5, Issue No.3, October-December 2017, PP. 75-78. ISSN. 2321-3604. Impact Factor. 4.532. International Peer Reviewed Journal.
67. "Dream of Fire and Goal Setting: A Metaphor for Human Life" **YUVA Engineers**, International Journal of Research in Management Studies, Vol.3. Issue No.3, March 2018, ISSN. 2455-7595(online). PP.9-11

68. The article entitled "Employee's Basic Rights and Responsibilities in Indian Organisations" published in **International Journal of Advance Research in Computer Science and Management Studies** (IJARCSMS Publication), Gujarat, April, 2018. ISSN. 2347-1778(print), 2321-7782(online), e-ISJN: A4372-3114, Vol. 6.Issue No.4.PP. 13-17. Scientific Journal of Impact Factor Certificate of Indexing (SJIF) - 7.327.

### **Academic Year: 2018-2019**

69. The article entitled "Millenials - The First Naive Digital Workforce: Dynamics of HRM" published in **Personnel Today**, July-Dec. 2018. ISSN: 0970-8405, Vol.xxxx, No.2. PP. 12-17.
70. "Women Empowerment Through Awareness of Laws" Published in **International Journal of Academic Research**, Vol.6, Issue 1, January, 2019, ISSN:2348-7666. PP.13-20. UGC Approved Journal, Web of Science Group. Impact Factor: 6.232.
71. The article entitled "Digitalization of HRM Practice in the Present Scenario" published in International Journal of Research in Management Studies, **Yuva Engineers**, Hyderabad, A peer reviewed open access international journal, Vol.4, Issue No.1, January, 2019. ISSN: 2455-7595, PP.1-5. Impact Factor 3.5540. Cited by 2.
72. The article entitled "Role of HR Champions in the Virtual Organizations", published in **Suraj Punj Journal for Multidisciplinary Research (SPJMR)**, Pune, A Peer Reviewed/Referred Journal and UGC Approved Journal S.No.64786, Vol.9, Issue 5, April, 2019. ISSN: 2394-2886, PP 360-364. SCOPUS Suggested ID: 51M9SP57H6453A17. Impact Factor-6.1.UGC Approved Journal S.No:64786.
73. "Employment At-will Doctrine in HRM perspective", published in International Journal & Magazine of Engineering, Technology, Management and Research, **Yuva Engineers**, Hyderabad. A peer reviewed open access international journal, Vol.6, Issue 5, May 2019, ISSN.2348-4845, PP 93-99. www.ijmetmr.com. Impact Factor 3.6450

### **Academic Year: 2019-2020**

74. "A study on Marginalized Women Artisans and Economic Development", published in Journal of Management Research and Analysis, Vol.7 Issue NO.1, January-March-2020, PP.152-155. ISSN: 2394-2762.

### **Academic Year: 2021-2022**

75. "Challenges of Quality Management in Higher Education in Perspective of COVID-19 Pandemic in India", published in CNR's International Journal of Social & Scientific Research, India, SJIF: 6.11, Vol.07, Issue, IV July-September, 2021, IISN: 2454-3187. PP.1-12.
76. "Financial Performance of SHGs in Rural Development", published in the International Journal of Analytical and Experimental Model Analysis, vol.XIII, Issue No. IX, Sept. 2021, ISSN No. 0886-9367. PP. 2213-2218. Impact Factor-6.3., An UGC-CARE Approved Journal

77. The article entitled "The Application of Artificial Intelligence in HRM", published in **Suraj Punj Journal for Multidisciplinary Research (SPJMR), Pune**, A Peer Reviewed/Referred Journal and UGC Approved Journal S.No.64786, Vol.11, Issue 11, November, 2021. ISSN: 2394-2886, PP 06-19. SCOPUS Suggested ID: 51M9SP57H6453A17. Impact Factor-6.1.UGC Approved Journal S.No:64786.
78. "Laws for the Protection of the Women Workers: A Study on Crochet Lace Women Artisans" published in the International Journal of Analytical and Experimental Modal Analysis, Vol.XIII, Issue, XII, December/2021, Impact Factor-6.3, An UGC-CARE Approved Group – A Journal, ISSN NO. 0886-9367. PP.1762-1772.

### Articles Published in News Papers

1. **"Farm Sector will be Hit"** article published in "The Hans India" 18 September, 2013.
2. **"Article 371(D) Employment Opportunities"** article published in "The Hans India" October, 2013.
3. **"Drucker's Holism in Modern Business Management"** article published in "The Hans India" 20 November, 2018.
4. **"Lace Designers Deserve Better Deal"** article published in "The Hans India" 9<sup>th</sup> December, 2019.

### Articles Published in College Magazines & Souvenirs

1. The article entitled **"Dimensions of Creativity"**, published in Sri Y.N.College, Diamond Jubilee Celebrations Souvenir, January, 2010, PP.165-168.
2. **"Skill Development for Employability"** published in Sri Y.N.College, Dr. C.S.Rao PG Centre, PG Courses Silver Jubilee Celebrations Souvenir, January, 2016. PP. 75-78.
3. The article entitled **"Know Yourself"**(Telugu Version), published in Sri Y.N. College Magazine, 2017-18. PP.55-56.
4. The article entitled **"Be Your Own Boss"**, published in Sri Y.N. College Magazine, 2020-21. PP.75-76.
5. "Editor's Desk" published in Sri Y.N. College Magazine. 2017-18.
6. "Editor's Desk" published in Sri Y.N. College Magazine. 2018-19.

7. "Editor's Desk" published in Sri Y.N. College Magazine. 2019-20.
8. "Editor in Chief" published in Sri Y.N. College Magazine. 2020-21

## Seminars and Workshops Attended

Seminars Attended : **30** International, National, State level and Regional Seminars.

- International Seminars Attended : 5
- National Seminars Attended : 22
- Refresher Courses / Training : 2
- FDP : 1

Paper Presented in Seminars : 13 Papers

### Academic Year: 2003-2004

- 1) Participated in the International level workshop conducted by GITAM Institute of Foreign Trade, Visakhapatnam. Workshop conducted on "Industrial Relations - Teaching and Research" during 2<sup>nd</sup>-6<sup>th</sup> February 2004.

### Academic Year: 2005-2006

- 2) Participated in the National Conference on "Competitive Advantage Through Human Resources". This Conference conducted by GITAM and NIPM, Visakhapatnam on 10<sup>th</sup> & 11<sup>th</sup> March 2006.
- 3) Participated in the State Level Seminar on "WTO and Agricultural Sector in India – Challenges and Prospects". This State level Seminar was conducted by D.N.R. College, Bhimavaram on 28<sup>th</sup> March 2006. Paper presented in the seminar, the title of the paper is *"Reducing Food Insecurity Through Second Green Revolution"*.

### Academic Year: 2006-2007

- 4) Participated in the National Seminar on "Organisation of Rural Credit- Scenario and Challenges in the Regime of Reforms". This Seminar was conducted by D.N.R. College, Bhimavaram on 16<sup>th</sup> September 2006. Paper presented in the seminar, the title of the paper is *"Cooperative Credit in Rural India"*.

### **Academic Year: 2007-2008**

- 5) Participated in the National Seminar on “Supply Chain Management – Strategies for Competitive Advantage”. This seminar was conducted by AIMS, Visakhapatnam on 6<sup>th</sup> & 7<sup>th</sup> July 2007.
- 6) Participated in the State Level Seminar on “Importance of Inter- Disciplinary Knowledge in Science and Technology in Today’s Environment”. This seminar was conducted by Adikavi Nannaya University, Rajahmundry, on 29<sup>th</sup> January, 2008.

### **Academic Year: 2008-2009**

- 7) Participated in the National Seminar on “Rising India – Changing Global Labour Market: Challenges and Opportunities”. This seminar was conducted by the Department of Commerce and Management Studies, Andhra University, Visakhapatnam, on 25<sup>th</sup> & 26<sup>th</sup> September, 2008.
- 8) Participated in the Faculty Development Programme on “Knowledge Partnership for Employability”. This programme was conducted by Andhra University, Visakhapatnam, on 28<sup>th</sup> and 29<sup>th</sup> November, 2008.
- 9) Participated in the National level conference on 27<sup>th</sup> Annual National Conference of Indian Society of Professions Social Work. This conference was conducted by DNR College, Bhimavaram on 7<sup>th</sup> – 9<sup>th</sup> February 2009.

### **Academic Year: 2009-2010**

- 10) Participated one-day Seminar on “Introduction of 4<sup>th</sup> Year at Degree Level (Optional)-Vocational/Career Oriented Courses”. This seminar was conducted by Sri Y.N. College, Narsapur, on 10<sup>th</sup> January, 2010.
- 11) Participated one-day State Level Workshop on “Innovative Teaching Techniques in Quality Education”. This workshop was conducted by Ideal College of Arts and Sciences, Kakinada, on 23<sup>rd</sup> January, 2010. Paper presented in the workshop, the title of the paper is *"Holistic Teaching & Learning Process"*.

### **Academic Year: 2010-2011**

- 12) Participated International Conference on “Transformation of Human Resource Management”. This conference was conducted by GITAM Institute of Management, GITAM University, Visakhapatnam, on 5<sup>th</sup> & 6<sup>th</sup> December, 2010.

## **Academic Year: 2011-2012**

- 13) Participated State Level ToT on “Vulnerability and Capacity Assessment(VCA)” Supported by IRCS, NHQ & IFRC, New Delhi. This State level ToT was conducted at Kakinada by Indian Red Cross Society, on 2<sup>nd</sup>- 4<sup>th</sup> November, 2011.

## **Academic Year: 2012-2013**

- 14) Participated National Seminar on “Changing Scenario of Human Resources in India”. This seminar was conducted by Acharya Nagarjuna University, Guntur, on 18<sup>th</sup> & 19<sup>th</sup> October, 2012. Paper presented in the seminar, the title of the paper is ***“Empowerment of Human Resources to Ensure Success and Progress in the Area of Education, Health, and Economy”***.
- 15) Participated in the National Level Seminar on “Employee Engagement for Organizational Excellence”. This seminar was conducted by GITAM Institute of Management, GITAM University, Visakhapatnam, on 15<sup>th</sup> & 16<sup>th</sup> March, 2013.

## **Academic Year: 2013-2014**

- 16) Participated National Seminar on “Role of Knowledge Management in Modern Era”. This seminar was conducted by Sri Vasavi Engineering College, Tadepalligudem, on 27<sup>th</sup> & 28<sup>th</sup> December, 2013. Paper presented in the seminar, the title of the paper is ***“HR in Knowledge Era”***.
- 17) Participated DDRTT (Distinct Disaster Response Team Training) under Community Based Disaster Reduction (CBDRR) program conducted by Indian Red Cross Society, on 20<sup>th</sup> – 21<sup>st</sup> March, 2014.

## **Academic Year: 2014-2015**

- 18) Participated National Seminar on “Empowerment of Youth-Preparing for Future”. This Seminar was conducted by P.B.Siddhartha College of Arts and Science, Vijayawada, on 19<sup>th</sup>- 20<sup>th</sup> March, 2015. Paper presented in the seminar, the title of the paper is ***“Social Entrepreneur Role in Social and Rural Development”***.

## **Academic Year: 2015-2016**

- 19) Participated National Seminar on “Entrepreneurship Imperatives in India in the Globalised Environment”. This seminar was conducted by Sasi Institute of Technology & Engineering, Tadepalligudem, on 12<sup>th</sup> -13<sup>th</sup> June, 2015. Paper presented in the seminar, the title of the paper is ***“Rejuvenating the Rural Economy Through Women Entrepreneurship”***.

20) Participated UGC sponsored two day National Seminar on “Promoting Excellence in Higher Education – Issues and Challenges”. This seminar was conducted by Sri Y.N. College, Narsapur on 8<sup>th</sup> & 9<sup>th</sup> January, 2016. Paper presented in the seminar, the title of the paper is “*Role of HRD in Higher Education*”.

21) Participated National Conference on "Paradigm shifts in business management". This conference was conducted by Aditya Global Business School, Surampalem on 19th March 2016. Paper presented in the conference the title of the paper is "*Dealing with work-life Balance of Employees in the Service Sector*".

### **Academic Year: 2016-2017**

22) Participated International Seminar on Corporate Social Responsibility. This seminar was conducted by Acharya Nagarjuna University, Guntur, on 10th - 12th March, 2017. Paper presented in the Seminar, the title of the paper is "*Social Responsibility in Education Institutions - A Case Study on College Out-reach Programme*".

### **Academic Year: 2017-2018**

23) Participated International Seminar on "HRM Digital Age". This seminar was conducted by Acharya Nagarjuna University, Guntur, on 24th - 25th February, 2018. Paper presented in the seminar, the title of the paper is "*Digitalization of HRM Practice in the Present Scenario*".

### **Academic Year: 2018-2019**

24) Participated National Seminar on "E-learning leads academic success". This seminar was conducted by Adikavi Nannaya University, Rajamahendravaram. on 13th- 14th November, 2018. Paper presented in the seminar, the title of the paper is “Academic Excellence through e-learning”.

25) Participated UGC sponsored two days National Seminar on “Statutory Compliances of HR at workplace”. This seminar was conducted by Acharya Nagarjuna University, Guntur, on 9<sup>th</sup> & 10<sup>th</sup> March, 2019. Paper present in the seminar, the title of the paper is “Social Security Legislations for Uplifting Marginalized Women Workers”.

### **Academic Year: 2019-2020**

26) Participated One Day National Seminar Entitled “Higher Education Today”. This seminar was conducted by Visakha Govt. Degree & P.G. College For Women, Visakhapatnam, in collaboration with Tejasvi Astitva Foundation New Delhi on 23<sup>rd</sup>

June, 2019. Paper present in the Seminar, the title of the paper is “Role of IQAC in Enhancing Quality and Quantity in HEIs.

27) Participated National Seminar on “Digitalization – Issues & Challenges” under RUSA 2.0 Scheme. This Seminar was conducted by Sri Y.N. College, Narsapur, on 14<sup>th</sup> November, 2019. Paper present in the Seminar, the title of the paper is “Digitalization of Business”.

28) Participated UGC sponsored National Seminar, on “Role of IQAC towards quality enhancement and sustenance from NAAC perspective”. This seminar was conducted by Government College, Rajamahendravaram, on 29<sup>th</sup> -30<sup>th</sup> November, 2019.

29) Participated International Conference on “Impact of Information Technology on Emerging Business Trends” This Conference was conducted by Immanuel Business School, Hyderabad on 20<sup>th</sup> to 21<sup>st</sup> January, 2020. Paper present in the Conference, the title of the paper is “A study of Marginalized Women Artisans and Economic Development”.

### **Academic Year: 2021-2022**

30) Recent Trends in Commerce & Management”, TRECOM-2021 organised by G.Pulla Reddy Degree & P.G. College, Hyderabad, on 22<sup>nd</sup> & 23<sup>rd</sup> September, 2021.

## **Faculty Development Programme (FDP)**

### **Academic Year: 2019-2020**

1) Participated UGC - RUSA Sponsored Seven day Faculty Development Programme organized by Sri Y.N. College, Narsapur from 10<sup>th</sup> December to 17<sup>th</sup> December 2019.

## **Webinars Participated**

### **Participated in the following Webinars During COVID-19 Lockdown**

### **Academic Year: 2019-2020**

1) “Online Teaching Methods Post COVID-19”, organised by Department of Computer Science, Sri Y.N. College, Narsapur on 20<sup>th</sup> May 2020.

### **Academic Year: 2020-2021**

2) “Conquering Less Attended Areas in NAAC & Outcome Based Education”, organized by IQAC Cluster India and White Code Technology Solutions Pvt. Ltd., Chandur Rly., on 1<sup>st</sup> June to 3<sup>rd</sup> June, 2020.



- 3) “Impact of COVID-19 on Global Economy”, organized by Sri Y.N.College, Narsapur and EAST, Palayamkotta, Tirunelveli on 10<sup>th</sup> June, 2020.
- 4) “Intellectual Property Rights: The Academic Perspective”, organized by Sri Y.N.College, Narsapur, on 15<sup>th</sup> June, 2020.
- 5) “Role of Atmanirbhar Bharat Abhiyan in Indian Economy during Covid-19 Scenario”, Organised by Adikavi Nannaya University, Rajamahendravaram and Vikrama Simhapuri University, Kavali, on 16<sup>th</sup> June, 2020.
- 6) “An Insight into Capital Market During Covid-19 Pandemic” organized by SDM College of Business Management, Mangalore, on 2<sup>nd</sup> July 2020.
- 7) “Environment and COVID-19: An Evolving Perspective”, organized by St. John’s College, Palayamkottai, on 4<sup>th</sup> July, 2020.
- 8) “Predatory Journals – A Growing Threat for Academicians” organized by Bishop Heber College, Tihuminappalli, on 4<sup>th</sup> July, 2020.
- 9) “Financial Management & Portfolio Management”, organized by Swarnandhra Institute of Engineering and Technology, Seetharamapuram, on 12<sup>th</sup> July 2020.
- 10) “Career Opportunities in Banking Sector after COVID- 19” organized by Rajarshi Chhatrapati Shahu College, Kolhapur, on 11<sup>th</sup> July, 2020.
- 11) “Covid-19 Pandemic – Role of Social Science” organized by MVN JS & RVR College of Arts and Science, Malkipuram, on 13<sup>th</sup> July, 2020.
- 12) “National Level Online Quiz on Human Resource Management” Organised by SVKP & KS Raju Arts & Science College, Penugonda on 15<sup>th</sup> July, 2020.

## **Academic Year: 2021-2022**

### **Participated in the following Webinars During COVID-19 Lockdown**

- 1) “Financial Empowerment through Strategic Planning: Investment in Mutual Funds”, organized by Acharya Institute of Graduate Studies, Bangalore on 31-5-2021
- 2) “Financial Empowerment through Wealth Creation” organized by MITS School of Business, MITS – Madanapalle on 5<sup>th</sup> June, 2021.
- 3) “Entrepreneurship and Start-ups: Multidimensional Perspectives on Innovation and Growth” organised by Centre for Innovation Incubation and Entrepreneurship, Lakireddy Bali Reddy College of Engineering, Mylavaram on 19<sup>th</sup> June 2021.
- 4) “Financial Technology – Implementation & Challenges in India” organized by Anwarul Uloom College, Hyderabad, on 28<sup>th</sup> June, 2021

- 5) “The Role of English in Present Higher Education” organized by Sambhram College of Hotel Management, KGF, on 16<sup>th</sup> June, 2021.
- 6) “Enhancing Women Empowerment through Entrepreneurship” organized by International School of Technology & Sciences for Women, Rajanagaram on 21<sup>st</sup> and 22<sup>nd</sup> June, 2021.
- 7) “Entrepreneurship and COVID-19: Challenges and Opportunities” organized by Anwarul Uloom College, Hyderabad, on 3<sup>rd</sup> July, 2021.
- 8) “Role of Analytics in Talent Management” organized by Krishna University, Machilipatnam, on 3<sup>rd</sup> July, 2021.
- 9) “National Online Workshop on Research Methodology” organized by Sri Y.N.College, Narsapur on 1<sup>st</sup> September, 2021.

## Personal Details

Name	: Dr. Gandham Sri Rama Krishna.
Father’s Name	: Late Sri G.Ganga Chalam, Advocate
Date of Birth & Age	: 26-06-1966, 52 Years.
Marital Status	: Married and 2 Children (Daughter & Son)
Mobile No. & e-mail	: Mobile: 9440173731 / 7013462867 E-mail: drgsrk66@gmail.com / <a href="mailto:gandhamsriramakrishna@gmail.com">gandhamsriramakrishna@gmail.com</a> . <a href="mailto:deansriyncollege@gmail.com">deansriyncollege@gmail.com</a> <a href="http://www.gandhamrk.blogspot.in">http://www.gandhamrk.blogspot.in</a>
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## Other Information

- AICTE Allotted Employee No.: 1-429896071
- Sri Y.N. College Code: 869
- Janabhoomi Code: 19587

## References

1. **Prof. Kotta Ramesh**  
Former Dean - CDC, Andhra University,  
Director: GITAM University,  
Visakhapatnam  
Mobile No. 9848092946  
E-mail: ramesh.kotta@gmail.com
2. **Prof. Kolla Siva Rama Krishna**  
Vice Chancellor, GITAM University,  
Visakhapatnam  
Mobile No. 9010233944  
E-mail.: vc@gitam.edu /  
gitam\_jom@yahoo.com



Secretary & Correspondent, Dr. Chinamilli Satyanarayana Rao Issuing Appointment-Order to Dr.Gandham Sri Rama Krishna as a Dean on 8-10-2021





College Principal, Dr. R.Pardhasaradhi, Vice Principal Sri Bezavada Venkata Ratnam presenting a Bouquet to Dean, Academic Affairs.



Mr. Boddu Bhagavan, Journalist, Mr. Mutyala Kalyana Rama Krishna Rao, B.Ed. former Principal, presenting a Bouquet to Dean, Academic Affairs.





College Management Felicitations to Dr. G.S.Rama Krishna on the Occasion of Teachers Day on 5<sup>th</sup> September, 2019.



MBA Department Faculty Members felicitations to Dr. G.S.Rama Krishna on the occasion of Teachers Day, on 5<sup>th</sup> September, 2019.



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Education Qualification

Honours and Awards

Expertise

Edit Expertise

Management

⚙ I am working as a Professor since 1994 in Sri Y.N.College, Narsapur

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Dr.Gandham Sri Rama Krishna, delivering a talk on the occasion of “Orientation Programme for Continuous Professional Development” on 4-8-2019



Dr.Gandham Sri Rama Krishna, Dean, delivering a talk on the occasion of “Students Induction Programme” on 18-11-2021



Secretary & Correspondent, Dr. Chinamilli Satyanarayana Rao presenting a Certificate to Dean, Academic Affairs



Secretary & Correspondent, Dr. Chinamilli Satyanarayana Rao presenting a Memento & Bag to Dean, Academic Affairs