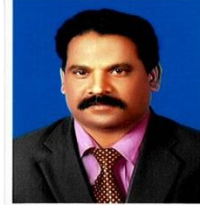


Dr. A. CHANDRA MOHAN
M.B.A., Ph.D., H.D.S.E



Registrar,
Rajiv Gandhi National Institute of Youth Development
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Email : profacmohan@gmail.com
Formerly HoD of Business Studies
IBRI College of Technology Oman

CURRICULUM VITAE

Name : **ANNAVARAPU CHANDRA MOHAN**

Father's Name : A. Soury

Date of Birth : 18th April 1967

Place of Birth ; Ponnur, Guntur, ANDHRA PRADESH

Address for Communication : Dr. A. CHANDRA MOHAN
Rajiv Gandhi National Institute of Youth
Development
Sriperumbudur
Darga Road Pallavaram Chennai-600043
Email : profacmohan@gmail.com
Mobile +91 9884116094, 09848312704

Nationality : Indian

Religion : Hindu

Mother Tongue : Telugu

Educational Qualification

Exam Passed	Name of the University	Year of Passing
B.Com.	Nagarjuna University AP	1987
M.B.A.	S.K. University A.P	1992
Ph.D.	S.K. University A.P	2003
TQM TT- Certificate course	SRM University T.N.	2013

Specialization in M.B.A. : Human Resources Management
Financial Management

Specialization in Ph.D. : Human Resources Management

Title of the topic in Ph.D. : “The leadership Styles of Indian Managers” –
A Case Study of Visakhapatnam Port Trust.

Membership of Professional Bodies : Life Member of National HRD Network.

Computer Knowledge ; HDSE –APTECH VISAKHAPATNAM- 2000

BOOKS PUBLISHED :

1. **“THE LEADERSHIP STYLES OF INDIAN MANAGERS” INDIAN PUBLISH, Delhi.**
ISBN: 81–7341–383 -5, -2005- PAGES 212
2. **HUMAN RESOURCE MANAGEMENT**
published by APH Pub House, New Delhi.
ISBN: 81– 313–0163-X-2007 PAGES- 296
3. **LEADERSHIP AND MANAGEMENT (Text, Cases, Exercises) – Himalaya Publishing House, Mumbai.** ISBN : 978-81-8318-807-4-2013(Revised)
4. **RECIEVABLES MANAGEMENT AND ENTREPRENEURSHI –APH PUBLISHERS NEWDELHI-2013 ISBN 978-93-3132087-2**

GUIDANCE OF Ph.Ds

1.Organisational culture and commitment-A comparative study of IT Professionals of Indian and foreign managed firms in Chennai India Awarded to K.VasanthiKumari.It is the first Doctorate Degree of SRM School of Management SRM University Chennai Awarded 2010

2. Receivables management on growth and prospects MSMEs-A Study on MSME Units located in Chennai Tamil Nadu India Awarded to VM.Ponniah. It has been published in the form of Book. Awarded 2012

3.Implementation of E-Human resource Management (A Comparative Analysis of IT and Manufacturing Firms in Chennai) Awarded to S.K ManivannanJanuary 2015.

4.IMPACT OF HR AUDIT PRACTICES ON THE PERFORMANCE OF EMPLOYEES (A study of IT

Professionals in Chennai) Awarded to MN Prabhadevi–April 2016

5.STRATEGIES FOR IMPROVING RELEASE MANAGEMENT IN I.T. INDUSTRY AWARDED TO GANESH PRASAD-2017

6.HUMAN RESOURCE AUDIT PRACTICES ON THE PERFORMANCE OF EMPLOYEES WITH REFERENCE TO I.T.INDUSTRIES IN CHENNAI SUBMITTED BY P.POONGUZHALI

7.A STUDY ON CUSTOMER INTENTION TO JOIN E-TAILER FACE BOOK PAGES-THESIS SUBMITTED BY TS EDWIN

Presently guiding Eight Ph.D Scholars. They are working under my guidance at SRM School of Management Studies SRM University. Two of them are preparing thesis and submitting within few months.

CHAired SESSIONS OF CONFERENCES, FDPs,MDPs,WORKSHOPS, AND INVITED LECTURES:

- 1. Organized two day workshop on Leadership and Emotional intelligence for E4-E6 Managers during 09-10 September 2016 at VISAKHAPATNAM STEEL PLANT VISAKHPATANAM.ANDHRA PRADESH**
- 2. Organized two day workshop on Recent Trends of HRM For Executives for E4-E6 Executives During 26-27 December 2016 at VISAKHAPATNAM STEEL PLANT ANDHRA PRADESH**
- 3. Guest Lecture on “Qualities of Successful Managers in the Corporate World”, on 19th November 2015 for MBA students at ChaitanyaBharathi Institute of Technology, Hyderabad**
- 4. Guest lecture on OD Interventions at Gudlavalleru Engineering College Affiliated JNTU KAKINADA GUDLAVALLERU GUDIWADA ANDHRA PRADESH on 06 July 2015**
- 5. Guest Lecture on Changing Role of Managers in the corporate world on 16 February 2015 at Department of Management Vasavi Engineering College Affiliated to JNTU Tadepalligudem Andhra Pradesh**
- 6. Handled session on “Role of Communication in Teaching” on 5th October 2013. FDP conducted by MEASI Institute of Management Chennai.**
- 7. Organized Panel discussion of International Conference on “Sustainable global business model- A Financial Perspective” at SRM School of Management SRM University during Feb 15- 16, 2014**
- 8. Chaired Session of HRM International Conference on IEBFHT -2013 at Sairam Institute of Management Studies Chennai during 20-21 Dec 2013.**
- 9. Guest Lecture on “Qualities of Managers in the Corporate World” on 25 July 2013 at Department of Management Studies, Narayana Engineering College Nellore, Andhra Pradesh**

10. Chaired session of “**Marketing Strategies during Recession**” in the International Conference on New Trends and Challenges of Management at MSN Institute of Management Kollam during 23-24 Nov 2009.
11. Chaired session of “**E-Governance**” in the International Conference on Applied Economics and Business at Sohar University Oman during 30-31 March 2009.
12. Organized Two day MDP on “**Industry and Academic Interaction**” at Vishakapatnam Steel Plant Vishakapatnam Andhra Pradesh during 15- 16 Oct 2007.
13. Organized one day Workshop on “**Concept of Research**” at SRM School fo Management on 27 July 2007, SRM University .Chennai
14. Handled Session on “**Changing Role of Managers**” in the Public Sector on 28, Nov, 2007 at Regional Telecom Centre BSNL Office, MM Nagar Chennai – 603 209.
15. Handled session on “**Effective Vs Successful Managers**” for MBA Students/Staff during 7& 8 Nov 2006.
16. Organized one day “**Police Officers Training Program on Motivation and Personality Development**” on 31 Dec 2005 at kancheepuram.TAMILNADU

PAPER PUBLISHED IN CONFERENCE PROCEEDINGS/BOOKS

1. **E-Governance in Global Education system –Knowledge Managementbased approach**, published in ICABE- 2009 Conference proceedings by Sohar University Oman pp 483-490
2. **A Study on Receivables Management by MSMEs in Tamilnadu** published in Supply Chain Management 2011 July, by MASILAMANI PATHIPPAGAM publishers , Chennai ISBN 978-81-921764-0-6 pp131-137
3. **Financial Analysis using Ratios to Manage HR Functions published in Competency Building Strategies in Business and Technology-** 2011. Published by MASILAMANI PATHIPPAGAM publishers, Chennai ISBN 978-81-921764-2-0 pp 265-273
4. **Being Assertive – An Essential skills for new Managers published in Inclusiveness and innovation –Challenges for sustainable growth-**2012 by Excell India publishers Delhi- ISBN 978-93-82062-74-5 pp 402-409.
5. **The importance of Career Management in Coping with Job Stress in Today’s Competitive Paradigm published in Inclusiveness and innovation –Challenges for sustainable growth-**2012 by Excell India publishers Delhi- ISBN 978-93-82062-74-5 pp 445-453.

EXPERIENCE

24 years as a Faculty Member in Management Studies In different Management Institutions Including Overseas assignment

Presently working as Registrar, RGNIYD Sriperumbudur – 602105, Tamil Nadu

ADMINISTRATIVE EXPERIENCE

Formerly HOD of Business Studies, IBRI College of Technology Sultanate of Oman 29 Jan 2008-05 July 2009

Head of HRM School of Management Studies SRM UNIVERSITY Chennai during the period of July,2009-June, 2012

Head of Department of MBA program of SSVP College of Management Studies ,Vishakapatnam Andhra Pradesh during the period of 2004 - 2005

Professor of Management Studies SRM School of Management SRM University December 2005 to date(one and half years long leave for overseas assignment as mentioned above during the period of January 2008 to July 2009).

Professor of management July,2005-Dec,2005 SCMS, Cochin (It has been ranked as a 6th best B – School among 800 B – Schools in South India

Assistant Professor & Placement officer Jan,1997-July 2005, 8 1/2 Years SSVP College of Management Studies (ForMBA Program),Visakhapatnam .Affiliated Andhra University .India.

Lecturer in Management Studies, Aug,1994-March,1996 Arts & Science College Bapatla Affiliated to Nagarjuna University. Guntur, Andhra Pradesh India.

Lecturer in Management Studies Aug,1992- June1994,SR Degree College Pithapuram East Godavari Dist .A.P,India

Guided 250 M.B.A. students so far in preparing different project reports for the partial fulfillment for the award of M.B.A. Degree and guided two Ph.Ds. and Two M. Phil degrees. presently guiding to four Ph.D. Research scholars in SRM School of Management.SRM University

Adjudicating Ph.D&M.Phil thesis and Dissertations of following Universities.

**1.ANDHRAUNIVERSITY VISAKHPATANM
2.NAGARJUNA UNIVERSITY GUNTUR
3.BHARATHIAR UNIVERSITY COIMBATORE
4.PERIAYAR UNIVERSITY SALEM 5
ANNAMALAI UNIVERSITY CHIDABARAM 6
UTKAL UNIVERSITY BHUBANESWAR 7.SRI
VENKATESWARA UNIVERSITY TIRUPATHI**

Chaired many sessions in different National and International Conferences and invited as Guest of honor and special invitee for national and international conferences list mentioned as above

**Specializations of Teaching Interest; HRM,OB
ENTREPRENEURSHIP,RESEARCH METHODS
KNOWLEGDE MANAGEMENT AND ALL
GENERAL MANAGEMENT PAPERS AND ANY
NEW MANAGEMENT COURSES.**

AWARDS &RECOGNITIONS

**MOTHER THERASA EXCELLENCEAWARD
by International Integrity Peace & Friendship
Society, Bangalore.**

**BHARATH JYOTHI AWARD on 2 nd February
2013by International Integrity Peace & Friendship
Society, Bangalore.**

**BEST PAPER AWARDS AND SPECIAL
ACHIEVEMENTS FOR THE ACADEMIC YEARS
2006,2007,2011,2012,2013,2014 AT SRM
UNIVERSITY ON 5 TH SEPTEMBER OF
TEACHERS' DAY CELEBRATIONS.**

**BHARATH SEVA RATAN GOLD MEDAL
AWARD ON 1 ST MAY 2015 BY GLOBAL
ECONOMIC PROGRESSIVE RESEARCH
ASSOCIATION NEW DELHI**

**Attended Interview for the post of REGISTRAR OF
NIT TIRUCHY on 20/06/2015.**

**Shortlisted for the post of REGISTRAR OF
CENTRAL UNIVERSITY OF JHARKHAND
RANCHI 2013 .Result has been kept pending.**

ARTICLES PUBLISHED :

Attended Interview for the post of Director (Administration)–UGC NewDelhi 2012

- 1. THE EFFECTIVE LEADERSHIP STYLES OF INDIAN MANAGERS”**Published in Andhra Pradesh Industrial Portal”, Issue of 1st Sept. 2001.
- 2. MANAGEMENT DEVELOPMENT PROGRAMMES AND THEIR EFFECTIVENESS”**Published in Andhra Pradesh Industrial Portal, Issue of 1st Feb.2003.
- 3. FINANCIAL TECHNIQUES IN HR : ALIGNING THE HR WITH RATIOS,** Published in MANAGEMENT MATTERS Issue of September 2005 – Feb.2006, LIBA Chennai. Biannual National Refereed Journal PP 113-117
- 4. THE EMERGING TRENDS AND PRACTICES OF HRM MANAGEMENT AND LABOUR STUDIES,** Published in MLS Issue of March – May-2006, Volume 31, Published by XLRI PP 99-110
JAMSHEDPUR.ISSN 0258-042X
- 5. ATTRITION: A PREDICAMENT FOR ITES IN INDIA–**March-August’06 published in MANAGEMENTMATTERS LIBA, vol 1 issue 6 Chennai.Vol 1,issue6 Biannual National Refereed journal pp25-31
- 6. AGGRESSIVE MARKETING USING MILITARY METAPHOR FOR CRAFTING SUCCESSFUL BUSINESS STRATEGIES,** published in CJMR by CMRD, Pune, July – Dec.06.
- 7. QUALITIES OF SUCCESSFUL LEADERS IN THE COMPETITIVE CORPORATE WORLD,**Published in Fortune Journal of Management Research, published by FIIB, Delhi, Dec.06.Biannual Refereed journal vol 3, no 1 pp 118-129ISSN 0973-0079
- 8. ENTREPRENEURSHIP: A GLOBAL PERSPECTIVE,** Jan’2007, published by SMART, BIM, Tiruchirappali, Tamilnadu

Biannual National Refereed journal vol.3 no1
ISSN 0973-1598 PP 34-38

9. CHANGING ROLE OF HR MANAGER IN THE CORPORATE WORLD published in HRD News Letter-issue Jan 07.pp 81-82

10. EMOTIONS AND EMOTIONAL INTELLIGENCE FOR MANAGERIAL EFFECTIVENESS, Published by NHRD News Letter, March 2007.vol 23 issue 2 pp32-33

11. MANAGEMENT OF INNOVATION, Published by ICCMRT, Lucknow. THE MANAGER a journal for the managers in making, Jan-Jun 2007.Biannual National Refereed journal vol.2 no1 ISSN 0973-8231 pp 30-34

12. HUMAN RESOURCE MANAGER VS ENTERPRUNER Published by NHRD News Letter- issue of Oct.'07 pp20-22

13. FINANCIAL RATIOS in HRM Published by NHRD News Letter issue of Sep.'07

14. TRIPLE "E" TRAINING APPROACH OF INDIA POST, Published by MLS, XLRI, Jamshedpur, Issue of Aug'2007 Quarterly issu3 Vol 32 pp288-300

15. BPO FOR GLOCALIZATION, A STUDY IN INDIAN context published by Management Researcher, IMDR, Thiruvananthapuram issue Sept 2007.

16. COMMANDMENTS OF EFFECTIVE COMMUNICATIONSKILLSpublished by The Manager,ICCMRT, Lucknow issue of july-sept 2007 pp 39-44ISSN 0973-8231

17. PERCEPTUAL FACTORS IN QUALITY OF WORK LIFE OF INDIAN EMPLOYEES, Published by MLS,XLRI Jamshedpur Issue of August 2008.Quarterly National Journal issue 3 vol.33 pp373-382 ISSN 0258-042X

18. **E-GOVERNANCE IN GLOBAL EDUCATION SYSTEM-KNOWLEDGE MANAGEMENT** based approach published in International conference proceedings-ICABE 2009 by SOHAR UNIVERSITY Sultanate of Oman. PP 483-489
19. **BRAND MARKETING PRACTICES IN INDIA**-published by The MANAGER, ICCMRT Lucknow Issue of July December 2009 ISSN 0973-8231.pp14-16
20. **A STUDY ON RECEIVABLES MANAGEMENT VARIABLES AND INVESTMENTS IN PLANT AND MACHINERY**; Special reference to MSMEs in TamilNadu INDIA Published by The international journal of Research of Social Science & Management Issue of November 2011 Vovume 01 page nos 123-127.
21. PUBLISHED IN INTERNATIONAL JOURNAL OF MANAGEMENT (IJM) ISSN 0976-6502 PRINT ISSN 096-6510 ONLINE **A STUDY ON RECEIVABLES MANAGEMENT STRATEGY BY MSME ENTREPRENEURS: A STUDY OF MSMES IN TAMILNADU** by International journal of Management IJM Volume 2, Issue2 May-July 2011 PP 144-153.
22. **ORGANIZATIONAL CULTURE MANACLES TO EMBARK UPON THE GLOBAL CONDENSE** Published by International Journal of Research in Commerce, IT and Management IJRCM Volume 1 Issue September 2011 PP 22-25 ISSN2231-5756
23. **RATIOS TO MANAGE HR FUNCTIONS PUBLISHED IN MANAGEMENT AND LABOUR STUDIES** A Quarterly Journal of XLRI Jamshedpur MLS Volume 36 No 4 November 2011. PP 371-378 ISSN 0258-042X

24. **KNOWLEDGE MANAGEMENT AND EHRM** Published in Indira Management Review- Bi-annual Research and Academic Journal. Issue 2 of July 2012 Vol. 6 Page nos. 70-79. ISSN 0974-3928
25. **A QUANTITATIVE APPROACH TO MANAGE HR FUNCTIONS** Published in Indian Journal Of Commerce & Management Studies in Special issue November 2011.(Impact factor Journal-ISSN: 2240-0310 EISSN: 2229-5674.PP 1-4
26. **BEING AN ASSERTIVE-AN ESSENTIAL BEHAVIOR SKILLS FOR NEW MANAGERS PUBLISHED IN INCLUSIVENESS AND INNOVATION-CHALLENGES FOR SUSTAINABLE GROWTH** –published by EXCELL INDIA PUBLISHERS NEW DELHI vol 1 issue 1 Jan 2012 pp 402-409 ISBN 978-93-82062-74-5
27. **ROLE OF EMOTIONAL INTELLIGENCE FOR MANAGERIAL EFFECTIVENESS IN THE CORPORATE WORLD** Published in International Journal of Research in Commerce, Economics & Management(IJRCM –Impact factor Journal with ISSN no. 2231-4245) in Vol. 2 Issue 7 July 2012. PP 59-62
28. **EMOTIONAL INTELLIGENCE AND SELF MOTIVATIONAL FACTORS FOR MANAGERIAL EFFECTIVENESS IN THE CORPORATE WORLD**Published by IJRCM –ISSN NO 0976-2183-Published in November 2012.
29. **HUMAN RESOURCE ACCOUNTING IN INDIA-QUANTIFICATION OF QUALITATIVE FACTORS OF EMPLOYEES-** Published by IJRCM Impact factor With ISSN NO 0976-2183. NOV,2012VOL 3 ISSUE XI PP 70-74 www.ijrcm.org.in
30. **IMPACT OF ROBOTICS ON MANAGEMENT & SOCIETY** RJSITM: Volume: 01, Number:05,ISSN 2251-1563 PP1-

8 March-2012 In The international Journal of
Research Journal of Science &IT
Management www.theinternationaljournal.org

31. **TECHNOLOGY TRENDS AND IMPACT OF ROBOTICS IN THE CORPORATE WORLD AT DIFFERENT LEVELS OF MANAGEMENT** published by International Journal of Research in Commerce and Management-IJRCM With impact factor of ISSN NO 2231-5756-VOL -2 Issue of DECEMBER 2012.PP 141-145
32. **E-COMMERCE TRANSACTION THROUGH CREDIT CARDS IN GLOBAL CORPORATE WORLD** in International published by Chaitanya international journal of management -chaitanya engineering College Vishakapatnam Issue no 1 –january-june 2013 Biannual National Refereed journal issue 1 pp196-209 ISSN 2320-282X
- 33 **A STUDY ON EMPIRICAL STUDY ON STRESS LEVEL AMONG SOFTWARE PROFESSIONALS** in the City of Chennai, India Published by Abhinav National monthly Refereed Journal of Research in commerce &Management, Pages 33-40, with)Impact factor – 0.505 (2011), 0.9670 (2012) Vol.2 Issue: 5, May 2013.ISSN 2277-1166
- 34 **INDIA IN TRANSITIONAL AGE - COPING WITH THE CHALLENGES & OPPORTUNITIES OF KNOWLEDGE** based economy published by International Journal of Social Science & Interdisciplinary Research, IJSSIR, Vol. 2(5), May 2013 with impact factor of ISSN: 2277- 3630 Page 42-54
- 35 **JOB SATISFACTION OF THE EXECUTIVES IN SOFTWARE ICT** in industry published in Sai Om Journal of Commerce & Management A Peer reviewed monthly journal by Abhinavsevamandal Trust Mumbai ISSN 2347-7563 VOL1 N02 February-2014 PP 35-40
- 36 **ROLE OF ADVERTISING IN SOCIAL MEDIA** with reference to small business published in Abhinav International monthly

- 37 A STUDY OF AGE FACTOR ON JOB SATISFACTION AND REMUNERATION LEADING TO TURNOVER TRENDS, WITH REFERENCE TO WORKING PROFESSIONALS IN INDIA** Published in Abhinav International monthly journal of Research in Management &Technology Volume 3 issue 4 April 2014 PP 6-13 ISSN 2320-0073
- 38 HUMAN RESOURCE ACCOUNTING – METHODS AND MEASUREMENTS IN THE CORPORATE WORLD** PUBLISHED IN EDUCATION TIMES –A PEER REVIEWED JOURNAL OF EDUCATION &HUMANITIES BY APH PUBLISHING CORPORATION NEW DELHI IN VOL III NO 1 ISSUE JAN –DEC 2014 ISSN NO 2319-8265 PP 231-239
- 39 PROPOSING A MODEL FOR USER SATISFACTION IN ELECTRONIC HUMAN RESOURCE MANAGEMENT PUBLISHED IN IJAER VOLUME 9 NO 20 OCT 2014 PP 7579-7595**
<http://www.ripublication.com>
- 40 COMMANDMENTS OF COMMUNICATION SKILLS OF EFFECTIVE VS SUCCESSFUL MANAGERS IN THE CORPORATE WORLD** PUBLISHED INTERNATIONAL JOURNAL OF APPLIED ENGINEERING AND RESEARCH ISSN 0973-4562 VOL.9,NO16 NOV, 2014 PP 3157-3174 REASEARCH INDIA PUBLICATIONS
- 41 A STUDY ON FINANCIAL MANAGEMENT PRACTICES OF POOR HOUSE HOLDS IN CHENNAI AREA**
published in **IJRCM-International journal of Research in Commerce and**

Management-published in Volume PP 34-39 No.5(2014), Issue No. 12(December)

- 42 HR AUDIT – VIA MEDIA FOR MEASURING ORGANIZATIONAL EFFECTIVENESS PUBLISHED IN TIJRP-THE INTERNATIONAL JOURNAL OF RESEARCH PUBLICATIONS RESEARCH JOURNAL OF ECONOMICS AND BUSINESS STUDIES PP 33-39 RJEBS-ISSN 2251-1555 VOL 04-NO 02 DECEMBER 2014**
- 43 HUMAN CAPITAL MANAGEMENT PRACTICES AT RAMCO SYSTEMS PUBLISHED IN TQ-A Research Journal-BI ANNUAL RESEARCH JOURNAL BY GURU SHREE SHANTIVIJAY JAIN COLLEGE CHENNAI PP 1-8 VOL 1 ISSUE 05 DEC 2014 ISSN 2319-9091**
- 44 USAGE OF COMPUTERS BY MANAGERS AND DOCTORS IN PHARMACEUTICALS INDUSTRIES PUBLISHED IN INTERNATIONAL JOURNAL OF PHARMACEUTICAL SCIENCES REVIEW AND RESEARCH BY www.globalresearchonline.net PP220-226 ISSN 0976-044X JANUARY 2015**
- 45 CHANGING ROLE OF HR MANAGERS IN PHARMACEUTICAL INDUSTRY PUBLISHED IN INTERNATIONAL JOURNAL OF PHARMACEUTICAL SCIENCES REVIEW AND RESEARCH BY www.globalreseachonline.net PP 83-87 ISSN 0976-044X JANUARY 2015**
- 46 DIFFUSION OF HOSPITAL INFORMATION SYSTEM-CASE STUDY OF SRM HOSPITALS PUBLISHED IN INTERNATIONAL JOURNAL OF PHARMACEUTICAL SCIENCES REVIEW AND RESEARCH PP 192-194 VOL 31 ISSUE 2 MARCH 2015 ISSN 0976-044X www.globalresearchonline.net**

- 47 **LOW INCOME HOUSING – MICROFINANCE AS A SOLUTION PUBLISHED IN SAMZODHANA-JPURNAL OF MANAGEMENT RESEARCH APRIL 2014 VOL 1 ISSU4 PP96-111 www.eecmbajournal.in**
- 48 **EVALUTION OF SELF HELP GROUPS IN ANDHRA PRADESH PUBLISHED IN SAMZODHANA –JOURNAL OF MANAGEMENT RESEARCH ISSUE 4 VOLUME 1 APRIL 2015 PP 112-121 www.eecmbajournal.in**
- 49 **HUMAN RESOURCE AUDIT PRACTICES AMONG IT FIRMS; ADESCRIPTIVE ANALYSIS PUBLISHED IN INTERNATIONAL JOURNAL OF APPLIED ENGINEERING RESEARCH ,ISSN 0973-4562 VOL 10 NUMBER 11 JUNE 2015 PP27575-27586www.ripublication.com**
- 50 **BUSINESS ETHICS AND VALUES IN THE PRESENT CORPORATE WORLD PUBLISHED BY INTERNATIONAL JOURNAL OF PHARMACEUTICAL SCIENCES REVIEW AND RESEARCH PP214-214 MAY-JUNE 2015 VOL 32 ISSUE 2 ARTICLE NO 34 ISSN0976-044X www.globalresearchonline.com**
- 51 **SOCIAL MEDIA;THE NEW HYBRID FACTOR OF THE PROMOTION POLICY FOR THE PHARMACEUTICAL INDUSTRIES PUBLISHED IN IJPSSR MAY –JUNE 2015 PP112-116 VOL32 ISSUE1 ISSN 0976-044X www.globalonline.net**
- 52 **EMPLOYEE RETENTION THROUGH EMPLOYEE ENGAGEMENT PUBLISHED BY THE INTERNATIONAL JOURNALRESEARCH PUBLICATION’S RESEARCH JOURNAL OF COMMERCE &BEHAVIOURAL SCIENCE ISSN 2251-**

1547 VOL 04 NUMBER 10 AUGUST 2015
PP 32-36 www.theinternationaljournal.org

53 ORGANISATIONAL CULTURE
PUBLISHED BY IJCEM
INTERNATIONAL JOURNAL OF CORE
ENGINEERING
&MANAGEMENTVOLUME 2 ISSUE 5
AUGUST 2015 PP 170-177 ISSN 2348-9510
www.ijce.in

54 HUAMAN RESOURCE AUDIT
PRACTICES ON THE PERFORMANCE
OF EMPLOYEES WITH REFERENCE
TO I.T.INDUSTRIES IN CHENNAI
published by Abhinav publication in
volume 4 issue10 October 2015 issn2320-
0073 www.abhinavjournal.com

55 HUMAN RESOURCE AUDIT
PRACTICES ON THE PERFORMANCE
OF EMPLOYEES WITH
REREFERENCE TO I.T.INDUSTRIES IN
CHENNAI-ANALYSIS AND FINDINGS
OF CHI-SQUARE TEST Published in
Abhinav national monthly journal of
research in commerce and management
Issue 4 vol 5 APRIL 2016 PP 8-18 ISSN
2277-1166 www.abhinavjournal.com

**SEMINARS / CONFERENCES AND
TRAINING PROGRAMS**
Andhra

Participated in National seminar conducted by

University, on “**THE ROLE OF
ENTREPRENEURSHIP IN ENCONOMIC
DEVELOPMENT**” held on 31st Aug – 1st Sept.,
1998.

Participated in faculty development program on
**EFFECTIVE TEACHING IN MANAGEMENT
EDUCATION** in December 2001, organized by
Andhra University.

Participated in National seminar conducted
by National HRD Network on
HRMGLOBAL PERSPECTIVES in December
2003 at Visakhapatnam

Paper presented in the National seminar **EMERGING DIMENSIONS OF BANKING AND INSURANCE SECTORS** conducted by Kakatiya University on “Insurance Sector Reforms –Impact on Investment Policy of LIC: An Analysis” during 23-24 January 2004 at Warangal Andhra Pradesh

Paper presented in National seminar **ON BANKING SECTOR REFORMS-PROBLEMS AND CHALLENGES** conducted by K.G.R.L. College, Bhimavaram in January 24 & 25, 2004 on “Impact of Reforms in the Banking Sector: A Review of Performance”.

Participated in **ADVANCED LEARNING PROGRAMME IN FINANCIAL SERVICES** conducted by Centre of Banking Studies, Department of Commerce and Management Studies in March 9 - 11, 2004.

Participated in **ADVANCED PROGRAM ON DISSERTATION TECHNIQUES** organized by DCMS, Andhra University, Vishakapatnam during 2-3 May 2004.

Participated in National Seminal on **WOMEN LEADERSHIP – CHALLENGES AND STRATEGIES** Conducted by Andhra University during 19th and 20th of November 2004. Presented Topic Leader Vs Manager in the Competitive Corporate World.

A paper presented on **RURAL CREDIT DELIVERY MECHANISM IN UGC SPONSORED** National Seminar Organization of Rural Credit Scenario and Challenges in the Regime of Reforms, 16th Sep.06 conducted at DNR College Bhimavaram W.G. Dist., Andhra Pradesh.

A Paper presented on **EFFECTIVENESS OF TRAINING PROGRAMS IN THE PRESENT CORPORATE WORLD** in the **International Conference** on the Best Practices of HRM conducted by Jamal Institute of Management,

Tiruchirapalli, Tamil Nadu during 30-31st March 2006

A paper presented **ON ROLE OF NABARD FOR AGRICULTURAL FINANCE** in UGC sponsored National Seminar on Organization of Rural Credit Scenario and Challenges in the Regime of Reforms, 16th Sep.06 conducted at DNR College Bhimavaram W.G. Dist., Andhra Pradesh.

A paper presented in Sixth **Global Conference on FLEXIBLE SYSTEMS MANAGEMENT** conducted by Asian Institute of Technology, Thailand during Dec 21-22, 2006 Topic Management of Innovation.

Paper presented in 59th All India Commerce Conference (Annual Conference of the Indian Commerce Association) conducted by DCMS, Andhra University, Visakhapatnam **“BRAND MARKETING PRACTICES IN INDIA”** during 28th – 30 Dec 2006.

Paper presented on **CREATING OF CULTURE OF AGREEMENT GLOBALLY INTEGRATED ENTERPRISE”** during Jan. 19 – 20, 2007 **International conference** on Going Global Unleashing people potential- organized by GITAM. Visakhapatnam Andhra pradesh

Paper presented on **“ENTREPRENEURSHIP IN THE GLOBAL ERA”** in National seminar conducted by Department of Management Studies, University of Madras, Chennai.

Paper presented on **“MANAGEMENT OF FINANCIAL SERVICES AND INTERMEDIARIES”** in National Conference on Management of Financial Services conducted by DCMS, Andhra University, Vishakapatnam, during 10- 12 March 2007.

Case study presented in HRD, **“ANSURING TELEPHONES CALLS”** in CASE STUDY Workshop conducted by SRM University, Coimbatore, 25th January 2007.

Organised one day workshop on **“CONCEPT OF RESEARCH”**, at SRM school of Management on 27th January 2007.

Paper Presented on **RECENT TRENDS IN ENTREPRENEURSHIP IN THE INTERNATIONAL SYMPOSIUM ON GLOBAL BUSINESS OPPORTUNITES AND CHALLENGES** organized by Loyala College, Chennai during 15 & 16 Feb 2007.

Paper Presented on **EMPLOYEES NEVER LEAVE THE ORGANISATION THEY LEAVE THEIR BOSSES- ORGANIZATIONAL CULTURE** in the **International Conference** on Global Business Strategy in the competitive environment organized by Sairam Institute of Management Studies during 21-22 Sep 2007, Chennai.

Paper presented **ON COMMUNICATION OF RETAIL SECTOR**, at National Seminar on Human Dynamics in Retail Sector organized by ,DCMS Andhra University Visakhapatnam during Dec 14-16 ,2007

Paper presented on **‘E-GOVERNANCE IN GLOBAL EDUCATION SYSTEM – KNOWLEDGE MANAGEMENT’** based approach in **International conference** on ICABE-2009-Applied Business economics at Sohar University Sultanate of Oman during the period of March 30-31 2009.

Paper Presented on **ACCESS TO FINANCE BY MSMES** in the National Seminar on Emerging issues, Challenges and Strategies, conducted by DCMS , Andhra University Vishakapatnam during July 19-20, 2009.

Paper presented on **“WORK-FAMILY CONFLICT WITH JOB AND LIFE SATISFACTION OF WOMEN EMPLOYEES IN VISAKHAPATNAM DISTRICT ANDHRA PRADESH INDIA,”** in **International conference**

on New Trends AND Challenges in Management in **International conference** at MSN Institute of management and Technology Kollam Kerala During the period of 23-24 November 2009.

ABET OF QUALITY MANAGEMENT IN SUSTAINING GLOBAL MARKET DURING THE ECONOMICS CRISIS, A Paper presented in **International conference** on New Trends and Challenges of Management conducted by MSN Institute of Management & Technology Kollam Kerala during the period of 23-24 November 2009.

Paper Presented on **“RETAIL BANKING OPPORTUNITIES AND CHALLENGES IN THE INTERNATIONAL CONFERENCE ON RETAIL EXCELLENCE ICRE 09**, organized by School of Management SRM University, Chennai during Dec 22-24, 2009.

MARKETING STRATEGIES DURING THE RECESSION PERIOD-A Paper presented in National conference on Emerging Trends in Business Strategies and Information Systems conducted at Thiagarajar School of Management Madurai, Tamil Nadu on 12 February 2010

Paper Presented on **“AN EMPIRICAL RELATIONSHIP BETWEEN ENTREPRENEURIAL BEHAVIORAL ASPECTS AND THEIR PROBLEMS IN INDIAN SCIENCE”** Congress During January 3-7 2011 at SRM University Chennai

A Paper Presented on **“NEED SOFT SKILLS FOR BETTER BUSINESS FIRMS TN STUDY”** in the 98th Indian Science Congress conducted at SRM University during 3-7 Jan 2011.

A Paper Presented on **CHANGE MANAGEMENT IN THE INTERNATIONAL CONFERENCE ON INNOVATION –DRIVEN LIBRARIANSHIP**, organized by SRM University, Chennai during 17-19 June, 2011.

A Paper Presented “**ON SUSTAINABILITY OF THE BUSINESS BY AN SMES IN THE 3RD NATIONAL CONFERENCE ON INNOVATION AND ORGANISATIONAL CHANGE IN THE COMTEMPORARY ARENA**”on 9th July 2010conducted by Vellammal Engineering College

Paper Presented on **ENTREPRENEURSHIP IN SME –A STUDY ON ROLE AND FUNCTIONING OF SME WITH SPECIAL REFERENCE TO UNITS LOCATED IN INDUSTRIAL ESTATES IN THE INTERNATIONALCONFERENCEON MANAGEMENT PRACTICES FOR SUSTAINABLE GROWTH** organized by Annamalai University during July 28-30, 2010.

Paper presented on **FINANCIAL ANALYSIS USING RATIOS TO MANAGE HR FUNCTIONS** in **International conference** entitled Competence Building strategies in Business and Technology for sustainable development ,conducted by SAIRAM INSTITUTE OF MANAGEMENT in Association with **ASIAN MANAGEMENT SCIENCE** During 22-23 September 2011 .

Paper Presented **ONKNOWLEDGE MANAGEMENT AND EHRM** in the **International Conference** on Leading Beyond Horizons organized by Annamalai University CHIDAMBARAM Tamil Nadu during 28-30, 2011.

A Paper presented on **RECEIVABLES MANAGEMENT STRATEGY AND GROWTH OF MSMES** in the **International Conference** on Leading Beyond Horizons organized by Annamalai University CHIDAMBARAM Tamil Nadu during 28-30, 2011.

Paper presented in UGC Sponsored National seminar on **MARKETING IN BANKING AND INSURANCE SECTOR-DIMENSIONS AND CHALLENGES** Conducted by SCIM Govt. College Tanuku East Godavari District Andhra

Pradesh on 13th October 2011 paper entitled Insurance sector Reforms –Impact of investments on insurance policies .

Presented a Case on **BETTER WORLD FOR EVERYONE AT THE SOCIETY OF ENTREPRENEURSHIP EDUCATORS ACADEMIC** Conference and Case Competition at The Indian School of Business Management on March 29-30, 2012.

Paper presented on **THE EMERGING STRATEGIES, TRENDS AND PRACTICES OF HRM IN THE CORPORATE WORLD** in **International Conference** conducted by Acharya Nagarjuna University during October 18 & 19 2013

Paper Presented on **ROLE OF WOMEN ENTREPRENEURS IN THE GLOBAL CONFERENCE ON WOMEN ENTREPRENEURSHIP** during 21-22 Feb 2013 organised by SRM University

Paper presented on **STRATEGIC AND TRADITIONAL ROLE OF HR MANAGERS IN THE CORPORATE WORLD** in **International Conference** conducted by Acharya Nagarjuna University during October 18 & 19 2013

Paper presented on BEING ASSERTIVE – AN ESSENTIAL SKILL FOR NEW MANAGERS in International Conference conducted by SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES, PUNE, INDIA –PAPER HAS BEEN ALSO PUBLISHED IN TEXT BOOK WITH ISBN 978-93-82062-74-5

Paper presented on **THE IMPORTANCE OF CAREER MANAGEMENT IN COPING WITH JOB STRESS IN TODAY'S COMPETITIVE PARADIGM** in **International conference** conducted by **SYMBIOSIS INSTITUTE OF MANAGEMENT STUDIES, PUNE, INDIA .**

Paper presented on **STRATEGIES FOR SUSTAINABILITY AND GROWTH IN THE GLOBAL ECONOMIC CRISIS** conducted by **INDIAN EDUCATION SOCIETY'S MANAGEMENT COLLEGE AND RESEARCH CENTRE** during 21&22 February 2013.

Paper presented on **EMOTIONAL INTELLIGENCE AND SELF MOTIVATIONAL FACTORS FOR MANAGERIAL EFFECTIVENESS IN THE CORPORATE WORLD** in **International conference at CHAITANYA ENGINEERING COLLEGE VISAKHAPATNAM ON February 08 2013**

Paper presented on **FOUR FACTOR GLOBAL SUPPLY CHAIN MANAGEMENT** issues in the intentions **International Conference** on IEBFHT during Dec 20-21, 2013 Conducted by Sairam Institute of Management Studies , Chennai and Also Chaired a session on HRM.

A paper presented on **EMERGING TRENDS ,STRATEGIES AND PRACTICES OF HRM** in the International conference on **IEBFHT -2013** during 20-21 December 2013 Conducted by Sairam Institute of Management Studies Chennai

Participated in CII Southern Regional Conclave on Management Education during 11-12 February 2015 conducted in Chennai

Presented Case Study on **RUBY BUILDERS – LANDMARK OF CHENNAI SUBURBANS** in Fifth Asian invitational conference on Family Business at ISB Hyderabad During 6-8 February 2015

A Paper presented on **CROSS CULTURE MANAGEMENT IN I.T. INDUSTRY** in sixth International conference on **BANKING, FINANCE,BUSINESS 7TECHNOLOGY FOR SUSTAINING ECONOMIC DEVELOPMENT IN GLOBAL MARKET** Conducted by SAIRAM

INSTITUTE OF MANAGEMENT CHENNAI
DURING 9-10 OCTOBER 2015.

A paper presented on “**Why E-Tailers Using Facebook Fanpages**” in 4th International Conference on “Managing Global Business: Challenges & Strategies organized by Department of Business Administration in association with TIMESPRO by YALAMANCHILI ON 31ST March 2016 at SRM University, Chennai.

A paper presented on “**Evolving Competitive Electricity markets Enablement through Advanced Analytics and Cognitive Solutions**” in the National Conference on “Big Data & Business Analytics in E-Commerce” organized by School of Management Studies, VELS UNIVERSITY, Chennai on 5th and 6th May 2016.

A paper presented on “**Recent Trends and practices of HRM in the Competitive Corporate World**” in the National Conference on “Emerging Trends in Management and Technology-2016, organized by Department of Management, Narayana Engineering College, Nellore, Andhra Pradesh on 2nd April 2016.

OTHER ACTIVITIES

: Social service to the Poor and Rural area people
For meritorious students who need real help for their higher studies and Coaching/Training for any Competitive examinations.

Advisory Board Member of Five K Associates-
In Association with RECAMS
,VISAKHAPATNAM

Working as a Advisory Board Member of
Sri Teja Infotech Pvt. Ltd., Kakinada. Andhra
Pradesh for the last 10 years

Consultant and Trainer for guiding and preparing MDPs. Organised MDPs for middle level managers and senior managers of NTPC, BSNL Officers, IOCL V.P.T., Vizag Steel Plant, Visakapatanam and Police Officers in Kancheepuram District, Tamilnadu., India. Conducted Faculty workshops for the benefit of

faculty members of management management studies in different colleges. Invited speaker and chair of the sessions for different National and International seminars conducted by Universities and B-Schools.

Serving as Member of Board of Studies and Board of Examiners in different Institutions / Universities for syllabus setting and in the curriculum updating of MBA, MHRM & other PG courses.

PASSPORT DETAILS

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REFERENCES

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