

PROF. DR. A. CHANDRA MOHAN

M.B.A ., Ph.D., H.D.S.E

REGISTRAR

Rajiv Gandhi National Institute of Youth Development

Govt. of India, Sriperumbudur – 602 105 Tamil Nadu

Professor of Management Studies

SRM School of Management Studies (on Leave)

Formerly HoD of Business Studies

IBRI College of Technology, Govt. of Oman

Mobile: +91 9884116094, 09848312704

Email : profacmohan@gmail.com**CURRICULUM VITAE**

Name	:	ANNAVARAPU CHANDRA MOHAN
Father's Name	:	SOURY
Date of Birth	:	18th April 1967
Place of Birth	:	Ponnur, Guntur, Andhra Pradesh
Permanent Address	:	Prof. Dr. A. CHANDRA MOHAN Professor of Management Studies T-2 C BLOCK Golden Jubili Apartments Darga Road, Pallavaram, Chennai-600 043 Email: racmohan_mannava@yahoo.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	:	<p>1. “THE LEADERSHIP STYLES OF INDIAN MANAGERS” INDIAN PUBLISH, Delhi. ISBN: 81–7341–383-5, -2005- PAGES212</p> <p>2. HUMAN RESOURCE MANAGEMENT published by APH Pub House, New Delhi. ISBN: 81– 313–0163-X-2007 PAGES-296</p> <p>3. LEADERSHIP AND MANAGEMENT (Text, Cases, Exercises) – Himalaya Publishing House, Mumbai. ISBN : 978-81-8318-807-4-2013(Revised)</p> <p>4. RECEIVABLES MANAGEMENT AND ENTREPRENEURSHIP –APH PUBLISHERS NEWDELHI-2013 ISBN978-93- 132087-2</p>
GUIDANCE OF Ph.Ds	:	<p>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.</p> <p>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. Awarded2012.</p>

3. Implementation of E-Human resource Management (A Comparative Analysis of IT and Manufacturing Firms in Chennai) Awarded to S.K Manivannan January 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 SUBMITTED BY GANESH PRASAD AWARDED IN THE MONTH OF JUNE 2017.

6. HUMAN RESOURCE AUDIT PRACTICES ON THE PERFORMANCE OF EMPLOYEES WITH REFERENCE TO I.T.INDUSTRIES IN CHENNAI SUBMITTED BY P.POONGUZHALI HAS BEEN AWARDED IN THE MONTH OF OCTOBER 2017.

7. ORGANIZATIONAL CULTURE AND COMMITMENT WITH REFERENCE TO KRISHNAPATNAM PORT TRUST LTD, NELLORE DISTRICT, ANDHRA PRADESH. AWARDED DEGREE IN THE MONTH OF MARCH 2018 TO G. HEMA.

8. A STUDY ON CUSTOMER INTENTION TO JOIN E-TAILER FACE BOOK PAGES-THESIS SUBMITTED BY TS EDWIN AWARDED IN THE IN THE MONTH OF JULY 2018.

9. MARKETING PRACTICES ADOPTED BY PHARMACISTS AND CHEMISTS IN CHENNAI CITY”. SUBMITTED BY MR. JA BALENDRAN MIRANDA AWARDED IN THE MONTH OF AUGUST 2018.

10. EFFECTIVENESS OF MICRO FINANCE IN REDUCING POVERTY AND UNEMPLOYMENT FOR MEMBERS OF SELF HELP GROUPS IN CHENNAI CITY SUBMITTED BY MS. VALLIAMMA AWARDED IN THE MONTH OF AUGUST 2018.

11. ASSESSMENT OF BETTER TECHNOLOGIES FOR IT BUSINESS PROCESS IMPROVEMENT WITH REFERENCE TO IT INDUSTRY IN CHENNAI, TAMIL NADU SUBMITTED BY MR. RANJITH.G AWARDED IN THE MONTH OF NOVEMBER 2018.

12. **PROSPECTS AND CHALLENGES FOR ESTABLISHMENT OF COMPETITIVE ELECTRICITY MARKET AND PERSPECTIVE COMPARISON BETWEEN SUPPLIER AND CONSUMERS IN TAMILNADU, INDIA** SUBMITTED BY MR. JAYAPRAKASH Awarded in the Month of December 2018.

13. **EFFECTIVENESS OF TRAINING PROGRAMS OF EMPLOYEES WITH REFERENCE TO I.T INDUSTRIES IN CHENNAI THESIS** FOR SUBMITTED BY MR. TATI KISHORE KUMAR WAITING FOR VIVA- VOCE Awarded in the month of March 2019

14. **DIFFUSION OF INNOVATION IN HEALTHCARE SECTOR (AN ANALYSIS OF EMR ADOPTION IN CHENNAI HOSPITALS)** SUBMITTED BY KRISHNAN N.R WAITING FOR VIVA- VOCE.

15. **THE IMPACT OF ORGANISATION CULTURE ON WORKPLACE DIVERSITY AND INCLUSION** SUBMITTED BY MS. CHITRA WAITING FOR VIVA- VOCE.

16. **IMPACT OF WORK ENVIROMENTAL STRESS ON HUMAN PERFORMANCE IN THE MANUFACTURING INDUSTRIES** IN CHENNAI SYNOPSIS SUBMITTED BY G.S. SWAMINATHAN.

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 INVITEDLECTURES / INVITED SPEAKER AS CHIEF GUEST AND GUEST OF HONOUR

1. Invited and delivered speech as one of the guest speakers in the Inaugural session of **Two day National Conclave on latest Trends in Management Research** on 18 September, 2018 at SCSVMV – Sri Chandrasekhara Saraswathi Mahavidyalaya Deemed to be University at Kanchipuram, Tamil Nadu.
2. Invited as speaker and delivered speech in the 10th Graduate Celebration of Honouring 10, 12yj standard State Rank Holders, **International African Dalit Achievers Award conducted by THUDI/ SRM/ RSF at SRM University** on 2nd February, 2019.
3. Invited as special guest and delivered speech enable Valedictory session of **Two day National Seminar on Emerging issues in Urban Development**, conducted by Department of Economics, Acharya Nagar, Juna University, Guntur, Andhra Pradesh on 10yh March, 2019.

4. Invited as a Chief Guest and delivered speech in the Valedictory Session of **Two day National Level Workshop on Mechanics of Thesis Writing organized by Centre for Research and Development and Research Forum** on 17/11/2018 at Dharmaurthi Rao Bahadur Calavala Cunnan Chetty's HINDU COLLEGE, Pattabiram, Chennai – 600072
5. Invited as a Chief Guest and delivered speech in the Valedictory session on **Workshop on Blended learning and Activity based Teaching (Faculty Development Programme) on 20/August/ 2018 at XIME(Xavier Institute of Management and Entrepreneurship) , Chennai campus.**
6. Invited Guest Speaker for session on **Effective Communication Skill for Teachers at Velammal Institute of Technology, Chennai during 07th May to 12th May 2018** in the AICTE SPONSORED Refresher program on Career Advancement by Technical Teaching Skills Amplification.
7. Chief Guest of **NSS programme of Madras Christian College** on 20/03/2018 at Madras Christian College Campus, Tambaram, Chennai
8. Guest of Honour of **LAUREA CERIMONIA 2018 on 15/03/2018 at St. Mary's Matriculation Higher Secondary School, Sriperumbudur**
9. Chief Guest of **Montessori Graduation Ceremony** on 24/02/2018 at RGNIYD Campus, Sriperumbudur.
10. Chief Guest of **PRADARSHANEE at Department of Management Studies of SRM Institute of Science and Technology, Vadapalani Campus** on 13/03/2018
11. Chief Guest of **International Conference on Teaching and Assessing English Language and Literature"** on 31st January, 2018 at Sathayabama University , Chennai
12. Conducted **workshop on Communication Skills, Latest Trends and Practices in Global World on 02/12/2017** at Department of Political Science and Public Administration Andhra University, Visakhapatnam – 530003
13. **Handled Technical Session on Qualities of Vice Chancellors in the Universities with reference to Higher Education of India** at Forum of Former Vice Chancellors of Karnataka State(FVCK) on 24th Oct, 2017 at Mangalore University, Mangalore.
14. Guest Lecture on **Role of Education towards Social Inclusion on 04th Nov, 2017 in the Centre of Social Exclusion and Inclusive Policy and Institute of Advanced Studies in Education(IASE)** at Andhra University, Visakapatnam, AP.
15. Guest Lecture for MBA students on **Effective Vs Successful Managers in the competitive corporate world at XIME, Oragadam, Chennai Campus** on 08th Nov 2017.
16. 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
17. 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
18. Guest Lecture on **"Qualities of Successful Managers in the Corporate World"**, on 19th November 2015 for MBA students at Chaitanya Bharathi Institute of Tchnology, Hyderabad
19. Guest lecture on **OD Interventions at Gudlavalleru Engineering College Affilaiated JNTU KAKINADA GUDLAVALLERU GUDIWADA ANDHRA PRADESH** on 06 July 2015

20. 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 Tadepalliguden Andhra Pradesh
21. Handled session on **“Role of Communication in Teaching”** on 5th October 2013. FDP conducted by MEASI Institute of Management Chennai.
22. 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
23. Chaired Session of **HRM International Conference on IEBFHT -2013 at Sairam Institute of Management Studies Chennai** during 20-21 Dec 2013.
24. 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
25. 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.
26. Chaired session of **“E-Governance” in the International Conference on Applied Economics and Business** at Sohar University Oman during 30-31 March 2009.
27. Organized **Two day MDP on “Industry and Academic Interaction”** at Vishakapatnam Steel Plant Vishakapatnam Andhra Pradesh during 15- 16 Oct2007.
28. Organized **one day Workshop on “Concept of Research”** at SRM School of Management on 27 July 2007, SRM University, Chennai
29. 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.
30. Handled session on **“Effective Vs Successful Managers”** for MBA Students/Staff during 7 & 8 Nov 2006.
31. Organized **one day “Police Officers Training Program on Motivation and Personality Development”** on 31 Dec 2005 at Kanchipuram, Tamil Nadu.

PAPER PUBLISHED IN CONFERENCE PROCEEDINGS/BOOKS

1. **E-Governance in Global Education system –Knowledge Management based approach, published in ICABE- 2009** Conference proceedings by Sohar University Omanpp483-490
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 pp445-453.

EXPERIENCE	:	Presently working as Registrar, (From 21st August 2017 – till date) Rajiv Gandhi National Institute of Youth Development (RGNIYD), Ministry of Youth Affairs and Sports, Government of India Sriperumbudur, Chennai - 602105
TOTAL EXPERIENCE	:	26 years as a Faculty Member in Management Studies In different Management Institutions Including Overseas assignment
ADMINISTRATIVE EXPERIENCE	:	Formerly working as Professor of Management SRM UNIVERSITY CHENNAI-603203 INDIA Formerly HOD of Business Studies, IBRI College of Technology, Government 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 (For MBA 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
fulfilment 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

EXCELLENCE AWARD by International Integrity Peace & Friendship Society, Bangalore.

BHARATH JYOTHI AWARD on 2 nd February 2013 by 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.

Attended Interview for the post of Director,(Administration)–UGC, New Delhi 2012.

- ARTICLES PUBLISHED** :
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 MANAGEMENT MATTERS LIBA, vol 1 issue 6 Chennai. Vol 1, issue 6 Biannual National Refereed journal pp 25-31
 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 118-129 ISSN 0973-0079
 8. ENTREPRENEURSHIP: A GLOBAL PERSPECTIVE, Jan’2007, published by SMART, BIM, Tiruchirappali, Tamilnadu Biannual National Refereed journal vol. 3 no 1 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 pp 32-33

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 pp 20-22

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 issue 3 Vol 32 pp 288-300

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

16. COMMANDMENTS OF EFFECTIVE COMMUNICATIONS SKILLS published by The Manager, ICCMRT, Lucknow issue of July-sept 2007 pp 39-44 ISSN 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 pp 373-382 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 Volume 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, Issue 2 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 ISSN 2231-5756

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 E-ISSN: 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 70-74www.ijrcm.org.in

30. IMPACT OF ROBOTICS ON MANAGEMENT & SOCIETY RJSITM: Volume: 01, Number:05,ISSN 2251-1563PP1- 8 March-2012 In The international Journal of Research Journal of Science &IT Managementwww.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 refereed journal Research and management & technology vol 3 no2 Feb 2014 pages 67-73 ISSN no 2320-0073

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 RESEARCH INDIA PUBLICATIONS

41 A STUDY ON FINANCIAL MANAGEMENT PRACTICES OF POOR HOUSEHOLDS 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.globalresearchonline.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 LOWINCOME HOUSING– MICROFINANCE AS A SOLUTION PUBLISHED IN SAMOZODHANA- JPURNAL OF MANAGEMENT RESEARCH APRIL 2014 VOL 1 ISSUE 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 2015PP27575- 7586www.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

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AND FINDINGS OF CHI-SQUARE TEST Published in
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WORKPLACE DIVERSITY AND INCLUSION published in
International Journal of Civil Engineering and
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Management Education (IAEME) Publication ISSN print :
0976-6308 and ISSN Online 0976-6359

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paper on Operations Technology and Market
Management solutions – Demand Forecasting. The
International Association of Engineering and
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59 Exploring and Overcoming major challenges faced by
IT organization in business process improvement of IT
infrastructure in Chennai, Tamil Nadu International
Journal of Mechanical Engineering & Technology

(IJMET), ISSN – 0976-6359, Volume 8 Issue 12, December 2017, PP 254-263.

60 A Study on Challenges Faced by it organization in business process improvement in Chennai” Indian Journal of Public Health Research & Development, ISSN -0976-5506, Volume 9, Number 1, January – March 2018 pp 343-348

61 A Study on IT Industry business process diverse challenge on the basis of gender in Chennai, Tamil Nadu “International Journal of Pure and Applied Mathematics, Volume 118 No.5 (2018), PP 427-436

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64 Investigation into the relationship between the work environmental factors at the workplace and the psychosocial factors (stress) on humans in the Manufacturing Sectors,” Journal of Advanced Research in Dynamical & Control Systems (JARDCS), ISSN: 1943:023x, 11-Special issue- July. Scopus Indexed

65 Behaviour Based safety (BBS)Study in a Manufacturing Industry – A Six Approach,” International Journal of Advanced Research in Management, Engineering and Technology (IJARMET). ISSN : 2456:2998, 2(5), pp 810- 816. Scopus Indexed

66 Motherhood and Career of Women in India IT Industry Perspective. Asian Journal of Research in Social Sciences and Humanities Vol.7, March 2017, pp 1449-1460 www. Aijsh.com

67 "Nurturing Innovation through Workplace Diversity and Inclusion," International Journal of Applied Business and Economic Research ISSN : 0972-7302 Vol. 15, Number 23(part 2) 2017.
<http://www.serialsjournals.com>

**SEMINARS / CONFERENCES
AND TRAINING
PROGRAMS**

: Participated in National seminar conducted by Andhra University, on "THE ROLE OF ENTREPRENEURSHIP IN ECONOMIC 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 HRDNet work 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, 25 th 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 FINDS 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 ANALYSISUSING RATIOS TO MANAGEHR FUNCTIONS in International conference entitled Competence Building strategies in Business and Technology for sustainable development ,conducted by SAIRAM INSTITUTE OF MANAGEMENT in Associattion with ASIAN MANAGEMENT SCIENCE During 22-23 September 2011 .

Paper Presented ONKNOWLEDGE MANAGEMENT AND EHRMin 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 TamilNadu 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 SUSTAING ECONOMIC DEVELOPMENT IN GLOBAL MARKET Conducted by SAIRAM ISTITUTE OF MANAGEMENT CHENNAI DURING 9-10 OCTOBER 2015.

A paper presented on “Why E-Tailers Using Facebook Fan pages” 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.Tejalinfotech 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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