

**Prof. A. CHANDRA MOHAN**

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

Professor &amp; HOD of Management

**Dean-School of Commerce & Business Management****CENTRAL UNIVERSITY OF TAMIL NADU****Neelakudi THIRUVARUR -610005 T.N. INDIA**

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Email : [profacmohan@gmail.com](mailto:profacmohan@gmail.com)[acmohan@cutn.ac.in](mailto:acmohan@cutn.ac.in) & [deancbm@cutn.ac.in](mailto:deancbm@cutn.ac.in)ACM Short link <https://rb.gy/c9qaoj>**Former Professor of Management****SRM University Chennai-603203 India****Former REGISTRAR- RGNIYD**

Rajiv Gandhi National institute of Youth

Development Govt. of India, Chennai– 602 105

**Former HoD of Business Studies****IBRI College of Technology, Govt. of****Oman(Now it is known as University of****Technology and Applied Sciences- IBRI )****CURRICULUM VITAE**

Name	:	<b>ANNAVARAPU CHANDRAMOHAN</b>
Father's Name	:	<b>A.SOURY</b>
Date of Birth	:	<b>18<sup>th</sup> April 1967</b>
Place of Birth	:	Mannava , Ponnur, Guntur, Andhra Pradesh
Permanent Address	:	Prof. A. CHANDRA MOHAN Mannava (Post) Ponnur Taluk Guntur District Andhra Pradesh Pin code 522316 <u>Email:</u> <a href="mailto:acmohan@cutn.ac.in">acmohan@cutn.ac.in</a> & <a href="mailto:profacmohan@gmail.com">profacmohan@gmail.com</a> Mobile : +91 9884116094, 08074711392
Nationality	:	Indian
Religion	:	Hindu
Mother Tongue	:	Telugu

**Educational Qualification**

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

- 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,  
Life Member of Indian Society for Training and Development
- BOOKS PUBLISHED** :
- 1. THE LEADERSHIP STYLES OF INDIAN MANAGERS” INDIAN PUBLISHERS, Delhi. ISBN: 81–7341–383 -5, -2005-PAGES212**
  - 2. HUMAN RESOURCE MANAGEMENT**  
Published by APH Publishing House, New Delhi. ISBN: 81–313–0163-X-2007PAGES-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 PUBLISHING CORPORATION NEWDELHI-2013 ISBN978-93-132087-2**
  - 5. TRANING AND DEVELOPMENT –APH PUBLISHING CORPORATION NEW DELHI ISBN978-93-88316-46-0 –PUBLISHED IN 2019**
  - 6. WORK CULTURE AND EMPLOYEE ENGAGEMENT –APH PUBLISHING CORPORATION NEW DELHI ISBN 978-93-89875-99-7- PUBLISHED IN 2021-Pages 206.**
  - 7. WORK LIFE BALANCE AMONG DOCTORS OF CORPORATE HOSPITALS IN CHENNAI –APH PUBLISHING CORPORATION NEW DELHI PUBLISHED IN 2022 ISBN 978-93-91979-36-2**

**GUIDANCE OF Ph. Ds :**

**1. ORGANIZATIONAL 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.AWARDED2012.

**3. IMPLEMENTATION OF E-HUMAN RESOURCE MANAGEMENT (A COMPARATIVE ANALYSIS OF IT AND MANUFACTURING FIRMS IN CHENNAI)** AWARDED TO S.K MANIVANNAN JANUARY2015.

**4. IMPACT OF HR AUDIT PRACTICES ON THE PERFORMANCE OF EMPLOYEES (A STUDY OF IT PROFESSIONALS IN CHENNAI)** AWARDED TO MN PRABHADEVI– APRIL2016.

**5. STRATEGIES FOR IMPROVING RELEASE MANAGEMENT IN I.T. INDUSTRY** SUBMITTED BY GANESH PRASAD AWARDED IN THE MONTH OF JUNE2017.

**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 OCTOBER2017.

**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 JULY2018.

**9. MARKETING PRACTICES ADOPTED BY PHARMACISTS AND CHEMISTS IN CHENNAI CITY".** SUBMITTED BY MR. JA BALENDRAN MIRANDA AWARDED IN THE MONTH OF AUGUST2018.

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 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 AWARDED IN THE MONTH OF AUGUST 2019

15. **IMPACT OF WORK ENVIRONMENTAL STRESS ON HUMAN PERFORMANCE IN THE MANUFACTURING INDUSTRIES** IN CHENNAI SYNOPSIS SUBMITTED BY G.S. SWAMINATHAN AWARDED IN THE MONTH OF AUGUST 2019.

16. **THE IMPACT OF ORGANISATION CULTURE ON WORKPLACE DIVERSITY AND INCLUSION** SUBMITTED BY MS. CHITRA AWARDED IN THE MONTH OF OCTOBER 2019

17. **INFLUENCE OF ORGANIZATIONAL CLIMATE ON EMPLOYEE ENGAGEMENT WITH REFERENCE I.T.SECTOR IN BANGALORE** SUBMITTED BY R. VANDHANA AWARDED IN THE MONTH OF OCTOBER 2019

18. **IMPACT OF THE WORK CULTURE ON EMPLOYEE ENGAGEMENT – A STUDY ON THE MANUFACTURING INDUSTRIES IN CHENNAI-** AWARDED IN THE MONTH MAY 2021

19. **WORK LIFE BALANCE OF DOCTORS WITH REFERENCE TO CORPORATE HOSPITALS,** AWARDED IN THE MONTH OF OCTOBER 2021

20. ASSESSMENT OF EFFICIENCY AND EFFICACY OF STATE HEALTH INSURANCE OF TAMIL NADU – STAKEHOLDERS ANALYSIS Ph.D COURSE WORK COMPLETED BY T. BHARATHI AT CENTRAL UNIVERSITY OF TAMIL NADU THIRUVARUR TAMIL NADU INDIA

21. DIGITAL MARKETING ; A MARKET PLACE FOR BUSINESS INFLUENCING THE PURCHASING DECISION OF CONSUMERS TOWARDS FMCG COURSE WORK COMPLETED BY MD. SHAMS MUKHTAR AT CENTRAL UNIVERSITY OF TAMIL NADU THIRUVARUR ( NATIONAL RESEARCH FELLOW OF INSTITUTE OF PUBLIC ENTERPRISE HYDERABAD)

CHAIRMAN SESSIONS OF CONFERENCES, FDPs, MDPS, WORKSHOPS, AND INVITED LECTURES / INVITED SPEAKER AS CHIEF GUEST AND GUEST OF HONOUR/INITIATIVES AS HOD OF MANAGEMENT & DEAN-SCHOOL OF CBM CENTRAL UNIVERSITY OF TAMIL NADU. I HAVE ORGANIZED MORE THAN FIFTY ONLINE AND OFFLINE GUEST LECTURE SESSIONS BY RENOWNED ACADEMICIANS, BUREAUCRATS, VICE CHANCELLORS AND ENTREPRENEURS IN THE GLOBAL COMPETITIVE CORPORATE WORLD.

AS HOD OF THE DEPARTMENT OF MANAGEMENT & DEAN SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT , I HAVE INITIATED AND SUCCESSFULLY RELEASED THREE MEGA NEWSLETTERS OF THE DEPARTMENT OF MANAGEMENT FOR THE ACADEMIC YEARS 2020-2021 , 2021- 2022 & 2022 2023. ALL THE PROGRAMS/ EVENTS OF DEPARTMENT 7 SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT HAVE DESIGNED AND MENTIONED IN THE NAME OF CANOPUS NEWSLETTERS FOR THREE ACADEMIC YEARS CONTINUOUSLY

I have organized Two Day Virtual National Conference on “LEADERSHIP SKILLS ,TEACHING ,LEARNING STRATEGIES ,CHALLENGES AND OPPORTUNITIES OF NEW EDUCATION POLICY 2020 ON 21-22 DECEMBER 2021 , It is Organized the Department of Management School of Commerce and Business Management CENTRAL UNIVERSITY OF TAMIL NADU Thiruvapur , In association with BHARATHIDASAN INSTITUTE OF MANAGEMENT TIRUCHURAPALLI.

I have Organized TWO-DAY Virtual National Conference on TRANSFORMATION OF TECHNOLOGY IN HIGHER EDUCATION ,It is Organized jointly by School of Commerce and Business Management CENTRAL UNIVERSITY OF TAMIL NADU AND CENTRAL UNIVERSITY JHARKHAND RANCHI SRM INSTITUTE OF SCIENCE AND TECHNOLOGY CHENNAI DURING THE 27-28 APRIL 2021

ORGANIZED CONFERENCE ON THE MANAGEMENT AND THE BHAGAVAD-GITA JOINTLY BY INDIAN INSTITUTE MANAGEMENT AND SRI KRISHNADEVARAYA UNIVERSITY ANANTHAPURAM ANDHRA PRADESH DURING 8 AND 9 MARCH 2022

I have initiated and Organized Virtual International Conference on Sustainability of

E-Education as a Close Alternative to Traditional Education during 16-17 December 2020 jointly by the School of Commerce and Business management Central University of Tamil Nadu ,Millennium University Republic of Malawi and Sri Krishnadevaraya Universit ANANTHAPURAM Andhra Pradesh India ( I have been as Chairman of the Conference )

Initiated as a Chairman of the Webinar Conducted the Webinar by the Department of Management School of Commerce and Business Management Central University of Tamil Nadu Thiruvarur Webinar on Strategies and Skills Required for Higher Education during the COVID-19 on 5 th November 2020 in Association with Bharathiar School of Management Entrepreneurship Development Bharathiar University Coimbatore Tamil Nadu

I have initiated as HoD of Management & Dean- School of Commerce and Management in Conducting More Number of Online Guest Lecture Programs by Eminent Academicians/Renowned Executives of the corporate world for the Benefit of Students/Faculty members of School of Commerce and Business Management, Central University of Tamil Nadu THIRUVARUR

### **Recent Guest Lecture Sessions/Invited Talks for the past Two Years**

Handled Session on “Essentials of Research and Publications” in the Five day International Faculty Development Program ( Online FDP ) Organized by Infrastructure University Kuala Lumpur Malaysia in association with Easwari Engineering College Chennai during 13 March to 17 March 2023.

Handled Session on “Emotional Intelligence for Managerial Effectiveness” in the Professional Development Program Organized by Meenakshmi Academy of Higher Education and Research –Deemed to be University on 09 September 2022

Handled session on “Entrepreneurship Skills among the socially disadvantaged Youth in India” Organized by the Centre for Study of Social Inclusion and Exclusive Policy –CSSEIP Andhra University Visakhapatnam on 20 June 2022

Handled session on “Qualities of Successful Entrepreneurs in the Corporate World” Organized by Department of Management SAMATA COLLEGE Visakhapatnam Andhra Pradesh on 18 June 2022

Handled Three Sessions on “ Blended Teaching and Learning Skills “ in the One day Faculty Development Program Organized by BABA INSTITUTE OF TECHNOLOGY AND SCIENCES – BITS Visakhapatnam Andhra Pradesh on 09 June 2022

Handled Three Hours Session on “ Importance and Skills of Training Programs” in the UGC

Sponsored Online Refresher Course Organized by UGC HRD Centre Bharathidasan University Thiruchurapalli on 01 August 2022 .

Handled session in the UGC Sponsored Refresher Course on Innovative Teaching and Learning Practices in the COVID-19 Pandemic World Organized by HRD Organized HRD Centre Mizoram University AIZWAL on 08 June 2022

Handled session” Trends and Challenges of FINTECH Services” on 06 May 2022 in the Two day International Conference on Contemporary Trends and Challenges in FINTECH Services in VUCA WORLD ( Volatility , Uncertainty, Complexity , Ambiguity ) Organized by the Department of Corporate ship Alagappa University Karaikudi Tamil Nadu

Handled session on Leadership Qualities Organized by the NCC Unit Central University of Tamil Nadu Thiruvavur on 04 May 2022.

Handled session on “Leadership Qualities of Managers’ in the Soft Skill Development Program Organized by the Department of Commerce and Financial Studies Bharathidasan University Thiruchurapalli on 11 April 2022.

Handled Session on “The Leadership Qualities of Managers” Organized by the Department of Management Pondicherry University Karaikal and PORT Blair Campuses on 04 March 2022.

Addressed as Guest of Honor on 27 September 2021 in the National Workshop on “ TOURISM FOR INCLUSIVE GROWTH “ On the occasion of World Tourism Day on 27 September 2021 Organized by VIKARAMA SIMHAPURI UNIVERSITY NELLORE ANDHRA PRADESH

Addressed as Keynote Speaker in One day Multi Disciplinary National Conference on Challenges and Changing Role of Business and Industry during the New Normal ,Organized by Laxmichand Golwala College of Commerce and Economics Affiliated to Mumbai University in association with Research Cell of Mumbai University on 09 April 2022.

Addressed as Keynote Speaker in the National Conference for Banking and Finance on 03 December 2021 Organized by Marian Institute of Management Kuttikanam Kerala.

Handled Guest Lecture Session on “ Qualities of Successful Mangers “ Organized by the Institute of Management in Kerala University of Kerala Karyavattom Campus Kerala on 24 June 2021.

Handled Session on “ Qualities of Successful Entrepreneurs and Managers in the Corporate World” in the Webinar Series on the Career Development on 10 March 2021 ,Organized by JAMAL INSTITUTE OF MANAGEMENT Tiruchurapalli Affiliated to Bharathidasan University Tiruchurapalli

**Handled Session on “ Qualities of Successful Mangers and Entrepreneurs in the Corporate World “ on 07 March 2021 Organized by Indian Society for Training and Development Visakhapatnam Chapter**

**Handled Session on 22 July 2021 on Issues and Challenges in Business Management in the Five Day Faculty Development Program Organized by the Department of Management Studies Gudlavalleru Engineering College Affiliated to JNTU Kakinada Andhra Pradesh**

**Handled session on 17 February 2021 “Developing Team Synergy ; Inclusive Mindset “ in the FACULTY DEVELOPMENT PROGRAM CONDUCTED BY GITAM UNIVERSITY HYDERABAD (FDP ON TEAM BUILDING AND COORDINATION)**

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, TamilNadu.
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) , Chennaicampus.**
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 SkillsAmplification.
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 on13/03/2018**



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 08thNov2017.
16. Organized **two day workshop on Leadership and Emotional intelligence for E4-E6 Managers** during 09-10 September 2016 at VISAKHAPATNAM STEEL PLANT VISAKHPATANAM.ANDRAPRADESH
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 Gudlalleru Engineering College Affilaiated JNTU KAKINADA GUDLAVALLERU GUDIWADA ANDHRA PRADESH** on 06 July2015
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 AndhraPradesh
21. Handled session on **“Role of Communication in Teaching”** on 5th October 2013. FDP conducted by MEASI Institute of ManagementChennai.
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 Dec2013.
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 Nov2009.
26. Chaired session of **“E-Governance” in the International Conference on Applied Economics and Business** at Sohar University Oman during 30-31 March2009.
27. Organized **Two day MDP on “Industry and Academic Interaction”** at Vishakapatanam Steel Plant Vishakapatnam Andhra Pradesh during 15- 16Oct2007.
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 – 603209.
30. Handled session on “**Effective Vs Successful Managers**” for MBA Students/Staff during 7 & 8 Nov2006.
  31. Organized **one day “Police Officers Training Program on Motivation and Personality Development”** on 31 Dec 2005 at Kanchipuram, TamilNadu.

**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 UniversityOmanpp483-490
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- 921764-0-6pp131-137
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 pp265-273
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 pp402-409.
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 Professor of Management In the Department of Management & HOD of the Department of Management Central University of Tamil Nadu Thiruvarur-610005 Tamil Nadu INDIA.**

**Dean- School of Commerce and Business Management Central University of Tamil Nadu Neelakudi THIRUVARUR-610005 Tamil Nadu INDIA Since August 2020**

**Chairman of Board of Studies –Department of Management CENTRAL UNIVERSITY TAMIL NADU THIRUVARUR-610005 TAMIL NADU**

**Chairman - School Board of SCHOOL COMMERCE AND BUSINESS MANAGEMENT CENTRAL UNIVERSITY OF TAMIL NADU THIRUVARUR**

Professor of Management at SRM Institute of Science and Technology( Known as SRM University) Kattankulathur Chennai Chennai-603203 Tamil Nadu Since December 2005 to August 2017 & August 2019 to August 2020 ( 16 Years as Professor of Management)

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-January,1996 Arts & Science College Bapatla Affiliated to Nagarjuna University. Guntur, Andhra Pradesh India.

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

**RESEARCH EXPERIENCE AND SPECIALISATION;**

**23 YEARS EXPERIENCE IN RESEACH, HUMAN RESOURCE MANAGEMENT, MARKETING MANAGEMENT AND GRNERAL MANAGEMENT**

**TOTAL EXPERIENCE**

**: 18 Years as Professor of Management out of 30 years in Teaching and Academic Administrative experience in different Reputed Institutions Including Overseas assignment as HOD of Business Studies IBRI College of Technology Government of Oman (Now it is known as University of Technology of Applied Sciences IBRI**

Government of Oman )

**ADMINISTRATIVE EXPERIENCE**

**Served as Registrar of RGNIYD (G.O.I)**  
(From 21st August 2017 – 09 August 2019) **Rajiv Gandhi National Institute of Youth Development (RGNIYD)**, Ministry of Youth Affairs and Sports, Government of India Sriperumbudur, Chennai – 602105

**Member Secretary of Executive Council**  
**Member Secretary of Academic Council**  
**Member Secretary of Finance Committee**  
**Member Secretary of Building Works Committee**

**HOD of Business Studies, IBRI College of Technology, Government of Oman 29 Jan 2008 - 05 July 2009. (long leave at SRM UNIVERSITY)**  
**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 SSVV College of Management Studies, Vishakapatnam Andhra Pradesh during the period of 2004 -2005**

**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**

**Adjudicated more than 50 Ph.D. Thesis of different Universities .Adjudicating Ph.D & M.Phil thesis and Dissertations of following Universities.**

1. ANDHRAUNIVERSITY,  
VISAKHPATANM
2. ACHARYA NAGARJUNA

- UNIVERSITY,GUNTUR
3. BHARATHIAR UNIVERSITY,  
COIMBATORE
  4. PERIAYAR UNIVERSITY, SALEM
  5. ANNAMALAI UNIVERSITY,  
CHIDABARAM
  6. UTKAL UNIVERSITY,BHUBANESWAR
  7. SRI VENKATESWARA UNIVERSITY,  
TIRUPATHI
  8. TATA INSTITUTE OF SOCIAL  
SCIENCES MUMBAI
  9. SYMBIOSIS INTERNATIONAL  
UNIVERSITY PUNE.
  10. JAWAHARLAL NEHRU  
TECHNOLOGICAL UNIVERSITY  
(JNTUH) HYDERABAD
  11. GITAM UNIVERSITY  
VISAKHAPATNAM
  12. GURUNAK DEV UNIVERSITY  
AMRITSAR PANJAB
  13. YOGI VEMANA UNIVERSITY  
CUDDAPPA ANDHRA PRADESH
  14. VIKRAMA SIMHAPURI  
UNIVERSITY NELLORE ANDHRA  
PRADESH
  15. SRI KRISHNADEVARAYA  
UNIVERSITY ANANTHAPURAMU  
ANDHRA PRADESH
  16. BHARATHIDASAN UNIVERSITY  
TIRUCHURAPALLI
  17. PONDICHERRY UNIVERSITY  
PUDUCHERRY
  18. SHARDA UNIVERSITY UTTAR

PRADESH

19. MOTHER TERESA WOMENS  
UNIVERSITY KODAIKANAL TAMIL  
NADU

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

SPECIALISATIONS OF TEACHING INTEREST ;  
**HUMAN RESOURCE MANAGEMENT , ORGANIZATIONAL BEHAVIOR, ENTREPRENEURSHIP, RESEARCH METHODS ,KNOWLEGDE MANAGEMENT AND ALL GENERAL MANAGEMENT PAPERS AND ANY NEW MANAGEMENT COURSES.**

**AWARDS & RECOGNITIONS**

:

**MOTHER TERASA EXCELLENCE AWARD by International Integrity Peace & Friendship society Bangalore 2007**

RAJIV GANDHI EXCELLENCE AWARD IN 2007  
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  
DR.APJ ABDUL KALAM EXCELLENCE AWARD 2017

BHARATH JYOTHI AWARD by International Integrity Peace & Friendship society Bangalore 2012

Lifetime Achievement Award-2019 by GRABS EDUCATIONAL CHARITABLE TRUST CHENNAI

**International Distinguished Education Excellence Award 2021 on Teaching and Research in Business Management -Conferred**

on 21 December 2021 by CENTRE FOR  
PROFESSIONAL ADVANCEMENT CONTINUOUS  
EDUCATION-CPACE

**ARTICLES PUBLISHED**

:

1. THE EFFECTIVE LEADERSHIP  
STYLES OF INDIAN MANAGERS” Published in Andhra  
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Authored by Dr.A.Chandra Mohan

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THEIR EFFECTIVENESS” Published in Andhra Pradesh  
Industrial Portal, Issue of 1st Feb. 2003.  
Authored by Dr.A.Chandra Mohan

3. FINANCIAL TECHNIQUES IN HR : ALIGNING THE HR  
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4. THE EMERGING TRENDS AND PRACTICES OF HRM  
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in MLS Issue of March – May-2006, Volume 31,  
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042X. Authored by Dr.A.Chandra Mohan and G. Rajesh  
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5. ATTRITION: A PREDICAMENT FOR ITES IN INDIA –  
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MANAGEMENT MATTERS LIBA, vol 1 issue 6  
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pp 25-31. Authored by Dr.A.Chandra Mohan and  
K.Vasanthi kumari

6. AGGRESSIVE MARKETING USING MILITARY  
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Rajesh kumar

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. Authored by Dr.A.Chandra Mohan and G. Rajesh kumar

8. ENTREPRENEURSHIP: A GLOBAL PERSPECTIVE, Jan'2007, published by SMART, BIM, Tiruchirappali, Tamilnadu Biannual National Refereed journal vol.3 no1 ISSN 0973-1598 PP34-38. Authored by Dr.A.Chandra Mohan VM Ponniah and Vasanthi kumari.

9. CHANGING ROLE OF HR MANAGER IN THE CORPORATE WORLD published in HRD News Letter- issue Jan 07. pp81-82

10. EMOTIONS AND EMOTIONAL INTELLIGENCE FOR MANAGERIAL EFFECTIVENESS, Published by NHRD News Letter, March 2007. vol 23 issue 2 pp32-33. Authored by Rajesh kumar and Dr.A.Chandra Mohan

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 ISSN0973-8231 pp 30-34. Authored by Dr.A.Chandra Mohan VM Ponniah and Vasanthi kumari.

12. HUMAN RESOURCE MANAGER VS ENTERPRUNER Published by NHRD News Letter- issue of Oct.'07 pp20-22. Authored by Dr.A.Chandra Mohan and VM Ponniah.

13. FINANCIAL RATIOS in HRM Published by NHRD News Letter issue of Sep.'07. Authored by Dr.A.Chandra Mohan VM Ponniah.

14. TRIPLE "E" TRAINING APPROACH OF INDIAPOST, Published by MLS, XLRI, Jamshedpur, Issue of Aug'2007 Quarterly issue 3 Vol 32 pp288-300. Authored by Dr.A.Chandra Mohan and MuSubrahmaniam

15. BPO FOR GLOBALIZATION, A STUDY IN INDIAN context published by Management Researcher, IMDR, Thiruvananthapuram issue Sept 2007. Authored by Dr.A.Chandra

Mohan and VM Ponniah.

16. COMMANDMENTS OF EFFECTIVE COMMUNICATIONSKILLS published by The Manager,ICCMRT, Lucknow issue of july-sept 2007 pp 39-44ISSN0973-8231. Authored by Dr.A.Chandra Mohan and Prem kumar.

17. PERCEPTUAL FACTORS INQUALITY OF WORK LIFE OF INDIAN EMPLOYEES, Published by MLS,XLRI Jamshedpur Issue of August 2008.Quarterly National Journal issue 3 vol.33 pp373-382 ISSN0258-042X. Authored by Dr. Kameswara rao and Dr.A.Chandra Mohan

18.E-GOVERNANCE IN GLOBAL EDUCATION SYSTEM-KNOWLEDGE MANAGEMENTbased approach publishedin International conference proceedings- ICABE 2009 by SOHAR UNIVERSITY Sultanate of Oman. PP483-489. Authored by Dr.A.Chandra Mohan Dr.Christopher.

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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 PP144-153. Authored by VM Ponniah and Dr.A.Chandra Mohan.

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. Authored by Dr.A.Chandra Mohan and Vasanthi kumari.

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 Authored by Dr.A.Chandra Mohan, Valliammal and Poonguzhali.

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PUBLISHERS NEW DELHI vol 1 issue 1 Jan 2012 pp 402-409 ISBN 978-93-82062-74-5 Authored by Dr.A.Chandra Mohan and Preetha Leena.

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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 32. 2277 -1166 Authored by Dr.A.Chandra Mohan and Preetha Leena.

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 Authored by Dr.A.Chandra Mohan and B.V.S. Prasad.

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 PP35-40 Authored by Dr.A.Chandra Mohan and Naresh.

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 Authored by Dr.A.Chandra Mohan and Edwin

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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 Authored by Prabha Devi and Dr.A.Chandra Mohan

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 ISSN2319-9091 Authored by Prabha Devi and Dr.A.Chandra Mohan

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](http://www.globalresearchonline.net) PP220- 226 ISSN 0976-044X JANUARY 2015 Authored by J.A.B. Miranda and Dr.A.Chandra Mohan

45 CHANGING ROLE OF HR MANAGERS IN PHARMACEUTICAL INDUSTRY PUBLISHED IN INTERNATIONAL JOURNAL OF PHARMACEUTICAL SCIENCES REVIEW AND RESEARCH BY [www.globalresearchonline.net](http://www.globalresearchonline.net) PP 83-87 ISSN 0976-044X JANUARY 2015 Authored by Dr.A.Chandra Mohan and Poonguzhalai

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

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47 LOW INCOME HOUSING- MICROFINANCE AS A SOLUTION PUBLISHED IN SAMZODHANA- JOURNAL OF MANAGEMENT RESEARCH APRIL 2014 VOL 1 ISSUE PP96-111 [www.eecmbajournal.in](http://www.eecmbajournal.in). Authored by Valliammal and Dr.A.Chandra Mohan

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- 49 HUMAN RESOURCE AUDIT PRACTICES AMONG IT FIRMS; A DESCRIPTIVE ANALYSIS PUBLISHED IN INTERNATIONAL JOURNAL OF APPLIED ENGINEERING RESEARCH ,ISSN 0973-4562 VOL 10 NUMBER 11 JUNE 2015 PP 27575-7586 [www.ripublication.com](http://www.ripublication.com) Authored by Prabha Devi and Dr.A.Chandra Mohan
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- 51 SOCIAL MEDIA; THE NEW HYBRID FACTOR OF THE PROMOTION POLICY FOR THE PHARMACEUTICAL INDUSTRIES PUBLISHED IN IJPSSR MAY –JUNE 2015 PP 112-116 VOL 32 ISSUE 1 ISSN 0976-044X [www.globalonline.net](http://www.globalonline.net) Authored by Edwin and Dr.A.Chandra Mohan
- 52 EMPLOYEE RETENTION THROUGH EMPLOYEE ENGAGEMENT PUBLISHED BY THE INTERNATIONAL JOURNAL RESEARCH PUBLICATION'S RESEARCH JOURNAL OF COMMERCE & BEHAVIOURAL SCIENCE ISSN 2251- 1547 VOL 04 NUMBER 10 AUGUST 2015 PP 32-36 [www.theinternationaljournal.org](http://www.theinternationaljournal.org) Authored by Prabha Devi and Dr.A.Chandra Mohan
- 53 ORGANISATIONAL CULTURE PUBLISHED BY IJCEM INTERNATIONAL JOURNAL OF CORE ENGINEERING & MANAGEMENT VOLUME 2 ISSUE 5 AUGUST 2015 PP 170-177 ISSN 2348-9510 [www.ijce.in](http://www.ijce.in) Authored by Dr.A.Chandra Mohan and Hema
- 54 HUMAN RESOURCE AUDIT PRACTICES ON THE PERFORMANCE OF EMPLOYEES WITH REFERENCE TO I.T. INDUSTRIES IN CHENNAI published by Abhinav publication in volume 4 issue 10 October 2015 issn 2320- 0073 [www.abhinavjournal.com](http://www.abhinavjournal.com) Authored by Poonguzhalai and Dr.A.Chandra Mohan



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56 ORGANISATIONAL CULTURE AND ITS INFLUENCE ON WORKPLACE DIVERSITY AND INCLUSION published in International Journal of Civil Engineering and Technology (IJCIET), Volume 8, Issue 8, August 2017, pp. 1132– 1138, Article ID: IJCIET\_08\_08\_109, Available online at <http://www.iaeme.com/ijciyet/issues.asp?JType=IJCIET&VType=8&IType=8>, ISSN Print: 0976-6308 and ISSN Online: 0976-6316, © IAEME Publication Scopus Indexed  
Authored by Chitra and Dr.A.Chandra Mohan

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Authored by Jay Prakash and Dr.A.Chandra Mohan

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and Dr.A.Chandra Mohan

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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> Authored by Chitra and Dr.A.Chandra Mohan

68 A Study on Impact of Work Life Balance Among the Paramedical Professionals in a Hospital Industry published by International Journal of Advanced Research Management Engineering and Technology ISSN : 2456-2998 Vol. 4, Issue 4, April 2019 page no. 1088-1096 Authored by Swaminathan and Dr.A.Chandra Mohan

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72. IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE ENGAGEMENT IN HOSPITALITY INDUSTRY published in International Journal of Advanced Science and Technology Vol. 29, No. 12s, (2020), pp. 2911-2917

73. The Impact of Digitalization on The Economic Growth of A Country", International Conference On 'Managing Economic Development And Financial Stability In The Era Of SDGS AND ESGS', **IIM BODHGAYA**, BIHAR, 2022. ISBN: 978-93-5737-502-3

74. The Relevance of Social Media for Business, Marketing, And Preferences for Customers,” International Conference On ‘Leading the Business of The Future: Talent, Technology, And Transformation in A Changing World,’ **IIM NAGPUR, MAHARASHTRA, 2022. ISBN: ISBN: 978-81-9595-460-5**

75 The Influence of Brand Personality on the Consumer Purchasing Decision towards Different Cars’ Brand” at 9<sup>th</sup> MDC and VG SoM Research Scholars Day. **IIT KHARAGPUR, WEST BENGAL, FEB 2023**

76. The Influence of Brand Personality on The Consumer Purchasing Decision towards Different Cars’ Brand” at 9<sup>th</sup> MDC and VGSoM Research Scholars Day. **IIT KHARAGPUR, WEST BENGAL FEB 2023**

77. The Implication of Social Media on the Consumer Decision-Making Process and Consequences for Tourism Marketing” ISBN: 978-93-95856-25-6, **BOOK CHAPTER, MARCH 2023**

**SEMINARS / CONFERENCES  
AND TRAINING  
PROGRAMS/WEBINARS ;**

**1. HANDLED SESSION ON ” INNOVATIVE BUSINESS STRATEGIES DURING THE COVID-19” IN THE NATIONAL LEVEL FIVE DAY ONLINE FACULTY DEVELOPEMNT PROGRAM OF KITS-KKR&KSR INSTITUTE OF TECHNOLOGY AND SCIENCE ,VINJANAMPADU GUNTUR DISTRICT ANDHRA PRADESH ON 9 TH JUNE 2020.**

**2. Participated in the International Webinar on ‘The Philosophical Foundation of Mahatma Gandhi’s Principles: A Critical Analysis’& ‘Mahatma Gandhi’s Contribution to Social Welfare On the 10th August, 2020 conducted BY MIZORAM UNIVERSITY AIZAWL.**

**3. Participated in the Webinar (17th June, 2020) organized by the Department of Horticulture, Aromatic and Medicinal Plants (HAMP), Mizoram University, Aizawl, on the Topic entitled**

**“Biomedical Sciences: A touch of Medical plants .**  
**4. has attended the webinar presentation on “The Importance of Corporate Governance Studies for Management during Covid-19 Pandemic” and “Corporate Governance of Asian Family Business-the strengths and Weakness” held on 6th August, 2020. The lecture was delivered by Prof. Dr. Grahita Chandrarin, CA and Dr. Golrida Karyawati P, CA,**

**5. Attended the webinar presentation on “The Importance of Corporate Governance Studies for Management during Covid-19 Pandemic” and “Corporate Governance of Asian Family Business-the strengths and weakness” held on 6th August, 2020. The lecture was delivered by Prof. Dr. Grahita Chandrarin, CA**

6, Participated in the webinar on Effective Ways of Writing Research Article” on 25 July conducted by SRM UNIVERSITY AMARAVATHI A.P

7. Participated in the Webinar "Research Ethics, Copyright and Plagiarism , on 20 July 2020 conducted by Mizoram University Aizawl

8. Participated in the webinar 'Earthquake versus Landslide with special reference to Mizoram, on 13 August 2020 Conducted by Mizoram University Aizawl

: 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 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 March2007.

Case study presented in HRD, "ANSURINGTELEPHONES CALLS" in CASE STUDY Workshop conducted by SRM University, Chennai, 25 thJanuary2007.

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

Paper Presented on RECENT TRENDS IN ENTREPRENEURSHIPIN THE INTERNATIONAL SYMPOSIUM ON GLOBAL BUSINESSOPPORTUNITES 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 MSMESin 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 February2010



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 2010 conducted 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 INTERNATIONAL CONFERENCE ON 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 ON KNOWLEDGE MANAGEMENT AND EHR 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 & TECHNOLOGY 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 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, VELLS 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.

**OTHERACTIVITIES**

: 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.TejaInfotech 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.

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REFERENCES

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