

Dr. R. Srinivas Rao

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PROFILE SUMMARY

Total Experience: 30 years

Teaching Experience: 24 years

Post PhD Experience: 12year

Present position: Associate Professor

- Presently working as Associate Professor, Department of MBA, P B Siddhartha College, Vijayawada from 31-7-2002 till date.
- 2000-2002, Asst. Professor, Department of MBA, ANR College, Gudivada.

Teaching Areas: Marketing, HR, General Management & Strategy

Corporate Experience: 6 years

- 1998-2000, Regional Manager, headed Coastal Andhra and Hyderabad regions in Rain Calcining Ltd.
- 1996-1998, Branch Manager for Coastal Andhra, Cholamandalam Investment and Finance Company Ltd, belongs to Chennai based Murugappa group.
- 1994-1996, Assistant Manager, FOBO of PepsiCo India Ltd., belongs to Kolkata based Oberoi Group.



PERSONAL INFORMATION

- Date of Birth: 10 Jan 1968
- Sex: Male
- Marital Status: Married
- Dependents: 3
- Languages: English, Hindi & Telugu

SOFT SKILLS

- Effective communication & presentation skills
- Collaboration & Team spirit
- Leadership skills
- Passion for new learning & innovation

EDUCATION

- ✦ Ph.D, RTM Nagpur University, Nagpur (Maharashtra) (2013)
- ✦ M.Phil, Madurai Kamaraj University, Madurai (Tamil Nadu) (2007)
- ✦ B.L, Osmania University, Hyderabad (Telangana) (2000)
- ✦ MBA, Nagarjuna University, Guntur (Andhra Pradesh) (1994)
- ✦ B.Com, Nagarjuna University, Guntur (Andhra Pradesh) (1991)

INTERESTS

- Travelling
- Movies
- Music
- Literature
- Reading

PhD Guidance: 3

S.No.	Name	University	
1	S. Salma	Krishna University	Pursuing
2	S. Pavani	Krishna University	Pursuing
3	Y. Suresh	Krishna University	Pursuing
4	G.Jyothi	Krishna University	Pursuing

Other Responsibilities:

Placement Coordinator, Dept of MBA, P B Siddhartha College for a period of 5 years.

Cultural Coordinator of the college, P B Siddhartha College for a period of 5 years.

NAAC Committee member, Criteria 7

Member cluster universities (RUSA)

Vice President, Anti-ragging committee of the college, P B Siddhartha College. (present)

In charge of Placements, Post Graduate courses. (present)

In charge of Guest lectures at department level. (present)

External Examiner:

Viva-Voce exam for MBA Program JNTUK and other autonomous colleges in the jurisdiction of JNTU Kakinada, Nagarjuna University, Andhra University and Krishna University.

Visiting Faculty:

International MBA Programme in International Business offered by Stella Maris College, Chennai in association with Liverpool Hope University's Business School, London.

Resource Person:

Delivered a talk on "Strategies for Acquiring and Retaining Customers with an Effective CRM" in one day National conference organized by Bon Secours College for Women, Thanjavur, Tamil Nadu on 16th March, 2021.

Delivered a talk on "Significance of Personal Branding- Need of the Hour" in one day National webinar organized by Sai Spurthi Institute of Technology, Khammam on 29th July, 2020.

Delivered guest lectures on diverse topics of Management for **Confederation of Indian Industry (CII)**, Indian Oil Corporation, and other reputed corporate bodies.

MSME- Development institute, Hyderabad, Ministry of Industries, Government of India, and also for District Industries Corporation.

Guest Lectures:

Delivered guest lectures for MBA students at various Business Schools and colleges of repute which includes, Vignan Jyothi Institute of Management, Hyderabad, Stella Maris College, Chennai, and SRK Engineering College, Andhra Loyola College, Montessori Mahila College, VR Siddhartha Engineering College, Maris Stella College, Vijayawada and Swarnandhra College of Engineering, Narasapuram.

Conference Convener:

Conducted a National webinar in collaboration with Association of Mutual Funds (AMFI) on "Financial Planning and Investment Opportunities", 20th April, 2021.

National and International Conference:

Participated in several national and international conferences and presented papers at conferences conducted by Business schools which includes IIM- Bangalore and other University affiliated MBA colleges. Also, published articles in national and international journals.

Seminar Paper Presentation & ISBN Publication (Recent):

Presented paper titled "Social Innovation for Agriculture Development", in the ICSSR Sponsored two-day National Seminar on 'Social Innovation & Entrepreneurship in India' organized by Department of Commerce & Management, K.B.N. College, Vijayawada on 25th & 26th February, 2022. Published with ISBN: 978-81-947453-1-0.

Presented paper titled "Entrepreneurial Skill Development", in the ICSSR Sponsored two-day National Seminar on 'Social Innovation & Entrepreneurship in India' organized by Department of Commerce & Management, K.B.N. College, Vijayawada on 25th & 26th February, 2022. Published with ISBN: 978-81-947453-1-0.

Presented paper titled "A Study on Skill Development and Business Education", in the ICSSR Sponsored two-day National Seminar on 'Social Innovation & Entrepreneurship in India' organized by Department of Commerce & Management, K.B.N. College, Vijayawada on 25th & 26th February, 2022. Published with ISBN: 978-81-947453-1-0.

Faculty Development Programs:

Participated in FDPs and short duration courses conducted by IIM-Indore, ASBM-Bhubaneswar, ABV-IITM- Gwalior, and Nirma University, Ahmedabad.

Completed one week course on "Strategic Management" in the year 2005, organized by IIM-Bangalore, on behalf of "Strategic Management Forum", a consortium of six IIMs and MDI-Gurgaon.

Publications(Recent):

Dr. R. Srinivasa Rao, Syed Salma & T. L. Sravani Kumari (2021). Impact of COVID-19 on Education in Guntur District, Andhra Pradesh.. Lexipedia, Annual Journal from Lexicon Management Institute of Leadership & Excellence, ISSN:2321-6964, 129-136.

Dr. R. Srinivasa Rao, Syed Salma & T. L. Sravani Kumari (2021). Impact of COVID-19 on Human Resource Management with reference to Work- life Balance. Lexipedia, Annual Journal from Lexicon Management Institute of Leadership & Excellence, ISSN:2321-6964, 137-142.

Dr. R. Srinivasa Rao, S. Pavani & Dr. M. Srinivasa Narayana (2021). Impact of COVID-19 on Employee Engagement. Lexipedia, Annual Journal from Lexicon Management Institute of Leadership & Excellence, ISSN:2321-6964, 149-157.

Podile, V., Srinivasa Rao, R., Siva Sree, H (2019). Profitability Analysis of a Small Enterprise - A Case Study of Naga Hanuman Solvent Oils Private Limited. Asian Journal of Multidimensional Research, 8(1),92-105.

Podile, V., Srinivasa Rao, R., Siva Sree, H (2019). Profitability Analysis of a Small Enterprise- A Case Study of Sri Nagavalli Solvent Oils Private Limited. International Journal of Research in Engineering, IT and Social Sciences, 9(1), 6-13.

Srinivasa Rao, R (2020). Future of Food Delivery Industry in India, MIRROR, 10(1), 58-63.

Declaration: I hereby declare that the above information furnished by me is true and correct to the best of my knowledge.

Dr. R Srinivas Rao