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Career Summary

Prior to the Position of the Director, Academic Affairs, GITAM University, served as the Dean & Director of Hyderabad Business School, GITAM University, Hyderabad Campus. As an academic administrator and institution builder, with more than a decade and a half of top academic administrative experience, and more than two decades of experience of teaching financial management, a seasoned management consultant, researcher and author of academic books and research articles, resource person, facilitator, organizer and convener of management development programmes, conferences and seminars, and a recognized contributor to management studies.

Administrative Positions Held

- **Founding Dean&Director, Hyderabad Business School, GITAM University, Hyderabad.** (May 2010 – June 2016)
- **Chief Editor, The Indian Management Researcher 2014, a bi-annual journal of HBS, GITAM University, Hyderabad.**
- **Panel Member, Expert Committee for faculty recruitment at IIM Ranchi, 2014**
- **Executive Board Member of Association of Indian Management Schools (AIMS).**
- **Secretary 2013 - 14, Association of Indian Management Schools, AP Chapter.**
- **Member Secretary, Advisory Body of Hyderabad Business School, GITAM University, Hyderabad.** (2010 – Till Date)
- **Founding Director, Internal Quality Assurance Cell, GITAM University, 2009.**
- **Founding Director, GITAM Centre for Distance Learning, GITAM University, 2008.**
- **Member - Academic Council, GITAM University.**
- **Founding Head, Four year BBA (Hons.) Programme, CMS – GITAM.**
- **Advisor, Four year BBA (Hons.) Programme, CMS - GITAM.**
- **Chief Superintendent, Examinations, College of Management Studies, GITAM**
- **Treasurer, Management Club, College of Management Studies, GITAM.**
- **Treasurer and Associate Editor - GITAM Journal of Management, College of Management Studies, GITAM.**
- **Member Secretary - Board of Studies, BBM autonomous Programme, College of Management Studies, GITAM.**
- **Member - Academic Council, BBM autonomous Programme, College of Management Studies, GITAM**
- **Coordinator, CMS Students – GITAM Boys Hostel.**
- **Member Organizer for “National Seminar on Indian Insurance Industry – Trends and Challenges” organized by College of Management Studies, GITAM during 27 - 27th November, 2004.**
- **Member Organizer for GEM – 2008 (Bi – Annual Management Festival of College of Management Studies, GITAM)**
- **Member Organizer for B School events conducted by CMS – GITAM**
- **Member of Technical Paper Review Committee of an “International conference on “Global Business and Finance” conducted by IMT Nagpur on February 10th 2012**

- **Member of Advisory Council**, Turbomachinery Institute of Technology and sciences, Hyderabad.

Teaching and Research Experience

- Worked as **Professor** in GITAM Institute of Management, GITAM University, Visakhapatnam.

Profile: Teaching Post-Graduate and Under-Graduate students Financial Accounting, Cost Accounting, Management Accounting, Banking Theory & Practice, Entrepreneurship, Indian Business Environment, Strategic Financial Management, Financial Institutions, Markets & Derivatives and Merchant Banking and Financial Services.

- Actively participating and conducting of Management Development Programmes (MDPs) on general management & finance and accounting functions.
- Discharging the role of mentor and guiding the students for preparing their summer projects and accompanied them for Industrial visits in Visakhapatnam and other important places in India.
- Worked as **Lecturer** (July, 1993 to February, 1997) in Dr. L.B. College, Resapuvanipalem, Visakhapatnam.

Profile: Taught B.B.M and B.Com Students, the various subjects such as Accounting, Business Organization and Management, Cost and Management Accounting, Banking Theory and Practice, Entrepreneurship and Small Scale Business. Guided the students for preparing their summer projects and accompanied them for industrial visits in Visakhapatnam and other important places in India.

- Worked as **Lecturer** (October, 1991 to April, 1993) in VVRKML Degree College, Pedawaltair, Visakhapatnam

Profile: Taught B.Com Students the various subjects such as Accounting, Business Organization and Management, Cost and Management Accounting. Also assisted the principal in conducting examinations and other administrative works.

Academic Qualifications

- **Ph. D. (Business Administration)** (2001), Department of Business Administration, Berhampur University, Berhampur.
Title of the Thesis: “Problems and Prospects of Venture Capital Industry”
- **M. Phil (Finance)** (1995) Department of Commerce and Management Studies, Andhra University, Visakhapatnam.
Title of the Dissertation: Financial implications of Social Responsibility in APSRTC – A Study of Visakhapatnam Region.
- **SLET** (1995) Andhra Pradesh State Council of Higher Education, Hyderabad.
- **M.Com** (1988) Andhra University, Visakhapatnam. Banking as Specialisation.
- **M.B.A.** (2008), Financial Management Specialization, School of Distance Education, Andhra University, Visakhapatnam.
- **B.Ed.** (1990) Social Studies, Kakatiya University, Warangal.
- **B. Com** (1986) Cost Accounting, Andhra University, Visakhapatnam,

Research Guidance

- Awarded: 1 M.Phil & 2 Ph.D degrees
- In Progress: 6 students for Ph.D

Publications

Books

- **Edited Book “Contemporary Issues in Banking & Finance”**, Published by Excellent Publishing House, New Delhi (ISBN: 978-93-84935-42-9), 2015
- **Edited Book “Integrated Marketing Communication”**, Published by Excellent Publishing House, New Delhi (ISBN: 978-93-84935-38-2), 2015
- **Edited Book “Strategic HR & Business Excellence”**, Published by Excellent Publishing House, New Delhi (ISBN: 978-93-84935-24-5), 2015
- **Edited Book “Supply Chain Management Issues & Challenges”**, Published by Excellent Publishing House, New Delhi (ISBN: 978-93-84935-17-7), 2015
- **Financial Engineering, Risk Management and Financial Institutions**, published by Biztantra, New Delhi, 2014.
- **Venture Capital Industry in India**, Published by Excel Books, New Delhi, 2009.
- **Intermediate I Year Accounting**, Published by Telugu Academi, Hyderabad, 1998.
- **Accounting for Business Series – Financial Accounting, Cost Accounting and Management Accounting** (To be published in a couple of months)

Research Papers

1. **“Evolution of CRM and Technology: Model for Building Customer Loyalty through Quality Engagement and Service”** communicated for publication in the AIMS Journal of Management, June, 2016
2. **“Trends in Indian Reality Sector: A CRM Framework for Real Estate Entities in the Changing Environment”** International Journal of Innovative Research & Development, Vol 5, Issue 7, June 2016.
3. **“Simulation of Stock Prices with Stable Distribution”** International Review of Business and Economic Studies, IRBES, 1 (3): 127-137 (2015)
4. **“Self Similarity Models For Indian Bank Stocks”**, Clear IJRCM 08Volume 2 Number 4 June – December 2012
5. **“Study of Visual Merchandising and its Influence on Purchase Decision in Belgaum City”**, Su Gyaan – Siva Sivani Journal of Management, December, 2011
6. **“Study of customer satisfaction with reference GSM mobile service providers in Belgaum City”**, ELK Journal of Marketing & Retail Management, July 2011.
7. **“Dimensions of Non-Performing Assets in A.P Mahesh Cooperative Bank Ltd”**, International Conference, CHIMC, Indore during 15-16 July, 2011
8. **“Commodity Market with Reference to Gold at Inter - Connected Stock Exchange”** Conference Proceedings, ICTBM - 2011 Dubai March 28 - 30th 2011.
9. **“Enhancing the Market Value of the Companies through Financial Engineering”** The Journal of Venture Capital and Financial Services, Institute of Public Enterprise, Osmania University Campus, Hyderabad, 2010.
10. **“Innovate or Evaporate” Emerging issues in Insurance Industry**, Journal of Risk & Insurance Management, National Insurance Academy School of Management, Pune, 2008.
11. **“The Rising Trends of Insurance Industry in India”**, GITAM Journal of Management, GITAM, Visakhapatnam, 2007.
12. **“Leaders vs. Laggards – An Appraisal of select Mutual Funds”**, Indian Journal of Commerce, New Delhi, April – June, 2006
13. **“E - Knowledge Management System -Some Threats and Solutions”**, ICFAI Journal of E- Commerce, Hyderabad, May, 2006.
14. **“Higher Education in Asia – A Critical Evaluation”**, Indian Journal of Social Development, Serial Publications, December, 2005.
15. **“Ethics at Work Place”**, Indian Economic Panorama, January, 2005, New Delhi.

16. **“WTO – Indian Perspective”**, Indian Economic Panorama, January, 2005, New Delhi.
17. **“Trends in Indian Banking”**, Indian Economic Panorama, October, 2004, New Delhi
18. **“Bancassurance in India – Trends & Opportunities, A New Deal in Insurance”**, published by College of Management Studies, GITAM, Visakhapatnam, 2004.

Research Papers Presented

1. Presented a paper on **“Impact of Business Cycles on Society”** at the National Seminar on Status of Social Sciences organised by Little Flower Degree College, Hyderabad in collaboration with ICSSR on 10-12 November 2014.
2. Presented a paper on **‘Looking Beyond Compliance – Embracing Effective Corporate Governance and Sustainability Practices’** on 25th September 2013, at NMDC - Head Office, 1st Floor Conference Room, Khanij Bhavan, Masab Tank, Hyderabad.
3. Presented a paper on **“Social Media – The Game Changers”** at an “International conference organised by AIMS International (AIMS-10) at IIM Bangalore during 6-9 January, 2013
4. Presented a paper on **“Perspective on Managing & Leading Young Talent in India”** (Moderated by Keith Hunter, VP, Global Workforce Strategy, NCR Industries) on 31st October, 2012.
5. **“Foreign Institutional Investors: A challenge to Indian Stock Markets”** at an “International conference on “Global business and finance” conducted by IMT Nagpur on February 10th 2012
6. **“Global Financial Crisis –Its impact on financial Markets”** at an “International conference on “Global business and finance” conducted by IMT Nagpur on February 1^{0th} 2012
7. **“Foreign Institutional Investors: Investment Preferences in India”** organized by IIT Kharagpur on 28th December 2011
8. **“Innovative Risk Management”** Organized by Hyderabad Business School, GITAM University, Hyderabad Campus on 18th November, 2011.
9. **“Dimensions of Non-Performing Assets in A.P Mahesh Cooperative Bank Ltd”** at an International Conference, organised by CHIMC, Indore during 15-16 July, 2011
10. **“Air Pollution: A Study of Vehicular Pollution in Hyderabad”** Organized by Hyderabad Business School, GITAM University, Hyderabad Campus on 2nd April, 2011.
11. Presented a paper in absentia, entitled **“Commodity Market with reference to Gold at Inter – Connected Stock Exchange”** at the International conference on Technology and Business Management organised by ICTBM at SZABIST Dubai, 28-30 March, 2011.
12. Presented a paper in absentia, entitled **“International Trade & Foreign Exchange”** at the International conference on Management organised by IIMA during January 1-4, 2011
13. **“A Study on Region-wise Analysis of SHG - Bank Linkage Programmes in India”** Organized by P.S.G.R. Krishnammal College for Women and NABARD Coimbatore, 23rd December, 2010.
14. **“Sanctions & Disbursement of Loans to Self Help Groups (A Study with reference to Deccan Grameena Bank, Hyderabad)”** Organized by P.S.G.R. Krishnammal College for Women and NABARD Coimbatore, 23rd December, 2010.
15. National Conference on **Venture Capital Finance In India - Practices, Problems and Prospects**, 7th and 8th Sep, 2010
16. **“Marketing of Banking Services”**, being published by Indian Journal of Commerce in their special conference issue in July, 2006.
17. Presented and published in the Proceedings of the seminar a paper Titled **“India’s stand on WTO”** at the International Seminar on WTO – its Role in Trade Liberalization & Emerging Issues, Organized by MCE Society’s Allana Institute of Management Sciences, Pune, 7-8th February, 2006.

18. **“Bancassurance in India**, at the **“National Seminar on Indian Insurance Industry in India**, organized by College of Management Studies, GITAM during 27-27th November, 2004.

Seminars Attended

1. A one day Seminar on **Business Responsibility and CSR**, organised by IICA and GCNI on December 19, 2014 at The Golkonda, Hyderabad
2. A two-day International Conference on the theme **“Internationalization of Management Development and South Asian Response”** in association with AMDISA was held at the School of Management Studies, University of Hyderabad on 11-12 April, 2014.
3. 26th AIMS Convention on **Rejuvenating Management Education** during 21-23 August, 2014 at YASHADA, Pune, Maharashtra.
4. **AIMS International (AIMS-10)** at IIM Bangalore during 6-9 January, 2013
5. Panel Expert **“Managing and Leading Young Talent in India”** at NCR Industry Forum on 31st October, 2012
6. **“Management Education – Rethink or Perish”** organised by HB India on 22nd November, 2012
7. National Conference on **“Institution Development in India”** organised by Indian School of Business on 29 June, 2012.
8. International Conference on **Managing Excellence for Emerging Global Paradigm in Business & Technology**, organised by CHIMC, Indore during 15-16 July, 2011
9. National Seminar on **Entrepreneurship Development Options and Opportunities**, Organised by Contractors Development Institute (CDI), Hyderabad, on 24th July, 2010.
10. National Seminar on **‘Financial Frauds & Cyber Crimes – How to be Vigilant’**, organized HMA on Saturday, 25th September, 2010.
11. National Conference on **Venture Capital Finance In India - Practices, Problems and Prospects**, Organised by IPE, Osmania Campus, Hyderabad, during 7th and 8th September, 2010
12. **“Total Cost Management”** organized by CII, Hyderabad Chapter at The Park, Visakhapatnam on 30th June, 2007.
13. **58th All India Commerce Conference**, conducted by Mahatma Gandhi Kashi Vidyapith, Varanasi during 27th and 29th December, 2005.
14. International Seminar on **WTO – its Role in Trade Liberalization & Emerging Issues**, Organized by MCE Society’s Allana Institute of Management Sciences, Pune, February, 2004.
15. National Conference on **“Insurance Sector Reforms”** organized by Department of Commerce and Management Studies Andhra University, Visakhapatnam, 2001.
16. National Conference on **WTO and its implications to Pharmaceutical Industry in India** organized by Department of Commerce and Management studies Andhra University, Visakhapatnam, October, 2000.
17. **The Role of Cost Accountant** in the Liberalized Economy organized by ICWAI, Visakhapatnam Chapter, Visakhapatnam, September, 1999.

MDPs Conducted

1. A One Day Management Development Programme on **“Thought Leadership”** on 9th November, 2012 at HBS, GITAM University
2. A Two Day Management Development Programme on **Finance for Non-Finance Executives** during 12 - 13 October, 2012 at HBS, GITAM University, Hyderabad.
3. A One Day Management Development Programme on **“Strategic Distribution and Sales force Management”** on 24th August, 2012 at HBS, GITAM University

4. A One Day Management Development Programme on “**360° Work Life Balance**” on 30th March, 2012 at HBS, GITAM University.
5. A Two Day Management Development Programme on **Project Appraisal**, during 13th – 14th February, 2008, at Visakhapatnam Port Trust, Visakhapatnam.
6. A One Day Management Development Programme on **Time Management** on 8th January, 2008, at NTPC, Simhadri, Visakhapatnam.
7. A One Day Management Development Programme on **Time Management** on 8th March, 2007, at NTPC, Simhadri, Visakhapatnam.
8. A Two Day Management Development Programme on **Finance for Non-Finance Executives** during 6th – 7th October, 2006, at the CMS, GITAM.
9. A Two Day Management Development Programme on **Project Planning and Appraisal**, during 25th – 26th April, 2006, at Visakhapatnam Port Trust, Visakhapatnam.
10. A Workshop on **Financial Planning & Strategies** for Executives in two batches on 28th August, 2005 and 31st August, 2005 at Guest House Conference Hall of Hindustan Zinc Limited, Visakhapatnam.
11. A Workshop on Career counseling in **Commerce Education** for the students of Kendriya Vidyalaya - I, Visakhapatnam, on 13th September, 2005.

Seminars/Workshops Organized

- National Seminar on “**Trends in Modern Banking**”, Organized by Hyderabad Business School, GITAM University on 20 November 2015.
- A Two-day Workshop on “**Research Methodology for Management Researchers**”, organized by HBS on 27-28 February 2015.
- National Seminar on **Strategic HR & Business Excellence**, Organized by Hyderabad Business School, GITAM University on 22 November 2014.
- FDP on **Outcome Based Education** for faculty of GITAM University, Hyderabad on 26-27 September, 2014
- National Seminar on **Emerging Issues in Banking & Finance**, Organized by Hyderabad Business School, GITAM University on 12th September, 2014.
- National Seminar on **Integrated Marketing Communications Strategy**, Organized by Hyderabad Business School, GITAM University on 25th July, 2014.
- National Seminar on **Contemporary HR Issues & Challenges in Changing Global Scenario**, Organized by Hyderabad Business School, GITAM University on April 4, 2014.
- National Seminar on **Emerging Issues & Challenges in SCM**, Organized by Hyderabad Business School, GITAM University on 21st March, 2014
- National Seminar on **Green Management**, Organized by Hyderabad Business School, GITAM University on April 2, 2011.
- National Seminar on **Innovation Management**, Organized by Hyderabad Business School, GITAM University on September 21, 2011.
- Round Table Conference on ‘**Challenges faced by Higher Education in India**’ organized by **Hyderabad Business School**, GITAM University on 22nd June, 2012

Training Programmes Undergone

1. **Faculty Development Programme (FDP)**, organised by Indian Institute of Management, Ahmadabad (IIMA) held during 15th June - 3rd October, 2009 at Ahmedabad.
2. **Workshop on Research Proposal and Report Writing**, organised by Indian Institute of Management, Ahmedabad (IIMA) held on 18th September, 2009 at IIM, Ahmedabad.
3. **Quality Assurance & Accreditation**, organized by Association of Indian Management Schools in association with Institute of Transport Management, Andhra University, Visakhapatnam on 23rd July, 2005.
4. **Refresher Course in Commerce**, Organised by Academic Staff College, University of Kerala, Trivandrum. June, 2005.
5. **Faculty Development Programme** - Organized by ICFAI University, Hyderabad during 12 – 14 May, 2003.

6. **Refresher Course in Commerce**, Organised by Academic Staff College, A.U, Visakhapatnam during October – November, 2002.
7. **ToT for Resource Persons** of ILO – IPEC – APSBP on elimination of Child Labour, Sponsored by Dr. M.C.R.H.R.D Institute, Hyderabad during August 12 – 21, 2002.
8. **QIP in Finance** Organised by T.A.Pai Management Institute, Manipal, Karnataka during November 20 – 24, 2000.
9. **Two days Orientation Programme of Management Programme** (Finance, Operations, Marketing and Human Resource Management), organized by IGNOU, Regional Centre, Bangalore on 30th and 31st March, 1999.
10. **National Workshop on Case writing** - Organised by Institute of Management Studies, V.E.C, Vellore during March 21-25, 1997 and April 24 – 30, 1997.
11. **Faculty Development Programme** - Organised by College of Management Studies, GITAM, Visakhapatnam during 22 – 23 July, 1995.
12. **Orientation Programme** - Organised by Andhra University Academic Staff Collage, Andhra College during February, 1994.

Resource Person

1. **Technical Session Chair** for an “International conference on “International Conference on Challenges and Emerging Trends in Management & Technology, ICCENT, conducted by School of Management Sciences, NNRGI on 12 December 2015.
2. **Facilitated two sessions**, viz., on "**Student - Teacher Interaction: Teaching Styles for Effectiveness**" and "**Effective Communication for Teachers**" at a UGC sponsored Faculty Development Programme organised by Indore Institute of Management & Research & Devi Ahilya University at their academic staff college at Indore on 25 March 2015.
3. **Chaired a technical session** and made a presentation on “Management Education in India” at the two-day National Seminar on “**Challenges in Management Education – An Indian Perspective**”, 11-12 February 2015, organised by Raja Bahadur Venkata Rama Reddy Women's College, Hyderabad.
4. **Keynote speaker** on “**Impact of Business Cycles on Society**” at the National Seminar on Status of Social Sciences organised by Little Flower Degree College, Hyderabad in collaboration with ICSSR on 10-12 November 2014.
5. **Keynote speaker** on ‘**Looking Beyond Compliance – Embracing Effective Corporate Governance and Sustainability Practices**’ on 25th September 2013, at NMDC - Head Office, 1st Floor Conference Room, Khanij Bhavan, Masab Tank, Hyderabad.
6. Delivered a talk at a Round Table on “**Perspective on Managing & Leading Young Talent in India**” (Moderated by Keith Hunter, VP, Global Workforce Strategy, NCR Industries) on 31st October, 2012.
7. **Chaired a technical sessions** at “**10th AIMS International Conference on Management – Managing Services in Competitive Environment**“ organised AIMS and IIMB during 6-9 January, 2013
8. **Technical Sessions Chair** for an “International conference on “Global business and finance” conducted by IMT Nagpur on 10th February 2012
9. **Resource Person** at “**Institute Industry Interface**” organised by AIMS at Hyderabad
10. **Resource Person** at a Round Table on Challenges being faced by B-Schools in India, organized by AIMS – AP Chapter
11. **Resource Person** at a workshop on **Case Method of Teaching** at Academic Staff College, MANU, Hyderabad.
12. **Resource Person** at a Round Table Conference on “**Knowledge Management**” organised by CYGNUS Consulting Pvt. Limited, Hyderabad..
13. **Resource Person** at a **National Conference on Venture Capital Finance In India - Practices, Problems and Prospects**, 7th and 8th September, 2010
14. **Resource Person** at an FDP on “**Recent advances on International Business**” organised by AIMA on 12th May, 2011.

15. **Resource Person** at an International Conference on Managing Excellence for Emerging Global Paradigm in Business & Technology, organised by CHIMC, Indore during 15-16 July, 2011
16. **Resource Person** at a workshop on “Recent Advances in International Business” organized by Centre for Management Education, AIMA, 12 May 2011
17. **Resource Person** at an FDP organised by MTC Global during 27-28 August, 2011
18. **Resource Person** at Indira Gandhi National Open University, New Delhi.
19. **Resource Person** as an External Faculty, College of Science, GITAM University.
20. **Resource Person** at Dr. BR Ambedkar Open University, Hyderabad
21. **Resource Person** at School of Distance Education, Andhra University, Visakhapatnam.

Membership in Professional Bodies

- Alumnus of Indian Institute of Management, Ahmadabad (IIMA)
- Life Member, Global Economic Progress & Research, New Delhi.
- Life Member, All India Commerce Association, New Delhi.
- Life Member, All India Economic Association, New Delhi.
- Member, Hyderabad Management Association
- Life Member., NHRD Network, India
- Member. All India Management Association, New Delhi

Awards & Recognitions

- Awarded as “Thought Leader in Management Education” by National HR Association of India (NHRAI), Hyderabad.
- Mahatma Gandhi Gold Medal Award for outstanding individual achievement in Education & Research by GEPR, New Delhi.
- Lifetime Achievement Award for Education Excellence by Association for Economic Growth & Social Development, New Delhi
- Siksha Bharti Purashkar by All India Achievers Foundation, New Delhi
- Innovative Leader in B Schools for Director by LemonBridge Research and Innovation

Extra-Curricular Activities

- **Participated in the National Himalayan Trekking Expedition – 2004 (NHTE- 2004)**, organised by Youth Hostels Association of India, New Delhi.
- Attended a **Ten Day Vipassana Course**, organised by International Vipassana Meditation Centre, Visakhapatnam Chapter.

Major Initiatives @ HBS, GITAM University, Hyderabad

I took over building the Management Institute of GITAM University on its off-campus at Hyderabad. After I took over, the institute has been branded as Hyderabad Business School and all personal and professional contacts were put into the service of building and enhancing the image of the institute. Best brains among my personal and professional contacts were included in the Advisory Board. The Board’s guidelines were followed diligently. Students were given exposure to top executives from industry. Social media – Facebook, Twitter, and LinkedIn – came handy to get in touch with GITAM alumni in significant positions in industry and to rope in their services to their alma mater. The following are only some of the activities taken up in the direction of building HBS as a quality management institute:

- Annual Techno-Management Fest organised to attract MBA aspirants
- Conducted Round Tables with industrial houses such as NCR, ITW-Signode, Greenko, Infosys, LemonBridge Research & Innovation Pvt. Ltd.
- Organised Dialogues with German and Nepalese Students
- Participated in National-level B-Schools Surveys and Rankings
- Achieved prestigious Awards for the institute

- *HBS Connect*, the HBS bi-monthly Newsletter
- *Lemon Scope Methodology*, An innovative pedagogical tool integrated with regular curriculum
- *The Indian Management Researcher*, a bi-annual peer reviewed journal
- *Functional Clubs*, to update students about the changing trends in industry
- *Centers of Excellence* in the areas of Communication, Entrepreneurship, Leadership and Strategy
- *Centre for Management Services (CMS)* to promote continuing education and executive education through Operational Excellence Series
- Under the aegis of CMS, acclaimed Management Development Programmes were organised for industry personnel
- *Centre for Career Management Services* for training and placement activities
- *Creation of Function wise departments:* Marketing, HR, Finance, Operations & Supply Chain Management, IT & Business Analytics and International Business
- Organised Department-wise National Conferences on emerging trends in respective functional areas of management
- *Broadening the network while associating with professional bodies such as* AMDISA, NHRD Network, ISTD, AIMA, NIPM, AIMS, ICA, IEA, GEPR, QCFI etc.
- *Research admissions for M.Phil and Ph.D.*
- *Introduction of Innovative courses such as* Innovation Management, Management of Public Private Partnership, Corporate Governance, Indian Ethos and Values in Management, Digital Marketing, Project Management and E-tailing etc.
- *Industry Interface on a regular basis* through CEO lecture series and Experts from industry
- *Suprabhat HBS*, a cultural practice at the beginning of each day.
- *Campus Ambassador Scheme*, to promote Business School Education across undergraduate institutions and disseminate information about HBS.
- Deputing the Students for various Management Fests across the country
- Deputing faculty for Knowledge Sharing forums
- Participation in the Edu Fairs to enhance the visibility of the institute
- Presence in the Print and Electronic Media

Personal Information

Date of Birth : 3rd May, 1964
 Marital Status : Married and blessed with two children
 Address for Communication: Prof. S.S.Prasada Rao Ph.D
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