

30.11.2015
CURRICULUM VITAE

Dr. MSV. Prasad

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1. Employment Profile

Present Position & Department : **Head - Dept. of Finance**

Experience : **17 Years**

Institute : **Gitam Institute of Management
Gitam University
Visakhapatnam - 530 045 - INDIA
0891-2790404/2840311
Fax: 0891-2790037 www.gitam.org**

Subjects Teaching : *Accounting for Managers
Financial Accounting
Financial Management
Management Accounting
Security Analysis & Portfolio Management
Strategic Financial Management
Financial Derivatives*

Nature of Duties : *Teaching, Learning, Research, Counseling
Curricula Development, Training,
Consultancy and Organizing
seminars/Conferences/MDPs/EDPs*

2. Academic Profile

Qualifications : **MBA (Finance)
M.Com (Accounting)
UGC-NET
Ph. D (Social Accounting)
Andhra University (2005)**

Research experience : **Eight Years**

Areas of Interest : **Social & Environmental Accounting, and Finance**

3. Publications :

(a) International

1.	Corporate Response to Climate Change what do stakeholders expect?	Australian Accounting, Business and Finance Journal	September, 2008
2.	Value added accounting - an empirical Illustration	Journal of Accounting and Audit Practices	March, 2012
3.	Human Capital accounting and Value added performance - A Case study of VPT	Asia Pacific Management accounting Journal	December, 2011
4.	Eco Corporate Culture - A Case study of Select Indian Companies	Asia Pacific Management accounting Journal	December, 2012
5.	VA Accounting and Reporting Practices in India	An International Multidisciplinary Research Journal Impact Factor : 5.099	Vol.5, Issue 12, December 2015
6.	Application of Fuzzy Comprehensive Evaluation Method for Human Capital Evaluation in a Service Organization	Emerald Journal of Intellectual Capital	Accepted for publication

(b) National

Sl. No	Title	Journal	Volume	Page
1.	Social Cost-Benefit Analysis of Management Education	Management Accountant	Jan, 1998	Cover Feature
2.	Economic Analysis of Transport Projects	Management Accountant	May, 1999	Cover Feature
3.	National Benefit Cost Analysis in Project Appraisal	Management Accountant	June, 2004	Project Evaluation
4.	Social Costs of Air Pollution	Indian Economic Panorama	October, 2000	
5.	Environmental cost-benefit analysis	Indian Economic Panorama	January, 2001	
6.	Economic Reforms : Competitiveness of PSBs	Indian Economic Panorama	February, 2001	
7.	Universities as Global Managers	University News	June, 2001	
8.	Market Reforms and Poor	Indian Economic Panorama	Jan, 2002	

9.	Banks and Bond Markets	Indian Economic Panorama (Special Issue)	February, 2002	
10.	Higher Education 2010, Pointers, Possibilities, Pitfalls and Principles	University News	December, 2003	
11.	Regional Exchange Arrangements - Policy Option	Indian Economic Panorama	January, 2004	
12.	Financial Sector Reforms in Developing Countries	Indian Economic Panorama (Special Issue)	February, 2004	
13.	Contents of Environmental Accounting Disclosure : What Users Require in Annual Reports	Journal of Accounting Research	July, 2006	
14.	Valuing Human Capital : An Empirical Approach	Journal of Management and Accounting Research	October - December, 2006	
15.	Greening Universities	Journal of Economic and Political Weekly	Communicated	
16.	Rural and Urban Inequality in Output, Income and Expenditure- An Empirical Analysis of Select States in India.	Journal of Economic and Political Weekly	Communicated	
17.	Accelerating Liquidity in Govt. Bond Markets	Indian Journal of Commerce	Sept - Nov, 2005	
18.	New Dimensions in Bond Markets	Journal of Accounting and Finance	Accepted for Publication	
19.	CAMEL Approach for banks performance	Journal of bank management	November, 2015	
20.	EVA and Market performance of select steel companies	Journal of Accounting and Research	October, 2015	

4. Papers Presented at International Conferences/Seminars:

1. Paper entitled "Corporate Ecological Intelligence - A Case Study of Select Indian Companies" was presented at ISEE 2010 Conference being organised at University of Oldenburg, **Oldenburg** and **Bremen, Germany** from 21 to 24th August, 2010. (isee2010.org). Received Financial Grant.
2. Paper entitled "Environmental sensitivity of Select Indian Companies" was Presented at International Science Conference of Human Dimensions of Environmental Change, at UN Conference Centre, **Bonn, Germany** from 26 to 30th April, 2009. (openmeeting2009.org). Received Financial Grant.
3. Paper titled " Corporate responsibility towards Public health - An Assessment of different Stakeholders' Perception" has been accepted for presentation at

Urbanization and Environmental Change at Arizona State University, **Tempe, USA** from 17-19 October, 2010.

4. Paper entitled "New Dimensions in Urban Environmental Management" was Presented at IT - Asia Pacific Network conference at **Kuala Lumpur, Malaysia** from 9 to 11th January, 2011.
5. Paper entitled "Accounting for Climate Change and Adoption" was Presented at PACC- 2011 Scientific Conference at **Moscow, Russia** from 7 to 9th November, 2011. Received Financial Grant.
6. Paper entitled "Climate change accounting and disclosure practice in India" was accepted for presentation at Planet under pressure Conference being organized by IHDP at **London, UK** during 26-29 March, 2012.
7. Paper entitled "Eco Oriented Corporate Culture" was accepted for presentation at ISEE Biennial Conference being organized by ISEE at **Rio De Janeiro, Brazil** during 16-19 June, 2012.
8. Paper entitled "New Dynamics in Urban Environmental Management" was accepted for presentation at Technology for Development conference, **EPFL**, being organized by UNESCO Chair in Technologies for Development Cooperation & Development Center (CODEV) at **Lausanne, Switzerland** during 29-31 May, 2012.
9. Paper entitled "Corporate Sustainability Practices and Fuzzy AHP Approach" was accepted for presentation at Arizona Adaptation Future Conference being organized by **Arizona State University, Tucson, USA** during 29-31 May, 2012.
10. Paper entitled "Coping Cities Towards Sustainable Urban Development" was accepted for presentation at UNESCO Conference at **Lausanne, Switzerland** during 29-31 May, 2012. Received financial aid.
11. Paper entitled "cost benefit analysis of water resources - a methodological approach" was accepted for presentation at World Water Week - 2012 at **Stockholm, Sweden 24-30 August, 2012**.
12. Attending ISEE Conference to be held in **Reykjavik, Iceland** during 21-23 August, 2014.
13. Attending Adoption 2014 Conference to be held in **Brazil, during 12-16 May 2014 | Foraleza, Brazil**.
14. Attending Canberra Conference during 13-14 December, 2015 at University of **Canberra, Australia**.

15. Paper entitled "Environmental Accounting Disclosure in the Annual Report - A Case Study of Legitimacy Theory" was presented at 8th Biennial Conference of International Society for Ecological Economics (ISEE) held during 15 - 18th December, 2006 at India Habitat Center, New Delhi, India.
16. Presented a paper on "Environmental Cost-Benefit Analysis - Methodology" organized by the Indian chapter of International Society for Ecological Economics during 20-22 December, 1999. India.
17. Presented a paper on " Liberalized Insurance - Challenges Ahead" organized by Andhra University on 31st January, 2000. India
18. Presented a paper on "Globalization: Competitiveness of Public Sector units" organized by Utkal University during 25-26, March, 2000. India
19. Paper titled "Environmental Education : Future Strategies" was accepted for presentation at **Sun City in South Africa** .
20. Paper titled " Globalization of Higher Education : Role of Universities" was presentation at AIMS national convention on 27th August, 2001 at VSP.
21. Paper titled " Water Resource Management: Systems Approach" was presented at the INSEE Second Biennial Conference at Bhopal during 19-21, December, 2001.
22. Paper titled "New Dimensions in Social Accounting - A case Study" was presented at an International Conference organizing by IIM Calcutta in December, 2002.
23. Presented a paper titled "Water Pricing An optimal Approach" at National Seminar on water, organized by CESS, Hyderabad and ICSSR, New Delhi during 30-31, July, 2003 at Green Park, Hyderabad, India.
24. Paper Titled " Greening Universities" was presentation at International Seminar organized by Indian Accounting Association held on 18 and 19th of December, 2004 at Utkal University, Bhubaneswar, India.
25. Presented a paper titled "Accounting and Disclosing Standards for Insurance Industry" at National Seminar Organized by College of Management Studies, GITAM, Visakhapatnam on 24-25th November, 2004.
26. Paper entitled "Limits to Economic Valuation of Environment - What is Best ?" was presentation at 4th Biennial Conference of India chapter of International Society for Ecological Economics, during 3-4th June, 2005 at Mumbai, India.

27. Paper entitled "Financial Implications of Bio Diversity Conservation - Issues in Developing Countries" was presented at National Seminar on Environmental Management and Accounting during 16 - 17th January, 2006 at Bhopal, India.
28. Paper entitled "Rural and Urban Inequalities in Output, Income and Consumption - A Case Study of Select States of India " has been presented at National Seminar held during 8- 9th November, 2005 organized by Indian Institute of Rural Development at Hyderabad, India.
29. Paper entitled "Corporate Response to Climate Change : What do stakeholders Expect?" was accepted for presentation at Global Warming and Climate Change - 2008 Conference at **London** during 21-25 February, 2008.
30. Paper entitled "Environmental Governance" was presented at International Science Conference of Indian Chapter of International Society for Ecological Economics, at Ahmedabad, India from 19-21 January, 2009.
31. Paper entitled "Empowerment through self group" was presented at International Conference " On financial Inclusion" , at Visakhapatnam, India from 22-23 November, 2008 being organized by Indian Banks Association.
32. Participated in Institute of Chartered Accountants of India annual conference on 15-16 November

5. Organization of Seminars/Conferences/MDPs/EDPs :

1. Organized a National Seminar on " Indian Insurance Industry : Emerging Trends and Challenges" on 26 and 27th November, 2004.
2. Organized a two day MDP for Non Finance Executives of Local Industries.
3. Member of Managing Committee of NAAC Sponsored Two Day National Seminar on " Teaching, Learning and Evaluation".
4. Resource Person for Local Public Sector Units on " Accounting, Finance and Taxation Issues".
5. With the Financial Assistance from All India Council for Technical Education (AICTE) India, I am going to organize a 15 days faculty development programme on " Financial Engineering" for MBA teachers.
6. Organizing one day national conference on Financial Inclusion with co-sponsorship form Indian Bank on 12th October, 2012.

7. Organized two day national conference on “Micro Finance in India” sponsorship form Indian Bank on 13-14th December, 2013.
8. Organized One day national conference on “Retail Credit : Redressal Mechanisms” sponsorship form Indian Bank on 31st October, 2015.

6. Other Information:

1. Attended INSEE Inter Disciplinary Work Shop on Environmental Economics for Three days at ISEC, Bangalore during 22 - 24 July, 2001.
2. Attended 4 week UGC sponsored Orientation Programme organized by Andhra University during April - May 2000.
3. Attended 5 day Faculty Development Programme on “ Security Analysis and Port Folio Management” organized by Andhra University, Visakhapatnam.
4. Presently teaching IGNOU MBA Programme for Indian Navy Officers at Visakhapatnam.
5. Appointed as Course Counselor of ICFAI - Management Programme, Hyderabad.
6. Attended 15 days faculty development programme for management faculty, sponsored by AICTE, New Delhi, organized by Andhra University.
7. Undertaking a Research Project Titled “Environmental Accounting Disclosures Practices in Selected Public Sector Units” funded by Gitam University, Visakhapatnam.
8. Programme Officer, College NSS Unit sanctioned by the Andhra University (tie up with Rotary Club, Visakhapatnam). Participated in various social programmes and projects.
9. Developed Course Modules for Professional Courses on Financial Accounting, Advanced Financial Accounting, Financial Management, Cost and Management Accounting, International Finance, Income Tax , Security Analysis and Portfolio Management and Financial Derivatives and Setting of Questions Papers.
10. Presently Guiding Five Ph. D Theses. One thesis is submitted
11. Published Five Text Books (Four edited Volumes) (Sage Publications)/Macmillan - UK.

12. Teaching to the Employees of Naval Dock Yard on Tax saving and Commutation since October, 2015.

13. Administrative and other Positions:

- I. Head- Dept. of Finance - GIM-GU
- II. Member Academic Counsel of GITAM University
- III. Ex- Chairman Board of Studies, Dept. of Finance, GIM - GITAM University
- IV. Ex-Member, Academic Counsel of BBM Programme, GITAM University
- V. Member- Board of Studies Dept. of Finance, GIM - GITAM University
- VI. Ex MBA Programme Coordinator
- VII. Ex HOD - BBM
- VIII. Member, All India Management Association

14. MOUs : Executed MOU with National Stock Exchange of India (NSE) with GITAM University and with ICAI (Chartered Accountants of India)

15. Consultancy

- i. Completed a feasibility report on "10000 MT Multi commodity cold storage of Rs. 8 cr for GCC, Govt. of Andhra Pradesh.
- ii. Submitted a feasibility report on " Super Structure of GCC building, Govt. of Andhra Pradesh.
- iii. Completed Ministry of Finance sponsored awareness programme on "Gajiv Gandhi Equity Saving Scheme" during July, 2014 in association with NSE, Mumbai (Ministry of Finance, GOI funded project)

16. International Editorial Board Member

- i. Journal of Science and Policy, Published by Government of Pakistan.
- ii. Journal of Environmental Management, University of Canada