

30.11.2015
PROFILE

Dr. RAMAMOCHAN RAO MATTA
Associate Professor
Dept. of Entrepreneurship, GITAM Institute of Management
GITAM University, Rushikonda, Visakhapatnam – 530 045
Andhra Pradesh, India

ACADEMIC QUALIFICATION : M.A, Ph.D. (Economics), MBA (Enrolled)

EXPERIENCE

Teaching : 17 years

Research : 10 years

RESEARCH PROJECTS

Reports : 4 (Completed)

Minor Research : 2 (Completed)

Major Research : 1 (Ongoing)

PUBLICATION

Books Published : 7 (5 Books + 2 Course Materials)

Research Papers Published : 15 (1 International + 14 National)

Research Papers Presented : 9

WORKSHOPS/ SEMINARS/ MDP'S

Organized : 4

Attended : 11 (2 International + 9 National)

INTERNATIONAL ASSIGNMENT : Presented a paper at the University of Alabama, Tuscaloosa, USA

RESEARCH GUIDANCE

M.Phil : 1 (Awarded)

Ph.D. : 6 (Enrolled)

POSITION

Current : Chairman- BOS Dept of Entrepreneurship
Warden, GITAM Boys Hostels

Formerly : HOD of BBM, Autonomous Program
Asst. Editor, GITAM Journal Of
Management

**MEMBERSHIP IN
PROFESSIONAL BODIES** : 4

RESOURCE PERSON : 6 National & State Level Organizations

Dr. RAMAMOCHAN RAO MATTA
Associate Professor & Chairman BOS
Dept. of Entrepreneurship, GITAM Institute of Management
GITAM University, Rushikonda, Visakhapatnam – 530 045
Andhra Pradesh, India

Email : rbachi@rediffmail.com, rbachi123@gmail.com
Mobile: 9346305060
Fax : 0891-2790037
Office : 0891-2840304 / 489
Residence: 0891-2840491

OBJECTIVE: Seeking for quality environment where my knowledge and experience can be shared and enriched. Looking for an opportunity where I can dedicate all my sincere efforts for the well being of the organization.

ACADEMIC QUALIFICATIONS:

- **Ph.D. in Economics** (1994), Department of Economics, Andhra University, Visakhapatnam.

Dissertation Title: *“Poverty and under development among the fishermen of East-Coast – A study of North Coastal districts of Andhra Pradesh”*.
- **M. A., Economics** (1985), Andhra University, Visakhapatnam.
- **Courses Studied:** Micro and Macro Economics, Public Finance, Introduction to Maths and Stat, Planning and Development, International Economics and Agriculture Economics.
- **B. A.** (1983), Andhra University, Visakhapatnam,
Courses Studied: Industrial Relations & Personal Management, Psychology and Economics.
- **M. B. A.** (enrolled), Studying through Distance Mode, Techno Global University, Shillong, Meghalaya

ABROAD ASSIGNMENT:

- Presented a paper in International Conference on *“South Asian Culture and Business Practices”*, at University of Alabama, Tuscaloosa, USA during 2007.

TEACHING AND RESEARCH EXPERIENCE:

- Working as **Associate Professor** (5th October, 2006 onwards) in CMS, GITAM, Visakhapatnam.

Job Profile: Monitoring Teaching Learning Evaluation, conduct of courses, curriculum development for Post-Graduate and Under-Graduate students.

Subjects Taught: Managerial Economics, Labour and Managerial Economics. Banking Theory & Practice, Entrepreneurship & Small Scale Business and Management of Unorganized Labor.

- Worked as **Assistant Professor** (31st January 2004 to October, 2006) in MHRM Department of CMS, GITAM, Visakhapatnam.

Job Profile: Teaching Post-Graduate and Under-Graduate students.

Subjects Taught: Managerial Economics, Labour and Managerial Economics. Banking Theory and Practice, Entrepreneurship and Small Scale Business and Management of unorganized labour.

- Worked as **Research Investigator** (6th June, 2001 to 31st Jan, 2004) at Agro Economic Research Centre, Andhra University, Visakhapatnam (sponsored by Ministry of Agriculture, Government of India).

Job Profile: Collect information on Agriculture Sector from Primary and Secondary Sources in Andhra Pradesh & Orissa.

- Worked as **Assistant Professor** (19th Nov, 1996 to 6th June, 2001) at Dr. N. S. Kolla School of Business, Visakhapatnam, approved by the AICTE, Government of India. Offering the PGDBA Programme equivalent to MBA.

Job Profile: Job involves teaching at the Post Graduate level

Subjects Taught: Managerial Economics, Indian Business Environment, International Business and Entrepreneurship.

- Worked as **Research Associate** (1994-96), U.G.C Major Research Project on “Performance Indicators of Andhra Pradesh Universities: An Empirical Investigation”, Academic Staff College, Andhra University, Visakhapatnam.

Job Profile: Associated with the Project Director in collecting the data as to identifying performance indicators of various Universities in Andhra Pradesh.

- Enrolled as **Research Scholar** (1989-94) Department of Economics, Andhra University, Visakhapatnam.

Job Profile: Collection of data, analysis and preparation of dissertation for the degree of Ph. D.

- Worked as a **Part-Time Lecturer** (1986-88) Dr. V. S. Krishna Government Degree College, Visakhapatnam.

Job Profile: Teaching for Degree and Intermediate level students.

Subjects Taught: Micro Economics, Macro Economics and problems of Indian Economy.

PUBLICATIONS:

BOOKS:

1. *(In Press) Theory and Practice of Entrepreneurship Biztantra*, New Delhi 2014
2. *Course Material for Training Programme of Entrepreneurship* edited Book in Telugu Published by *GITAM University 2012*
3. *Engineering Economics and Management concepts* by *Acme Learning*, New Delhi, 2011.
4. International Banking *MBA Course Material* for BHARATHIAR UNIVERSITY State University, Coimbatore 2009.
5. *“Poverty and under development among Fishermen in Andhra Pradesh”*, by *Excel Books*, New Delhi, 2008.
6. *“Managerial Economics”*, by *Excel Books*, New Delhi, 2008.
7. *“Political Economy of Traditional Fishermen in Andhra Pradesh”* by *Excel Books*, New Delhi, 1995.

RESEARCH PAPERS:

1. *“Women Entrepreneurs Challenges and Prospects in Andhra Pradesh- A study”* e Journal *JIAM*, Vol. 2 Issue 1, February 2014
2. *“Role of SHG’s in Empowering Women”*, *Journal of Indian Management Research and Practices* ISSN0976-8262, Vol.1, Feb 2014
3. *“Indian Banking Industry and Non Performing Assets”* Indian Economic Panorama Vol. 17 No.3A Dec 2007
4. *“Role of Women in Marine Fish Marketing – A study of Visakhapatnam District”*, *South Indian Journal of Social Sciences*, Vol. IV No 1 July 2006.
5. *Draught Welfare programmes and demographic change’* paper published in seminar proceeds of UGC-SAP (Phase-I), National seminar organized by Dept. of Population Studies, S.V. University, Tirupathi, March28-29, 2005
6. *“Marine Cargo Insurance In India - A study on Fertilizer Carriers”*. Indian Insurance Industry – Emerging Trends & Challenges; Seminar paper published by CMS, GITAM, Visakhapatnam, 2005.
7. “Offences and Atrocities against Scheduled Caste in A.P; An empirical investigation, Social Action, Vol. 54, No. 1, January-March, 2004.
8. *“A Review of Performance of SHG’s – A case of Krishna District”* Strategies for Sustainability of Self-Help Groups, Departments of Sociology, Andhra University, Waltair September 2003.

9. ***“Literacy among fishermen Community”*** The Educational Review, Vol. CIII, No.11, November, 1997.
10. ***“Role of Urban Community Development Department in Mass Literacy Programme Visakhapatnam slums”***, The Educational Review, Vol. XCIX No. 1 January, 1993.
11. ***“Marine Products Export Potential of Visakhapatnam Harbor – A study”*** Finishing Chimes, Vol.12 No.8 November, 1992.
12. ***“Water Scarcity in developing city – A case study of Visakhapatnam”*** Civic Affairs, Vol.39 No.11 June, 1992.
13. ***“Displaced People of from Visakha Steel City – A study”*** (Telugu) **Telugu**, Vol. No. 5, July 1991.
14. ***“1991 census – A study”*** (Telugu) Yojana, Vol. 18 No. 14, May, 1991.
15. ***“Replacement and Rehabilitation of displaced persons of the Visakhapatnam Steel Plant”*** A study, Civic Affairs, Vol. No.38, 1 August 1990.

RESEARCH PAPERS PRESENTED:

1. Attended and presented a paper on ***“Role of SHG’s in Empowering Women”*** in a National Research Conference-“Exploria 2014” organized by MIT School of Management, Pune on 30th January 2014
2. Paper presented at a NITTE National Conference titled ***“Women Empowerment in pluralistic Society of India for the success of Inclusive growth approach”***, organized on 29th 30th December 2013.
3. Paper presented at a national seminar on ***“Self-Help groups (SHGs) in economic empowerment and capacity building among rural women – A case study”*** organized jointly by school of management, De Paul Institute of Science and Technology, Angamaly and School of Public service, Depaul University, Chicago from December13th to December14th, 2013.
4. Paper presented at National Seminar on ***“Women Empowerment through SHG”*** organized by Nrupatunga First Grade College of Arts, Commerce, Management and Science, Sedam, Karnataka from 21st to 22nd October 2011.
5. Paper presented at National Seminar on ***“Empowering Women Through Micro Finance-A study on Self Help Groups in Visakhapatnam district”*** organized by Krishna university, Machalipatnam from 17th to 18th February 2012
6. Paper presented at national seminar on ***“Micro finance and rural transformation”*** organized by Department of Economics, Andhra university, VSP on 25th January 2012
7. Paper presented at a National seminar on ***“Community Participation in Ground Water Resource Management-Policy framework”***, organized by Department of Economics, AU VSP on 31st August 2009.
8. Presented a case study on rural entrepreneurship at ***‘Faculty Development Programme in Entrepreneurship’***, organized by Management Development Institute, Gurgaon, from 20th March to 30th March, 2006.
9. ***‘TQM-An intervention for effective customer service in power sector’***, paper presented at UGC sponsored National seminar on ‘Power sector reforms: Challenges and strategies’, organized by Dept. of Management Students, S.V. University, Tirupathi, March 25-26, 2005.

10. “**Marine Cargo Insurance In India - A study on Fertilizer Carriers**”. Indian Insurance Industry – Emerging Trends & Challenges; Seminar paper presented, 26th & 27th Nov 2004.
11. “**Poverty Alleviation and Self-Help Groups – A study in Visakhapatnam of Andhra Pradesh**”, research paper presented at one day **National Seminar** on Poverty and Women’s Health, Department of Economics, Andhra University, Waltair on 11-7-2003
12. “**The impact of Aquaculture on Environment A Study**”, Papers presented at Annual Conference of **Andhra Pradesh Economic Association** held at Osmania University, Hyderabad, 14-15 December, 1996.
13. “**Role of Women in Marine Fish Marketing – A study of Visakhapatnam District**”, Papers presented at Lind Political Economy Conference held at Osmania University, Hyderabad, 20-22 January, 1995.

WORKSHOPS / SEMINARS / MDP’s / TRAINING PROGRAMMES:

1. Attended a International Conference on “**Entrepreneurship in globalized world.. challenges, policy and strategy perspectives**” jointly organized by School of Management and DePaul University at Angamaly Kerala on 14th Dec 2013
2. International faculty seminar on “**Developing Curriculum for Social Entrepreneurship**” during 5th – 7th September, 2012 organized by DELL/Texas, USA & TISS, Mumbai.
3. National Workshop on “**Strengthening Research & Consultancy**” organized by Centre of learning and sustainability, GITAM University on 20th & 21st January, 2012 and 4th and 6th February 2012
4. Attended a National Seminar on Microfinance- Issues Challenges and Policy options in emerging Economies and presented paper on “**Empowering women through Microfinance – A study of SHG’s in Visakhapatnam District**” held on 17th – 18th Feb 2012 at Department of Business Management, Krishna University, AP
5. Attended a National Seminar on “**Microfinance in Economic Empowerment of weaker section: A Study**”, organized by Department of Economics, AU VSP on 25th January 2012
6. National Workshop on “**Social Entrepreneurship Development**” organized by Centre for Social Entrepreneur Development, GIM, GITAM University on 21st & 22nd January, 2012.
7. Organized MDP on starting and managing of MSMEs, in association with Ministry of Micro Small and Medium Enterprises, Govt. of India (VSP Branch), on 15th-19th December, 2011
8. Organized Intensive Industrial Training Programme on starting and managing of Small Scale Industries in VSP District, in association with Ministry of Micro Small and Medium Enterprises, Govt. of India (VSP Branch), on 25th November, 2011
9. Attended a National seminar on “**Microfinance and women empowerment**” organized by Nrupatunga First Grade College, Dist Gulbarga ,Karnataka on 21st & 22nd Oct 2011
10. Organized Intensive Industrial Training Programme on starting and managing of Small Scale Industries for Management Students at GITAM University, VSP District, in

association with Ministry of Micro Small and Medium Enterprises, Govt. of India (VSP Branch), on 16th April, 2011

11. Attended a Faculty Development Programme workshop on Communication skills organized by GIM, GITAM University VSP on 27th & 28th Sept 2008

PAPERS COMMUNICATED/ACCEPTED:

1. **“Role of NGO’s in Empowering Women through Microfinance: A Conceptual Study”**, IOSR Journal.
2. **“Fish Economics of Orissa – Need for the Special Attention to Improve the Welfare of Fishermen”**, ICFAI Journal of Agriculture Economics, Hyderabad

RESEARCH PROJECTS COMPLETED:

1. Ongoing **UGC Major Research Project** “Empowerment of Rural Women through Entrepreneurship- A study in Andhra Pradesh” sanctioned by UGC, New Delhi for three years.
2. Completed **Minor Research Project** “Entrepreneur attitudes among Professional Students of GITAM UNIVERSITY - A Study” Sanctioned by GITAM UNIVERSITY Visakhapatnam for one year.

ASSOCIATED IN RESEARCH SURVEYS/ PROJECTS:

1. Topic : **“Flow of credit to small and marginal farmers in Andhra Pradesh and Orissa”**.
Duration : 1 Year
Sponsored : Ministry of Agriculture, Government of India
Date : April – 2002 to March – 2003.
2. Topic : **“State Agricultural Policy and Priority areas for Investment in Andhra Pradesh and Orissa**.
Duration : 1 Year
Sponsored : Ministry of Agriculture, Government of India
Date : April – 2002 to March – 2003.
3. Topic : **“Co-operative marketing Societies – Reasons for Success and Failure in Andhra Pradesh and Orissa”**.
Duration : 1 Year
Sponsored : Ministry of Agriculture, Government of India
Date : April – 2003 to March – 2004.
4. Topic : **Vendor Perception Survey, A study for NTPC Simhadri, Visakhapatnam**
Duration : 6 months
Sponsored : NTPC
Date : July, 2005 to December, 2005.

5. Topic : **Entrepreneurship Development programme for rural women of Visakhapatnam,**
Duration : 6 months
Sponsored : project sponsored by HSBC.
Date : February, 2006 to August, 2006.

RESEARCH GUIDANCE:

1. M.Phil Awarded to Ms. Geeta Madhuri , Assistant Professor GITAM UNIVERSITY, Title Empowering Women through Micro Financing A study in Visakhapatnam District, Awarded by MADHURAI KAMARAJ UNIVERSITY, Madhurai.
2. Guiding six Ph.D Students from GITAM UNIVERSITY, Visakhapatnam

TRAINING PROGRAMMES UNDERGONE:

- Participated in National Faculty Development Programme on **Entrepreneurship** organized by Entrepreneurship Development Institute, Ahmedabad from 20th Dec to 31st Dec, 2010.
- Participated in FDP on '**Basic Econometrics for the management research**' organized by IIM, Kozhikode, Kerala, held from 19th to 24th Dec, 2009.
- Participated in 'Faculty Development Programme in Entrepreneurship', organized by **Management Development Institute**, Gurgaon, from 20th March to 30th March, 2006.
- Participated in one day symposium on "**Management of India's Foreign Exchange Reserves**" organized under the auspices of UGC Special Assistance Programme (SAP) on 28th February 2004.
- Participated in a training programme on "**Research Methodology and Canvassing of Primary Schedule**" organized by Indian Institute of Management, Ahmedabad from 22-9-02 to 27-9-02.
- Participated in a three week "**Induction Training Programme in Management**" organized by the Academic Staff College, Pondicherry University, Pondicherry under the scheme of Staff Development Programme sponsored by All-India Council for Technical Education from 15-6-99 to 5-7-99.
- Participated in a specialized "**Managerial Training Course in Industrial Management**" conducted by Small Industries Service Institute, Hyderabad at Visakhapatnam from 24-2-99 to 1-3-99.

MEMBERSHIP IN PROFESSIONAL BODIES:

- Member, Indian Economic Association, New Delhi. (National Level)
- Member, Andhra Pradesh .Economic Association, Hyderabad.(State Level)
- Member., National Institute of Personnel Management, Visakha chapter, Kolkata (National Level)
- Member. All India Management Association, New Delhi, (National Level)

POSITIONS HELD:

- Chairman- Board of Studies, Department of Entrepreneurship, GIM, GU
- I/c Chief Warden Gitam Boys Hostels, GU
- Formerly HOD Department of Entrepreneurship, GIM, GU

- Warden, GITAM University Boys Hostel
- Formerly Head of Department of BBM. College of Management Studies, GITAM
- Formerly Sub-Editor, Dr.N.S. Kolla Business School's News Bulletin.
- Special Invitee, Management Committee of Autonomous programme, College of Management Studies, GITAM

RESOURCE PERSON:

- Guest Faculty for Association of Lady Entrepreneurs of Andhra Pradesh (**ALEAP**), Hyderabad.
- Panel Member INSTITUTE OF SMALL ENTERPRISES AND DEVELOPMENT (ISED), COCHIN
- Member in Curriculum design for Trimester system of UG and PG courses of GITAM University, Visakhapatnam
- Indira Gandhi National Open University, Eastern Naval Command Head Quarters Centre, Visakhapatnam.
- Central Board of Workers Education, Visakhapatnam
- School of Distance Education, Andhra University, Visakhapatnam.

REFERENCES:

- | | |
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| <ul style="list-style-type: none"> • Prof. M. Gangadhara Rao
Vice-President
GITAM University
Visakhapatnam | <ul style="list-style-type: none"> • Prof. K. Siva Rama Krishna
Dean & Principal
GITAM Institute of Management
GITAM University
Visakhapatnam |
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PERSONAL INFORMATION:

Date of Birth : December 23rd, 1962

Marital Status : Married and blessed with Two Children

Permanent Address : Dr. M. Ramamohan Rao
S/o late M.V. Ramanyya
15-25, Radham Street
Dowlaishwaram, E.G. Dist. – 533 125
Ph: 0883 2418978

Address For Communication: Dr. M Ramamohan Rao,
I/c Chief Warden, Boys Hostel,
Parijatha Wardens Quarters
GITAM University
Visakhapatnam- 530 045.
Phone: 0891-2840491

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