

30.11.2015 CURRICULAM VITAE



Dr. Y.V.V.S.S.S.VARA PRASAD

Email ID

prasad_yallamilli2004@yahoo.com

Phone no: 9985293369

PERSONAL DATA:

Date of Birth : 24-12-1971

Sex : Male

Nationality : Indian

Marital Status : Married

Children : Two

PERMANENT ADDRESS:

Dr. Y.V.V.S.S.S.VARA PRASAD

PLOT NO: 13 FLAT NO: 201

SURYA RESIDENCY

NOUKA NAGAR

PEDAWALTAIR

VISAKHAPATNAM-17

ANDHRA PRADESH

REFERENCES:

Prof. M. Chandrasekhar

Former Principal, SV University, (Tirupathi)

I-Floor, AF-2206

7th Street, 11th Main Rd.

Visakhapatnam – 530 017

Prof.m.chandrasekhar@gmail.com

(0)98496 86656

Prof. R.Satya Raju

Principal, Andhra University

Suraj Nivas

Plot no: 18, Sector -9

MVP Colony,

Visakhapatnam - 530 017

rsrapaka@hotmail.com

(0)9440356259

Educational Qualifications

Ph. D. (2003)

Faculty of Commerce and Management Studies

Andhra University

VISAKHAPATNAM

Title of the Thesis:

“TECHNOLOGY CHANGE AND IMPLICATIONS ON HUMAN RESOURCES
IN SELECTED ORGANISATIONS”

Under the guidance of Prof. R. Satya Raju, Andhra University.

FDP- Indian Institute of Management- Ahmedabad

M.B.A. (HRM)

Andhra University

Visakhapatnam.

M.Com.(Banking)

Dept. of Commerce and Management Studies

Andhra University

Visakhapatnam

B. Com (IR&PM)

SKBR College

AMALAPURAM

East Godavari District

TEACHING EXPERIENCE:

- Currently working as **Associate Professor** in Gitam Institute of Management, **GITAM University**. Since 29-09-2004
- Worked as **Teaching Assistant** in the P.G. Centre, Etcherla of **Andhra University**. During 11-09-2004 to 28-09-2004
- Worked as **Assistant Professor and Head of the Department of commerce** in **Sri Gowri Degree & P.G. College, Visakhapatnam**. (Affiliated to Andhra University). During 19-07-2002 to 05-09-2003.
- Worked as a **Commerce Lecturer (PT)** in **V.K.M.L. Degree College, Visakhapatnam** During the year 22-07-1997 to 05-09-2000
- Visiting Faculty for Center for Distance Learning, Gitam University

Computer Proficiency

- Diploma in Computer Applications

Research Guidance

- One PhD of Mr. Som raj saini on “Employee Engagement for Organisational Effectiveness – A case study on Eisai Pharma in India” is awarded in 2015
- Presently guiding **NINE Ph.D.** scholars

Administrative Experience

- Currently working as Chairperson MDP & FDP's
- Served as Program Coordinator MBA – Gitam Institute of Management
- Served as Co-ordinator of Exams – Gitam Institute of Management
- Served as Faculty Co-ordinator for GIM students in Boys Hostel
- Served as Head of The Department of Commerce, P.G. Courses, Sri Gowri P.G. College, Visakhapatnam.

Additional Responsibilities

- Served as NSS Programme Officer of the GIM NSS Unit – Gitam University, sponsored by Andhra University, Visakhapatnam. In collaboration with Lions Club Visakhapatnam.
- Served as Co-ordinator, Management Club – Gitam Institute of Management, Gitam University.
- Member – Board of Studies – Department of HRM
- Co-ordinator for Dual degree programme GIM
- Member – Cultural Committee, GIM
- Member in Entrepreneurship Development Centre, Gitam University
- Served as Associate Editor - Gitam Journal of Management

Areas of Research

- Human Resource Management
- General Management
- Entrepreneurship

Areas of Teaching

- Human Resource Management
- Strategic Human Resource Management
- Perspectives of Management
- Entrepreneurship
- Organizational Behaviour

Books, Cases and Articles Communicated and Published

BOOKS

- Ph.D** Thesis titled as “TECHNOLOGY CHANGE AND IMPLICATIONS ON HUMAN RESOURCES IN SELECTED ORGANISATIONS” **978-81-7446-752-2**, published by Excel Publishers 2009.
- Authored one book (along with two authors) on Entrepreneurship Development for Centre for Entrepreneurship Development- Gitam University, 2010
 - Author for Study Material of Andhra University – Distance Education, for Five Lessons (One Unit) in “PRINCIPLES AND PRACTICE OF MANAGEMENT” subject.

CASE WRITING

- Developed a case study on “PRAYAS AN IIM-A INITIATIVE” as part of Faculty Development Program and published in FDP special volume – IIM-Ahmedabad on 2010.

COMMUNICATED

- A research paper communicated on “ENTREPRENEURIAL ORIENTATION AMONG THE YOUTH OF ANDHRA PRADESH: the impact of society, family and an individual”

ARTICLES

1. An article published in International Multidisciplinary E-Journal on “Importance of spirituality at work place: A conceptual study” ISSN: 2277 – 4262, SJIF: 4.081, imej2011@gmail.com, Vol-IV, Issue –VIII, Aug, 2015. Page 216.
2. An article published in international journal of Academic Research on “Rediscovery of purpose: Alumni – Institute interaction for sustainable growth”- with special focus on management education in vol. 2, issue – 1(3), January – March, 2015, ISSN: 2348-7666
3. An article published in international journal of marketing and human resource management (INMHRM) on “ HR INITIATIVES FOR ORGANISATIONAL EFFECTIVENESS - with special focus on employee engagement in Volume 5, Issue 2, March – April 20014 pp 01-09, Journal Impact Factor (2014): 4.7830(calculated by GISI)
4. An article on “Learnings from the Indian Epics for Effective Leadership” published in **Gitam Journal of Management** Jan-March issue of 2014
5. Paper published on “MANAGEMENT OF RETENTION WITH PEOPLE” in International conference on **Society of Management of Behavioral Science** during 25th and 26th February, 2012 at Jodhpur, Rajasthan.
6. Paper published on “HR PRACTICES FOR ORGANIZATIONAL SUSTAINABLE GROWTH THROUGH EMPLOYEE ENGAGEMENT” in National Seminar on Best practices in HR for sustainability during 23rd - 24th Jan, 2012. at **Institute of Public Enterprise**, Hyderabad.
7. An article on “Growth-Oriented Entrepreneurship in Developing Countries” published in **SRM Management Digest**, 20-22 December, 2007, volume-6 Special Edition
8. An article on “Human Resource Development (HRD) in Public Service Units” published in **Indian Economic Panorama**, Special Annual Issue, 2007.
9. An article on “New Trends in Employment Relations:”, Published in **Productivity**, Vol.44, July-September 2003, No. 2, CBS Publishers & Distributors, New Delhi, India.
10. An article on “Online recruiting some Reflections”, published in **Siddhant**, March-June 2002.
11. Abstract has been published in **Indian Journal of Labour Economics** Conference Volume 2001 on “Industrial Relations in an Industrial Region”

Participated and Papers Presented In Seminars / Conferences

- A paper entitled “Study on Internal Stakeholder Engagement -Through Change Management” presented in National Seminar on MANAGEMENT OF EMPLOYEE RELATIONS : NEW MANIFESTATION 19th & 20th March 2015
- An article on “Microfinance as Social Entrepreneurship in India” presented and published in a National seminar on “Rebuilding Microfinance in India: Issues & Challenges” on 13th & 14th Dec. 2013. Organized by Gitam University & Indian Bank
- Participated and presented a paper on “Recession Robs Information Technology Professionals of Sleep” in International seminar on “Global Economic Turbulences in Business Structures and Systems” held during July 12-14, 2009. Organised at Gitam Institute of Management GITAM UNIVERSITY, VISAKHAPATNAM.
- An article on “Employee Retention Strategies – Making Deference” presented and published in a National seminar on Dynamics of employee engagement – HR initiatives on 19-20th Dec. 2008. Andhra University.
- Participated and presented a paper in International seminar on “Going Global: Unleashing People Potential” held during January 19th – 21st 2007.Organised at College of Management Studies GITAM
- Participated and presented a paper on “Entrepreneurship in e-business” in National seminar on “Entrepreneurship Development in the Globalised Environment – Opportunities & Challenges” Held during 18 – 19 July 2005. Organised by Department of Commerce and Management Studies, Andhra University, Visakhapatnam.

Honors and Recognitions

- One session chaired in International conference on Society of Management of Behavioral Science during 25th and 26th February, 2012 at Jodhpur, Rajasthan

Training offered (as a resource person)

- Addressed the students of Smt. Sakunthala Devi Degree & Junior colleges, I Polavaram, SNVR College, Inavilli, SKBR College, Amalapuram and PR Government College, Kakinada on “Career guidance on management education.
- A five day MDP 3rd to 7th March, 2014, on Soft Skills For CISF UNIT, ASG, Visakhapatnam Air Port. This program covered 120 CISF staff and conducted at Visakhapatnam Air Port premises.
- As a Resource person **one month** classes offered for the NTR Memorial Trust – Hyderabad on Entrepreneurship Development
- Guest Faculty for NMIMS Distance Education for Executives of IBM Daksh - VISAKHAPATNAM.
- Resource Person for ALEAP (Association of Lady Entrepreneurs of AP) programs which is organised by Center for Entrepreneurship Development, Hyderabad.
- As a Resource person attended for a Training Program for Executives in DISTRICT INDUSTRIAL TRAINING CENTRE, Visakhapatnam.
- Conducted a training program on “Positive Work Culture” for executives of BHPV Ltd. (a PSU).
- As a Resource person attended for a Training Program for Executives in VISAKHAPATNAM PORT TRUST, Visakhapatnam

Consultancy

1. Conducted Market study and offered entrepreneurial inputs to employees of Heritage Foods (India) Ltd. Hyderabad

Participation in Training and Development Program

- Participated in 4 months (June 07th to Sep. 25th 2010) Faculty Development Programme organized by Indian Institute of Management, Ahmedabad, Gujarat
- Participated in Two Weeks (December 18 – 29, 2006) Faculty Development Programme sponsored by National Science & Technology Entrepreneurship Development Board, Department of Science & Technology, Government of India, Organised by Entrepreneurship Development Institute of India, Ahmedabad, Gujarat
- Participated in training and orientation programme as a programme Officer of CMS – NSS Unit has organized by Andhra University, the programme is designed for 10 days, it is started from 13th November 2007 to 22nd November 2007. 35 Programme Officers were attended from various parts of the state.

Membership in Professional Bodies

- Life Member, National Institute of Personnel Management since 2011
