

**30.11.2015**  
**Dr. K. MANJUSREE NAIDU**  
Associate Professor  
Dept. of Entrepreneurship, GITAM Institute of Management  
GITAM University, Rushikonda, Visakhapatnam – 530 045  
Andhra Pradesh, India

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

**Educational Qualifications:**

**Ph. D (2004)** : Sri.Venkateswara University, Tirupati.  
Title of the Thesis: Development of foot Wear industry in  
Andhra Pradesh.

**M.A.(1992)** : First Class,Sri Venkateswara University, Tirupathi.  
**(Economics)**

**B.A(1989)** : First Class,Sri Venkateswara University ,Tirupathi.

**Intermediate :** : First Class, Board of Intermediate Education, Hyderabad .  
**Education(1986)**

**Medals &Certificates Awarded:**

Awarded Gold Medal in 35<sup>th</sup>Annual Convocation held on 18<sup>th</sup> April, 1993 for securing first Rank in M.A (Economics).

Awarded Venkateswara prize for securing highest marks in History in BA by Sri Padmavathi Womens College,Tirupathi.

Awarded Best Teacher -2015 at the 35<sup>th</sup> GITAM University Foundation Day Celebrations.

**Teaching Experience:**

Teaching: Ten Years Two Months

Research Scholar: Three Ph.D Scholars

**Administrative Positions**

1. Chairperson Students Affairs 2013
2. **Present Position:Head-Department of Entrepreneurship**, GITAM Institute of Management, GITAM University, From 2013 till date.
3. Research Programme Coordinator-From 2008 to 2010.
4. **BBM Programme Co-ordinator**-From 2010 to 2013.

5. Chief Mentor GEM - 2013.

### **Membership of Professional Bodies**

1. Life Member - (N-024) - Indian Economic Association

### **Achievements:**

Adjudication of thesis: Member of Board of Examiners to adjudicate the Ph.D. thesis entitled "Impact of Global Recession on Indian Banking Sector- A case study of State Bank of India" ,Examiner in Mysore University,Mysore.

### **Subjects Teaching:**

**Economics, Managerial Economics, International Business and Entrepreneurship.**

### **Publications:**

#### **Pre Accreditation (2007-2011)**

1. Foreign Direct investment in Andhra Pradesh, Southern Economist, Month & Year:May,2006.
2. Andhra Pradesh Budget 2006-07 Fiesty & Staid, Southern Economist, Month & Year:June,2006
3. Gandhi and Globalisation : Emphasis on the prosperous path of village Economy – Indian Journal of Development Research & Social Action ,Month &Year: June,2006.

#### **Post Accreditation (2011 to 2015)**

1. Climate Change and Sustainable Development –Need for Alternative Paradigm in the Indian Economic Journal- Month & Year:December 2010 (ISSN 0019-4662).
2. Global Financial Crisis and its Impact: Need for a comprehensive and Swift action, Book Global Economic crisis and impact on Indian Economy-Chapter 13-Deep&Deep Publications, New Delhi,Year: 2011.
3. Greener Attitude,Eco-Friendly products and other Environmental Issues in Southern Economist, ISSN 0038-4046-Month &Year:March,15,2012.
4. Economic Growth and its Impact on Pattern of Employment in India:A Critique: Indian Economic Journal – December,2012.
- 5.Special Economic Zones-Industrial Growth in Andhra Pradesh -Published in Andhra Pradesh Economic Association -XXX Annual Conference volume -11<sup>th</sup> and 12<sup>th</sup> February,2012

6. Dynamics of fiscal deficits and growth pattern in India - critique of planned strategies- Indian Economic Journal- Month & Year:December,2013
7. Information Technology and IT enabled Services Sector in Andhra Pradesh – Southern Economist – ISSN 0038-4046- Month & Year: April,2014.
8. Rythu Bazaars: Innovative Direct Marketing of Agricultural Products-Problems and Prospects-Published in Andhra Pradesh Economic Association - XXXII Annual Conference volume, 8<sup>th</sup> and 9<sup>th</sup> Feb, 2014.
9. Cultural Relations between India and China: A descriptive Study-UGC Centre for Southeast Asian & Pacific Studies, SV University, Tirupathi, ISBN No: 978-81-926904-5-2, 2014.
10. World Bank's Smart Economics for Gender Equality: An Exposition- Universal Journal of Accounting and Finance, DOI: 10.13189/ujaf.2014.020602, 2(6):168-172, Year: 2014.
11. Role of Mobile Phones in Influencing Productivity in Informal Sector with reference to Agriculture sector- Journal of Science, Technology and Management, Volume-7 No.04 Issue: ISSN No:0974-8334, Page No. 326, Year: 2014.
12. Growth and Elimination of poverty in India-Experiences and Challenges-The Indian Economic Journal –ISSN 0019-4662, Page.No:216, Month & Year: December, 2014.

## **Seminars and conferences Attended & Presented Paper:**

### **Pre Accreditation (2007-2011)**

1. International Conference on “Going Global: Unleashing People Potential Conducted by College of Management Studies, GITAM, on 19<sup>th</sup> & 20<sup>th</sup> January 2007.
2. Participated in Management Development Programme in Entrepreneurship organized by Entrepreneurship Development Institute of India, Ahmedabad from 19<sup>th</sup> to 30<sup>th</sup> December, 2007.
3. Participated in Management Development Programme on “Communication Skills for Management Teachers “ at GIM, Gitam University , during Sep, 27-28, 2009
4. Management Development Programme on “Re invention through entrepreneurial / intrapreneurial leadership” conducted by Gitam Institute of Management, GITAM University, on Feb 27 & 28, 2009.
5. Attended Staff development programme on “Instructional Design and delivery system “conducted by National institute of Technical Teachers Training & Research at Gitam Institute of Management , GITAM University, During May 1 – 6, 2009.

6. Attended International Symposium and expo on comprehensive Entrepreneurship organized by Association of lady entrepreneurs of Andhra Pradesh during 4<sup>th</sup>-6<sup>th</sup> December, 2010.

### **Post Accreditation (2011 to 2015)**

1. Presented a paper in Andhra Pradesh -XXIX Annual Conference- Public Private partnership in Health Sector –A study on Aarogya Sri Health Scheme in Andhra Pradesh. (Pg: 156-164) held on 12<sup>th</sup> & 13<sup>th</sup> Feb, 2011-Jagarlamudi Kuppuswamy Choudary College, Guntur.

2. Presented a paper in one day work shop on Review of the National Policy on Older Persons: Issues and Concerns, held on 5<sup>th</sup> , October, 2012 at Center for Gerontology, Andhra University, Visakhapatnam.

3. Published paper on “Strategies for Successful Implementation of Financial Inclusion: A Study of an Integrated Model Linking Post-Office, Bank and MGNREGS Scheme”, in the book Financial Inclusion in India Challenges and Strategies, Excel Books, 2013.

4. International Conference paper -Lao and Gandhi on self transcendence for peace and Human development –in conference proceedings organized by UGC Centre for South east Asian & Pacific Studies -held on 11<sup>th</sup> -13<sup>th</sup> , October -2014.

## **Research Project**

### **Pre Accreditation**

Completed: Submitted Minor Research Project titled “Development of women entrepreneurs and the role of Micro Finance-A study in Visakhapatnam, funded by GITAM University in 2010.

### **Book Published:**

Growth of Foot Wear Industry in India - Problems and Prospects, Serials Publications, New Delhi, Year: 2009.

**Preparation of Learning Material: Prepared for Gitam University Centre for Distance learning for course Managerial Economics.**

### **Other Activities:**

1. Faculty Advisor, GIM ENACTUS from 2008 till date
2. Organized classes on STOP AIDS CAMPAIGN in College of Science, GITAM. Visakhapatnam-2005
3. Organized classes on STOP AIDS CAMPAIGN in PRISM Degree College Visakhapatnam-2005

### **ADDRESS:**

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