

## CURRICULUM VITAE



1. **Name** : **Prof. G.Tulasi Rao**
2. **Present Position** : **Principal, College of Arts, Commerce, Law and Education**  
Dr.B.R.Ambedkar University, Srikakulam  
Etcherla, (AP)-India-532 410.  
[sujasrisri@hotmail.com](mailto:sujasrisri@hotmail.com)  
Phone: 08942 -240924  
Mobile No.: 09440112599
3. **Permanent Address** : Plot No. 20/30, Rajiv Nagar Colony  
Sri Chaitanya Junior College Road  
Srikakulam (AP) – 532 001.  
Phone: ®- (08942) 220327,(O)-240924
4. **Date of Birth** : 01/04/1959
5. **Nationality** : Indian
6. **Educational Qualifications:**

Sr. No.	Qualification	Institute/University	Year of Passing/ Awarded
1.	Ph.D.	Andhra University – Visakhapatnam	1989
2.	M.Com (Taxation)	Andhra University – Visakhapatnam	1982
3.	MBA (Finance)	Andhra University – Visakhapatnam	2007

### 7. **Experience:**

#### (a) **Teaching Experience: (Total 30 years)**

Present Employment: Dr.B.R.Ambedkar University – Srikakulam.

Department of Commerce and Management Studies

Date of Joining: **29<sup>th</sup> March 1989**

Sr. No.	Designation	Duration		Total experience
		Start date	Till date	
01.	Professor	March 2002	Till date	17 years
02.	Associate Professor	March 1994	March 2002	8 years
03.	Assistant Professor	March 1989	March 1994	5 years
04.	Research Assistant	29-11-1987	28-03-1989	1 ½ years

**(b) Administrative Experience/Responsibilities Shouldered:**

<b>Sr. No.</b>	<b>Experience / Designation</b>	<b>From</b>	<b>To</b>	<b>Period</b>
01	<b>Principal</b>	01-04-2018	<b>Till date</b>	<b>8 months</b>
01.	<b>Registrar –</b> Dr.B.R.Ambedkar University, Srikakulam	01-04-2016	<b>31-03-2018</b>	<b>2 years</b>
02.	<b>Principal – University College</b>	15-02-2014	31-03-2016	<b>2 years</b>
03.	<b>Chairman - PG Board of Studies for Commerce &amp; Management Studies</b>	13-04-2014	<b>Till date</b>	<b>4 years</b>
04.	<b>Head of the Department</b>	1999 – 2002 2005 – 2008 2011 – 2014		9 years
05.	<b>Dean</b> (College Development Council)	05-03-2012	04-05-2015	3 years
06.	<b>Member</b> , Development Committee of Andhra University Campus, Etcherla - 532402	25-06-1999	25-06-2008	9 years
07.	<b>Placement Officer</b> , Andhra University Campus, Etcherla - 532402	15-06-1992	14-06-1994	2 years
08.	<b>Coordinator Student Affairs</b> , Andhra University Campus, Etcherla - 532402	16-06-1994	15-06-1999	5 years
09.	<b>Executive Council Member</b> , Indian Commerce Association	2008	2010	3 years
10.	<b>Coordinator Admissions</b> , Dr.B.R.Ambedkar University – Srikakulam.	2008 – 09 Academic Year		1 year
11.	<b>Regional Coordinator - ICET</b>	2005-2008 2011-2014		6 years
12.	<b>Camp Officer</b> , APEAMCET - 2013	2013-14 Academic Year		1 year
13.	<b>Camp Officer</b> , AUCET - Dr.B.R.Ambedkar University, Srikakulam	2013-14 Academic Year 2014-15 Academic Year		2 years
14.	<b>Camp Officer</b> , Ed.CET - Dr.B.R.Ambedkar University, Srikakulam	2013-14 Academic Year 2014-15 Academic Year		2 years
15.	<b>Camp Officer</b> , APLAWCET - Dr.B.R.Ambedkar University, Srikakulam	2014-15 Academic Year 2015-16 Academic Year		2 years
16.	<b>Nodal Officer</b> , Dr.B.R.Ambedkar University, Srikakulam nominated by <b>MHRD – 2011-12.</b>			
17.	Chief Superintendent of University Examinations for more than ten years.			

## 8. Current Areas of Interest and Research:

Research areas of interest: Financial Management, Entrepreneurship, Business Environment, Skill Development, Micro-finance, Security Analysis and Portfolio Mgt. Banking Industry and Mutual Fund Industry.

## 9. Awards and Honors:

- ❖ Awarded “**International Research Grant**” for the year 2004-05 to conduct research at the Barney School of Business, University of Hartford, USA.
- ❖ Received “**Best Business Academic of the Year (BBAY) Silver Medal**” award from 60<sup>th</sup> All India Commerce Conference, Annual Conference of the Indian Commerce Association during 27<sup>th</sup> – 29<sup>th</sup> December, 2007 held at Osmania University, Hyderabad.
- ❖ Honoured “**State Level Meritorious Teacher Award**” (for University Professor) from Government of Andhra Pradesh on 05-9-2012.
- ❖ Received “**Appreciation Letter**” from Government of India, Ministry of HRD, Dept. of Higher Education, New Delhi for All India Survey on Higher Education (AISHE).
- ❖ Honoured “**Best Administrator Award**” from District Level Authorities on the eve of Independence Day Celebrations on 15-8-2016.
- ❖ Honoured “**Indo – Global Excellence Award**” from Indo American Education Foundation on 19-7-2017.
- ❖ Received university level “**Best Researcher Award**” in the convocation held on 23-09-2017
- ❖ Honoured “**Best Academician Award**” from Dr.B.R.Ambedkar University, Srikakulam on the occasion of Independence Day celebrations on 15-08-2018.

## 10. International Exposure:

- ❖ Visited Department of Economics, Finance and Insurance at Barney school of Business, University of Hartford, United States of America (USA) during 2005 as a **visiting Professor** and done research on the topic of “**India - US Trade Relations**”.

## 11. Sponsored Projects Undertaken:

Sr. No.	Sponsoring Agency	Title of the project	Type of Project
01.	UGC– New Delhi	<b>Equity Investment Culture – A Study on Investors of AP</b>	<b>Major</b>
02.	AICTE – New Delhi	<b>A Study on Problems and Progress of Small Scale Industries in India</b>	<b>Major</b>
03.	UGC – New Delhi	<b>Entrepreneurship Development Among Tribal’s</b>	<b>Major</b>
04.	UGC – New Delhi	<b>Management of Small Scale Industries</b>	<b>Minor</b>
05.	SERP – World Bank Project in collaboration with DRDA - VZM.	<b>Evaluation report on world Bank Project (SERP)</b>	<b>Major</b>

## 12. Publications

### (A) Books/ Chapter in Edited Books:

Books	-	05
Edited books	-	12

### (B) Publications in Journals:

International Journals	-	32
National Journals	-	34

### (C) Seminars/Conferences:

Organised	-	06
Attended	-	51

## 13. Ph. D. / M.Phil. Guided

(a) Doctoral thesis guided : 12 Ph.D.s

(b) M.Phil.'s guided: 25 M.Phil. Dissertations on various areas in Commerce and Management.

## 14. Membership in Professional Bodies:

- ❖ **Expert Committee Member of All India Council for Technical Education (AICTE), New Delhi:** Constituted by the AICTE for the inspection of the different institutes for granting the sanction of addition of new courses, increase or variation in intake of the existing approved courses, introduction of new MBA/MCA./B.Tech. / M. Tech. and other professional courses permission to admit Foreign Nationals or Persons of Indian Origin (PIOs) etc.
- ❖ **Expert Committee Member of National Board of Accreditation (NBA):** acted as an expert committee member of NBA affiliated to AICTE, New Delhi and discharged the responsibilities for granting accreditation for management programmes of various institutions all over India.
- ❖ **Attended two day work shop on Digital India Education summit during 12<sup>th</sup> and 13<sup>th</sup> April 2018 organised by CISCO at ISB Hyderabad.**
- ❖ **Attended faculty development program organised by IIMB September 2017**
- ❖ **Senate Member of Krishna University – Machilipatnam, AP**
- ❖ **Member and subject expert of AP State Eligibility Test (SET) organized by Andhra University, Visakhapatnam – 2017.**
- ❖ **Member and subject expert of TS & AP State Eligibility Test (SET) organized by Osmania University, Hyderabad – 2015.**
- ❖ **Member and subject expert of Karnataka State Eligibility Test (KSET) organized by University of Mysore, Mysore – 2014.**
- ❖ **Member Expert in Selection Committee for Promotion of Professors at Commerce under CAS Scheme of UGC at Dr.Babasaheb Ambedkar Marathwada University, Aurangabad.**

- ❖ Attended **Faculty Development Programme** at **IIM Bangalore** on 17th December 2016.
- ❖ Attended **Faculty Development Programme** at **IIM Visakhapatnam**
- ❖ Attended **FICCI Higher Education Summit** , New Delhi, on 9th November 2016.
- ❖ Life Member of All India Commerce Association.
- ❖ Life Member of Indian Accounting Association.
- ❖ Governing Body Member of Sri Sivani College of Engineering, Chilakapalem.
- ❖ AICTE Observer for National level Tests - GPAT/CMAT 2013 to 2018.
- ❖ Member for Paper Setting of PG, M.Phil. & Ph.D degree question papers for various Universities.
- ❖ Core Member of Akshara Kranti – Andhra Pradesh.
- ❖ Executive Council Member of Indian Commerce Association.
- ❖ Expert Member of District Planning Board – Srikakulam (Govt. of AP)

#### **15. Memberships in Journals:**

- ❖ Chief Editor of International Journal of Innovative Research and Practices.
- ❖ Chief Advisor of 3<sup>rd</sup> International Conference on ICRISEM -16 by Sri Venkateswara College of Eng & Tech, Srikakulam.
- ❖ Editorial Board Member of Srusti Management Review.
- ❖ Editorial Board Member of International Journal of Emerging Business Issues.
- ❖ Editorial Board Member of ESRI Journal.
- ❖ Editorial Board Member of Inter-science Management Review (IMR)
- ❖ Editorial Board Member of DRIEMS Business Review

#### **16. Contribution towards Academic /Administration/ Institutional & Corporate Activities:**

##### **(A) University Recognition and Related Work**

- Chairman & Member for different Committees constituted by Dr.B.R.Ambedkar University, Srikakulam.
- Recognized as a Research guide for JNTU – Kakinada for Ph.D and M.Phil.

##### **(B) Students Centric Activity Organized/Conducted:**

- Placement coordinator for 5 years.
- Organized No. of campus recruitment drives.
- Organized pre placement training programs for campus students.
- Organized industrial visits to MBA, M.Com students.

##### **(C) Involvement in other Institutional Activities**

- Technical Member, Reviewer, Key note speaker and Advisor to several national and international conferences held in India

- Adjudicating member for Ph.D. evaluation of various universities in India.
- External examiner for Ph.D. viva voce of various universities in India.
- Possessed adequate administrative experience at the University level. Having concrete vision about higher education and transform the Universities as knowledge hub.
- Involved in various social upliftment programmes through voluntary organisations.
- Conducted Blood donation Camp in collaboration with Indian Red Cross Society, Srikakulam.
- Organised Medical Camp as a Vice President, Lions Club, Srikakulam.
- Organised Adult literacy programmes as a Coordinator, Adult Education, Andhra University P.G. Centre, Etcherla
- Organised several service activities as a President, Siva Balaji Seva Sangham (Regd.)
- Organised several community development activities through JC's Lions Club Organisation, Srikakulam.
- Executive Member, Youth Red Cross Society, Srikakulam
- Chief Advisor, Mithra Cultural Association, Srikakulam

**(D) Significant Contributions towards Departmental Reforms: (As a team work)**

- Constructed a new departmental seminar hall as a Head of the department with the help of University authorities.
- Established new departmental computer Lab with good furniture.
- Creation of work culture in the department
- Creation of good ambience in and around the department.
- Created environment which helped to enhance the overall personality of the students.
- Placement in core organizations.
- Enhanced the participation/visits of alumni in the department.
- Reason to have strong bonding between the students and department.

**17. Resource Person:**

Sr. No.	Occasion	Title	Institute/place	Year
01.	<b>Resource Person</b>	EDP programme organised	SISI(GOI) & SETSRI (GOAP)	2002
02.	<b>Resource Person</b>	Training programmes conducted	APEDC-Srikakulam	2004
03.	<b>Resource Person</b>	Training and Executive Development Programmes	APEDC-Srikakulam	2005
04.	<b>Expert lecture in short-term training programme</b>	Starting and managing SSI	SISI – Ministry of Industry, (GOI) Visakhapatnam	2002
05.	<b>Expert lecture in short-term training programme</b>	Stock Market Indices	Annamalai University Tamil Nadu	2007
06	<b>Panel Speaker</b>	National Seminar on Global Financial Crisis	KSOU, Mysore	2009
07	<b>Keynote</b>	National Seminar on	BMS college-	2009

	<b>Speaker</b>	Globalisation and its impact on Management Education	Bangalore	
08.	<b>Resource Person</b>	Redesigning of B.Com Syllabi	Govt. Degree College (W) Srikakulam	2011
09.	<b>Keynote Speaker</b>	National seminar on Marketing in Banking and Insurance sectors- Dimensions and challenges	Govt. Degree & P.G.College, Tanuku	2011
10	<b>Resource Person</b>	Refresher Programme on Commerce	Academic Staff College, Bangalore University, Bangalore	2012

01. **Visits:**

02. **Mumbai:** Narsee Monjee Institute of Management, Mumbai during 13<sup>th</sup> and 14<sup>th</sup> December 2015 to evaluate the working of MBA courses and to find out trends of marketing in the light of the technological changes.
03. **Bangalore:** Christ College of Management, Bangalore during 9<sup>th</sup> & 10<sup>th</sup> April 2012 to evaluate Entrepreneurial management programmes designed for business founders, and for investors, venture capitalists, and individuals who want to advance in their current companies.
04. **Calicut:** University of Calicut, Calicut during 2<sup>nd</sup> & 3<sup>rd</sup> September 2012 to assess the expanded use of IT in all facets of business, the IT sector has seen an unsurpassed growth.
05. **Chidambaram:** Annamalai University, Chidambaram during 14<sup>th</sup> & 15<sup>th</sup> February 2011 to estimate multitude of activities like providing effective customer service and monitoring schemes in retail trade and distributors and reporting competitor activity, assessing and fixing sales targets, developing and monitoring business development etc.
06. **Trivandrum:** University of Kerala, Trivandrum during 16<sup>th</sup> & 17<sup>th</sup> August, 2010 to evaluate the Skills in international marketing, customer satisfaction and retention, market strategy and emerging technologies.
07. **Kolhapur:** Shivaji University, Kolhapur during 6<sup>th</sup> & 7<sup>th</sup> October, 2009 to evaluate the performance and academic attainments for the conferment of MBA students.
08. Visited Bharathiar University, Coimbatore number of times to evaluate Ph.D thesis in commerce and Management .

**I wish to state that the information given above is true to the best of my knowledge.**

**(Prof. G. Tulasi Rao)**