

BIO-DATA

1. **Name in full** : **Dr. G.Tulasi Rao**
2. **Present Position** : **Professor & Registrar**
Dept. of Commerce & Mgt. Studies
Dr.B.R.Ambedkar University, Srikakulam
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3. **Permanent Address** : Plot No. 20, Rajiv Nagar Colony
Sri Chaitanya Junior College Road
Srikakulam (AP) – 532 001.
Phone: (08942) 220327
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 & FM)	Andhra University – Visakhapatnam	1982
3.	MBA (Finance)	Andhra University – Visakhapatnam	2007

Ph.D. Topic: Performance Evaluation of Andhra Pradesh Industrial Corporation Limited. (1989)

7. **Experience:**

(a) **Teaching Experience: (Total 27 yrs)**

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

Department of Commerce and Management Studies

Date of Joining: **29th March 1989**

Present designation: **Registrar,**

Dr.B.R.Ambedkar University – Srikakulam.

Sr. No.	Designation	Duration		Total experience
01.	Professor	March 2002	Till date	14 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:

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

Sr. No.	Title of course Taught	Post graduate
01.	Business Environment	MBA I Sem
02.	Financial Management	MBA II Sem & M.Com II Sem
03.	Entrepreneurship & Small Enterprises Development	MBA III Sem
04.	Financial Services	MBA III Sem
05.	Indian Business Environment	M.Com I Sem

10. Awards and Honors:

- ❖ Awarded “International Research Grant” for the year 2004-05 to conduct research at the Berney School of Business, University of Hartford, USA.
- ❖ Received “Best Business Academic of the Year (BBAY) Silver Medal” award from 60th All India Commerce Conference, Annual Conference of the Indian Commerce Association during 27th – 29th 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.

11. 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”.

12. Sponsored Projects Undertaken:

Sr. No.	Sponsoring Agency	Title of the project	Type of Project
01.	UGC– New Delhi	Equity Investment Culture – A Study on Investors of AP	Major
02.	AICTE – New Delhi	A Study on Problems and Progress of Small Scale Industries in India	Major
03.	UGC – New Delhi	Entrepreneurship Development Among Tribal’s	Major
04.	UGC – New Delhi	Management of Small Scale Industries	Minor

05.	SERP – World Bank Project in collaboration with DRDA S &VZM.	Evaluation report on world Bank Project (SERP)	Major
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13. Publications

(A) Books/ Chapter in Edited Books:

Books	-	4
Edited books	-	12

(B) Publications in Journals:

International Journals	-	24
National Journals	-	29

(C) Seminars/Conferences:

Organised	-	6
Attended	-	58

14. Ph. D. / M.Phil. Guided

- Doctoral thesis guided: 8 Ph.D.s
- M.Phil.'s guided: 25 M.Phil. Dissertations on various areas in Commerce and Management.

15. Membership in Professional Bodies:

- ❖ **Expert Committee Member of All India Counsel 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.
- ❖ **Senate Member of Krishna University – Machilipatnam, AP**
- ❖ 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.
- ❖ Life Member of All India Commerce Association.
- ❖ Governing Body Member of Sri Sivani College of Engineering, Chilakapalem.

- ❖ AICTE Observer for National level Tests - GPAT/CMAT 2013, 2014, 2015, 2016.
- ❖ 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)

16. Memberships in Journals:

- ❖ Chief Editor of International Journal of Innovative Research and Practices.
- ❖ Chief Advisor of 3rd 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

17. 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.

18. Resource Person:

Sr. No	Occasion	Title	Institute/place	Year
01.	Resource Person	EDP programme organised	SISI(GOI) & SETSRI (GOAP)	2002
02.	Resource Person	Training programmes conducted	APEDC-Srikakulam	2004
03.	Resource Person	Training and	APEDC-	2005

		Executive Development Programmes	Srikakulam	
04.	Expert lecture in short-term training programme	Starting and managing SSI	SISI – Ministry of Industry, (GOI) Visakhapatnam	2002
05.	Expert lecture in short-term training programme	Stock Market Indices	Annamalai University Tamil Nadu	2007
06	Panel Speaker	National Seminar on Global Financial Crisis	KSOU, Mysore	2009
07	Keynote Speaker	National Seminar on Globalisation and its impact on Management Education	BMS college- Bangalore	2009
08.	Resource Person	Redesigning of B.Com Syllabi	Govt. Degree College (W) Srikakulam	2011
09.	Keynote Speaker	National seminar on Marketing in Banking and Insurance sectors- Dimensions and challenges	Govt. Degree & P.G.College, Tanuku	2011
10	Resource Person	Refresher Programme on Commerce	Academic Staff College, Bangalore University, Bangalore	2012

19. Visits:

1. **Mumbai:** Narsee Monjee Institute of Management, Mumbai during 13th and 14th December 2015 to evaluate the working of MBA courses and to find out trends of marketing in the light of the technological changes.
2. **Bangalore:** Christ College of Management, Bangalore during 9th & 10th 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.
03. **Calicut:** University of Calicut, Calicut during 2nd & 3rd September 2012 to assess the expanded use of IT in all facets of business, the IT sector has seen an unsurpassed growth.
4. **Chidambaram:** Annamalai University, Chidambaram during 14th & 15th 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.

5. **Trivandrum:** University of Kerala, Trivandrum during 16th & 17th August, 2010 to evaluate the Skills in international marketing, customer satisfaction and retention, market strategy and emerging technologies.
6. **Kolhapur:** Shivaji University, Kolhapur during 6th & 7th October, 2009 to evaluate the performance and academic attainments for the conferment of MBA students.