

RESUME



B.VENKATESWARA PRASAD, *PhD., MBA., MSc., (Psy) MA., (P.Admn,) PGDPMIR&LW*

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CHENNAI-**

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CARRIER OBJECTIVE:

To achieve excellence in my profession with 25 years of rich experience in academics and industry.

DOCTORAL PROGRAM

PhD., Awarded from Bharathiar University (2014)

PROFESSIONAL QUALIFICATIONS:

Obtained First Class Master's Degree in MBA., specialized in **Human Resource Management and Marketing Management from **Shivaji University, Maharashtra, India.****

Obtained **First Class Post Graduate Diploma in Personnel Management Industrial Relations and Labor Welfare (**PGDPMIR&LW**) (**specialized in Industrial Psychology**) from **Andhra Pradesh Productivity Council, Hyderabad. 1989-1990****

ACADEMIC QUALIFICATIONS:

Obtained **First Class Masters Degree in **MSc.,(Psychology)** TNOU, Chennai (**2005- 07**).**

Obtained Master's Degree in **Public Administration (MA.,) from **S.V. University, Tirupati (Specialized in Personnel Management)1989-1991.****

Obtained **Bachelors Degree in **Economics** from **S.V. University, Tirupati (1985 – 1988).****

AREAS OF INTEREST:

Organizational Behaviour, Human Resource Management, Industrial Relations, Industrial Psychology, Behavioural Sciences, Retailing Management and Research

EMPLOYMENT SUMMARY:

Presently working as **Associate Professor at Department of Management Studies, Sri Sai Ram Engineering College, Chennai, since September, 2008.**

PREVIOUS INSTITUTIONS:

Academics

Officiated as **Deputy Director & Assistant Professor**, from **30/03/07 to 27/09/2008** at **BIMHRD** (Balaji Institute of Management & Human Resource Development, one of the renowned **Business Schools**,(Sri Balaji Society,Pune.)

Duties & Responsibilities:

1. **To assist the Director in Operations and Administration of day to day Activities of the Institute and student counseling.**
2. **To officiate in the absence of Director**
3. **To supervise all administrative matters including staff, library and other faculty**
4. **To ensure discipline in the campus by closely working with coordinators and take actions in consultation with Director on defaulting students and staff.**
5. **To assist the Director in preparation of Placement and Admission Brochures for the Institute.**
6. **To assist the Director in corporate interaction wherever required for inviting companies for Placements.**
7. **Responsible for coordinating the pre placement talk during the corporate campus placements**

Worked as **Senior Lecturer** at Department of Management Studies, **Sri SAI RAM ENGINEERING COLLEGE, CHENNAI (26/08 / 1999 to 20 /03 /2007).**

Handled management papers for MBA studnets since 1999, such as **Organizational Behavior, Human Resource Management, Industrial Relations, and Marketing Management & Principles of Management. Etc.,**

INDUSTRY EXPERIENCE:

Worked as **Commercial Manager at Vibromech Engineers and Services Ltd.**, Chennai **from 5/06/96 to 20/08/1999.** Duties and responsibilities including dealing with Joint Director General of Foreign Trade, Engineering Export Promotion Councils and Coordinating with Clearing and Forwarding Agencies including International Air Transport Association for Shipments.

Worked at **Bhagyanagar Wood Plast Ltd.**, Hyderabad from 09/09/93 30/05/1996 as an **Executive Marketing.** Job involved with extensive touring in and around A.P and also posted in places like Delhi, Bombay and Pune.

BOOKS PUBLISHSED, REVIEWED & EDITED

Published a book on Human Resource Management (Co- Authored) SITECH Publications, 2007. (This book is prescribed as a reference book for PhD., course work in Bharathiar University, Tamil Nadu, and also as reference book for MBA syllabus for Jawaharlal Nehru Technology University, Hyderabad)

Reviewed manuscripts of **Retailing Management,Industrial Relations & Labour Legislations** for MCgraw Publishing India (P) Ltd., 2014.

Edited course material on **“Management Principles – 2004”** published by Tamil Nadu Open University.

Edited **ISSBN Volume 2** titled as **Impact of Economic Crisis in Global Scenario**” released on the event of **International Conference.2009.**

EDITOR FOR INSTITUTE JOURNALS

Working as Editor for Sankhya International Journal of Management & Technology, published by our Institute.

Working as Editor for M-Infinti National journal of Management published by our Institute.

EDITORIAL BOARD MEMBER

I have been included as one of the **Editorial Board members,** published by Enriched Publications, New Delhi.

Editorial Board Member of the an **’EP Journal of Human Resource Management”** (Enriched Publications)

Editorial Board member of the **“Journal of Business Management”** (Enriched Publications)

ARTICLES PUBLISHED IN SCOPUS INDEXED JOURNALS:

Articles published titled as **“Employee Job satisfaction And Intention to Attrition- An Empirical Analysis”** International Journal of Mechanical Engineering and Technology ((IJMET),Volume 8, Issue 12, December 2017, Pp856-861.Scopus Inexed,IJMET_98_12_092.

Article published titled as **“A Study on Youth’s Level of Expectations on Leader’s Commitment towards Socio Economic Development”** our of Adv Research in Dynamical & Control Systems, 15-Special Issue, and November 2017- Pp725-727.**Scopus Indexed Journal**

ARTICLES PUBLISHED IN NATIONAL, INTERNATIONAL JOURNALS and UGC JOURNALS:

Article Published titled as **“An Investigation of Departments of Customer’s Shopping Behaviour Towards Select Hypermarket – An Empirical Study with reference to South India”** International Journal of Management Studies, Volume IV, Special Issue 3, November 2017, Pp77-83 with an **impact factor2.26. UGC Approved Journal No 44925.**

Article published titled as **“Internet Banking System – A Tool to Enhance Customer Loyalty in Self Service Technology Era”** International Journal of Current Engineering and Scientific Research (IJCESR)Vol. 4, Issue 4, April 2017, ISSN (Print): 2393-8374, ISSN (Online): 2394-0697,Pp 145-150, 57with an **Impact Factor 3.454.** Kolkata

Article published titled as **“Online Shopping Attitude and Behaviour – An Empirical Study With Special Reference to Select Professionals in Chennai City”** International Journal of Marketing, Financial Services and Research, Volume 1 Issue 6 ,January 2017, Pp 49-57with an **Impact Factor 3.454.** , ISSN NO: 2277-3622,

Article published titled as **“A Study on Women Employee Stress and its Consequences in Select Garment Companies - With Reference to Garment Industry in Chennai City”**. International Journal of Human Resources and Social Sciences Volume 3, Issue12, December 2016 with an **Impact factor 5.414.** ISSN No (o) 2349-4085

Article published titled as **“Succession Planning Avoids Inevitable Attrition – An empirical Insight, GITAM Journal of Management, Vol,11 July –Sep10213**

Article published titled as **“Impact of Demographic Factors on Employee Morale and Attrition”** – An empirical Analysis Vol.1, Issue 1, Jan June 2013, HR, EP Journal of Management.

Article published titled as **“Employee perception on Two Critical Components of HRD Practices with reference to a cement company in Chennai”**. Vol.1, Issue 1, Jan June 2013. HR, EP Journal of Management.

Article published titled as ‘Employee Engagement a Tool to Minimize Attrition with reference to E- publishing Firms, Chennai. ACADEMICIA – An international Multidisciplinary Journal, Vol, 2, Issue, 9, July2012.

Case Study published titled as **‘Kingfisher Fly or Fall’** in Sankhya International Journal of Technology and Management. , Vol, 3, Issue.1. May2012.

Article published titled as **“A Study on the Training Effectiveness for Entry Level Software Engineering in Chennai.”**- SDMT – Management Review a Bi – Annual Referred Journal, Vol,6 , Issue 2. December 2013.

PAPERS PRESENTED (PUBLISHED) AT INTERNATIONAL CONFERENCES:

Presented a paper on **“Self-help Groups as a Channel Partner for Rural Markets in India, an UGC Sponsored International Conference on Development Goals at the Grass roots Policy Perspectives and Challenges’**, organized by Gandhigram Rural Institute – Deemed University, Dindigul, Tamil Nadu on **22nd and 23 June 2015**.

A Case Study presented as **“Best Hr Practices – Case Study of Honeywell Technology Solutions Lab”** International Conference on the theme of **“Best Organizational Practices”** on **22nd February, 2014**, Organized by AMET Business School, AMET University, Chennai.

Article presented, as **“Employee Perception Towards Effectiveness of Performance Appraisal System”**, International journal of Management Science, Vol,3 , Issue 4, **December 2013**, ISSN-2347-856.

Research Paper presented on **‘Employee Attrition and job Satisfaction – An empirical Study’** at an **International conference** organized by Annamalai University in association with Putra Intelek, Malaysia, held on 12 & 13 th of July, 2012.(with ISSBN Book)

Conceptual Paper presented on **‘Attrition and its Repercussions in software Industry’** at **International Conference** held 24 & 25 th September, 2009.

Conceptual Paper presented on **“Reshaping Management Education in Global Context”** held on 16th and 17th Nov 2003 at an International Conference organized by Institute of Management Studies, **Devi Ahilya Viswavidyalaya, Indore, M.P. INDIA**.

Conceptual Paper presented (in-absentia) on **“Management Principles, Policies, Procedures, Process in 21st Century”** on 20 & 21st May,2005 at an International Conference organized by **Johnson’s School of Management, Coimbatore**

PAPER PRESENTED AT NATIONAL CONFERENCES:

Presented the paper on **“Consumer perceptions of private label brands within the retail supermarket sector of Chennai region on National Conference Confluence 2017 “**, S K N Sinhgad School of Business Management, Pune on **16th & 17 February 2017**.

paper presented Titled as **“Challenges and Emerging Trends in Human Resource Management’** in a National Conference organized by Department of Management Studies, Tagore Engineering College on 12th March, 2015,ISBN No:978-93-84389-04-8

Paper presented on **‘Employee Engagement and Attrition – An empirical Study’** at National Conference, organized by Naraynaguru Institute of Management Studies, Coimbatore with ISSBN Book, held on February,2012 .

Paper presented on **“Educational Leadership Development”** organized by Department of Management Studies, University of Madras. One day national level **U.G.C. sponsored programme** (March 2005).

RESEARCH PROJECTS GUIDED:

I have been guiding M.B.A. Research Projects (**About 500 Projects**) for regular and correspondence students (**Anna University, Madras University**) in the areas of Marketing and H.R. I have been regularly acting as **Internal and external examiner for MBA Viva Voce**.

RESOURCE PERSON:

I am acting as Resource Person for **Anna University MBA Distance Education for Human Resource Management, Industrial Relations and Labour Welfare and Principles of Management**.

SEMINARS AND WORKSHOPS ATTENDED:

Attended a 2 day **“Madras Management Association’s Annual Conference”**, held at Taj Coromandal in Oct 2002.(Best business man of the year – Brij Mohan,Hero Honda.

Attended a Seminar on **Manufacturing Excellence in India** Developing a National Agenda (Dr.CK Prahlad Tele-viewing Conference) held on April 27, 2003 at Hotel Shereton, Chennai, organized by **CII**

Attended National Level Seminar on **Intellectual Property Rights**, organized by MGR Deemed University on 16th and 17th March 2004.

Attended **Industry Institute Interaction**, 1 day programme organized by **MMA** on 10th August 2004 at Hotel City Tower, Chennai.

WINTER SCHOOL ATTENDED:

Participated in **ISTE** sponsored programmed from 21.11.04 to 05.12.04 (2nd works) on the topic **“Challenges in measuring Corporate Financial Health”**, organized by Sathyabama deemed university.

TRAINING PROGRAMMES ATTENDED:

Undergone Internal Quality Auditor (Quality Management and System and Audit Training) during May 2003 (Creative Management Consultants). Chennai.

Attended a course on Teaching **Technology and Counseling Skills** conducted by Abirami Academy, Chennai held on 24.02.2001 (A school for Skill Development).

FACULTY DEVELOPMENT PROGRAMME

Attended International ‘**FDP on global Education Strategy for business &a Technology**’ held on 26th July, 2011

Attended conference on “**The Leadership Dilemma held at Taj Club house, organized by Chennai Business School,**” Chennai, on 28th, November, 2011.

Attended work shop on **New Teaching Methods** held at New Mohammad Sadak College, 2010.

Attended work shop ‘**Application of Statistical Tools in Management Research**’ held St. Joseph College of Engineering, on 28-08-10

Attended work shop on **Retailing Strategies** held at New College, Chennai, 2010.

Attended **Industry Institute Interaction organized by Confederation of Indian Industry,** at Anna University premises, Chennai, held on 7th January 07.

Attended 2 day **Three Tier Faculty Development Programme** on 23rd & 24th, Jan 07, **organized by SRM University.** Chennai

CONTRIBUTIONS TO INSTITUTE:

I was instrumental in preparing our **Institutional profiles, brochures and ISO Policy manuals. I was one of the coordinators and instrumental in obtaining NBA certification for our Institute.**

I was the **Chief Coordinator** for **Manfest 2000**, a National Level Management Meet attended around 165 Students from various B - Schools throughout the country.

Acted as Coordinator for the National Level Workshop on Personality **Development** Programme held on 18th March.

Acted as Coordinator for **National Level Workshop on Case Writing** held on 23rd March 2006.

Acted as Coordinator for **International Workshop on Research Methodology** held at Mysore on 24 & 25 Dec. 2008

Acted as Coordinator for International Conference titled as “**Impact of Economic Crisis in Global Scenario**” held on 24 & 25th September, 2009.

Acted as one of the Coordinators for **AICTE sponsored Faculty Development Program (Work Life balance for Engineering Faculty)** held in the month of October, year 2009.

BOARD MEMBER OF DIFFERENT UNIVERSITIES:

I have been included in the panel of **External Examiners** for paper valuation and paper setting for the following universities.

Anna University (B.E., M.B.A.)

University of Madras (, M.B.A.)

Bharatiyar University (M.B.A.)

Tamil Nadu Open University (M.B.A.)

MY ROLE IN CORPORATE SOCIAL RESPONSIBILITY

As an academician I have been consistently helping management students, M Phil, and PhD., Scholars in pursuing their research work as a guide in disguise as a means of Social Responsibility.

I actively participated in many social activities organized by our institute such as blood donation camps, community development programs, road safety programs and helping the toiling the masses.

PERSONAL DETAILS :

Name : Dr. B. Venkateswara Prasad
Father's Name : Late .Prof. B. Ramamurthy Naidu
(Retd., Professor & Head, AP.Agricultural. University)
Date of Birth : 14.03.1965
Marital Status : Single
Passport No. : G8684903



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