 CURRICULUM VITAE

**Dr. B. AMARANATHA REDDY**, MBA, MHRM, PhD, (PDF).,

Buddayapalem, Kasunoor Road, Simhadripuram (M&V),

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# CAREER OBJECTIVE

My skills with practical knowledge and thereby play a commendable part in the growth to work in a challenging and knowledge-based environment to explore my knowledge for the improvement of students and good result of the college, which gives me the right opportunity to excel and enriches myself and the organization**.**

**EXCUTIVE SUMMARY**

Have experience of 2 years in HR Management and also around 4.4 years in academics (ratified faculty id 3294-170131-024112 by JNTU Hyderabad & JNTU Anatapur) and 2 years in Research (Post-Doctoral fellowship from ICSSR Delhi).

## ACADEMIC QUALIFICATIONS

1. **ICSSR Post-Doctoral fellowship** in Sri Venkateshwara University Tirupati. (Submission stage).
2. **Awarded Ph.D., degree in Business Management (Full time)** on the topic entitled “Quality of Work Life in Select Cement Companies - A Study with Reference to Y.S.R district - A.P.” from Yogi Vemana Univesity, Kadapa, in 2016.
3. Master of Business Administration (Executive MBA) – Completed with 62.2% from Sri Venkateswara University, Tirupati, Andhra Pradesh, in 2012.
4. Master of Human Resource Management – Completed with 62% from Yogi Vemana Univesity, Kadapa, Andhra Pradesh, in 2008.
5. Bachelor of Physical Educatioin ( B.P.Ed) - Completed with 67% from Sri Venkateswara University, Tirupati, Andhra Pradesh, in 2005.
6. Bachelor of Science (BZC) - Completed with 57% from Government Arts College, Jammalamadugu, Andhra Pradesh, in 2002.
7. Intermediate (Biology, Physics & Chemistry) – Completed with 58% from Government Juniour College, Jammalamadugu, Andhra Pradesh, in 1998.
8. S.S.C - Completed 1996 with 60% from Govt High School, Talla Proddutur, Andhra Pradesh, in 1996.

# INDUSTRY EXPERIENCE

Worked as a Asst HR Manager in ACE Tyres Ltd, Hyderabad, for 2 years, during the period of 8/8/2008 to 8/8/2010.8/8/2008 to 8/8/2010.

# TEACHING EXPERIENCE

Worked as a Asst professor (**JNTUH Ratified faculty Id no 3294-170131-024112)** in Holy Mary Institute of Technology and science MBA Dept Hyderabad, during the period of 10/8/2015

to 27/08/2017) and Sir Vishveshwariah Institute of science and technology MBA Dept Madanapalli, during the period of 01/2/2020 to 10/10/2021). Working as a Principal and Associate Professor of the Department of Management in Silicon City College, Since 1/3/2022 to till now.

**RESEARCH EXPERIENCE**

Granted **Post-doctoral fellowship of ICSSR** in Sri Venkateshwara University Tirupati, during the period of 2/1/2018 to 2/1/2020.

# TECHNICAL SKILLS

* Windows XP, 98 Operating System.
* MS Excel, MS Word, and MS Dos application packages.

**STRENGTHS**

* + - * Good Communication Skills.
      * Ability to Lead the Team.
      * Comprehensive problem-solving skills
      * Willingness to work in a group
      * Ability to take initiative and work in fast paced environment.

**Research Publications**

1. **Financial Sector Reforms – Impact on Corporate Sector**. Himalaya Publishing House, ISBN: 978-03-5051-334-7, Nov 2011.
2. **Micro Finance Institutions- Role of NBFCS in Rural Development A Study of Andhra Pradesh**. Paramount Publishing House, ISBN 936197400-4. 2012.
3. **Quality of Work Life in the Employees of Cement Companies in YSR District- an Outlook. Contemporary Research in India** – A Peer Revised Multi-Disciplinary International Journal, Volume: 4 issue: 3 Sep 2014.
4. **Growth and Development of Handicrafts in India: A Case Study of Crochet Lace Industry in Andhra Pradesh**, International Journal of Advance Research in Computer Science and Management Studies, (IJARCSMS) ISSN (Online): 2321-7782, ISSN (Print): 2347-1778, Volume 6, Issue 4, April 2018.
5. **Work –Life Balance among Women employees in Service Sector with Special Reference to Madanapalle region, Chittoor District, Andhra Pradesh State** – An Empirical Study”. Asia Pacific Journal of Research, UGC APPROVED: 45797, ISSN (Print): 2320-55040 ISSN (Online): 2347-4793, Vol: I. Issue LXXXVII, April 2018.
6. **Export Promotion and Performance of Handicrafts in India**, International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, Volume 6, Issue 2, June 2019,
7. **Leading in a VUCA World: Role of Leadership Competencies and Skills** IJRAR- International Journal of Research and Analytical Reviews special issue, UGC Approved: 43602, e ISSN 2348 –1269, Print ISSN 2349-5138, Vol 6 page no 271-275, 2019.
8. **Joint Liability Group (JLG) activities of "Kudumbashree" Initiatives : A case study based on rural areas of Kerala ,India**., CLIO An Annual Interdisciplinary Journal of History (UGC Care Journal) ISSN: 0976-075 ,Vol-6-Issue-6 April-2020.
9. **Factors of Self-Empowerment through Self Help Groups: Learning Lessons from Rural Women in Kannur District, Kerala,** Journal of Xi'an University of Architecture & Technology, ISSN No: 1006-7930 Volume XII, Issue IV, Page No: 5104, April 2020.
10. **Opportunities and Challenges to Traders and Exporters for Marketing of Lace Products in Narasapuram, Andhra Pradesh**, Juni Khyat ISSN: 2278-4632 (UGC Care Group I Listed Journal) Vol-10 Issue-5 No. 6 May 2020.
11. A Study on Consumer Behaviour Related Mobile Phone Usage in Coimbatore City, **A Paradigm Shift in Marketing: Crating Value for a More Sustainable Future**, Princeton press, USA, ISBN: 978-920-5-20216-7, Page No:115, March 2022.

**Book Publication 1. “**Quality of Work Life in Select Cement Companies - A Study with Reference to Y.S.R district - A.P.” Scholar’s press ISBN: 978-3-659-84418-8.

**Papers Presented in the Conferences / Seminars:**

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| **Title of the Conference / Seminar** | **Organized by** | **Title of the Paper** | **Year** |
| 1. Emerging Trends in Financial Services: Challenges and Opportunities | Sri Padmavati Mahila Visvavidyalayam  (National Seminar) | “Mutual Funds in India: A study of fund of fund schemes” | 2010 |
| 1. Management Practices in Global Perspective | Yogi Vemana University  (National Seminar) | “Quality of Work Life among the Employees in three select companies in Y.S.R district.” | 2011 |
| 1. Mahatma Gandhi National Rural Employment Guarantee Scheme and its impact on Rural Economy | Yogi Vemana University  (National Seminar) | “Structure and role of the National Rural Employment Guarantee Scheme in A.P” | 2010 |
| 1. Communication- Contemporary Relevance | S.V Degree & P.G College  (National Seminar) | “Effective Communication Barriers” | 2010 |
| 1. Two-day national seminar on “consumer protection in India: Issues and challenges” | Sri  Venkateshwara University, Tirupati | Consumer Protection in the age of E Commerce | 2018 |
| 1. Two-day national conference on “GST Trajectory: challenges and opportunities” | Sri  Venkateshwara University, Tirupati | GST: Overall Impact on Different Stakeholders of Indian Economy | 2018 |
| 1. One Day online Webinar on “NAAC Assessment & Accreditation for AQAR   Process” | Anjuman college of Engineering and Technology | “NAAC Assessment & Accreditation for AQAR  Process” | 14 July 2020 |
| 1. One Day National Level Webinar on “Emerging Trends in Digital Marketing” | SITAMS - Internal Quality Assurance Cell (IQAC) | Emerging Trends in Digital Marketing | 15 July 2020 |
| 1. One Day National Level Webinar on “Digital Marketing During Covid 19" | Govt Degree College, Patancheru, Dist. Sanga Reddy | Digital Marketing During Covid | 17 July 2020 |
| 1. One Day Online National Level Webinar on “Institutionalization of IQAC” | Shrikrishna Mahavidyalaya, Gunjoti | Institutionalization of IQAC | 19 July 2020 |
| 1. One day National E webinar on “Cyber Attacks and Defence Mechanism in Data Security” | Sreenivasa Institute of Technology and Management Studies (SITAMS) | Cyber Attacks and Defense Mechanism in Data Security | 26 July 2020 |
| 1. One day National E webinar on “Innovations in Engineering and Management Fields” | Sai Spurthy Institute of Technology | Innovations in Engineering and Management Fields | 27 July 2020 |
| 1. One day National E webinar on “Paradigm shift in HR Practices in Present Scenario” | Sai Spurthi Insstitute of Technology | Paradigm shift in HR Practices in Present Scenario | 28 July 2020 |
| 1. One day National E webinar on “Expectations of Job Markets in Disruptive Technology” | Sai Spurthi Insstitute of Technology | Expectations of Job Markets in Disruptive Technology | 30 July 2020 |
| 1. One Day Online Webinar National level titled “Open - Source Tools for Data Analysis in Social Sciences “ | Manipal Academy of Higher Education | Open - Source Tools for Data Analysis in Social Sciences | 31st July 2021 |
| 1. One Day International Webinar on “How to Engage the Disengaged Learners Who are Refusing to Learn” | Sai Spurthi Institute of Technology | How to Engage the Disengaged Learners Who are Refusing to Learn | 06 August 2021 |
| 1. One Day National level Webinar on “An Overview of Indian Budget 2022-2023” | Sivananda sarma Memorial R.V College , Bengaluru. | An Overview of Indian Budget 2022-2023 | February 04th 2022 |
| 1. One Day National Webinar “On Career Opportunities for Commerce and Management Graduates” | Dr Ambedkar Open University, Hyderabad | Career Opportunities for Commerce and Management Graduates | February 14th 2022 |
| 1. Two Day National Webinar On IPR, patents and copy rights | Central University Hariyana | IPR, patents and copy rights | March 6th 2022 |
| 1. Two Day National Webinar On Intellectual Property Rights (IPR) | JMJ College for Women (Autonomous), Tenali. | Intellectual Property Rights (IPR) | March 15th - 16th March 2022 |
| 1. Two Day National Conference on NEP 2020 Reflection on its Implementation | Sunbeam Women's College Varuna, Varanasi. | NEP 2020 Reflection on its Implementation | January 9th and 10th 2022. |

**Participated Workshops and Faculty Development Programmes:**

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|  | **Organized By** | **Year** |
| 1. UGC Sponsored One-week National Workshop on Attitude Management. | Yogi Vemana University | 2015 |
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| 1. Two days Faculty Development Programme on Management pedagogy. | School of Management Studies  JNTUH | 2016 |
| 1. Two days Faculty. Development Programme on Business Analytics. | School of Management Studies  University of Hyderabad | 2016 |
| 1. Three days National workshop on Research Methodology &amp; SPSS | Yogi Vemana university, Dept of Psychology, Kadapa, AP. | 2017 |
| 1. Two-day Faculty Development Programme On Competence Development for Management Teachers | Department of Management  Studies, Sri Venkateshwara University, Tirupati. | 2018 |
| 1. UGC- Autonomous Scheme One day national workshop on “Cryptocurrency and block chain technology” | PVKN govt  college (A) Chittoor. | 2018 |
| 1. Two-day FDP on competence development for management teachers, | Sri  Venkateshwara University, Tirupati | 2018 |
| 1. Participation in the “International conference on essential management skills in the age of disruption” | Sri  Venkateshwara University, Tirupati | 2018 |
| 1. Seven Days Online Faculty Development Program on “Recent Trends in Management” | Gates Institute of Technology | 2020 |
| 1. Ten Days Online Skill Development Programme on “Social Media Digital Marketing” | Bharathiar University, Coimbatore | 2020 |
| 1. One Day National Level E Workshop on “Innovations in Engineering and Management Studies” | Sai Spurthi Institute of Technology | 2021 |
| 1. One day online E webinar on “Open – Source Tools for Data Analysis in Social Sciences” | Manipal University | 2021 |
| 1. One week online FDP - Workshop on “Writing effective and quality research papers, How to publish in scopus, SCI limited | Central University, Bilasapur. | January 25th to 29th 2022 |
| 1. One week International FDP on supply chain 4.0 | School of Commerce Presidency University, Bengaluru. | March 7th to 11th 2022 |
| 1. One week National online Workshop on NAAC “Assessment and Accreditation “ | Jharkhand Government Tool Room, Ranchi | March 28th and April 2nd 2022 |

**PERSONAL PROFILE**

Father’s Name : B.Veera Nagi Reddy

Gender : Male

Marital Status :. Married

Date of Birth : 22-08- 1983

Nationality & Religion : Indian, Hindu

Languages Known : English, Hindi and Telugu

Hobbies : Reading books, Playing Cricket

Current Address : Buddayapalem, Kasunoor Road,

Simhadripuram(M&V), Kadapa-516454,

1. P. India.

**DECLARATION**

I hereby declare that the above information is true to the best of my knowledge and belief.

**Place**:

**Date:** **(Dr. B.AMARANATHAREDDY)**