

CURRICULUM VITAE

**Professor & Director, R&Dand EISC, Visakha Institute of Eng & Tech,
Secretary, BN Entrepreneurship Research and Development Society, Vizag.**
Do.No-20-80/11, Saidurga Residency, BharatNagar, Prahaladha Puram,
Visakhapatnam-Pin-530 027, ANDHRAPRADESH, INDIA.

Email and Skype: [mvskrao123@gmail.Com](mailto:mvskrao123@gmail.com) +91- 6301663441, 9291348315
Alternative email: sgips999@gmail.com



CAREER OBJECTIVE:

To be a part of growth oriented organization, which furnishes ample scope for self-actualization, creativity, leadership with a zeal for achievement and realizing my career progression; to serve and lead the organization, in a key manner with dedication for better Education, Research & Management; to share my affluent experience in order to provide better plans for the overall development of students and organization.

Name : **M.V.K. SREENIVASA RAO**
Nationality : Indian
Gender : Male
Marital Status : Married
Date of Birth : 01-08-1968
Present Designation : Professor and Principal
Qualification : Ph.D. in Human Resource Management
Specialization : **Finance and Human Resource Management**

EDUCATION:

Exam Passed	Year	Class	Subject	Board / University
Ph. D.	09-3-2010 (Awarded)	First (pre- PhD)	Human Resource Management Area <i>(HUMAN FACTOR IN RETAIL SECTOR:A STUDY IN VISAKHAPATNAM)</i>	Andhra University Andhra Pradesh
M. Phil	1999 (Awarded)	First (pre- PhD)	Human Resource Management Area (Managing Food based MSME: A Study in VSP)	Andhra University Andhra Pradesh
M. Com	1992	Second	Taxation, HRM & Finance, other subjects	Andhra University Andhra Pradesh
M.B.A	2007	First	Finance and other Management Subjects	Andhra University Andhra Pradesh
B.Com	1989	First	Commerce Subjects	Andhra University Andhra Pradesh
B.Ed.	1996	Second	English & Social Studies	Annamalai University
P.G.D.CA	1998		Office Automation, Tally	TCC, Visakhapatnam

TEACHING EXPERIENCE: (About 26 years)

Name of Institution & Place	Duration				Designation
	From	To	Years	Months	
VISAKHA INSTITUTE OF ENGINEERING & TECHNOLOGY, VIZAG	19/11/21	TILL NOW	--	6	Professor/ Director, R&D, EISC
Arjun College of Technology and Sciences, Hyderabad	15/03/21	15/10/21	--	7	Professor
SADHGURU INSTITUTE OF Technology and Mgt Studies, AP	09/05/2020	08/03/2021	--	10	Director
GONNA INSTITUTE OF TECH & MGT STUDIES, VIZAG, AP	5/9/2010	5/2/2020	9	5	Principal
RAGHU ENG COLLEGE, VIZAG, AP	18/8/ 2008	4/9/2010	2	--	HOD & Associate Professor
SRI GOWRI PG COLLEGE, VIZAG, AP	1/9/2002	17/8/2008	6	--	HOD & Associate Professor
RAJAH RSRK RR COLLEGE	1 ST MAY 2000	30/8/2002	2	3	Associate Professor
SRI GOWRI PG COLLEGE, VIZAG, AP	1 st July 1994	25/4/2000	5	10	Assistant professor

INDUSTRY EXPERIENCE: About Two years during 1992-1994.**RESEARCH EXPERIENCE:** 22 Years: 1996 – 2017**AWARDES/ ACHIEVEMENTS:**

1. **Best Teacher award 1997**
2. Barat Shiksha Ratan Award in 2013,
3. International Accreditation as **Certified Teacher** by GLOBAL Education Support Forum and IAO of BOSTON, USA.
4. **GRABS Achievement Award for Excellence in Education, India - 2022**
5. **Academic Excellence Award by INSC Professional Academy, India - 2022**

POSITIONS HELD/ HOLDING IN PROFESSIONAL/ OTHER BODIES:

Secretary, BN Entrepreneurial Research and Development Society, Editor & Editorial Board Member of International Journals via, Pezzottaite Journals, *South Indian V- Journal of Advances in Small Business*, *Inderscience Publishers*, *Global Journal of Management and Business*, **Director**, Gonna Incubation Center,

Recent Positions:*Reviewer*, IASET Journals, India (2022)*Reviewer*, IJRDO(Scopus Listed) Journals, India (2022)*Reviewer*, IP Innovative Publication Pvt. Ltd, www.ipinnovative.com (2022).*Reviewer*, JETIR - *Journal of Emerging Technologies and Innovative Research*, www.jetir.org (2022).**STUDENTS PROJECTS SUPERVISED:** Over 200 during last 20 years**MBA STUDENTS PROJECTS Viva External Exams:** 60 so far**BOOKS & CHAPTERS:** 03 so far, 2 Books are under process

Leadership & Talent Management (2010) – Excel Books, New Delhi-110028, ISBN 978 -81-7446-819-2

Agro Business Supply Chain Management (2012) – Excel Books, New Delhi, ISBN 978-81-7446-927-4

Entrepreneurship in Retail Sector (2011) Excel Books, New Delhi-110028, ISBN 978- 93 -5062 -002-1

MINOR/ MAJOR RESEARCH PROJECTS:

UGC major Research Project - Knowledge Management in the Corporate Sector: a Study in Visakhapatnam

Minor Research Project – Entrepreneurship in MSME Sector: a Study in Visakhapatnam

AUTHORIZED Ph.D SUPERVISOR:

JNTUk, Kakinada, Andhra Pradesh, India

ICFAI University, India, (Presently 02 Ph.D Research Scholars are working)

SEMINARS/WORK SHOPS/ CONFERENCES/ STUDENT SYMPOSIUM S/ JOB MELA'S CONDUCTED (As Coordinator, Chairman, and Director): 26

CONSULTANCY:

Offering Services To Small Scale Enterprises In Visakhapatnam, Did Consultancy for New entrepreneurs, Assisting students of professional colleges to their startup businesses as a director of *Gonna Incubation Center*.

GUEST LECTURES: 10

ASSOCIATION WITH CORPORATE WORLD: M.N.C and others : Over 10

EXTERNAL EXAMINAR VISITS: Over 20

RESEARCH PAPERS PUBLICATIONS: (About 40)

International and National Seminars, Conferences: 20

Google Scholar LINK: <https://scholar.google.com/citations?user=0UPzOI0AAAAJ&hl=en>

Certification Programmers attended and Conducted: 05

SEMINARS/WORK SHOPS/ CONFERENCES/ JOB MELA'S CONDUCTED (SELECTIVE):

1. One day seminar was conducted in October 2009 on “*Recent Trends and Case Studies in Management*” as Chief Coordinator at *Dept of MBA, Raghu Engineering College, Visakhapatnam, A.P., India.*
2. A Work Shop was conducted on “*Research Methodology*” as Chief Coordinator in November 2009 at *Dept of MBA, Raghu Engineering College, Visakhapatnam, A.P., India.*
3. A Work Shop was conducted on “*Case Method of Learning*” on 14th April 2011 as Chairman at *Gonna Institute of Technology and Management Studies, Visakhapatnam, and A.P., India.*
4. Actively participated at National Seminar as Assistant coordinator conducted on “*Rising India: Changing Global Labour Markets*” during 25 – 26 September 2008 at Andhara University, Visakhapatnam, A.P, India.
5. Conducted *SEBI's Workshop* on “*Financial Planning for Young Investor*” as Chairman by SEBI Resource Person on 09/03/2013 at *Gonna Institute of Technology and Management Studies, Visakhapatnam, A.P, India.*
6. Conducted A *National Conference on Advances in Small Business, Entrepreneurship and Management Research (GONNA-IC: ASBE&MR2013)*” as *Conference Chairperson*, held on 11th July 2013 at *Gonna Institute of Technology and Management Studies, Visakhapatnam, Andhra Pradesh, India.*
7. Conducted A *National Seminar on “EXECUTIVE EDUCATION FOR BUILDING WORLD CLASS ORGANIZATIONS”* as *Seminar Director*, held on 29th March 2014 at *Gonna Institute of Technology and Management Studies, Visakhapatnam, Andhra Pradesh, India.*
8. Conducted A *Seminar on “Building New Andhra Pradesh: Strategies, Opportunities and Challenges”* as *Seminar Director*, held on 29th March 2014 at *Gonna Institute of Technology and Management Studies, Visakhapatnam, Andhra Pradesh, India.*
9. Conducted A *Two Days Skill Development Programme for faculty and Students as Programme Director*, held on 22nd and 23rd Sep 2015 at *Gonna Institute of Technology and Management Studies, Visakhapatnam, Andhra Pradesh, India.*

10. Conducted “A **TWO DAYS WORKSHOP ON INNOVATIVE ENTREPRENEURSHIP TRAINING**” as *Programme Director*, held on 13th and 14th October 2015 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.
11. Conducted “A **NATIONAL LEVEL CONFERENCE ON MAKE IN INDIA’S INCLUSIVE MANAGEMENT PRACTICES FOR THE SUSTAINABLE DEVELOPMENT OF NAVYA ANDHRA PRADESH**” as *Programme Director*, held on 12TH APRIL 2016 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.
12. Conducted “AN AWARENESS PROGRAMME ON ENTREPRENEURSHIP” as *Programme Director*, held on 30TH JULY 2016 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.
13. Conducted “A **SEMINAR ON SUSTAINABLE ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT FOR THE DEVELOPMENT OF MSME SECTOR IN EMERGING ECONOMIES**” as *Programme Director*, held on 3RD DEC 2016 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.
14. Conducted “AN AWARENESS PROGRAMME ON DIGITAL FINANCIAL LITERACY CAMPAIGN FOR CASH LESS TRANSACTIONS” as *Programme Director*, held on 9TH AND 10TH DEC 2016 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.
15. Conducted “A **FREE EYE CAMP**” as *Programme Director*, held on 13TH FEB 2017 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.
16. Conducted “**INTERNATIONAL WOMEN’S DAY CELEBRATIONS AND LAUNCHING WOMEN ENTERPRISE BY GONNA INCUBATION CENTER**” as *Programme Director*, held on 8TH MARCH 2017 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.
17. Conducted “**NATIONAL MANAGEMENT AND TECHNICAL STUDENT SYMPOSIUM (GITMS GLITZ: the MTC Challenge 2k18)**” as *Programme Director*, held on 7TH MARCH 2018 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.
18. Conducted “A WORK SHOP ON THE ESSENTIALS TO ESCORT ENTREPRENEURIAL ORIENTATION TOWARDS INNOVATIVE STARTUPS, (VIET: EEETS), as *Programme Secretary*, held on 15th, December 202, *Visakha Institute of Engineering and Technology*, Visakhapatnam, Andhra Pradesh, India.
19. Conducted “A **Faculty Development Programme on "BUILDING THE COMPETENCIES OF TEACHERS IN BLENDED TEACHING & LEARNING: A STEP BY STEP APPROACH"**, as *Programme Secretary* and also *Prof. K SRINIVAS Ph.D, Head ICT & Project Management Unit, NIEPA, Ministry of Education, Government of India, New Delhi – 110016 has been the Key speaker*, held on 6th January 2022 at *Visakha Institute of Engineering and Technology*, Visakhapatnam, Andhra Pradesh, India.
20. Delivered Lecture on “**Budget 2022 is truly Amrit Kaal: A Brief Analysis & Interpretation**” Friday, 04/03/2022 via, Google Meet joining info Video call link: <https://meet.google.com/yev-hsku-qdr>
21. Delivered Lecture on “**THE ROLE OF GREEN INITIATIVES AND GREEN HRM PRACTICES IN EDUCATIONAL INSTITUTIONS**” Tuesday, 15/03/2022, Meeting ID, meet.google.com/cwa-khdr-sjf
22. Conducted about 10 webinars as the programme secretary and key speaker on various emerging domain of knowledge during covid pandemic situation. And also played active role as a member of organizing committees to conduct six *national and international seminars* held at Andhra University, Visakhapatnam, Andhra Pradesh, India. AND ALSO instrumental in conducting various health camps, social service programmes.

SEMINARS / CONFERENCES ATTENDED AND PAPERS PRESENTED: About 20
RESEARCH PAPERS PUBLISHED: (About 40 – Selective List is given)

Dr. M.V.K. Srinivasa Rao (2022), A STUDY ON THE IMPACT OF GREEN ENVIRONMENTAL AND HRM PRACTICES ON THE ORGANIZATIONAL PERFORMANCE IN SELECT ORGANIZATIONS, AP, INDIA, ENVIRONMENTAL SMOKE, Brazil, South America -ISSN: 2595-5527Doi: 10.32435/envsmoke.2022511-9Volume5, Issue1, p. 01-09: SCOPUS Journal

Dr.M.V.K. SRINIVASA RAO (2022), CUSTOMER PERCEPTION ON THE MODERN (M)-SERVQUAL OF BANKING ORGANIZATIONS: A STUDY IN VISAKHAPATNAM, ANDHARA PRADESH, INDIA, International Journal of Emerging Technologies and Innovative Research (www.jetir.org | UGC and ISSN Approved), ISSN:2349-5162, Vol.9, Issue 4, Page no. ppd812-d826, April-2022, <http://www.jetir.org/papers/JETIR2204396.pdf>

Dr.M.V.K. SRINIVASA RAO (2022) The Impact of Entrepreneurial Leadership on Business Performance: A Study wrt MSMEs in Coastal Andhra Pradesh, India, accepted for the publication in "Indian Journal of Economics and Business" Jan-2022, Reference No. 11022022-1855-IJEB/2022, Blind Reviewed Refereed Journal, Copyright@ Ashwin Anokha Publications & Distributions <http://www.ashwinanokha.com> – SCOPUS Journal

Dr.M.V.K. SRINIVASA RAO (2022) THE ROLE OF GREEN INITIATIVES AND GREEN HRM PRACTICES ON JOBLEVERED PERFORMANCE: A STUDY ON EDUCATIONAL INSTITUTIONS, Published in Volume 04 No. 01(II) January - March, 2022 of INTERNATIONAL JOURNAL OF EDUCATION, MODERN MANAGEMENT, APPLIED SCIENCE & SOCIAL SCIENCE (IJEMMASS), Peer Reviewed Refereed Journal, ISSN : 2581-9925, Impact Factor: 6.340.

Dr.M.V.K. SRINIVASA RAO (2022), The Impact Of Green HRM Practices On Organizational Performance: A Study On Educational Institutions In Andhra Pradesh, International Journal of All Research Education & Scientific Methods, (IJARESM), ISSN No: 2455-6211”, Impact Factor : 7.429, Volume 10, Issue .

Dr.M.V.K. SRINIVASA RAO (2022), THE ROLE OF KNOWLEDGE MANAGEMENT OUTCOMES IN SUCCESSFUL COMPLETION OF THE CONSTRUCTION PROJECTS, ANDHRA PRADESH, INDIA, International Journal of Scientific and Engineering Research (IJSER), ISSN 2229-5518 | WWW.IJSER.ORG.

Dr MVK. Srinivasa Rao (2022), GREEN HRM PRACTICES FOR THE DEVELOPMENT OF ORGANIZATIONS: STUDY IN VISAKHAPATNAM, International Conference on Business Management and Social Innovation (ICBMANSOIN-22), 1st March 2022, Berlin Germany, Paper Id: ISER_47918, <https://iser.org.in/conf/index.php?id=1548584>

Dr. M.V.K.Srinivasa Rao (2022), Women Empowerment with Entrepreneurship in Farmers Producers Organizations (FPOs) Through SHGs: A New Model of the Development, Paper Id: IIERD_98731, INTERNATIONAL CONFERENCE ON SCIENCE TECHNOLOGY AND MANAGEMENT (ICSTM-22) has been accepted as a result of blind reviews. On behalf of International Institute of Education, Research and Development (IIERD), Manama, Bahrain, Middle East.

2018 – 2019

Dr. M.V.K. SRINIVASA RAO (2018), THE ROLE OF CHANGE MANAGEMENT IN DIGITAL CORPORATE LEADERSHIP: A STUDY IN DIGITAL ANDHRA PRADESH, International Journal of Entrepreneurship & Business Environment Perspectives, Volume 7, Number 4, October – December’ 2018, ISSN (Print): 2279-0918, (Online): 2279-0926, PEZZOTTAITE JOURNALS SJIF 7.487, SJIF (2017): 9.02, H5-Index: 2, H5-Median: 3, H-Citations: 6 ,Pp: 4026-4034.

2017 – 2018

Dr. M.V.K. SRINIVASA RAO (2017), A STUDY ON KNOWLEDGE MANAGEMENT WITH REFERENCE TO SELECT CONSTRUCTION ORGANIZATIONS IN VISAKHAPATNAM, International Journal of Logistics and Supply Chain Management Perspectives, Pezzottaite Journals, Jammu & Kashmir, India, Vol-6, Issue no-4, October - December 2017

2016 – 2017

Dr. M.V.K. SRINIVASA RAO (2017), A STUDY ON THE IMPACT OF BUSINESS FACTORS ON BANK CREDIT ACCESSIBILITY IN MICRO SMALL MEDIUM ENTERPRISE SECTOR, Management Trends” Saurashtra University, RAJKOT - 360 005 , Vol-II, May 2017 issue

Dr.M.V.K. SRINIVASA RAO (2017), A STUDY ON CREDIT WORTHINESS AND PERFORMANCE OF MSME SECTOR IN VISAKHAPATNAM, ANDHRA PRADESH, INDIA, INTERNATIONAL JOURNAL OF LOGISTICS & SUPPLY CHAIN MANAGEMENT PERSPECTIVES; ISSN: 2319-9032 (PRINT) ISSN: 2319-9040 (ONLINE); IMPACT FACTOR- 2015: 6.478, 2014: 5.857, 2013: 5.074, 2012: 3.562, Jan 2017

Dr. M.V.K. Srinivasa Rao(2017), SELF EMPLOYMENT AND WOMEN EMPOWERMENT WITH ENTREPRENEURSHIP IN MSME THROUGH SELF HELP GROUPS (Theme Paper),, INTERNATIONAL WOMEN’S DAY CELEBRATIONS AND SEMINAR ON LAUNCHING WOMEN ENTERPRISES FOR EMPOWEMENT BY GONNA INCUBATION CENTER” held on 8TH MARCH 2017 at Gonna Institute of Technology and Management Studies, Visakhapatnam, Andhra Pradesh, India.

2015 – 2016

Dr. M.V.K. SRINIVASA RAO (2016), The Influence of Organizational Culture, Work Life Factors of t Employees on their Perception towards WLB in the Business Organizations, THE INTERNATIONAL MANAGER” ISSN 2348-9405 (PRINT), Vol-III,ISSUE-9 (Jan – March 2016)

Dr. M.V.K. SRINIVASA RAO (2016), THE INFLUENCE OF PERSONAL AND DEMOGRAPHIC FACTORS ON WORK LIFE BALANCE OF EMPLOYEES IN THE CORPORATE SECTOR, International Journal of Organizational Behaviour and Management Perspectives,, Pezzottaite Journals, Jammu & Kashmir, India, Vol-4, Issue no-3,July- Sep 2016

DR M.V.K. SRINIVASA RAO (2016), ROLE OF CHANGE AGENT IN ORGANIZATIONAL DEVELOPMENT & CHANGE: A STUDY IN PRIVATE SECTOR, Presented at “AN AWARENESS PROGRAMME ON DIGITAL FINANCIAL LITERACY CAMPAIGN FOR CASH LESS TRANSACTIONS” held on 9TH AND 10TH DEC 2016 at Gonna Institute of Technology and Management Studies, Visakhapatnam, Andhra Pradesh, India.

DR M.V.K. SRINIVASA RAO (2016) SUSTAINABLE ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT FOR THE DEVELOPMENT OF MSME SECTOR: AN OUTLOOK ON INDIAN ECONOMY (Theme Paper), Presented and published at “A SEMINAR ON SUSTAINABLE ENTREPRENEURSHIP AND STRATEGIC MANAGEMENT FOR THE DEVELOPMENT OF MSME SECTOR IN EMERGING ECONOMIES”, held on 3RD DEC 2016 at Gonna Institute of Technology and Management Studies, Visakhapatnam, Andhra Pradesh, India.

Dr. M.V.K. Srinivasa Rao (2016), MAKE IN INDIA AND SKILLING INDIA FOR THE DEVELOPMENT OF NEW ANDHRA PRADESH THROUGH YOUTH EMPOWERMENT(Theme Paper), “A NATIONAL LEVEL CONFERENCE ON MAKE IN INDIA’S INCLUSIVE MANAGEMENT PRACTICES FOR THE SUSTAINABLE DEVELOPMENT OF NAVYA ANDHRA PRADESH”, held on 12TH APRIL 2016 at Gonna Institute of Technology and Management Studies, Visakhapatnam, Andhra Pradesh, India.

Dr. M.V.K. Srinivasa Rao(2015), SELF EMPLOYMENT AND WOMEN EMPOWERMENT WITH ENTREPRENEURSHIP IN MSME THROUGH SELF HELP GROUPS at “A TWO DAYS WORKSHOP ON INNOVATIVE ENTREPRENEURSHIP TRAINING” held on 13th and 14th October 2015 at Gonna Institute of Technology and Management Studies, Visakhapatnam, Andhra Pradesh, India.

2014 – 2015

Dr. M.V.K. SRINIVASA RAO (2015), Work Life Balance amongst Employees in the Corporate Sector: a Study in Visakhapatnam, SPLINT INTERNATIONAL JOURNAL OF PROFESSIONALS” ISSN 2349-6045 (PRINT), Vol-II, No-10 (October 2015 Issue)

Dr. M.V.K. SRINIVASA RAO (2014), “Talent Management in the Banking Sector: A Study in Visakhapatnam, A.P, India” , Management Trends, Volume 11, No – 1&2, June - December , 2014.

Dr. M.V.K. SRINIVASA RAO (2014), A STUDY ON CUSTOMER BUYING DECISIONS OF BRANDED PAINTS: A CASE STUDY WITH REFERENCE TO BERGER PAINTS ” , April – July 2014, issue of Pezzottaite Journals, J&K, India

Dr. M.V.K. SRINIVASA RAO (2014), THE IMPACT OF ORGANIZATIONAL CLIMATE ON JOB SATISFACTION, MORALE AND TEAM PERFORMANCE: A STUDY IN VISAKHAPATNAM, A.P, INDIA”, June 2014 issue (Online) of Zeneth International Journals of Business Management and Economics.

Dr. M.V.K. Srinivas Rao (2014). A Study on the Key Success factors and Challenges of MSME Sector, Visakhapatnam, presented and published at a *Seminar on “Building New Andhra Pradesh: Strategies, Opportunities and Challenges”*, held on 12th December 2014 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.

Dr. M.V.K. SRINIVASA RAO (2014), *Industry-Institute Interaction for the Mutual and Sustainable Development of Educational and Corporate Organizations* published at National Seminar On “SUSTAINABLE INDUSTRY INSTITUTE INTERACTION IN THE CHANGING GLOBAL ENVIRONMENT”, held on 25/07/2014 at DCMS, Andhra University, Visakhapatnam, A.P, India.

Dr. M.V.K. SRINIVASA RAO (2014), *Some Perspectives Of Higher Education In India*” Seminar volume of National Seminar on Management Education and Entrepreneurship Practices In India: Implications for Social Inclusion *On 30th April, 2014* Organized By DCMS, Andhra University, Visakhapatnam.

Dr. M.V.K. Srinivasa Rao(2014), *The Role of Executive Education For Sustainable Economic Development through Building World Class Organizations(Theme Paper)* presented at A National Seminar on “EXECUTIVE EDUCATION FOR BUILDING WORLD CLASS ORGANIZATIONS” held on 29th March 2014 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.

2013 – 2014

Dr. M.V.K. SRINIVASA RAO (2013), *SWOT Analysis of Retail Industry: With Reference to Various Segments of Retail Enterprises in Visakhapatnam, A.P, India.*” published in *International Journal of Organizational Behavior and Entrepreneurship*, Pezzottaite Journals, Jammu & Kashmir, India, *Volume 2, Number 1, January-March’ 2013.*

Dr. M.V.K. SRINIVASA RAO (2013), *A Study on Some Financial Perspectives of Retail Sector with reference to Different Segments of Retail Enterprises.*”, *Commerce Times*, June 2013 issue.

Dr. M.V.K. SRINIVASA RAO (2013), *The Key Success Factors and Profitability: A Case Study on Micro Small and Medium Enterprises*”, *The Key Success Factors and Profitability: A Case Study on Micro Small and Medium Enterprises*”

Dr. M.V.K. SRINIVASA RAO (2013), *THE IMPACT OF PROPER ACCOUNTING PRACTICES ON PROFITABILITY: A CASE STUDY ON M.S.M.E’S, VISAKHAPATNAM, A.P, INDIA*”, *Pezzottaite Journals, J&K, India* in 2013,

Dr. M.V.K. SRINIVASA RAO (2013), *The Role of Individualized Consideration and Best Rewards of Leadership Dimensions in Business Performance: A Case Study on M.S.M. Enterprises*”, *South Indian V-Journal of ASBE & MR, Volume 1, Number 1, August, 2013.*

Dr. M.V.K. SRINIVASA RAO (2014), *Environmental Accounting Disclosure Practices In India: A Corporate Perspective*” All India Accounting Conference & International Seminar On Accounting Education & Research *,January 11,12,2014* Organized By Department Of Commerce & Management Studies , Andhra University, Visakhapatnam -530003.

Dr. M.V.K. SRINIVASA RAO (2014), *Some Perspectives Of Higher Education In India*” Seminar volume of National Seminar on Management Education and Entrepreneurship Practices In India: Implications for Social Inclusion *On 30th April, 2014* Organized By DCMS, Andhra University, Visakhapatnam.

Dr. M.V.K. SRINIVASA RAO (2014), *An Exploratory Study on the Strategies Adopted By Commercial Banks in Recovery of Nonperforming Assets*, AICTE Sponsored National Seminar on Recent Trends in Banking and Financial Services : Challenges & Opportunities *On 6th -7th November ,2013*, held at GVP degree &P.G College , Visakhapatnam

Dr. M.V.K. Srinivas Rao and Ch.Revati (2013), *A STUDY ON WOMEN LEADRSHIP AND SUCCESS OF SMALL AND MEDIUM ENTERPRISES* presented and published at A National Conference on *Advances in Small Business, Entrepreneurship and Management Research (GONNA-IC: ASBE&MR2013)*” held on 11th July 2013 at *Gonna Institute of Technology and Management Studies*, Visakhapatnam, Andhra Pradesh, India.

2012 – 2013

Dr. M.V.K. SRINIVASA RAO (2013), *The challenges of Retail Entrepreneurship: A Study in Visakhapatnam, Andhra Pradesh, India.*” Published in the seminar volume of a national seminar on *Entrepreneurship in Small Business: Challenges and Strategies*” on 26th March 2013. held at Andhra University, Visakhapatnam, A.P., India

Dr. M.V.K. SRINIVASA RAO (2012), *Some Perspectives Of Higher Education In India*” Seminar volume of National Seminar on Management Education and Entrepreneurship Practices In India: Implications for Social Inclusion *On 30th April, 2014* Organized By DCMS, Andhra University, Visakhapatnam.

Dr. M.V.K. SRINIVASA RAO (2012), Income and Employment in Retail Sector: A Study on Retail enterprises, Visakhapatnam, A.P, India, Journal Commerce and Management Thought”, Vo3, No 1, April 2012.

Dr. M.V.K. SRINIVASA RAO (2012), A Study on Profitability and Problems of Retail Entrepreneurship published in Journal of Entrepreneurship and Management”, Vol-1, Issue-2, June 2012.

Dr. M.V.K. SRINIVASA RAO (2012), Retail Customer Satisfaction in Fruits and Vegetable Market Segment: A Study between Organized and Unorganized markets” published in International Journal-Management Trends Vol-9, No-2, 9,Dec 2012,

Dr. M.V.K. SRINIVASA RAO (2012), The Impact of Entrepreneurial Orientation and Leadership Styles on Business Performance: A Study on Micro Small and Medium Enterprises” published in International Journal of Organizational Behavior and Environment perspectives, Vol-1, No-2, Sep-Dec 2012, Pezzottaite Journals, Oct-Dec, 2012,Jammu & Kashmir, India.

Dr. M.V.K. SRINIVASA RAO (2012), Economic Perspective of Child Labor - It’s Implications and Preventive Measures: A Study on Unorganized Sector in Visakhapatnam, A.P, India” published in the International Journal Research in Commerce, Management and Economics”, Volume no. 2 (2012), Issue no. 8 (August)

2011 – 2012

Dr. M.V.K. SRINIVASA RAO (2012), The Structure and Problems of Retail Enterprises in the Flat World: A Study in Visakhapatnam, A.P, India.” Published in the conference volume held at University of Warsaw – University of North Florida 2012 International Business Research Conference.

Dr. M.V.K. SRINIVASA RAO (2012), A Study on Problems and Need of Govt. Assistance in Retail Sector (With references to various segments of Retail Enterprises in Visakhapatnam, A.P” Presented at IBS, Hyderabad, A.P. in 2012 and published in the conference volume

Dr. M.V.K. SRINIVASA RAO (2012), The Child Labor: An Evil to Kill Humanity of Modern Society (A study on unorganized sector in Visakhapatnam)” published in the conference volume, held at Andhra University, Visakhapatnam, India in March 2012.

Dr. M.V.K. SRINIVASA RAO (2012), A Study on Portfolio Management Strategies for Financial Products: Some Reflections” published in the conference, held at Vignan University, Guntur, A.P.,India in 2012.

2010 – 2011

Dr. M.V.K. SRINIVASA RAO (2011), Consumer Decision making Process in Mobile Phone Market : A Case study in Visakhapatnam” Presented in the international conference, held at Baratidasan University, Tiruchirapalli, Tamilnadu, India in Jan 2011.

Dr. M.V.K. SRINIVASA RAO (2011),Incubation and Entrepreneurship” published in the conference volume of international conference, held at Entrepreneurship Development Institute of India, Ahmadabad, India in Feb 2011.

Dr. M.V.K. SRINIVASA RAO (2011),Agri-Business Supply Chain Management: A Case study in Visakhapatnam” Presented in the conference, held at PIMD,Diwas, India in Feb 2011 and published in the form of Edited Book by Excel Books.

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