

CURRICULUM VITAE

Dr. K. SRINIVASULU

S/o K. Venkata Subbaiah
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CAREER OBJECTIVE:

To acquire experience, information and quality of knowledge in the field of teaching and research through teaching, interaction and service to students in respect of my subject.

EDUCATIONAL PROFILE

- ❖ **PhD** (Business Administration), Thesis- ***Strategic Management in Telecommunication Industry – An Empirical Study with Competitive Prospective***, Sri Krishnadevaraya University, Anantapuramu, a recognized university under University Grant Commission, Govt. of India, Awarded in **26th October 2010**,
- ❖ **MBA** (Finance and Marketing), Sri Krishnadevaraya University, Anantapuramu, Passed in 1st Division in 2012.
- ❖ **M.Com**, Sri Krishnadevaraya University, Anantapuramu, Passed in 1st Division in 2000.
- ❖ **B.Com**, Govt. Degree College, Srisaillam Project, an affiliated college to Sri Krishnadevaraya University, passed with 1st Division in 1997.

EXPERIENCE PROFILE

Current Employment

Working as Associate Professor in the Department of Management Studies, P. B. Siddartha Arts and Science College, Vijayawada, Andhra Pradesh from 12-06-2023 to till date

Brief Summary of my involvement in the Department and Institute

- Worked as Associate Professor at Global Education Center (MBA), Moinabad, Ranga Reddy District, Hyderabad, Telangana State from 1st January 2020 to till 11-06-2023.
- Worked as Examinations Coordinator and Chief Superintend at K L University to conduct the University Examinations for MBA, BBA, B.Com, BHM, BCA, BFA and B. Pharmacy.
- Served as discipline Coordinator to bring the orderliness among the students right from dress code to ensure proper code of conduct while organizing various socio – cultural fests in MITS, Madanapalle.
- Involving in students admission generation process into various courses at K L University, for the academic year 2016-17.
- Acted as NSS Programme Officer, since November, 2013 to February 11th, 2016.

Past Employment

- 2017 – 2019 – GITAM Institute of Management, GITAM deemed to be University, Rushikonda, Visakhapatnam, as Asst. Professor to teach Management graduates.
- 2016 – 2017 – K L U Business School, K L deemed to be University, Vaddeswaramu, Guntur, as Asst. Professor to teach Management graduates.
- 2012 – 2016 – Madanapalle Institute of Technology and Science, Madanapalle, as Asst. Professor to teach M.B.A Students.
- 2009 – 2012 - *Sri Vani Institute of Management and Sciences*, Anantapuramu, on part time basis to teach M.B.A Students.
- 2006 – 2009 - *ICFAI National College*, Anantapuramu, A.P - Faculty in Finance.
- 2005-06 - *CMI Degree College* - Anantapuramu, A.P. – Lecturer in Commerce
- 2003-04 – *Govt. Arts College* – Anantapuramu, A.P. - Lecturer in Commerce
- 2002-03 – *CMI Degree College* – Anantapuramu, A.P. - Lecturer in Commerce
- 2000-2002 – *Govt. Degree College*- Klayandurg, Anantapuramu, A.P. – Lecturer in Commerce.

International Publications

- **Shyam Singh Inda, Kocherla Srinivasulu, Amit Kishore Sinha**, Analysis of Accreditation of Indian Universities Located in the Western Part of India Considering NAAC Quality Indicators, *Purushartha: A Journal of Management, Ethics & Spirituality, Varanasi*, March 2022 - August, 2022, Vol. XV, No. 1, Print ISSN: 0975-024X; Online ISSN: 2456-1371, Pg. No.135-143.

- **Srinivasulu. K**, An Empirical Study of Economic Factors on Indian Equity Market (With Special Reference to Financial Crisis), *International Journal of Business, Management and Allied Sciences (IJBMAS)*, January – March, 2018, Volume-5, Issue-1, Quarterly ISSN: 2349-4638, Pg. No.57-68.

- **Srinivasulu. K**, A study on Corporate Social Responsibility role in India, *International Journal of Business, Management and Allied Sciences (IJBMAS)*, January – March, 2018, Volume-5, Issue-1, Quarterly ISSN: 2349-4638.

- **Sumavalli. K & Srinivasulu. K**, A Study on Usage of Technology in Indian Banking Sector, *International Journal of Business, Management and Allied Sciences (IJBMAS)*, January – March, 2018, Volume-5, Issue-1, Quarterly ISSN: 2349-4638, Pg. No.334-341.

- **Hari Priya. D & Srinivasulu. K**, A Study on Option Strategies in Equity Derivatives with reference to the Indian Bull Securities Ltd., *International Journal of Research in Commerce, Economics and Management (IJRCM)*, November, 2017, Vol. No.7, Issue No.11, ISSN: 2231 – 4557, Pgs. 71-74.

- **Sahoo. C & Srinivasulu K**, Business and Knowledge Economy, *Reinventing HRM- The Picture of Tomorrow*, Excel India Publishers, September, 2017, ISBN: 978-93-86724-05-2, Pg. No.202-208.

- **Srinivasulu. K**, A study on Financial Performance of Fast-Moving Consumer Goods Industries, *International Journal of Business, Management and Allied Sciences (IJBMAS)*, July – September, 2017, Volume-4, Issue-3, Quarterly ISSN: 2349-4368 Pg. No.4549-4557.

- **Srinivasulu. K & Ravi Teja G**, A Study on Non-performing Assets Management with special reference to selected Public Sector Banks, *Kaav International Journal of Economics, Commerce and Business Management (KIJECEBM)*, April – June, 2017, Volume -4, Issue -2, Quarterly ISSN online: 2348 – 4969 (IF2017): 78902, Pg No.327-336.

- **Sahoo. C & Srinivasulu K**, Problems and Prospects of Tourism Development at Horsley Hills, *International Journal of Humanities and Social Science Invention*

(IJHSSI), 2016, 5(11), (ISSN Online): 2319 – 7722, ISSN (Print): 2319 –7714 **Index in Ebsco Host, Google Scholar. Cabell's Directory, UlrichsWeb, Open J Gate, ProQuest, Scirus and Jour Informatics, Pg. No. 52-56.**

- **Suresh Babu. M & Srinivasulu. K**, “A Study on ERP Software implementation in Indian Industry”, *International Journal of Futuristic Science Engineering and Technology (IJFSET)* **2013. p. 32-40. ISSN 2320 – 4486, Pg. No. 32-40.**
- **Suresh Babu. M & Srinivasulu. K**, “Knowledge Management & Strategic Enterprise Architecture: An Opportunity for Synergy”, *International Journal of Futuristic Science Engineering and Technology (IJFSET)* **2013. p.44 - 52. ISSN 2320 – 4486, Pg. No. 44-52.**

National Publications

- **Suresh Babu. M & Srinivasulu. K** “Renovation of Tanks: A boon to Anantapur farmers – A study on role of Women”, *UGC National Seminar on Rural women and Natural Resources Management: Opportunities, Policies and Challenges, Dept. of RD, S. K. University, Anantapuramu, 2013.*
- **Seshagiri Rao. P & Srinivasulu. K**, “A Study on Consumer’s perceptions and Awareness towards Consumer Rights”, *UGC National Seminar on Consumer protection: Issues and Challenges, Dept. of Commerce, S. K. University, Anantapuramu, 2013.*

Text/ Reference Books by National Level Publisher with ISBN

1. Srinivasulu. K & Sahoo C, *Entrepreneurship*, Seven Hills International Publishers, Hyderabad, 2018, ISBN No- 978-81-935676-5-4.
2. Srinivasulu. K & Murali Krishna. V, *Business Economics*, Seven Hills International Publishers, Hyderabad, 2017, ISBN No- 978-93-80831-43-5.
3. Adi Krishna. Nara & Srinivasulu. K, *Business Statistics*, Seven Hill International Publishers, Hyderabad, 2017, ISBN No-978-81-935676-2-3.
4. Srinivasulu. K, *Business Statistics - Telugu Medium*, Seven Hill International Publishers, Hyderabad, 2017, ISBN No-978-81-935676-0-9.

Chapters in Edited Books

- Sahoo. C & Srinivasalu K, "Business and Knowledge Economy", Presented at *International Conference on Reinventing HRM The Picture of Tomorrow*, Organized by **Dr.Gaur Hari Singhania Institute of Management and Research, Kanpur, Uttar Pradesh**, September, 2017. (Published in an edited book by Excel India Publisher with ISBN: 978-93-86724-05-2)

Participations in Workshop/ Symposium/ FDP

Title	Sponsorship	Program Type	Organizers	Duration
International Faculty Development Programme – Strategic Edge – The Stanford way	K L University	FDP	K L U Business School	January 5, 2017
Workshop on Digital Marketing	K L University	Workshop	K L U Business School	March 2-3, 2017
Indian Science Congress,	SV University, Tirupati	Congress	SV University, Tirupati	January 3-7, 2017
Two days workshop on Outcome Based Learning	MITS	Workshop	BITS Pilani - Hyderabad	April 17-18, 2015
Electronic System Design and Manufacturing	APSSDC	Workshop	AP State Skill Development Corporation	March 30, 2015
Three days workshop on Outcome Based Learning	MITS	Workshop	BITS Pilani - Hyderabad	February 6-8, 2015
One day National Level Technical Symposium PHOTON' 14	TEQIP	Symposium	MITS, Madanapalle	April 11, 2014

NSS Orientation Programme	Union Ministry of Youth & Sports affairs	Training (7 Days)	JNTUA Anantapuramu	March 14-20, 2014
Two-day National Level Workshop on Statistical Applications in Mgt. Research using SPSS 19'	MITS	Workshop	Dept. Management Studies, MITS, Madanapalle	
One month Faculty Training Programme	ICFAI	FDP (one month)	ICFAI, Hyderabad	September 6 th - October 7 th , 2006

MEMBERSHIP IN PROFESSIONAL BODIES

- A lifetime member in International Society for Research and Development. (ID No. SR41550900285)

EXTRA CURRICULAR INVOLVEMENT

Since November 2013, I have been serving as NSS Programme Officer and organizing various social service activities in MITS. The activities include –

- Voter Enrollment drive – December 19 -23, 2014, 4500 votes enrolled at Madanapalle (Sri. Banvarlal IAS, CEC visited the college as token of appreciation).
- Conducted Two Blood Donation Camps in the Year 2014 and contributed 420 units blood to Madanapalle Area Hospital, Madanapalle.
- NSS Unit collected the contributions from **MITS Management, Staff and the students donated Rs. 7,24,214-00 (includes Students Contributions Rs.1,24,200/-) (Rupees Seven Lakh Twenty-Four Thousand Two Hundred and Fourteen only) to the Hudhud Cyclone CM's Relief Fund.**
- Organised Swatch Bharath Programmes to keep the campus clean and green etc....
- Participated in N.S.S and Janmabhoomi Programs at Intermediate, Degree and Post-Graduation level.

PERSONAL PROFILE:

Name : Dr. K. Srinivasulu

Gender : Male

Marital Status : Married

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Languages Proficiency : Telugu, English (Working Knowledge of Hindi)

REFERENCE:**1 Prof. B.Anitha**

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Date: 16-09-2023

Vijayawada

(Dr. K. SRINIVASULU)