**CURRICULUM VITAE**



***Professor &Director, R&Dand EISC, Visakha Institute of Eng & Tech,***

***Secretary****, BN EntrepreneurshipResearch and Development Society, Vizag.*

Do.No-20-80/11, Saidurga Residency, BharatNagar, Prahaladha Puram,

Visakhapatnam-Pin-530 027,ANDHRAPRADESH, INDIA.

Email: [**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.

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

**TEACHING EXPERIENCE**: (About 26 years)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name of Institution & Place** | **Duration** | | | | **Designation** |
| **From** | **To** | **Years** | **Mon** |
| **SCHOOL OF COMMERCE AND MANAGEMENT, SANDIP UNIVERSITY, SIJOUL, BIHAR,INDIA** | **5/11/22** | **TILL NOW** |  |  | **Director, IQAC, Dean, SOCM,** |
| **VISAKHA INSTITUTE OF ENGINEERING & TECHNOLOGY, VIZAG** | **19/11/21** | **1/11/22** | **--** | **11** | **Professor/ Director, R&D, EISC: HI- Incubation cell** |
| **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** | **1ST MAY 2000** | **30/8/2002** | **2** | **3** | **Associate Professor** |
| **SRI GOWRI PG COLLEGE,VIZAG,AP** | **1st 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 Shiksa 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***
6. ***BHISHMA ACHARYA AWARD by Bharat Educational Society & MOE, New Delhi, India on 5th Setember2022 for the exemplary work of Education & Research***

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| --- |
| **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,*  *Founder Director, Incubation Center, VIET, Vizag-*Recognized as Host Institute  (No: HIBIAP002633)- by Ministry of MSME, New Delhi  ***RECENT POSITIONS:***  ***Reviewer, IASET Journals, India (2022)***  ***Reviewer, IJRDO(Scopus Listed) Journals, India (2022)***  ***Reviewer, IP Innovative Publication Pvt. Ltd,[www.ipinnovative.com](http://panela.ipplonline.com/ltrack?g=1&id=LU4HCQgGBVAEAB5SUVMCAwgBDks=VFpUAQtLEAZRE0FcAAokAw5ZCF8YUgpU&client=156342" \t "_blank)(2022).***  ***Reviewer, JETIR - Journal of Emerging Technologies and Innovative Research,*** [***www.jetir.org***](http://www.jetir.org/) ***(2022).***  ***Editor, IIP Book Series ID: IIP\_V2\_2022\_BS\_03\_15 with Editor ID: IIPER1655556381***  ***Director, VIET Incubation Center ID: HIBIAP002633, approved by Ministry of MSME, New Delhi, (2022)***  **Editorial Board Member, No-16, (2022), American Academic Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS),https://asrjetsjournal.org/index.php/American\_Scientific\_Journal/about/editorialTeam** |

**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**

**Patents: 03 So far**

**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***VIET Incubation Center, approved by Ministry of MSME, New Delhi***

**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=0UPzQI0AAAAJ&hl=en***](https://scholar.google.com/citations?user=0UPzQI0AAAAJ&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 andCase 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 ManagementStudies,*** 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, Visakhaptanm, A.P, India.
5. Conducted ***SEBI’s Workshop*** on “Financial ***Planning for YoungInvestor”*** as Chairman by SEBI Resource Person on 09/03/2013 at ***GonnaInstitute 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**11thJuly 2013 at *Gonna Institute of Technology and Management Studies,***Visakhapatnam, Andhra Pradesh, India.
7. Conducted A **National*Seminar on “EXECUTIVE EDUCATION FORBUILDING WORLD CLASS ORGANIZATIONS”* as *Seminar Director*,**held on **29thMarch 2014 at*Gonna Institute of Technology andManagement Studies,*** Visakhapatnam, Andhra Pradesh, India.
8. Conducted A ***Seminar on “Building New Andhra Pradesh: Strategies,Opportunities and Challenges ”* as *Seminar Director*,**held on**29thMarch2014 at *Gonna Institute of Technology and Management Studies,***Visakhapatnam, Andhra Pradesh, India.
9. Conducted A ***Two Days Skill Development Programme for faculty andStudents* as *Programme Director*,**held on**22ndand 23rdSep 2015 at *Gonna Institute of Technology and Management Studies,*** Visakhapatnam, AndhraPradesh, India.
10. Conducted “A ***TWO DAYS WORKSHOP ON INNOVATIVEENTREPRENEURSHIP TRAINING”* as *Programme Director*,**held on**13thand14th October 2015 at *Gonna Institute of Technology and ManagementStudies,*** Visakhapatnam, Andhra Pradesh, India.
11. Conducted“***A*** ***NATIONAL LEVEL CONFEENCE ON MAKE IN INDIA’S***

***INCLUSIVE MANAGEMENT PRACTICES FOR THE SUSTAINABLE DEVELOPMENT OF NAVYA ANDHRA PRADESH”* as *Programme Director*,**held on **12THAPRIL 2016 at*Gonna Institute of Technology and ManagementStudies,*** Visakhapatnam, Andhra Pradesh, India.

1. Conducted “***AN AWARENESS PROGRAMME ON ENTREPENEURSHIP””*as *Programme Director*,**held on**30THJULY 2016 at *Gonna Institute of Technology and Management Studies,*** Visakhapatnam, Andhra Pradesh,India.
2. Conducted ***“A*** ***SEMINAR ON SUSTAINABLE ENTREPRENEURSHIP*** ***AND***

***STRATEGIC MANAGEMENT FOR THE DEVELOPMENT OF MSME SECTOR IN EMERGING ECONOMIES”* as *Programme Director*,**held on**3RDDEC 2016 at *Gonna Institute of Technology and Management Studies,*** Visakhapatnam,Andhra Pradesh, India.

1. Conducted “***AN AWARENESS PROGRAMME ON DIGITAL FINANCIAL LITERACYCAMPAIGN FOR CASH LESS TRANSACTIONS”* as *Programme Director*,**held on **9TH AND 10TH DEC 2016 at *Gonna Institute of Technology andManagement Studies,*** Visakhapatnam, Andhra Pradesh, India.
2. Conducted “***A FREE EYE CAMP”*as*Programme Director*,** held on **13THFEB2017 at *Gonna Institute of Technology and Management Studies,***Visakhapatnam, Andhra Pradesh, India.
3. Conducted “ ***INTERNATIONALWOMEN’S DAY CELEBRATIONS ANDLAUNCHING WOMEN ENTERPRISE BY GONNA INCUBATION CENTER”* as *Programme Director*,**held on**8THMARCH 2017 at *Gonna Institute of Technology and Management Studies,*** Visakhapatnam, Andhra Pradesh,India.
4. Conducted “NATIONAL ***MANAGEMENT AND TECHNICAL STUDENT SYMPOSIUM (GITMS GLITZ: the MTC Challenge 2k18)” asProgramme Director*,**held on**7THMARCH 2018 at *Gonna Institute of Technology and Management Studies,*** Visakhapatnam, Andhra Pradesh,India.
5. Conducted “A WORK SHOP ON THE ESSENTIALS TO ESCORT ENTREPRENEURIAL ORIENTATION TOWARDS INNOVATIVE STARTUPS, (VIET: EEETS), **as *Programme Secretary*,**held on*On 15th, December 202, Visakha Institute of Engineering and Technology,*Visakhapatnam, Andhra Pradesh,India.
6. 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.
7. 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**](https://meet.google.com/yev-hsku-qdr)
8. Delivered Lecture on***"* THE ROLE OF GREEN INITIATIVES AND GREEN HRM PRACTICES IN EDUCATIONAL NSTITUTIONS " Tuesday, 15/03/2022, Meeting ID, meet.google.com/cwa-khdr-sjf**
9. Conducted “**A Two Day Faculty Development Programme on "National Education Programme"**, **as *Programme Convener*held on 25th&26th June 2022 at**  *Visakha Institute of Engineering and Technology,*Visakhapatnam, Andhra Pradesh,India.
10. Conducted “**“Two Weeks EDP on Sustainable Entrepreneurship through Incubation to Support Potential Entrepreneurs” *(SEI: VIET 2022)***, **as *Programme Secretary****held from 30thJuly to 13thAugust 2022* at *Visakha Institute of Engineering and Technology,*Visakhapatnam, Andhra Pradesh,India.
11. Conducted “***A National Level One Week Workshop on Tools and Techniques in Research Methodology and Practices***” ***held from 20thto 26th September 2022 at VIET Campus in Hybrid Mode*” *(SEI: VIET 2022)***, **as *Programme Secretary***at*Visakha Institute of Engineering and Technology,*Visakhapatnam, Andhra Pradesh,India.
12. Conducted “***Two day National Seminar on Innovative Entrepreneurship In MSME Sector for Global Competitiveness***” ***held on 17th& 18th December 2022 at Sandip University Campus, Sijoul, Bihar in Hybrid Mode*” *(EI: MSME-SU2022)***, **as *Programme Chair***
13. Conducted “**NAAC Awareness Workshop on Quality Systems in Higher Educational Institutions” *(NAAC-WS: SU 2023)*** *Held on* ***11th January 2023******at Sandip University Campus, Sijoul, Bihar*” *(EI: MSME-SU2022)***, **as Director IQAC & *Programme Chair***
14. Conducted “**IBM Skill Build Job Readiness-Soft Skills Personality Development Program Program”** *Held on* ***16th &17th March******at Sandip University Campus, Sijoul, Bihar*”as Director IQAC & *Programme Chair***
15. Conducted about 10 programs in Blended mode as the Program Chair and key speaker on various emerging domain of knowledge. And also played active role as a member of organizing committees to conduct six ***national and international seminars***

**SEMINARS / CONFERENCES ATTENDED AND PAPERS PRESENTED**: About 20

**RESEARCH PAPERS PUBLISHED: (About 40 – Selective List is given)**

**2022-2023**

***02 Research Papers under the process of publication***

***DR MVK. Srinivasa Rao, Editor, Futuristic Trends in Management – Iterative International Publishers, Vol 2, Book no 6,Part 1, ISBN:978-93-95632-71-3, Dated: 1st November 2022***

***DR MVK. Srinivasa Rao (2022), THE KEY SUCCESS FACTORS FOR BUSINESS DEVELOPMENT: A STUDY WRT SELECT BANKING ORGANIZATIONS IN VISAKHAPATNAM, ANDHRA PRADESH, INDIA, Futuristic Trends in Management – Iterative International Publishers, Vol 2, Book no 6,Part 1, ISBN:978-93-95632-71-3, Dated: 1st November 2022***

**2021-2022**

***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***](https://environmentalsmoke.com.br/index.php/EnvSmoke/article/view/186)***, ENVIRONMENTAL SMOKE, Brazil, South America -*ISSN: 2595-5527Doi: 10.32435/envsmoke.2022511-9Volume5, Issue1, p. 01-09: COPE, DOAJ 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**](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, a*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**](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 (IJEMMASSS), 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 BUSINESSFACTORS ON BANK CREDIT ACCESIBILITY IN MICRO SMALL MEDIUMENTERPRISE SECTOR*,Management Trends”**Saurashtra University,RAJKOT - 360 005 , **Vol-Il,** May 2017 issue

***Dr.M.V.K. SRINIVASA RAO (2017),* A STUDY ON CREDIT WORTHINESS ANDPERFORMANCE OF MSME SECTOR IN VISAKHAPATNAM, ANDHRA PRADESH, INDIA**, **INTERNATIONAL JOURNAL OF LOGISTICS & SUPPLY CHAIN MANAGEMENTPERSPECTIVES; 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 EMPOWERMENTWITH ENTREPRENEURSHIP IN MSME THROUGH SELF HELP GROUPS (*Theme Paper*),,*INTERNATIONAL WOMEN’S DAY CELEBRATIONS AND SEMINAR ON LAUNCHINGWOMEN ENTERPRISES FOR EMPOWEMENT BY GONNA INCUBATION CENTER”*** heldon **8THMARCH 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-Ill,ISSUE-9 (Jan – March 2016)**

***Dr. M.V.K. SRINIVASA RAO (2016),* THE INFLUENCE OF PERSONAL ANDDEMOGRAPHIC 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 INORGANIZATIONAL DEVELOPMENT & CHANGE: A STUDY IN PRIVATE SECTOR, Presented at** “***AN AWARENESS PROGRAMME ON DIGITAL FINANCIALLITERACY CAMPAIGN FOR CASH LESS TRANSACTIONS”*** held on**9THAND 10THDEC 2016 at *Gonna Institute of Technology and Management Studies,***Visakhapatnam,Andhra Pradesh, India.

***DR M.V.K. SRINIVASA RAO (*2016*)* SUSTAINABLE ENTREPRENEURSHIP ANDSTRATEGIC MANAGEMENT FOR THE DEVELOPMENT OF MSME SECTOR: AN OUTLOOK ON INDIAN ECONOMY (*Theme Paper*), Presented and published at*“A SEMINAR ON SUSTAINABLE ENTREPRENEURSHIP AND STRATEGICMANAGEMENT FOR THE DEVELOPMENT OF MSME SECTOR IN EMERGING ECONOMIES”*,**held on**3RDDEC 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 THEDEVELOPMENT OF NEW ANDHRA PRADESH THROUGH YOUTH******EMPOWERMENT(Theme Paper),*** “***A NATIONAL LEVEL CONFEENCE ONMAKE 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 EMPOWERMENTWITH ENTREPRENEURSHIP IN MSME THROUGH SELF HELP GROUPS at** “A ***TWODAYS WORKSHOP ON INNOVATIVE ENTREPRENEURSHIP TRAINING”*** held on **13thand14th October 2015 at*Gonna Institute of Technology andManagement Studies,*** Visakhapatnam, Andhra Pradesh, India.

**2014 – 2015**

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

***Dr. M.V.K. SRINIVASA RAO (2014),*** “**Talent Management in the BankingSector: A Study in Visakhapatnam, A.P, India” , Management Trends, V*olume11,No – 1&2, June - December , 2014*.**

***Dr. M.V.K. SRINIVASA RAO (2014),* A STUDY ON CUSTOMER BUYINGDECISIONS OF BRANDED PAINTS: A CASE STUDY WITH REFERENCE TO BERGER PAINTS**

**” ,** April–July2014, issue of Pezzottaite Journals, J&K, India

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

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

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

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