

## Faculty Profile

**Name:** Mr.K.MURALI KRISHNA

**Designation:** Assistant Professor

**Qualification:** MBA (Ph.D.)

**Experience:** 11 Year 6 Months

**Professional Memberships:** HMA, Hyderabad & ISRD

**Areas of Interest:** Marketing

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### Academic Background:

Course	Specialization	Name of the Institution	Year of pass
Ph.D	Finance	Acharya Nagarjuna University	Pursuing
PG	MBA (Finance & Marketing)	SVKP & Dr K S Raju Arts & Science College	2009
UG	B.Sc (MPC)	BHSR & VLM Degree and PG college	2007

### Professional Experience:

S.No.	Position Held	Name of the Organization	Period
1	Assistant Professor	Sasi Institute of Technology & Engineering	04-08-2012 to Till date
2	Assistant Professor	DNR School of Business Management	Sep - 2011 to July – 2012
3	Assistant Professor	NOVA College of Engineering & Technology	Nov -2009 to June -2011

### Projects Handled:

UG	PG
0	80

**List of Conferences/Workshops/Guest Lectures/STTPs attended:**  
**PAPERS PUBLISHED IN INTERNATIONAL JOURNALS**

1. Non Profit Organization – Some Strategies Issues, *Global Journal of Arts and Management*,(ISSN No. 2249-264X (P)2249-2658 (O)), Vol.3, Issue 4 ,pp.168-178
2. Role of Creativity and Innovation in Entrepreneurship, *Innovative Journal of Business and Management ( IJBM)*,(ISSN No. 2277-4947), Vol.2, Issue, 5pp.112-115,

**PAPERS PUBLISHED IN INTERNATIONAL/NATIONAL CONFERENCE PROCEEDINGS**

1. Role of CSR in Higher Education Global Summit on CSR , published by Paramount Publishing House, Hyderabad, (ISBN -978-93-86435-04-0)pp.40 – 45,Mar 2017
2. Women Entrepreneurship in India ,– Entrepreneurship Imperatives in India in the Globalized Environment., Edited by P. Rama Krishna, Ch.Venkateswarulu,A.Rama Mohan , , published by Paramount Publishing House, Hyderabad, (ISBN No. 978-93-85100-25-3) pp. 206-212,June 2015.
3. A Study on Stress Management – Indian Women Perspective ,– Human Resources Management: Exploring New Dimensions, published by Paramount Publishing House, Hyderabad, (ISBN 978-93-85-100-54-3)pp.415 – 418,June 2015
4. Ethical Dimensions in the conduct of Business – Indian Corporate Social Responsibility, Benchmark Practice, published by Vrinda Publishing House, Hyderabad , ( ISBN 978-93-85518-07-2)pp. 401-406

**PAPERS PUBLISHED IN EDITED VOLUMES**

1. Indira Kranthi Patham – A Great Leap in SHG Movement ,*Business Management Trends Issues and Prospectus*, March, 2013 ( ISBN 978-93-82163-08-4), Paramount Publishing House , Hyderabad ,pp.35-41
2. Education for Sustainable Development: Perspectives and Practices across Higher Education, *Role of Knowledge Management in Modern ERA*, December, 2013 ( ISBN 978-93-83038-084), Siri Publishers & Distributors Pvt. Ltd. Hyderabad, P- 6
3. Knowledge Management as a Strategy for Gaining Competitive Advantage, *Role of Knowledge Management in Modern ERA*, December, 2013(ISBN 978-93-82163-91-6), Paramount Publishing House. Hyderabad, pp.130-136

**PAPERS PRESENTED IN INTERNATIONAL/NATIONAL CONFERENCES**

1. Social Security Schemes In India For Unorganised Sector, Ugc Two day National Seminar on Employee Welfare and Social Security (EWSS-20) held on 15&216 february,2020 at Nagarjuna University,Guntur.

2. Impact of Digitalisation on Indian Economy-Challenges & Suggestions, National Level Seminar on Managing Change In Economic Senario of India(MCESI) held on 27 & 28 feb 2018 at Adikavi Nannaya University, Rajahmundry
3. Recruitment And Selection In The Digital Age, Ugc Sponsored two day International Seminar on HRM in Digital Age (ISHRMDA) held on 24&25<sup>th</sup> february,2018 at Nagarjuna University,Guntur.
4. Gst Impact On Indian Economy , Ugc Sponsored Two-Day National Seminar on Recent innovations in Commerce , Management , skill Development & E- Commerce held on 5<sup>th</sup> & 6<sup>th</sup> December 2017 ,ISBN No.978-1-9812-4276-4,at Pithapur Rajahs Govt College,Kakinada.
5. Ecological Sanitation, 2<sup>nd</sup> International conference on green Development in Tropical Regions -2017(CSDSGED ) held on 26<sup>th</sup> -28<sup>th</sup> July 2017 at Adikavi Nannaya University, Rajahmundry
6. Role of CSR on Education in Indian context, CSR in India strategies for Inclusive development, Mar 17-18, 2017, organized by department of Commerce &Management in Andhra university, Visakhapatnam.
7. Implications of Demonetization and Black Money, Indian Economic Turnaround Challenges and Prospects, Feb 9-10,2017, organized by department of Commerce &Management studies in SIR CRR college , Eluru.
8. A Study on Work Life balance among Married Employed Women, Work Life management in the Era of Globalization, 20-21 Dec 2016, organized by Department of Management Studies in Adikavi Nannaya University, Rajahmundry.
9. Entrepreneurial Finance in Bifurcated Andhrapradesh, National Conference on Paradigm shifts in Business Management, 19 Mar 2016, Organised by by department of management studies in Aditya Global Business School, Surampalem.
10. Impact of Globalization on Management Education in India ,AICTE Sponsored National seminar on Sustaining Quality in Management Education – Challenges and Imperatives ,21 - 22,feb ,2014, Organised by department of management studies in GVP College , Visakhapatnam.

**WORKSHOPS/SEMINARS PARTICIPATED:**

1. Faculty Development Programme on Dessigning Assessment Tools Under Outcome Based Education Conducted by Sasi Institute of Technology & Engineering in association with National Institute of Technical Teacher's Training & Research,Kolkata from 29<sup>th</sup> April to 3<sup>rd</sup> May 2019.
2. Attended One day Workshop on Methodology for commerce , Management and Humanities Research , on3<sup>rd</sup> Apr 2017, organized by Department of Management Studies , Adikavi Nannaya University , Rajahmundry

3. Attended two weeks Faculty Development Programme on Entrepreneurship Development, from 19<sup>th</sup> June to 01<sup>st</sup> July 2017, organized by Sasi Institute of Technology and Engineering, Tadepalligudem National Science & Technology Entrepreneurship development Board (NSTEDB), New Delhi.
4. Attended Five days Faculty Development Programme on Pedagogy, from November, 2017 to 5<sup>th</sup> Nov 2017, Organized by Sasi Institute of Technology and Engineering, in association with National institute of Technical Teachers Training and Research (NITTTR), Kolkata.
5. Attended Three days Workshop on Training of Trainers ( Methods and Interventions), from 3<sup>rd</sup> November 2016 to 5<sup>th</sup> November 2016, organized by Sasi Institute of Technology and Engineering, Tadepalligudem supported by National Institute for Entrepreneurship and Small Business Development ( NIESBUD), New Delhi.
6. Attended Three day online Faculty Development Program on “Recent Trends In Research Methodology“ organised by Bhimavaram Institute of Engineering & Technology during 19 - 21 May 2020.
7. Attended One day online Faculty Development Program on “Outcome Based Education Software “ organised by Vmedulife Software Services on 14<sup>th</sup> May 2020.
8. Attended One day Webinar on “Data Analysis in Management Research” Organised by department of Master of Business Administration on 24<sup>th</sup> May, 2020.
9. Attended One day Webinar on “National Consumer Day-Right to Information” Organised by Nadimpalli Satyanarayana Raju Institute of Technology on 24<sup>th</sup> May, 2020 at Sontyam, Visakhapatnam.
10. Attended four day online Faculty Development Program on “Entrepreneurship Development” organised by Karpaga Vinayaga College of Engineering & Technology from 04-01-2021 to 07-01-2021.
11. Attended One day Webinar on ‘Writing Quality Research Paper Organised by BV Raju Institute of Technology on 23<sup>th</sup> Dec, 2020 at Bhimavaram.

#### **Online Course**

1. Successfully completed an online course in Digital Marketing from GlobSyn Business School Online – a global platform for digital learning, powered by GlobSyn Business School

#### **Resource Person**

1. Acted as Resource Person for the topic Personal Management-IPR and its Management on 28/12/2018 at Sasi Institute of Technology and Engineering, Tadepalligudem during the Four week Entrepreneurship Development Programme Sponsored by EDI, Ahmedabad, Under the aegis of NSTEDB, DST.

#### **Ratification**

1. JNTU Kakinada Staff selection Order Lr.No.JNTU/Registrar Pershi/faculty /2014,10-10-2014 appointed as Assistant Professor in the Department of Business Administration.