

Dr. S. KRISHNAMURTHY NAIDU
Associate Professor, Dept. of MBA,
Email:drskmnaidu@gmail.com
murthy.maruti@srivasaviengg.ac.in
Phone: +91 9866362674

Career Objective

I am looking forward to associate with an organization where there are growth prospects for Teaching, Management Research, guidance and Consultancy to enrich and actualize my academic potential in the area of Management.

Educational Qualifications

Highest Qualification : PhD (Management) – Feb'2013
University : Sri Venkateswara University
Tirupati-517502, A.P. India
Title of the Thesis : A study of Organisational Culture in select health Organisation.
Description : The study analyses organisational culture in six teaching hospitals in AP. Of which three are government owned and three are private owned. Further the study investigates the cultural differences between government and private hospitals. it also examines the association between organisational culture dimensions and employee commitment.

Master's Degree : Business Administration (HR & Marketing) – May 2001
University : Sri Venkateswara University, Tirupati
Bachelor's Degree : Science (Mathematics, Physics & Chemistry) - 1998
University : Sri Venkateswara University, Tirupati

Teaching Experience

1. Working Associate Professor, in Department of Management Studies, Sri Vasavi Engineering College, Tadepalligudem, West Godavari, from **July 2007**
2. Worked as Assistant Professor, in Department of Management Studies, Mother Theresa Institute of Management, Palamaner, Chittoor Dist., from **July 2005 to June 2007**

Industry Exposure

1. Worked as District Head- Operations with Express Publications (Madurai) Ltd., - Ananthapur, from **September 2003 to July 2005**
2. Worked as Sales Officer - GATI Ltd, Chennai from **May 2001 to August 2003**

Publications

1. An empirical paper titled "Dealing with suicidal tendencies among students in academic institutions" has been published in MITS International Journal of Business Research ISSN No. 2349-1701 in Vol. 1, Issue 1, January- June 2017.
2. An empirical paper titled "a study on the impact of age on attitude towards online ads" has been published in International Journal of Applied Research 2017: 3(3), ISSN No. 2394-5869 pp. 638-641.
3. A case study titled "The impact of Reliance-jio on Indian mobile industry" has been published in International Journal of Applied Research 2017: 3(3), ISSN No. 2394-5869 pp. 209-212.
4. A conceptual paper titled "Leader sets off the culture" accepted for publication in the month of May 2017 by IJRCM.
5. A conceptual paper titled "Soft-side of M&A" has been published in International Journal of Business and Management Invention ISSN No. 2319-8028 in Vol.6, Issue 2, February 2017, pp.34-36.
6. An empirical paper titled "A study on consistency among AC, CC and NC in a teaching hospital" has been published in MITS International Journal of Business Research ISSN No. 2349-1701 in Vol. 1, Issue 2, July- December 2014.
7. An empirical paper titled "RT (Risk-taking) propensity of employees in a teaching hospital" has been published in Management Today – an international journal of Management Research, Hyderabad, March 2014. ISSN No.2230-9764.
8. With Dr. B. Amarnath, An empirical paper titled "A study on Organisational Culture in a teaching hospital in Chittoor Dist, AP", "*Business Management Trends: Issues and Prospects*", Mar 2013, Vol. 1, ISBN: 978-93-92163-08-4.
9. With Dr. B. Amarnath *Culture Vs Strategy in the battle field for existence*, NHRD News letter February 2012. ISSN No. 0974-1720
10. With Dr. B. Amarnath *Creating strategy supportive culture* a conceptual paper in HRM Review, a Journal from IUP Publication in February 2012. ISSN No. 0972-5148
11. With Dr. B. Amarnath and Mr. D. Naveen Kumar, *Organizational personality...a way to cultural engineering* - HRM Review September 2011. ISSN No. 0972-5148

12. *With Dr. G. V. Subbaraju, A Study to understand the factors influencing Values among Engineering Students* – Asian Journal of Management Research ISSN No. 2229-3795.
13. *With Dr. B. Amarnath Spiritual work culture –need of the hour-* HRM Review September 2010. ISSN No. 0972-5148
14. *With Dr. B. Amarnath Cultural approach to selection* - NHRD News letter march 2010 ISSN No. 0974-1720
15. *With Mr. Sudhakar, Is the change process right?* - NHRD News letter march 2010 ISSN No. 0974-1720
16. *With Mr. Sudhakar Post recession challenges an alert!!!* - NHRD News letter February 2010 ISSN No. 0974-1720
17. *With B. Ravikanth, Evaluating employability preparedness during HR Interviews* - NHRD News letter July 2009 ISSN No. 0974-1720
18. *With B. Ravikanth ISO (I See Organizations)* - National HRD News letter June 2010.

Editing and Reviews

- With Dr. B. Amarnath, Professor, SV University and Dr. P.S. Pragathi, edited a book titled “*Business Management Trends: Issues and Prospects*”, (Annual), Paramount Publications, New Delhi, March 2013, Vol.1, No.1, ISBN: 978-93-92163-08-4.
- Reviewer for “*International Journal of Business and Management*” an international journal from Canadian Center of Science and Education (CCSE).
- Member of review panel for ‘*Asian Journal of Management Research*’ from Integrated Publishing Association.

Conferences

International conference

1. Presented a paper titled “Organisational culture in a teaching hospital in Hyderabad” in International Conference organized by SDMIMD Mysore during 14th – 15th December 2012
2. Presented a paper titled “*An assessment of organisational culture in health sector through doctors and nurses*” in an International conference organized by Annamalai University, Chidambaram from 27th -29th July 2012. The paper was published in the conference proceedings with ISBN No: 978-93-82338-09-3.
3. A paper titled “*A study on spiritual work culture*” was presented in International conference organized by School of Management Studies, Varanasi held from 24th to 26th January 2012.

National Conference

1. Presented a paper titled “KM as a strategic initiative in Engineering Colleges” at the National Seminar Organized by Sri Vasavi Engineering College, Tadepalligudem and sponsored by AICTE New Delhi on 27th and 28th December 2013. The paper was published in the seminar proceedings with ISBN No: 978-93-82163-91-6.
2. Presented a paper titled “*A comparative study of organizational culture between Government and Private Hospitals in Chittoor District*” at the National Conference Organized by Madanapalle Institute of Technology and Sciences, Madanapalle on 11th and 12th May 2012. The paper was published in the conference proceedings with ISBN No: 978-93-82163-21-3.
3. Presented a paper titled “*Adopt Gandhian Principles at workplace*” at the National Conference Organized by Madanapalle Institute of Technology and Sciences, Madanapalle on 11th and 12th May 2012. The paper was published in the conference proceedings with ISBN No: 978-93-82163-21-3.
4. An empirical paper titled “*A study on Organizational culture in a private hospital and its impact on affective commitment*” was selected and presented in the National Conference “ Management Challenges in changing global perspective” organized by Yogi Vemana University, Kadapa on 6th and 7th February 2012. The same was published in the conference proceedings with ISBN No: 978-81-921579-0-0.
5. Participated in national level management conference organized by KKC Institute of Engg and Technology, Puttur, Chittoor Dt, and presented paper titled “*Culture Vs Strategy*” ... A battle field for existence on 7th may 2011.

Social & Spiritual Papers

I feel great privilege in contributing myself to the society in the form of articles on our Indian culture, Hindu culture and societal values. In this connection it is very fortunate for me to get my papers *published in “SAPTHAGIRI” Journal by Tirumala Tirupati Devasthanams, Tirupathi.*

1. Lord Vishnu in the mask of Sri Rama in November 2013.
2. “Significance of AUM in Hinduism”, January 2011.
3. “Long lasting Memories of Ramayana”, April 2011.
4. “Ignite the inner self”, October 2010.

Participated Training Programmes and FDPs

1. Completed startup India learning program in February 2017.

2. Two day *NLP training*, organized by Steel City Help Line Association from 13th to 14th August 2011.
3. *Eighth National Research Workshop*, organized by Prestige Institute of Management and Research, INDORE from July 11-15, 2011.
4. Two- week FDP on *Cultivating Ethical Values in Technical Education*, organized by SASI Engg College, Tadepalligudem in January 2009.
5. FDP on *PEDAGOGY* organized in Gudlavalleru Engg College, Gudlavalleru, Gudivada 11th October 2008.
6. Faculty Development Program (TTT) organization by Sri Venkateswara University, Tirupathi, on 26th August 2006.

Personal Information

Name : S. Krishnamurthy Naidu
Father's Name : A.Subbaiah
Date of Birth : 07-06-1977
Marital Status : Married

Address for Communication

Door. No: 14-42/2,
Teachers' colony, Tadepalligudem
West Godavari Dist - 534 101, AP, INDIA

References

Prof. B. Amaranath, *Professor*
S.V. University, Tirupathi- 517502
Chittor District, A.P. India
Cell: 094414 07860

Dr. G. V. Subba Raju
Professor & Head, Dept. of MBA
Sri Vasavi Engg College, Tadepalligudem
West Godavari , A.P. India
Cell: 09849763739

Sd/-

(S. KRISHNAMURTHY NAIDU)