

1. Name: **Dr. V. Narasimha Rao**
2. Designation: Professor & Director
3. Qualification: M.Com., M.B.A., M.Phil., PGDPM, Ph.D.
4. Area of Specialization: Finance & Marketing
5. Date of Joining: 01-08-1994
6. Total Service: 29 years
7. E-mail ID: drvnr_62@yahoo.co.in
profvnrdirectormba@gmail.com



1) Paper Publications:

- International - **15**
- b) National - **29**

2) Seminars/ Conferences/Workshops organized and participated:

- Organized **Three** National Seminars
- Organized **Four** National level MBA Student Meets
- Organized **Two** Workshops
- Participated and submitted **14** Research Papers in National/International Seminars/Conferences
- Participated in another **32** National/ International Seminars/Conferences

3) Achievements/Awards:

- Contributed in Securing Besting Performing Professional PG College by Acharya Nagarjuna University in 2008.

4) Research Activity:

a) Research interests:

- Actively involved in research in the areas of Finance and Marketing
- Contributed in obtaining Research Centre status

b) Research experience:

- Twenty three years of research experience
- Continuously publishing Research Papers in National and International peer reviewed journals with impact factor
- Lesson writer for MBA programme of Acharya Nagarjuna University

c) Research guided:

- Till date **2 Ph.D.'s** and **3 M.Phil.** Degrees were awarded under my guidance and one Ph.D. submitted for adjudication.
- Presently guiding **12 Ph.D.** Scholars of different universities.

5) Books Published etc.

- Contributed as Lesson writer for five subjects of MBA programme of Acharya Nagarjuna University.

6) Membership of Scientific and Professional Societies etc.:

- Association of Indian Management Schools
- Internal Senior Research Fellow of Krishna University.

7) Consultancy activities:

- Resource Person for IGNOU MBA programme at KBN College, Vijayawada
- Resource Person for Ph.D. Course work at Krishna University
- Career and Higher Studies Counseling for UG Students
- Resource Person for Faculty Development Programmes
- Examiner in University MBA Spot Valuation

8) Departmental / Administrative Responsibilities:

- Serving as Director MBA Programme
- Contributed in securing 100% pass in Seven Batches out of Nine Batches during 2006-15
- Students' overall development
- Training the MBA Students through professionally organized Industrial Study visits to reputed organizations across the country.
- Student counseling and redressal
- Free AP ICET coaching to the aspirants of MBA in the region and securing 98% qualifying mark every year.
- Encouraging the faculty towards research

9) Contribution to the College /University Activities:

- Contributed in strengthening the MBA Programme since its inception in 1993.
- Dedicated service in academic and administrative aspects
- Actively involved in developing the Curriculum and all other programmes and activities of MBA students.
- Actively involved in research