

CURRICULUM VITAE



DR DOODA VISHNUMURTY

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EDUCATION:

- 2004-2009 **Ph.D.** Faculty of Commerce and Management Studies,
Andhra University, Visakhapatnam, A.P, India.
Dissertation: “Strategic Management in SMEs : An Empirical
Study of Selected Units in Andhra Pradesh”.
Research Guide: Prof. G. Subrahmanyam, Ph.D.
Prof. V. Krishna Mohan, Ph.D.
- 1990-1992 **MBA** Faculty of Commerce and Management Studies,
Andhra University, Visakhapatnam. A.P.India.
First Class with Distinction (71%).
Major: Marketing Management.
- 1986-1989 **BE** Faculty of Engineering, Andhra University, Visakhapatnam
First Class with Distinction (71%).
Major: Mechanical Engineering.
- 1982-1986 **LME** State Board of Technical Education & Training, Hyderabad.
(Diploma) First Class with Distinction (87%).
Major: Mechanical Engineering
- 1981-1982 **SSC** Board of Secondary Education, Hyderabad
First Class (77%)

EXPERIENCE: Teaching and Administration – 26 Years:

- July 2015- Till date **Professor & Dean (Administration & Planning)**, Aditya Institute of
Technology And Management (AITAM) Tekkali, Srikakulam Dist, A.P.
**Chief Coordinator, Entrepreneurship Development Cell & Business
Incubation Center** sponsored by **Ministry of MSME**, Govt. of India.
- July 2012- June2015 **Professor & Director (PG)**, Aditya Institute of Technology And
Management (AITAM) Tekkali, Srikakulam Dist, A.P.
Chief Coordinator, Entrepreneurship Development Cell.
- August 2008-June2012 **Professor & Principal**, AITAM School of Computer Sciences and
Management (ASCAM), Tekkali, Srikakulam Dist, A.P.
Chief Coordinator, Entrepreneurship Development Cell
- June2002 -August2008 **Associate Professor & Director(PG)** Gayatri College for PG courses,
Munasabpeta, Srikakulam, A.P.
- Nov1998- June2002 **Associate Professor & Coordinator**, Gayatri College for P.G. Courses,
Munasabpeta,Srikakulam.
- Sept1994-Nov1998 **Asst. Professor& Head of the Department**, Gayatri College for
P.G.Courses, Munasabpeta, Srikakulam, A.P.
- April 2011- July 2017** **TEQIP-II Project Coordinator** (A World Bank Assisted Project by
Ministry of HRD, Government of India).

EXPERIENCE: Industry- 3.5 Years

March 1992 to Sept 1994 **Project Manager, Devi Coir Industries, Kasibugga, Srikakulam District. A.P.**

May 1989 to June 1990 **Project Engineer, Arthik Samatha Mandal (NGO) Vijayawada, Krishna Dist.A.P.**

EXPERIENCE: Training & Development – 21 Years

1. Have been imparting training on **Personality Development, Change Management and Leadership**” to the Government Officials and Staff of various departments at Dr. M.C.R. HRD Institute, (Now APHRDI, Bapatla) at District training Centre, Srikakulam, Government of Andhra Pradesh and to NGOs’ **since 2000.**
2. Have been imparting training on **RTI ACT-2005** to the Government Officials and Staff of various departments and NGOs’ at Dr. M.C.R. HRD Institute, Hyderabad (Now APHRDI, at Bapatla), District training Centre, Srikakulam, Government of Andhra Pradesh **since 2005.**
3. Have been imparting training on **Personality Development, Career Guidance & Counseling to the Youth** sponsored by Nehru Yuva Kendra, RGNIYD, and Government of India **since 2000.**
4. Have been imparting training on **“Entrepreneurship Development”** to potential and existing Entrepreneurs at District & State level sponsored by AICTE, Ministry of MSME, MSMEDI, CED and **NGO since 2000.** Have been imparting training to youth on Entrepreneurship (Engineering students, degree students, youth at villages, youth clubs etc. through our Entrepreneurship Development Cell in AITAM, Tekkali **since 2007.**
5. Imparted training on **“Soft Skills** “to the total postal staff organized by Department of posts, Government of India in 2006, 2008, 2009, 2018 and 2019.
6. Imparted Focused training on **“Personality Development”** to the Social welfare officers, Wardens and staff of B.C. & S.C. Corporation, Government of A.P. during 2008 and 2009.
7. Imparted training on **“Soft Skills”** to the technical and non technical staff of BSNL , Government of India in 2006.
8. Imparted training on **“Problems and prospects of SSI Units”** at EDP on Motivating and Building Entrepreneurial capacity of students organized by Department of Commerce & Management studies, Andhra University, Visakhapatnam in January 2004.
9. Imparted training on **“Business Management Skills”** at EDP for Librated Scavengers organized by District S.C. Society, Srikakulam, Government of Andhra Pradesh in April 2003.
10. Imparted training on **“The Livelihoods approach in Srikakulam District”** at TTDC Etcherla, Sponsored by Government of Andhra Pradesh in April 2002.
11. Imparted training on **“Leadership”** at Orientation course for young Engineers in Service Organized by Vamsadhara Project Srikakulam, Government of Andhra Pradesh in April & September 2001.
12. Imparted training on **“Different Roles of HM/Principal”** at IASE, Andhra University Visakhapatnam in April 2001.

EXTERNAL FUNDED PROJECTS: 6

Sl.No	Funding Agency and Scheme	Title	File no.	Sanctioned Amount (Rs. in Lakhs)	Year of Sanction	Status of the project
01	AICTE-SDP	Teaching Methodology and Techniques for Management Teachers	1-78/FD/SDP(05)/09-10,Dt 30.012.2009	7.0	2009-10	Completed
02	AICTE - Seminar	Entrepreneurship Development Challenges Ahead in Global Recession	1-4/RID/SEM(2)/09-10 Dt 05.01.2010	1.0	2009-10	Completed
03	AICTE - EDC	Establishment of Entrepreneurship Development Cell	8022/RID/EDC/22/2009-10 Date: 25.02.2011	8.0	2010-11	Completed
04	World Bank assisted MHRD, GoI	TEQIP- II Project Coordinator	F.No. 16-21/2011-TS. VII(ST) Government of India Date : 14.12.2011	600.0	2011-12	Completed (2017)
05	UGC - Major Research Project	Technological accustomisation of Rural people with E-Banking Against Branch Banking (A Case Study in the Coastal Districts of Andhra Pradesh)	MRP-Major-Mana 2013-32625 (OBC) 5-263/2014 (HRP), Date 10.10.2015	7.844	2015-16	Completed (2019)
06	AICTE-FDP	Advances in Research Methods and Data Analytical tools using SPSS for Social Sciences and Management	F.No.6-147/RIFD/FDP/Policy-1/2016-17 dated 6 th June, 2017	6.725	2016-17	Completed

RESEARCH & CONSULTANCY:

- 1986 - 1989 **Consultant** on water and Sanitation Project, Arthik Samatha Mandal, (NGO), Vijayawada i.e. for 3 years.
- 2000-2015 **Consultant**, District Rural Development Agency (DRDA), Srikakulam.
- 2000- till date **Consultant** NICE (A Consultancy Organization for MSME Development) Srikakulam.
- 1995-Till date **Consultant** to ARTIC, REALS, VELUGU, SRAVANTI, SRUTHI, ARTS. and SWECCHA (NGOs)
- Consultancy and Training in Community Development projects related to social issues such as Education, Health, Income generation, Low Cost Housing, water- shed programme and Water & Sanitation, Self Employment Schemes.
- Preparation of **Project Reports and solution provider** to existing and proposed **MSMEs since 2005.**

Projects/schemes completed: (Granted by the Government of A.P.)

- 1) A.P. State first Project on Vocational Education for school children which was launched on 2nd January 2012.
- 2) A.P. State first Survey on manpower requirement in Srikakulam District under RAJEEV YUVA KIRANALU (from 11th November 2011 to 30th November 2011) sponsored by Govt. of AP.
- 3) Provision of Urban Amenities in Rural Areas (PURA) during 2004- 05 sponsored by Govt. of AP.
- 4) Evaluation on performance of CMEY units in Srikakulam District (937 units) during 2004-05 sponsored by Govt. of AP.
- 5) Survey on MSP (Minimum Support Price) Operations in Srikakulam District during 2003-04 sponsored by Govt. of AP.
- 6) Feedback Survey on MSP (Minimum Support Price) Operations. In Srikakulam District (37 Mandals) during 2002-03 sponsored by Govt. of AP.
- 7) Evaluation on performance of Water Shed programs in Kotturu Blocks during 2002-03 sponsored by Govt. of AP.
- 8) 1% Test Check of MPHS data (37 Mandals) during 2001-02 sponsored by Govt. of AP.
- 9) Field Survey on sick industries in Srikakulam District funded by Department of Commerce and Management studies, Andhra University, Visakhapatnam during 2004-2005.
- 10) Coir Industry status in Srikakulam and East Godavari- a Comparative Study sponsored by Govt. of AP.

SEMINARS / WORKSHOPS / FDPs / TRAINING PROGRAMMES ORGANIZED: 40

1. Programme Chief Coordinator, Entrepreneurship Awareness Camp (**Four programmes** each 3 days from 10-10-2019 to 23-10-2019) Sponsored by EDII, Ahmadabad.
2. Programme Chief Coordinator, Entrepreneurship Awareness Camp (**Eight programmes** in a year each 3 days from 29-01-2018 to 08-10-2018) Sponsored by AITAM, Tekkali.
3. Programme Coordinator, National Integration Camp at Govt. Degree College, Srikakulam organized by Department of Youth Advancement-SETSRI, Govt. of Andhra Pradesh from 18th to 22nd September 2018.
4. Programme Coordinator, AICTE Sponsored Two Week Faculty Development Programme on “Advances In Research Methods And Data Analytical Tools By Using SPSS For Social Sciences And Management” Organized by the Department of Management Studies, Aditya Institute of Technology and Management from February 26th to 12th March 2018.
5. District Resource Group Member in Implementation of state level Innovative programme on KISHORI VIKASAM organized by Dist Women & Child Development Agency, Srikakulam during 2017-18.
6. Programme Coordinator, 15 days Induction training for NYC volunteers of Srikakulam, Vizianagaram, Visakhapatnam, East Godavari & Yanam Districts from 6 August 2017 to 20 August 2017
7. Programme Coordinator, TEQIP Sponsored in Association with ESCI, Hyderabad 3 days Training Programme on ‘Pedagogy and Management Capacity Enhancement Programme for Teaching Staff from 22.June 2016 to 24.June 2016.

8. Programme Coordinator, TEQIP Sponsored in Association with ESCI, Hyderabad for a 3 Day training programme on 'Managerial Effectiveness Enhancement Programme for Non-Teaching and Administrative Staff from 23.June 2016 to 25.June 2016.
9. Nodal Officer,12days Induction Training Programme for cutting Edge Government functionaries of Srikakulam District Govt of AP from 21 Nov 2016 to Dec 2016.
10. Programme Coordinator, 7days Refresher training for NYC volunteers of Srikakulam, Vizianagaram, Visakhapatnam, East Godavari & Yanam Districts from 18 Sep 2016 to 24 Sep 2016.
11. Programme Coordinator,15days Induction training for NYC volunteers of Srikakulam, Vizianagaram, Visakhapatnam, East Godavari & Yanam Districts from 5 August 2016 to 19 August 2016
12. Programme Coordinator, One day Awareness Workshop on Intellectual Property Rights in E& T Sector Sponsored by ESCI, Hyderabad on 5th July, 2016.
13. Programme Coordinator,15days Induction training for NYC volunteers of Srikakulam, Vizianagaram, Visakhapatnam, East Godavari & Yanam Districts from 15 Dec 2015 to 29 Dec 2015
14. Programme Coordinator,5days Training Of Trainers on Life Skills for Youth for NYC volunteers of Srikakulam, Vizianagaram, Visakhapatnam, East Godavari & Yanam Districts from 22 Jan 2015 to 26 Jan 2015
15. Chief Coordinator, Investors Awareness Programme in Association with FAPCCI -ICSI & GOI on 26th March 2014
16. Chief Coordinator ,Entrepreneurship Awareness Camp Organized by ED Cell, AITAM, Tekkali on 15th February 2013
17. Chief Coordinator ,TOT Follow up Programme Organized by ED Cell, AITAM, Tekkali on 02nd January 2013
18. Chief Coordinator, Entrepreneurship Awareness Camp Organized by ED Cell, AITAM, Tekkali on 15th December 2012
19. Chief Coordinator, TOT Follow up Programme Organized by ED Cell, AITAM, Tekkali on 21st March 2012.
20. Chief Coordinator, Business Skill Development Programme for ST Students Sponsored by MSMEDI, Vizag from 27th December 2011 to 27th November 2011.
21. Chief Coordinator, Industrial Motivation Campaign for B.Tech, MBA, MCA Students Sponsored by MSMEDI Vizag on 26th October 2011.
22. Chief Coordinator, Business Skill Development Programme for SC, B C Students Sponsored by AICTE, New Delhi from 22nd August 2011 to 22nd September 2011.
23. Chief Coordinator, Business Skill Development Programme Sponsored by MSMEDI, Hyderabad from 8th December 2010 to 7th January 2011.
24. Chief Coordinator, Entrepreneurship & Skill Development Programme on Food Processing Sponsored by NI-MSME Hyderabad from 30th November 2010 to 31st December 2010.

25. Convenor, SDP on Teaching Methodologies and Techniques for Management Teachers, Sponsored by AICTE, New Delhi, from 16th to 29th, June 2010.
26. Chief Coordinator, Entrepreneurship Awareness Camp at Aditya Institute of Technology and Management, Tekkali in association with CED, Hyderabad and AICTE, New Delhi from 29th to 31st December 2009.
27. Chief Coordinator, EDP on Food Processing Industries at Aditya Institute of Technology and Management Tekkali in association with CED, Hyderabad and Ministry of Food Processing, New Delhi from 30th March 2009 to 15th May 2009.
28. Chief Coordinator, Entrepreneurship Awareness Camp at Aditya Institute of Technology and Management Tekkali in association with CED, Hyderabad and DSTEDB, New Delhi from 26th to 29th February 2009.
29. Convener, National Integration Day Celebrations at Gayatri College of Science and Management in association with Department of Youth Services, Government of Andhra Pradesh on 26th February 2008.
30. Convener, National Workshop on Self Employment Opportunities for the Youth at Gayatri College of Science and Management in association with Department of Youth Services, Government of Andhra Pradesh on 11th March 2008.

PAPER PRESENTATIONS: 22

1. 'IMPACT OF GOVERNMENT SCHOOLS PROMOTION THROUGH DIGITAL MARKETING ON PARENTS' at International Management Conference on "Re-Inventing the future of work and Business: Challenges, Opportunities and the path Ahead" organized by KIIT University, Bhubaneswar, Odisha from 27-28th February, 2021.
2. "A Study On HRM Policies And Practices With Reference To Bharat Heavy Electricals Ltd, Visakhapatnam" Conference Edited Book entitled "Exponential Transition of Management Practices and Implications for Sectorial Prosperity", Organised by Dr B R Ambedkar University, Etcherla, Srikakulam and Forum for Intellectual Academicians and Researchers Publications'. First Edition: 2020, Copyright © forum4researchers, on 28th and 29th September 2020
3. "A Study On Employee Opinion On Performance Appraisal: In Case Of Medcover Hospital, Visakhapatnam at an international conference on "Exponential Transition of Management Practices and Implications for Sectorial Prosperity", Organised by Dr B R Ambedkar University, Etcherla, Srikakulam and 'Forum for Intellectual Academicians and Researchers Publications' on 28th and 29th September 2020
4. "Digital trends and developments : Indian Perspective "at a national seminar on " Digital Economy in India: Trends, prospects and challenges" sponsored by ICSSR, New Delhi and organised by the department of commerce, S.G. Govt. Degree & P.G. College, Piler, A.P. on 5th and 6th March 2020.
5. " Is Higher Education needed to become a successful Entrepreneur" in Two day National Seminar on 'Future Challenges of Higher Education Institutes in ASSESSMENT Accreditation and Ranking Framework Methodologies'(FCHIARF-2020) organized by IQAC, Government College for Women(A), Srikakulam on 31st Jan & 1st Feb 2020.
6. ' Purchase Behaviour of Domestic versus Global products :in case of Cloth, Textiles and footwear in Srikakulam Town' at the 72nd All India Commerce Conference of the Indian

Commerce Association and International Seminar organized by KIIT University, Bhubaneswar from 22 to 24 December, 2019.

7. 'Factors Influencing Rural Tourism Development: In case of Srikakulam District at National Seminar on Emerging Issues in Rural Development with Special Reference to Andhra Pradesh organized by Dr B.R.Ambedkar University, Srikakulam on 11 th & 12 th December ,2019.
8. " Impact of Social Media for Brand Equity in India" at National Seminar on Managing Organisations in the Digital Era: Issues and challenges organized by Department of Business Administration, Berhampur University, Berhampur, Odisha on 13 & 14 th March , 2019.
9. " Awareness and adoption of E-Banking by Rural Customers" at National seminar on Innovations in Banking and Financial Services organized by School of Management, M.R.P.G. College,Vizianagaram on 12th Nov,2016
10. "Women Entrepreneurship in Srikakulam District –A case Study at UGC Sponsored national seminar on Women Entrepreneurship in India-The status and Imperatives by SKSD Mahila Kalasala, Tanuku, Andhra Pradesh on 15th& 16th Feb,2015.
11. "People dimension in organization success: -A talent management perspective" at International conference on Changing trends and paradigms for business excellence" by Tirpude institute of Management Education on 7th& 8th, 2014.
12. " Five star Hospitals- A way forward to facility management in Health care industry" at AICTE Sponsored National seminar on Global Economic Turmoil" by GIMS, Gunupur, Orissa on 18th&19th Jan 2014.
13. "A study of factors influencing women's success/failure in completing higher education" at UGC sponsored National seminar on Status of Women in higher education institutions in the post-independence scenario organized by Govt. College for Women, Srikakulam on 9th& 10th September,2009.
14. "Need for higher education for women in rural areas" at UGC sponsored national seminar on Status of Women in higher education institutions in the post-independence scenario organized by Govt. College for Women, Srikakulam on 9th& 10th September 2009.
15. "Changing roles and status of women in higher education-A case of Srikakulam District" at UGC sponsored National seminar on Status of Women in higher education institutions in the post-independence scenario organized by Govt. College for Women, Srikakulam on 9th& 10th September 2009.
16. "Predicting Financial soundness of MSME Units Using Z-score model – A strategic tool" at National seminar on Dynamic of Banking Sector reforms-Emerging issues, challenges and strategies" organized by Department of Commerce and Management Studies and Centre for Banking studies and Research, Andhra University, Visakhapatnam from 19th to 21st July 2009.
17. "Fifteen ways for Green India" at 3rd National conference of National environmentalists Association on "Environmental science technology for sustainable development" organized by IQAC Government College for Women, Srikakulam from 18th to 20th Jan 2009.

18. “Tribal Development-issues and challenges” at National seminar on current issues of Indian economy, organized by Dr.B.R.Ambedkar University, Srikakulam on 20th December, 2008.
19. “Higher Education in Rural India-some emerging issues” at National seminar on Best practices in Higher education-A special emphasis on rural institutions organized by NAAC, IQAC, and Government College (Men), Srikakulam on 18th and 19th Feb, 2006.
20. “SMEs’ Survival in WTO Region-Technology up gradation is the need of the Hour” at National seminar on Entrepreneurship Development in the Globalization” organised by UGC- ASIHSS & Department of Commerce and Management studies, Andhra University, Visakhapatnam on 18thand19thJuly,2005.
 - a.
21. “Six Sigma in the Service Industry” at National Seminar on Service Marketing organized by Ambedkar Institute of Management Studies(AIMS) ,Visakhapatnam on 22nd & 23rd April,2005.
22. Energy conservation In small Enterprises – A Case study UGC Refresher course on Energy & HRM at IPE, Osmania University, Hyderabad from 30th December 2002 to 21stJanuary 2003.

PUBLICATIONS: 22

➤ **National Journals: 1**

1. DR D.Vishnu Murty., DR K.Venugopal., DR D. Ratnalu., V. Gopala Krishna(2014) “demand forecasting of gold with time series and regression analysis- a case study in Visakhapatnam ” in Chaitanya Business Journal, Pune., March- August 2014., ISSN: 2277-6885 pp:01-11

➤ **International Journals: 14**

1. Gopalakrishna Vakamullu, Koppala Venugopal, D. Vishnu Murty, “Factors Influencing Rural Toursim Development Incase of Srikakulam District-AP” **International Journal of Innovative Technology and Exploring Engineering (IJITEE)** ISSN: 2278-3075, Volume-9 Issue-2S3, December 2019 P 532-535
2. BonamSivakumar, KoppalaVenugopal , D. Vishnu Murty, “Assessment of Public Discernment on Factors Influencing the Declined Gross Domestic Product of India” International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-9 Issue-2S3, December 2019 P 526-531
3. Dr. D. Vishnu Murty, KV Somanadh& Dr. K. Venugopal: “Influence of Customer Relationship Management on the Business Performance of SMEs: In Case of Manufacturing Industry, Srikakulam. International Journal of Research in Business Management, Issn (P): 2347 – 4572; ISSN (E): 2321-886X, Vol. 7, Issue 1, Jan2019. pp. 7-16.
4. Koppala Venugopal., D. Vishnu Murty (2019) “Brand Personality’s Effect On Brand Loyalty: In Case Of National Banks From Srikakulam City, Andhra Pradesh, India” International Journal of Engineering and Advanced Technology (IJEAT), Blue Eyes Intelligence Engineering & Sciences Publication, ISSN: 2249 – 8958, Volume-8, Issue-6S3, September 2019, PP:1284-1288 <https://www.ijeat.org/wp-content/uploads/papers/v8i6S3/F12220986S319.pdf> SCOPUS INDEXED

5. Koppala Venugopal., D.Vishnu Murty (2019) “Impact of E-marketing promotions on the performance of religious tourism: In Case Of Srikakulam District, A. P, India” International Journal of Engineering and Advanced Technology (IJEAT), Blue Eyes Intelligence Engineering & Sciences Publication, ISSN: 2249 – 8958, Volume-8, Issue-6S3, September 2019, PP:1289-1292 <https://www.ijeat.org/wp-content/uploads/papers/v8i6S3/F12230986S319.pdf> SCOPUS INDEXED
6. Aschalew Adane Brhanu., DR Vishnu Murty., DR Koppala Venugopal(2018) “Assessment Of Customer Relationship Management In Dashen Bank: Employee’s Perspective In Ethiopia”., International Journal of Innovative Research and Practices(IJIRP)., Forum for Intellectual Academicians and Researchers., Volume 6, Issue 10, November 2018, ISSN: 2321-2926., PP: 13- 21 <http://www.forum4researchers.com/archive>
7. DrD.VishnuMurty.,”MGNREGA as a poverty Eradication Programme in India” in International Journal of Innovative Research and Practices, July-Sep 2015, ISSN:2321-2918, vol 3, no.3 PP: 44-54.
8. B. Balaram, S.Das, DrD.Vishnu Murty “Quality of Work life – A Literature Review” in International Journal of Management & Social Society, April 2015 ,ISSN No2321-1784, Vol No. 3 PP: 106-115
9. DrD.Vishnu Murty, N. Saibabu “The Growing role of Working Women in Industries” IRHRG-February 2015, ISBN 978-93-85100 - 05-5, PP: 368-371.
10. Dr D. Vishnu Murty., DrK.Venugopal., Dr D. Ratnalu(2014) “Business Excellence With Indianism: An Epitome To Global Leadership” International Journal on Human Resource Management(DMIETRHRMM),June2014,ISBN:2277-8667,pp:69-76
11. DrD.Vishnu Murty., B. Siva Kumar., VenuGopal K., (2013)., “Association Of Technical And Organizational Translation With Balanced Scorecard - As A Tool To Strategic Management”International Journal of Management, IT and Engineering, International Journals of Multidisciplinary Research Academy (IJMRA) Volume3, Issue 9,September 2013, ISSN: 2249-0558,pp.369-380.,http://www.ijmra.us/2013ijmie_september.php
12. VenuGopal K., DrD.Vishnu Murthy., B. Sivakumar., (2013)., “Balanced Scorecard’s Interpretative Technical And Organizational Translation”International Journal of Scientific Research, Volume2, Issue 7,July 2013, ISSN: 2277 -8179., Impact factor: 0.3317.,pp.249-252, <http://theglobaljournals.com/ijsr/file.php>
13. VenuGopal K.,Saumendra das., DrD.Vishnu Murthy., (2012)., “E-mail Marketing: A Paradigm Shift To Marketing”International Journal of Advanced Research in management and Social Sciences , Volume1, no1,July 2012, ISSN: 2278 -6236, pp.101-116 <http://www.garph.co.uk/IJARMSS/July2012/8.pdf>
14. VenuGopal K.,Saumendra das., DrD.Vishnu Murthy., (2012)., “Enhancement Of Advertising Options By Using Technology”International Journal of Marketing, Financial service and management Research , Volume 2, no 2, April-June 2012, ISSN: 2277-6788,pp.16-21.,ImpactFactor:0.468 <http://indianresearchjournals.com/CurrentIJMFSMRIssue.aspx#>

➤ **Conference proceedings: 7**

1. DR.K.Venugopal, DR.B.Sivakumar, DR.D.VishnuMurty “IMPACT OF GOVERNMENT SCHOOLS PROMOTION THROUGH DIGITAL MARKETING ON PARENTS’ at International Management Conference Edited Book on “Re –Inventing the future of work and Business: Challenges, Opportunities and the path Ahead” by KIIT University, Bhubaneswar, Odisha from 27-28 th February,2021.
2. G.Mounika and Prof.D. Vishnu Murthy,(2020)“A Study On Hrm Policies And Practices With Reference To Bharat Heavy Electricals Ltd, Visakhapatnam Conference Edited Book entitled ““Exponential Transition of Management Practices and Implications for Sectorial Prosperity”,

'Forum for Intellectual Academicians and Researchers Publications'. First Edition: 2020, Copyright © forum4researchers, ISBN: 978-81-935201-9-2, PP:347-354

3. B.Saikrupakar Reddy and Prof.D. Vishnu Murthy (2020),A Study on Employee Opinion on Performance Appraisal: In Case Of Medicover Hospital, Visakhapatnam Conference Edited Book entitled ""Exponential Transition of Management Practices and Implications for Sectorial Prosperity", 'Forum for Intellectual Academicians and Researchers Publications'. First Edition: 2020, Copyright © forum4researchers, ISBN: 978-81-935201-9-2, PP: 281-285
4. Dr. D.VishnuMurty., Dr. Sumendra Das "Impact of Social Media for Brand Equity in India" Proceedings of National Seminar on Managing Organisations in the Digital Era: Issues and challenges organized by Department of Business Administration, Berhampur University, Berhampur, Odisha on 13 & 14 th March , 2019.
5. Dr D. Vishnu Murty., DrK.Venugopal., Dr D. Ratnalu "Business Excellence With Indianism: An Epitome To Global Leadership" Proceedings of the National Conference on "Indigenous Management Practices" PANACEA-2014organized by Department of MBA , DattaMeghe Institute of Engineering, Technology & research, Wardha, Nagpur., April 4th 2014., ISBN: 978-81-924021-1-8, pp:43-48
6. H.UdayBhaskar., DrVenuGopal K, DrD.Vishnu Murty (2014). "People Dimension In Organisational Success: "A Talent Management Perspective" Proceedings of the international Conference on 'Changing Trends and Paradigms for Business Excellence' organised by Tirpude Institute of Management Education, Nagpur, Maharashtra on 7th and 8th February 2014.,ISBN:978-93-5156-617-5,pp:67-75
7. DrD.Vishnu Murty., Prof. V. Krishnamohan (2012) "SMEs In Agri Business Sector-A SWOT Analysis" in Entrepreneurship Development (2012 edition), ISBN978-81-922783-0-8., pp: 298-302.

SESSION CHAIRS / RESOURCE PERSON/KEY NOTE SPEAKER:

1. At the International conference on Emerging Trends on Engineering Science, Technology and Management held at AITAM, Tekkali, on 29th and 30th November 2018.
 2. At an AICTE Sponsored Two Week Faculty Development Programme on "LIFESKILLS EDUCATION TO PROTECT INTELLECTUAL PROPERTY AND LEVERAGE ETHICAL BEHAVIOUR" organized by the Department of Humanities, Aditya Institute of Technology and Management for a session entitled "APPLICATION OF ETHICS IN PATENTING" on 20st July 2019.
 3. ATAL Academy, GoI Sponsored FDP on Electric Vehicles for a session on **Ethics in Today Society** organized from 16-11-2020 to 20-11-2020.
 4. Resource person for conducting Training Programmes to Government Officials and Staff by APHRDI, Bapatla, Govt. of Andhra Pradesh, SETSRI, Deptt. of Youth Services, Govt. of Andhra Pradesh and Youth Programmes by Nehru Yuva Kendra (NYKS), Govt. Of India and Soft Skills Training Programmes to Officials & Staff, Deptt. of Posts, Govt. of India **since 2000**
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TRAINING COURSES ATTENDED: 54

- 1) International Management Conference on “Re –Inventing the future of work and Busines: Challenges, Opportunities and the path Ahead” organized by KIIT University, Bhubaneswar, Odisha from 27-28th February,2021.
- 2) Online Workshop on Rural Entrepreneurship Development Action Plan by Mahatma Gandhi National Council of Rural Education, Ministry of Education, Hyderabad on 17-09-2020
- 3) FDP on Statistical Trends and Practices in Science and Technology by AITAM, Tekkali from 04-07-2020 to 08-07-2020
- 4) The GIBS TALK on Reshaping Higher Education- The AICTE Guide by Gibs, Delhi on 28-06-2020.
- 5) The GIBS TALK on Strength within Success throughout by Gibs, Delhi on 21-06-2020.
- 6) E-Training on Sustainable Livelihoods and Adaption to climate Change organized by National Institute of Rural Development and Panchayat Raj, Ministry of Rural Development, GoI, Hyderabad from 27-0502020 to 09-06-2020.
- 7) Two Day Workshop on Training of Trainers (TOT) on COMMIT organized by AP HRD Institute in Association with Department of Personnel and training (DoPT), GoI from 14th &15th May, 2019 at APHRDI Bapatla.
- 8) One week FDP on INTERNET OF THINGS &DATA ANALYTICS organized by E&ICT Academy, NIT, Warangal from12th to17thNovember, 2018at AITAM, Tekkali.
- 9) One day Awareness Programme on Intellectual Property Rights and Patents organized by AITAM,TEKKALI on 08th JUNE 2018.
- 10) One Day i2E- Entrepreneurship Educators’ Boot Camp on 8 th August 2017 at Vijayawada Organised by Northeastern University, Boston, USA in association with AP State Skill Development Corporation, Govt. of Andhra Pradesh.
- 11)Two Day Workshop on Training of Trainers (TOT) organized by AP HRD Institute in Association with Department of Personnel and training (DoPT), GoI form 11th& 12th August, 2016 at APHRDI Bapatla.
- 12)Three Days workshop on ToT organized with Ministry of Youth affairs & Sports, Government of India from 08.06.2016 to 10.06.2016 at Nehru yuva Kendra Sanghatan, AP, Telangana Zone Rajendranagar, Hyderabad.
- 13)TEQIP-II Sponsored Short term course on “Decision-making Models in Operations and Supply Chain Management” by IIT, Delhi from 15th to 19th Feb, 2016.
- 14)TEQIP-II Sponsored Training on Entrepreneurship Development conducted By ESCI, Hyderabad at AU College of Engineering, Visakhapatnamfrom16th to18thDec, 2015.
- 15)Workshop on Web Based 'Student Faculty and Non-Teaching Staff Satisfaction Survey' at MS Ramaiah Institute of Technology at Bangalore by NPIU, New Delhi on 22nd& 23rd September, 2014.
- 16)Training Programme on 'Good Governance and Institutional Assessment by ASCI, Hyderabad from 12th to 14th May, 2014

- 17) Training Programme on 'Management Development Programme (Capacity Building)' at IIM Bangalore from 11th to 23rd March, 2013
- 18) Workshop on 'Building Excellence in Professional Higher Education Institutions' at ISB Hyderabad from 19th to 21st Jan, 2013
- 19) Workshop on Outcome Based Education (In compliance with NBA Accreditation) at AITAM, Tekkali, Srikakulam on 19th Jan 2013.
- 20) "Faculty Development Program in Entrepreneurship" organized by Entrepreneurship Development Institute of India, Ahmadabad from 19th-30th Dec, 2011.
- 21) "Management Development Program" in Multivariate Data Analysis (MDA 2011) organized by IIT Kharagpur from 4th-9th July 2011.
- 22) "National Workshop on Entrepreneurship Development" organized by Noble Institute of Science and Technology and Institute of Business Management, Visakhapatnam from 4th to 7th Jan 2010.
- 23) National seminar on "Status of women in Higher education institutions in the post independence scenario" organized by Government College for Women, Srikakulam on 9th& 10th Sep 2009.
- 24) Workshop on "Outcome Based Teaching and Learning (OBTL)" organized by JNTU, Kakinada on 1st August, 2009.
- 25) National seminar on "Dynamics of banking sector reforming-emerging issues challenges and strategies" organized by Centre for Banking studies and Research Department of Commerce and management studies, Andhra University, Visakhapatnam from 19th to 21st July 2009.
- 26) National seminar on "Strategic Approaches to RISK Management" organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam on 30th June, 2009.
- 27) FDP on "Teaching Methodology and Techniques for Management Teachers" organized by NITTTR, Kolkata and IIAM, Visakhapatnam on 14th and 15th March, 2009.
- 28) National conference on "Environmental Science and Technology for Sustainable Development" organized by National Environmentalists Association, India, Government College for Women, Srikakulam from 18th to 20th Jan, 2009).
- 29) National seminar on "Current issues of Indian Economy" organized by Dr.B.R.Ambedkar University, Srikakulam on 20th Dec 2008.
- 30) Workshop on "National Building through Personality Development & Career Planning" organized by National Institute of Economy & Environment, Kakinada on 15th&16th Nov, 2008.
- 31) FDP on "Entrepreneurship" organized by CED, Hyderabad & NSTEDB, Government of India, New Delhi from 4th to 17th Dec, 2008.
- 32) Participated in "95th Indian science congress" organized by The Indian science congress Association, Kolkata & Andhra University, Visakhapatnam (Jan 3rd -7th, 2008).

- 33) “Internal Quality Auditor (QMS) training” organized by Andhra University, Visakhapatnam on 3rd & 4th Nov 2007.
- 34) National seminar on “Supply chain management- strategies for competitive advantage” organized by Ambedkar Institute of Management Studies(AIMS), Visakhapatnam on 6th & 7th July, 2007.
- 35) FDP on “HRM strategies and policies” organized by Department of Management Studies, P.G.Courses, M.R.College, Vizianagaram from 14th to 30th March, 2007.
- 36) National seminar on “Corporate communications-The mirror of the corporate Image” organized by Department of Commerce and Management studies, Andhra University, Visakhapatnam on 17th and 18th Nov, 2006.
- 37) Conference on “Commerce education: Emerging challenges” organized by Department of Commerce and Department of Management Studies, P.G. Courses- M.R.College, Vizianagaram on 5th March , 2006.
- 38) National Seminar on “Best Practices in Higher Education-A special emphasis on Rural Institutions” organized by NAAC & Government Degree College (Men), Srikakulam on Feb 18th & 19th, 2006.
- 39) Seminar on “Entrepreneurship Development in the globalized environment-Opportunities & challenges” organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam on 18th & 19th July ,2005.
- 40) National Seminar on “Services Marketing -People, Technology and Strategies in the Global Business Environment” organized by AIMS, Visakhapatnam on 22nd & 23rd April ,2005.
- 41) FDP on “4th Foundation Course of the Management Teachers program on Strategic Management” Organized by Strategic Management Forum in Association with IIM, Kozhikode from Aug 22nd -27th ,2004.
- 42) National Seminar on “Towards institutional Competitiveness” Organized SYMBIOSIS Institute of Business Management, Pune on April 9th & 10th, 2004.
- 43) Refresher Course on “Energy and Human Resource Management” organized by IPE, Osmania University, Hyderabad from Dec 30th 2002 to 21st Jan 2003.
- 44) “AIMS 13th Annual Management Education Convention (Theme: WTO & Competitiveness: Challenges for Indian Business and Management Education)” organized by AIMS and ITM, Andhra University, Visakhapatnam from Aug 25th to 27th , 2001.
- 45) Short term course on “Quality Engineering and Management” organized by IIT Kharagpur from Nov 24th to Dec 4th 1999.
- 46) FDP on “Public Systems Management Education” organized by ICFAI, Hyderabad on Aug 12th & 13th, 1996.
- 47) AIMS-CCMS sponsored “Faculty Development Workshop” organized by Indian Institute of Social Welfare & Business Management, Calcutta from 16th – 20th Feb, 1998.
- 48) Seminar on “Productivity challenges of 21st Century” organized by Department of Management Sciences and Industrial & Production Engineering-R.V.R & J.C. College of

Engineering, Guntur in Association with National Productivity Council, New Delhi on August 27th & 28th, 1998.

- 49) Work shop on “Case Writing and Case Teaching for Management Faculty” organized by AIMS and ITM, Andhra University, Visakhapatnam from Feb 21st -25th, 1997.
- 50) National Seminar on “Management Education in 21st Century” organized by ICFAI, Hyderabad On Aug 12th & 13th, 1996.
- 51) Workshop on “Launching a Strategic Management Course” organized by IIM, Lucknow from Jan 22nd -27th, 1996.
- 52) Specialized Managerial Training Course in “Advertising and Salesmanship” organized by SIST, Visakhapatnam from Dec 10th -14th, 1991.
- 53) “Entrepreneurship Awareness camp” organized by Department of Commerce and Management studies, Andhra University, Visakhapatnam on Nov 14th & 15th, 1991.
- 54) Managerial Training Course in “Export Marketing of Fresh & Processed Food Products” organized by Small Industries Service Institute, Madras from March 12th -16th, 1990.

HONOURS AND AWARDS:

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|------|---|
| 2019 | Gold Medal for Best Service by District Collector & President, Indian Red Cross Society, Srikakulam |
| 2015 | Silver Medal for Best Service by District Collector & President, Indian Red Cross Society, Srikakulam |
| 2010 | University Best Teacher Award to Meritorious Teachers 2010 by JNTU Kakinada |
| 1992 | Social Welfare Scholarship for University 3 rd Rank in MBA by Government of A.P |
| 1989 | Jagaraju Memorial prize for designing & construction of portable water supply scheme for rural areas by SRKR Engineering College, Bhimavaram. |
| 1984 | Department merit Scholarship for top performance in Diploma by Government Polytechnic, Srikakulam. |
| 1982 | National Merit Scholarship for top performance in SSC by Government of A.P |
| 1982 | Silver Medal for District THIRD from Tirumala Tirupathi Devasthanam, Tirupathi. |

COMMITTEES:

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| 2016-Till date | Member, Governing Body, AITAM, (Engineering College) Tekkali |
| 2016-Till date | Member, Governing Body, SWECCHA (NGO) Regd. No.258/2015 |
| 2015- Till date | Member, Governing Body of ARTIC (NGO) Regd No.03/1978 |
| 2010- Till date | Member, SEWA, (NGO) Regd No:4/2008 |
| 2018- Till date | Member, THABITHA Development Society, Regd No: 387/2004 |
| 2006- Till date | Member, VELUGU Association, (NGO) Regd No: 284/1998 |
| 2000-Till date | Member, Governing Body & Chairman (2021), REALS, (NGO) Regd. No:19/1985 |
| 2002- 2015 | District Secretary” LOKSATTA” (NGO), Srikakulam, |
| 2015-Till date | Member, State Coordination Committee ,LOKSATTA (NGO) |
| 2001-02 | Co-convener, Gurajada UTSAV Committee. (3000 students’ meet) |
| 2001-02 | Member, Interview Board for Selection of Livelihoods Associate for |

PROFESSIONAL MEMBERSHIP

Life member, Indian Society for Technical Education (ISTE), New Delhi.

Life member, Indian RedCross Society

FIE, Institute of Engineers India, Kolkata.

Member, Indian Science Congress, Kolkata.

PERSONAL DATA:

Father Name	:	Late.VeeraSwamy
Date of Birth	:	14 th Jan 1967
Nationality	:	Indian
Religion	:	Hindu
Marital Status	:	Married
Languages known	:	English, Telugu &Hindi

DECLARATION

I hereby solely declare that the above furnished details are correct to the best of my knowledge.

Date:

Station:

(D.Vishnu Murty)