APPLICATION FOR THE POST OF PROFESSOR IN MANAGEMENT

 **CURRICULUM VITAE**

**NAME**  : VIJAYA RUDRARAJU

**DATE OF BIRTH** : 23-06-1970

**MARITAL STATUS** : Married

**ADDRESS**  : Plot No. 139/6,

M.V.P. Colony,

Visakhapatnam – 530 017.

ANDHRA PRADESH.INDIA

Cell No. 09849471651(INDIA), +966567732643(KSA)

E mail-vijaya\_rudraraju@yahoo.com

**EDUCATIONAL QUALIFICATIONS**: ENGLISH MEDIUM OF INSTRUCTION ALL THROUGH

|  |  |  |  |
| --- | --- | --- | --- |
| **Doctor of Philosophy (Ph. D)**  Women Entrepreneurship in A.P. (A Case study of Visakhapatnam & Hyderabad) | Andhra University | 2002 | Awarded |
| Post Graduate Diploma in International Business (PGDIB) | Andhra University | 2002 | First Division |
| **Master of Business Administration (Human Resource Management)** | Acharya Nagarjuna University | 1992-94 | First Division |
| **Bachelor of Science(B Sc-BZC)** | St. Joseph’s College  For Women, Visakhapatnam | 1988-91 | First Division |
| **Intermediate (Bi P C)** | St. Joseph’s College  For Women, Visakhapatnam | 1986-88 | First Division |
| **10th (ICSE)** | St. Joseph’s Girls High School, Visakhapatnam | 1986 | First Division |

**Qualified NET (National Eligibility Test) in December 1998**

**Qualified SLET (State Level Eligibility Test) in July 1997**

**TEACHING EXPERIENCE**  :

Lecturer at Samata Degree & Post graduate College, Visakhapatnam, India, from August 1994 to August 2003 for BBM (UG) and MBA (PG) Students.

Associate Professor & Director at AQJ Centre for Post Graduate Studies, Visakhapatnam, India, from September 2003 to August 2007 for MBA (PG) Students.

Professor & Director at AQJ Centre for Post Graduate Studies, Visakhapatnam, India, from September 2007 till September, 2013 for MBA (PG) Students

Professor in the Department of Management, King Saud University, Riyadh, Kingdom of Saudi Arabia From September, 2013 till date for UG & PG students.

**SUBJECTS TAUGHT**

Managerial Skills

Perspectives of Management

Organisational Behaviour

Human Resource Management

Business Policy & Strategic Management

Organisational Communication

Research Methodology

Human Resource Development

Supply Chain Management

Operations Management

Entrepreneurship & Small Business Management

**ADMINISTRATIVE EXPERIENCE :**

As the Head of the Department, Department of Management Studies, Samata Degree & Post Graduate College, Visakhapatnam, India since January 1998 to August 2003

Discharged duties as Director (DEAN), AQJ Centre for P.G. Studies, Visakhapatnam, India since September 2003 till September 2013.

**PARTICIPATION IN SEMINARS & CONFERENCES:**

Participated in several National and International Seminars, Faculty Development Programmes, Case Workshops and Conferences.

**SEMINAR/CONFERENCE PRESENTATIONS:**

* “Business Ethics” Article presented at a Seminar organized by TJPS College, Guntur on 18th July, 1998.
* “Trips – A Boon or Bane for the Indian Pharma Industry” Article presented at a Seminar on Intellectual Property Rights & Related Issues, sponsored by Ministry of Human resource development , Govt. of India , organized by P.G.Dept of Legal Studies and Research & Dept of Commerce and Administration, Acharya Nagarjuna University, Guntur.
* “Corporate Governance in India” Article presented at a Seminar on Corporate Governance, organized by School of Management Studies, Gayathri Vidya Parishad, on 15th and 16th March, 2006.
* “Talent Management – The Need for Today” Article presented at a Seminar on Talent Management For Corporate Excellence, organized by Gayathri Degree and P.G.College on 3rd and 4th March, 2008.
* “Quality Work Culture – A Key to Employee Retention” Article presented at a Seminar on Quality Of Work Culture organized by Department of Commerce and Management Studies, Andhra University on 25th and 26th September, 2008.
* “Can SEZs Facilitate Internationalization of Domestic Firms-An Indian Perspective” article presented at AIB India 2013 Annual Conference on International Business: The Emerging Economies Context organized in Indian Institute of Management, Bangalore from 15th to 17th April, 2013.
* “A Study on Customer Satisfaction with reference to Big Bazaar, Visakhapatnam” article presented at Two Day National Conference on Retailing in India organized by Jawaharlal Nehru Technological University, Hyderabad on 13th & 14th August, 2013 and received

**BEST RESEARCH PAPER AWARD** of the session.

**OTHER ACADEMIC CREDENTIALS**

* Panel Speaker for a National Seminar on “HRD Embedded Synergies for Corporate Performance” organized on 13th December, 2008 by Pydah Post Graduate College, Visakhapatnam.
* Panel Speaker for a National Seminar on “Business Schools and Business Ethics” organized on 21st August 2010 by Department of Commerce and Management Studies, Andhra University Visakhapatnam.
* Panel Speaker for a National Seminar on “Management of Small and Medium Enterprises” organized on 30th & 31st March, 2011 by Department of Commerce and Management Studies, Andhra University Visakhapatnam.
* Prepared study material for MBA students of School of Distance Education Andhra University in the subject “Advertising & Brand Management”.
* Member of the Question Paper Setting Committee for MBA course of University of Madras and Rayalaseema University for three years.
* Deputed as a Viva Committee member by Department of Commerce & Management Studies, Andhra University and Jawaharlal Nehru Technological University Kakinada, for the conduct of Viva Voce examination for the final semester MBA students in Andhra University & JNTU affiliated colleges.
* Member of the Panel of Answer Script evaluators of Andhra University for MBA since the year 1998.

**RESEARCH PUBLICATIONS**

* “Role of Institutions in Entrepreneurship Development”, published in Entrepreneurship and Economic Development Edited by Prof. J.V.Prabhakara Rao, Kanishka Publishers, 2000,

New Delhi.

* “Cost Leadership – A Strategy for 2000” published in Productivity, Vol.41, No.2, July-September, 2000.
* “Restructuring the Public Enterprises” published in Kaleido Scope (Standing Conference of Public Enterprises), Vol. 20, No.3, August 2000.
* “People Management – A focus for Excellence” published in Human Resource Management in the New Millennium edited by Prof. P. Subba Rao, Himalaya Publishing House.
* “Challenges of the Indian Industry in the Post Globalisation era published in Globalisation-Challenges and Opportunities edited by Prof. J.V.Prabakara Rao, Kanishka Publishers, New Delhi.
* ”Consumer Attitude Towards Green Marketing” published in The Executive -a biannual Journal of the Department of Business Studies, Mahatma Gandhi College, Guntur, Andhra Pradesh, 2010.
* A Study on the Recession and Resurgence of the 2008 Global Sub Prime Crisis published in International Journal of Exclusive Management Research, August, 2011(*ISSN* 2249-2585).
* “A Study on Women Entrepreneurs of Visakhapatnam” published in The International Journal’s Research Journal of Economics & Business Studies, volume 01, Number:02, December,2011(ISSN 2251-1555).
* “A Study on Motivation of Women Managers in Visakhapatnam” published in

International Journal of Research in IT, Management and Engineering, Volume 2 Issue 5

May 2012(ISSN 2249-1619).

* “Perspective and Performance of Visakhapatnam Special Economic Zone (VSEZ)” published in “International Journal of Research in Commerce & Management”, Volume II, Issue VI, June 2012(ISSN 0976-2183).
* “A Study on Customer Satisfaction with reference to Big Bazaar, Visakhapatnam” published in ‘Retailing in India’ edited by Prof A R Aryasri, Excel Books, New Delhi, August 2013.
* “A Study on Challenges of Women Managers in Visakhapatnam” published in International Journal of Social Sciences and Interdisciplinary Research (ISSN 2277-3630), Vol.2-No.10, October, 2013.**(Impact factor 2.407)**
* "Investment Practices of Middle Income People of Visakhapatnam" published in International Journal of Multidisciplinary Research (ISSN ), Issue : 11 (2), Vol.2, October, 2013**.(Impact factor 2.735)**
* “Women in Management” article published in Indian Journal of Management & Indian Business Studies (IJMIBS), Vol.1, No.1, November 2013.
* Women as Managers- A contextual framework of their Motivation, Job Satisfaction & Management Style, **a book under publication with** **LAMBERT academic publishing**, Germany.

**EXPERIENCE IN RESEARCH GUIDANCE:**

Is a Recognized Research guide from Andhra University, Visakhapatnam since the year 2006 and Rayalaseema University Kurnool from the year 2009.

The details of research scholars who completed research and are being guided presently

**Doctor of Philosophy (Ph. D) in Andhra University, Visakhapatnam, A.P, INDIA**

|  |  |
| --- | --- |
| Mrs. Shahazadi Shaik  Assistant Professor  GITAM Institute of International Business  Visakhapatnam | Topic: Performance of Special Economic Zones (SEZs) in India – A Study of SEZs of Visakhapatnam  **Status**-Awarded, May 2012 |
| Mrs. G. Savitri Jayant  Department of Management Studies  Samata Degree & PG College  Visakhapatnam | Topic: Motivation, Job Satisfaction and Management Style- A Study on Women Managers of Visakhapatnam  **Status**- Awarded, July 2012 |
| Mrs. Kounine Banu  Assistant Professor Department of Management Studies  Al-Ameer College of Engineering & IT  Visakhapatnam | Topic: Credit Card Management System – A Study of Public sector Banks and Private sector Banks  **Status**-completed review of literature phase and is in data collection |
| Mr.E.Prashanth  Project Manager  Wipro Eco Energy  Bangalore | Topic: Management of Solar Power Plants in India  **Status**- Submitted and awaiting award |
| Mrs.Anshu Johri  Assistant Professor  RISE Institute of Management & Technology  Ongole, A P | Topic: Rural Marketing in Karimnagar District  **Status**- completed Pre PhD and is in Review of Literature phase |

**Doctor of Philosophy (Ph. D) in Rayalaseema University, Kurnool, A.P, INDIA**

|  |  |
| --- | --- |
| Mr. A.N. Raju  Assistant Professor Department of Management Studies GVP college for degree & PG Courses Visakhapatnam, AP, India  Mr.U Suresh Kumar  Lecturer, Dept of Business Administration  AQJ Degree College  Visakhaptnam, AP, India  Mr.Shaik Sameevulla  Branch Manager  Coromandel Fertilizers  Guntur, AP, India | Topic: Investment Preferences & Practices of People in Visakhapatnam  **Status**- Presently in report compilation stage  Topic: Share Price Behavior of Selected Scrips  **Status**-completed pre PhD and review of literature phase & is in data collection phase.  Topic: Retailing in Fertilizer Industry  Status-completed pre PhD and is in the review of literature phase |

**Master of Philosophy (M.Phil) in Madhurai Kamaraj University, Tamil Nadu,INDIA**

|  |  |
| --- | --- |
| Mrs. D. Vijaya Lakshmi  **Awarded in 2008** | Women Empowerment through Entrepreneurship in Visakhapatnam |
| Mr. A.N. Raju  **Awarded in 2009** | Investment Practices of Middle Income People  of Visakhapatnam |
| Mrs. E. Anuradha  **Awarded in 2010** | Investment Strategies and Claim Settlement Procedure of Life Insurance Corporation of India |

### OTHER ACTIVITIES UNDERTAKEN

Member of the **Examination Committee** in the Management Department at College of Business Administration, King Saud University, Riyadh, KSA.

Head of the Organizing team for **LOCUS- A Management Meet** organized for the MBA students of the state every alternate year since 2004 at AQJ Centre for PG Studies, Visakhapatnam, India.

Head of the Organizing team for **SPIRIT- A Techno Meet** organized for the MCA students of the state every alternate year since 2006 at AQJ Centre for PG Studies, Visakhapatnam, India.

Chairperson of the organizing team of **ROSHINI – A Mega fete** organized thrice since 2004 to mobilize funds for the underprivileged sections of Visakhapatnam.

Organized **Annual Blood Donation Camps** in the college for voluntary blood donation from the year 2005 to 2013 at Samata Degree & PG Courses and AQJ Centre for PG Studies, Visakhapatnam, India.

Conducted several public examinations such as ICET, EAMCET, APPSC, Railway, etc as Chief Superintendent of the college at AQJ Centre for PG Studies, Visakhapatnam, India.

REFERENCES

Shall be provided upon requirement.

### PROF. R. VIJAYA