

CURRICULUM VITAE

Dr.K.VEERAAIAH

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SUMMARY OF QUALIFICATIONS & EXPERIENCE

Served for more than 15 years in various capacities in teaching and research. Having 15 years of rich experience in teaching students of management related programs of JNTUH and Osmani universities. Acted as Chairman, convener, committee member and co-coordinator for various programmes like Mini convocation, annual day, technical and management student meets. So far published 20 research articles. Guiding 1 M.Phil, 4 Ph.D and guided over 500 students so far in their project work. Qualified in UGC-NET, awarded with M. Phil and Ph. D. Effectively presented the profile of same before NBA peer team and was instrumental in getting accreditation. Served as Head, Dept. of Management Studies, Guest Lecturer, As a Paper setter and Visiting Faculty for ANU Distance Education Center Hyderabad.

CAREER OBJECTIVE

To impart education to the management students in the area of Finance, Commerce, HR and Marketing to meet the industry requirements and grow in the career along with qualifications and experience and to carry out given duties effectively.

JOB EXPERIENCE

July, 2017 – Till Date

Working as a Professor & HOD at **Marri Laxman Institute of Technology & Management**, Dundigal (V), Quthbullapur (M), Hyderabad -43.

June, 2015 – July, 2017

Working as a Professor & HOD at **Malla Reddy Engineering College (Autonomous)**, Maissmaguda, Dhulapally (V), Secunderabad -500100.

February, 2015 – June, 2015

Working as a Principal & Professor at **Avanthi's Post Graduate & Research Academy**, Gunthapally (V), Hayathnagar (M), R.R.Dist-501512.

September, 2010 – January, 2015

Worked as Professor & HOD at **CMR Institute of Technology**, Kandlakoya, Medchal Road, Hyderabad.

September, 2007 – August, 2010

Worked as Associate professor at **Aurora's Scientific Technological & Research Academy (ASTRA)**, Bandlaguda, Hyderabad.

August, 2003 – August, 2007

Worked as Assistant Professor at **J.B.I.E.T School of Management**, Moinabad, Hyderabad.

August, 2002 – July, 2003:

Worked as Lecturer at **D.N.R.College**, Bhimavaram, West Godavari (Dist)

EDUCATIONAL QUALIFICATIONS

Name of the Course	University/Institution	Marks (%)	Year of Passing
Doctor of Philosophy (Ph.D) in Human Resource Management	Achary Nagarjuna University	---	Awarded in Dec, 2013
Master of Philosophy (M.Phil) in Management	Madurai Kamaraj University	55.5% (in Part – I)	Awarded in Feb, 2008
Master of Business Administration (M.B.A)	Andhra University	60.08%.	2002
Bachelor of Commerce (B.COM)	Achary Nagarjuna University	68.75%.	2000

ACHIVEMENTS:

- Qualified **UGC NET** For Lectureship in June, 2009.
- Certificate of appreciation as Best Lecturer for the academic year 2008-09, ASTRA.

SOCIETY MEMBERSHIP:

- The life membership of the Indian society for technical education.

FDP'S, WORK SHOPS AND SEMINARS ORGANIZED

National/State Level Conferences, Workshops & FDP'S

1. Convenor for **A National Level Management Fest** of “**ABHYAS-2K15**” *Conducted by Avanthi's Post Graduate & Research Academy at Gunthapally, Hyderabad, on 26th March, 2015.*
2. Convenor for **A National Conference** on “**Changing Trends of Indian Business: Growth Prospects and Challenges**” *Conducted by CMR Institute of Technology at Hyderabad, on 9th & 10th January, 2015.*
3. Convenor for **A National Level Management Fest** of “**VIKRANT-2K15**” *Conducted by CMR Institute of Technology at Hyderabad, on 9th & 10th January, 2015.*
4. Convenor for **A Two-Day Work Shop** on “**Project, Internship & Company Analysis**” *Conducted by CMRIT, 23rd, 24th January, 2014.*
5. Coordinator for **2 day National Seminar Grant (SG)** of “**A Contemporary Issues in Business Management Practices**” grant by AICTE, *Conducted by CMRIT from 05.11.2012 to 06.11.2012.*
6. Coordinator for **2 weeks Staff Development Programme (SDP)** of “**ARR Article writing, Research Methodology and Research Tools**” grant by AICTE, *Conducted by CMRIT from 06.02.2012 to 18.02.2012.*
7. Convenor for **A State Level Management Fest** *Conducted by CMRIT, 23rd, 24th December, 2011.*
8. Organized & Participated **UTKRISTA-2007 Management meet** by JBIET *4th March, 2007.*
9. Organized & Participated **PRAGNA-2006 State level management paper presentation** *conducted by JBIET on 18th March, 2006.*
10. Participated **Faculty sports and games meet** *conducted by JBIET on 31th March, 2006.*
11. Participated “**Blood donation camp**” *conducted by lions clubs international on 16th march 2014.*

FDP'S, WORK SHOPS ATTENDED/ PARTICIPATED.

1. Participated in “**Faculty Development Programme of Various Perspectives of MBA New Syllabus**” Conducted by VBIT at Hyderabad on 12th, 13th September, 2013.
2. Participated in “**Faculty Development Programme of Statical Packages and their Applications in Business Research**” Sponsor by AICTE, Conducted by HIMS at Hyderabad on 23rd July to 6th August, 2012.
3. Participated in “**Faculty Development Programme of CARR**” Conducted by VBIT at Hyderabad on 13th, 14th November, 2009.
4. Participated in **Faculty Development Programme** Conducted by ICFAI University at Hyderabad on 27th September, 2006.
5. Participated in **Personality Development Workshop** conducted by D.N.R College, Bhimavaram, West Godavari (Dist) on 17th, 18th December, 2001.

SEMINARS & CONFERENCES ATTENDED/ PARTICIPATED.

International Conferences

1. Participated in 3rd International Conferences on “**Competency Building Strategies in Business and Technology for Sustainable Deployment** Conducted by *Sri Ganesh of Business Management* at Chennai, on 25th, Feb, 2014.
2. Participated in International Conference on “**Consumer Dynamics and Marketing Strategies in the Globalized Economic Era-Perspectives and Challenges**” Sponsor by *AICTE*, Conducted by *GRIET* at Bachupally, Hyderabad, on 29th, 30th October, 2013.

National Conferences

1. Participated in A National Conference on “**Changing Trends of Indian Business: Growth Prospects and Challenges**” Conducted by *CMR Institute of Technology* at Hyderabad, on 9th & 10th January, 2015.
2. Participated in National Seminar on “**Role of Knowledge Management in Modern Era**” Sponsor by *AICTE*, Conducted by *SVEC* at Tadepalligudem, W.G. (Dist) on 27th, 28th December, 2013.
3. Participated in National Conference on “**Paper Presentation on A Comparative Study of Mutual Funds**” Conducted by R.K.Business School at Toopran, Hyderabad, on 29th, 30th November, 2013.

4. Participated in National Seminar on “**Managing Strategies Competitive Advantage**” Sponsor by *GACBM*, Conducted by SIM, Keesara, Hyderabad on 21st September, 2013.
5. Participated in National Seminar on “**Matri national integration camp**” Sponsor by *Institute of human study*, Conducted by , Champak hills ,Hyderabad on 11th November to 17th November 2001.

EXTRA CURRICULAR ACTIVITIES

- Participated in **Faculty Sports and Games Meet** and won second prize of Shot Put conducted by **JBIET**, Hyderabad on 31st March, 2006.
- Participated in **National Integration Camp** at Champak Hill in Hyderabad on 11th – 17th November, 2001.
- Participated in **Janma Bhoomi** conducted by S.S.N College in 3rd – 11th January, 2000.

PROFESSIONAL MEMBERSHIP

- Life Member of **The Indian Society for Technical Education (ISTE) NO-LM72382.**

BOOKS PUBLISHED

1. **Dr.K.Veeraiah** Published the book of “**Changing Trends of Indian Business: Growth Prospects and Challenges**” Sapnet publisher, e/1, January, 2015. (ISBN NO: 978-81-924002-0-4).
2. **Dr.K.Veeraiah** Published the book of “**Business Management innovations and advancements**” GK publisher, e/1, August, 2015. (ISBN NO: 978-93-81208-63-2).
3. **Dr.K.Veeraiah & Dr.K.Niranjan, Principals of Management**, Seven hills Publisher,(ISBN-978-93-80831-39-8,2019).
4. **Dr.K.Veeraiah & Dr.K.Niranjan, Financial Accounting**, Seven hills Publisher,(ISBN-978-93-80831-42-8,2019).
5. **Dr.K.Veeraiah & Mrs.K.Chandravathi, Business Organisation and Management**, Seven hills Publisher,(ISBN-978-81-88096-04-1,2018).

INVITED AS A RESOURCE PERSON:

1. Invited as a resource person for “**Work shop on Project Research and analysis**” conducted by **MRECW** on 16th April 2014.
2. Invited as a resource person for “**Management fest SHUKAN 2k 15**” conducted by **ST.Martin’s Engineering college** on 9th December 2015.
3. Invited as a subject expert various institutes for SCM.

PAPERS PUBLISHED IN JOURNALS

INTERNATIONAL

1. Veeraiah. K and Dr.Manchala.G.(2011) “Quality of work life in ICICI Bank, Hyderabad”, In *ANU Journal of Commerce and Management*, Vol.3, Page No 183, Jan-Dec, Nagarjuna Nagar, Guntur.(ISSN: 0976-0857).
2. Veeraiah. K and Dr.Manchala.G.(2012) “Quality of work life in State Bank of India, Hyderabad”, In *Sumedha Journal of Management*, Vol. 1, Page No 83, Oct-Dec, Hyderabad.(ISSN: 2277-6753).
3. Veeraiah. K. and Dr.Manchala.G. & Mrs.Aprana Reddy (2013) “Corporate Governance in India: Past and Challenges”, In *ITI HAS the Journal of Indian Management*, Vol. 3, Page No 83, July-Sept, Hyderabad. (ISSN: 2249-7803).
4. Veeraiah. K and Dr.Kishore.A. (2013) “Opportunities, Challenges & Strategies of Rural Marketing”, In *Proceedings of International Conference Proceedings on Consumer Dynamics and Marketing Strategies in a Globalized Economic ERA- Perspectives & Challenges* (Ed.), GRIET, Hyderabad.
5. Veeraiah. K. and Dr.Kishore.A. (2014) “A Comparative Performance Analysis of Select Indian Mutual Fund Schemes”, In *Asia Pacific Journal of Applied Finance* Vol-III, Issue I, January. (ISSN: 2277 – 9027).
6. Dr.K.Veeraiah (2014) “Practices of Accounting Standards In Indian”, In *International Journal of Research & Business Innovation* Vol-3, Issue 2, January. (ISSN: 2321 – 5615).
7. A.Satish Kumar and Dr.K.Veeraiah (2016) “**An empirical study an impact of organizational citizenship behavior among employees of private sector banks in telangana state**” Review of research *International multidisciplinary online journal*.(ISSN:2249-894X).
8. Dr.K.Veeraiah (2016) “A comparative study of quality of work life of employees of 2nd International conference at MRECW,19&20, Aug,2016. (ISBN: 978-93-83038-44-2).

NATIONAL

1. Veeraiah. K. and Dr.Manchala.G. (2012) “Quality of Work Life of ICICI Bank, Hyderabad”, B.Amarnath, P.S.Pragathi & S.Krishna Murthy Naidu (Ed) In *Business Management Trends Issues and Prospects*” Paramount Publishing House, New Delhi. (ISBN: 978-93-82163-08-4).
2. Veeraiah. K. and Dr.Kishore.A. (2013) “Knowledge Management in Small & Medium Enterprises in AP”, Dr.G.V.Subba Raju (Ed) In *Role of Knowledge Management in Modern ERA*, Paramount Publishing House, New Delhi. (ISBN: 978-93-82163-91-6).
3. Veeraiah. K. and Dr.Manchala.G. (2013) “Knowledge Management Problems, Causes and Solutions: Perspectives of Workers Knowledge”, Dr.G.V.Subba Raju(Ed) In *Role of Knowledge Management in Modern ERA*”, Paramount Publishing House, New Delhi. (ISBN: 978-93-82163-91-6).
4. Dr.Veeraiah. K. and Dr.Manchala.G. (2014) “Green Bank Marketing Strategies”, Dr.M.Venkateswrao, P.Jagadeesh & B.Udaya Bhaskara Ganesh (Ed) In *Contemporary Trends in Practices of Marketing*” Creative Publishing House, Bangalore. (ISBN: 978-81-928453-2-6).
5. BalaRaju.Ch. and Dr.Veeraiah.K. (2014) “Retail Franchising an Opportunity Worth Grabbing”, Dr.M.Venkateswrao, P.Jagadeesh & B.Udaya Bhaskara Ganesh (Ed) In *Contemporary Trends in Practices of Marketing*” Creative Publishing House, Bangalore. (ISBN: 978-81-928453-2-6).
6. Dr.K.Veeraiah. (2015) “Global Finance Crisis on Indian Economy”, Dr.K.Veeraiah (Ed) In *Changing Trends of Indian Business: Growth Prospects & Challenges*”, SAPIENT Research Publications, Hyderabad. (ISBN: 978-81-924002-0-4).
7. Dr.K.Veeraiah. (2015) “Corporate restructuring dynamics: A case study analysis”, (Ed) In *Business management innovation and advancements*”, RK Publisher, chennai. (ISBN: 978-93-81208-63-2).
8. Dr.K.Veeraiah. (2017) “Women empowerment and economic opportunities in India: A challenges of 21 century”, (Ed) In *national conference at Vijay institute of management for women*”, Vrinda Publishing House, Chennai. (ISBN: 978-81-932824-9-6).

PERSONAL PROFILE:

Name : Dr. K. Veeraiah
Father's Name : Sri K. Nagaiah
Date of Birth : 22-08-1980.
Sex : Male
Marital Status : Married.
Languages Known : English, Telugu and Hindi.

I hereby declare that all the information given above is the true to best of my knowledge and belief.

Date: 25-04-2017

Place: Hyderabad

(Dr. K. Veeraiah)