

CURRICULUM VITAE

Dr.A ADI SESHA REDDY, M.Com, MBA, M.Phil, Ph.D

Chairman AP Chapter, AIMS(Association of Indian Management Schools)

Professor & Head, Department of MBA,

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Experience Summary

- Presently acting as Chairman of AP chapter- **AIMS** from A.Y. 2022-23 onwards.
- Worked as Vice-Chairman of AP chapter- **AIMS** for A.Y. 2021-22
- Worked as **Secretary** of AP chapter- **AIMS** from A.Y. 2019-20 to 2020-21
- Having **24** years of Teaching experience and 9 Years in Research.
- Working as faculty since inception of the institute (1999) and serving as Professor & **HOD** for School of Management Studies at Lakireddy Bali Reddy College of Engineering, an Autonomous Institute Accredited by NAAC & NBA stands with 12F2B Status, got NIRF Ranking in 201-250.
- **Ratified** Faculty in JNTUH & JNTUK.
- Appointed as **Research Supervisor** in management studies at K.L.U.
- Acting as **Management Representative (MR)** for **ISO certification** activities at Institute level.
- Received **Best Teacher** award for 4 times and **Best Academician award in 2020**.
- Acted as **Chairman of BOS** for Curriculum revision and design of management studies in LBRCE.
- Academic expert **Member of BOS** in management studies at Narasaraopet Engineering College, KBN P.G College -Vijayawada.
- **Expert guest Speaker**, Expert Member in Technical events in various institutes.
- Acted as **Master Trainer** for population enumeration field work (National CENSUS 2001).
- Life Member in **ISTE** and active chapter managing committee member of AIMS-APChapter.
- Initiated institute membership for AIMS, CII.
- Organized Various **Faculty Development Programs**, Workshops and Seminars at LBRCE.
- **Moderator** for National and International **Webinars** Organized during Pandemic.
- Received a grant of Rs. 40,000/- from AIMS, And conducted of FDP on “Paradigms of Education: Role of a Teacher and Reflective Teaching” in 17th, 18th July 2019 - 20.

Educational Qualifications

Degree	Department / Specialization	College/ University	Year of Passing	% of Marks
Ph.D	SMEs	Acharya Nagarjuna University	2013	Awarded (under Professor G V Chalam)
MBA	Marketing	Alagappa University	2008	62.5
M.Phil.	Entrepreneurship	Madhurai Kamaraj University	2002	Awarded
M.Com	Finance	TJPS College, ANU	1997	61.5
B.Com	General	DAR College, ANU	1994	65

Research Works

Ph.D.: A study on industrial parks, Industry associations and small and medium enterprise development (A case study of Krishna Dist, A.P).

M.Phil.: A study on problems and prospects of small and medium entrepreneurship.

Research Publications- 20

1. Published a research article in Web of science journal Intech Open on the topic **AI-Powered HCM:The Analytics and Augmentations** Research jointly published by Dr.K

2. Published a research article in Web of science journal Intech Open on the topic **Neuromarketing: The new dawn and disruption in marketing** Research jointly published by Dr.K Bhanuprakash and Dr A Adishesha Reddy. Published: June 25th 2021 (DOI: 10.5772/intechopen.98299).
3. Published a paper on Small and medium enterprises and inclusive growth in the globalized era in International Journal for innovative engineering and management research. **Volume 9 Issue 12-2020. Pages:671-683. ISSN no :24565083.** (DOI: 10/48047/IJEMR/V09/I12/I12).
4. "Performance of MSME sector in India : An Overview" in July -2020 AIMS journal of Management, Issue No: **1,July 2020 ISSN no: 2395-6852.(J-Gated Indexed)**
5. "Human capital behavioural Analytics (HCBA)-The Psychometric Dimensions" in Nov- 2019- Journal of Information and Computational Science, **Volume 9 Issue 11-2019 ISSN no :1548-7741 (Scopus Index article)**
6. Dr.A.Adishesha Reddy "The dimensions, Impact and incidence of Global economic and melt down "-Dec-2019 Journal of Information and Computational Science, **Volume 9 Issue 12- 2019 ISSN no :1548-7741 (Scopus Index article)**
7. "Skill development and entrepreneurship for Micro and Small Enterprises in August-2019 AIMS journal of Management **ISBN :978-93-88237-03-1**
8. Dr.A.Adishesha Reddy Human Talentum Analytics: A study on Schools of business in Telangana and Karnataka-July 2019 AIMS journal of Management, **Volume 5 Issue No: 1 July -2019 ISSN no:2395-6852. (J-Gated Indexed)**
9. "Human Capital Talentum Analytics –A Focus Study on Schools of Business (SOBs) in Telangana & Karnataka. In April-2019 Volume no 7 Issue No:685 **ISSN no: 2277-3878.**
10. Dr.A.Adishesha Reddy "A Comparative study of volatilities of Asian Stock markets" in Jan- 2019 AIMS journal of Management, Volume 4 Issue No:2,January 2019 **ISSN no: 2395-6852. (J-Gated Indexed).**
11. Dr.A.Adishesha Reddy" A Human Resource development Practices in Singareni Collieries company L.t.d : Case study for Koththagudem area, Telangana" in July-2018 Global Journal of engineering sciences and researchers **ISSN no:2348-8034.**
12. " Brand Preference of Mobile phones among Amaravathi region college students -A Case study" in July-2018 Global Journal of engineering sciences and researchers **ISSN no:2348- 8034.**
13. Dr.A.Adishesha Reddy " GST Accounting : The New Wave of Accounting" AIMS journal of Management Aug -2018 **ISBN :978-93-88237-03-1**
14. Dr.A.Adishesha Reddy "Financial performance analysis-a case study with special reference to ICICI bank" GECS international journal of innovation technology and management, vol.3, issue 2, Aug 2017, **ISSN no.2394-594x**
15. "State incentives for Industry and ICT Enterprises in AP 2010- 2015. EB Journal of management & Research Vol.4 , issue 2, pg.54, April-June-2011, **Issn no.09741755.**
16. Dr.A.Adishesha Reddy "Companies philosophy on code of governance", international journal of advanced research in management and social science, may 2013, **Issn no. 2278-6236**, vol 2, no.3, pg.34.
17. Dr.A.Adishesha Reddy "Growth and development of MSME'S in AP", EB Journal of management & Research, June –Sep 2011, **Issn no. 09741755**, vol 4,issue 3 pg. 22
18. " State incentives to industry information telecommunication (ICT) sector enterprises 2010- 2015" , Gitam journal of management june-sep 2011, **Issn no. 0972-740X**, vol 9 no.3, pg.226.
19. Dr.A.Adishesha Reddy "capacity Utilization in MSME'S" Gitam journal of management june-sep 2011, **Issn no. 0972-740X**, vol 9 no.3, pg.176.
20. " National Manufacturing policy -2011 for sustainable development- a critical review", dec- 2012, Article has been published in AIMS-2012 convention book.
21. Dr.A.Adishesha Reddy "job satisfaction, job involvement, work involvement of permanent and temporary employees, ugc academic staff college university of Hyderabad, refresher course on management studies, jan-feb 2010, seminar paper presented.

Conferences/Seminars/ FDP attended

- › Participated AIMS sponsored Faculty Development Programme on Gamification an innovating teaching pedagogy (Prime) People Responsible in Imparting Management Education at VJIM, Hyderabad from 20-04-23 to 21-04-23.

- Attended for AIMS -Southern Region Stake holders Meeting of AIMS held at Coimbatore to discuss on Management Education Model in the context of NEP-2020 implications on 05-02-23.
- Participated in Round table conference on Management Education and NEP 2020 at CBIT, Prodtuttur on 23-01-23.
- Participated in AIMS-Chapter Committee meeting on 25-11-2022.
- Attended for AIMS chapter leaders meet to discuss on action plan of AIMS 2022-23 at IPE Hyderabad on 19-11-2022.
- Participated in AIMS Chapter Chairs & Vice-Chairs (Southern) meeting on 18-10-2022.
- Participated in AIMS-Regional Council Meet on 22-11-2022.
- Participated a Five Day FDP on Issues and Challenges in Business Management Organized by GEC on 22-27 July 2021.
- Presented Published a paper on A Study on Marketing Opportunities in Corporate Hospitals-A Special Reference to Selected hospitals in Visakhapatnam in International Conference on recent advanced and innovations in Technology, Management and Applied Science(ICRAIMTS-2021) Organized on 19-20 march 2021.(ISBN:978-93-82829-41-6)
- Attended for 8 Weeks Faculty Development Programme in Marketing Management organized by IIT-Madras through NPTEL course in 2019.
- Attended for 8 Weeks Faculty Development Programme in Human Resource Management organized by IIT-Madras through NPTEL course in 2019.
- 4 days online workshop on Covid 19 Resurgence of Entrepreneurship and Start ups at IndianGlance from 25th may 28 th May 2020.
- Attended for International Convention organized by AIMS and presented a paper titled GST Accounting a new wave of Accounting in 2018-19.
- Presented a research paper on “Human Capital Talentum analytics-A focus study on school of business in telangana and Karnataka” in International conference in Siddhartha Mahila Kalasala, in 2018-19.
- Attended for one day workshop on Perspectives of Research and Technical paper writing organized by Ramachandra Engineering College, Eluru.
- Attended for One-Day workshop on Stress Management at Efftronics Systems, Vijayawada on 25-11-2020 organized by CII.
- 5 days Online Workshop on “Pedagogy Techniques for Effective Teaching –Learning “ during 8-12 June 2020.
- Attended one week faculty development programme on How to write and publish a research paper organized by Narayana Engineering College, Nellor in 2018-19.
- Dr A Adishesha Reddy, "skill development of entrepreneurship for MSE\'s", AIMS 31st annual convention , 5, 978-93-86954-06-0, 2019-08-30.
- Dr A Adishesha Reddy, "Human Capital Talentum analytics-A focus study on school of business in telangana and karnataka.", International conference on Recent Technology and Engineering,IJRTE, 7, 2277-3878, 2019-04-02
- Attended for **APSSDC National seminar on Logistics**, 25-26th July 2017.
- Attended for AIMS Association of Indian Management Schools Convention at Bharati vidya peet university , Navi Mumbai, Aug 2013.
- Attended for the AIMS convention at HITECH CITY, AUG 2012 and also presented a seminar paper on National Manufacturing policy -2011 for sustainable development- a criticalreview
- Attended for AIMS convention at hotel mafer at Bhuvanesar, Orrisa, Aug 2011.
- Attended for 2-WeeksRefreher Course on Management Studies Organized by academic staffcollege, university of Hyderabad, Jan-Feb 2010.
- Attended for AICTE-ISTE sponsored STTP on IPR’S in a globalized economy, Nov, Dec 2002, PSG Tech, Coimbotore , Tamilnadu.

Recent Events Organized (Acted as Co-ordinator/Convener/Moderator)

- Organized an Expert talk on “Maximizing Opportunities for budding Managers” in association with ISTE on 31-03-23.
- Organized a webinar on Accreditation in association with AIMS and Lakireddy Bali Reddy College of Engineering, Mylavaram on 18-01-23.
- Organized a One-Day workshop on Inspiring Young Leaders on 28-11-2022.

- Organized a webinar on Recent Trends in Capital Markets in association with CII & LBRCE on 14-03-2022.
- Organised a Webinar on Role of Business Analytics in Professional growth- on 31.01.2021.
- Acted as moderator for a webinar on Stock markets on 14.07.2021.
- Organized Entrepreneurial meet an MSME Financing ATMA NIRBHARA BHARATABHIYAN in association with ICSSR- New Delhi on 27.02.2021.
- Acted as Moderator for the event the Role of SEBI in Indian economy during Covid-19 on 26.11.2020.
- Acted as coordinator for seminar on the role of SEBI in Indian stock market on 22.07.2019.
- Organised a **International Webinar** on Life style Management in present era of covid 19 – August 2020.
- National Webinar organised on Management education post covid-19 in May 2020.
- Webinar organised on Mode of Internship in Management course during Present Covid -19Scenario in June 2020.
- A webinar on Summer Project Internship for Management Students during Present Times in June 2020.
- Organised on A National workshop on Know your Nation December 2019.
- Organised a Guest Lecture on Challenges of Millennium Managers in December 2019.
- Conducted A Guest Lecture on Role of SEBI in Indian Securities market in August 2019.
- Organized a Seminar on Impact of Technology on Human Psychology in July 2019.
- Acted as Chairman for BOS in framing the academic curriculum.
- Conducted AIMS Sponsored 2 day Faculty development Program on Paradigms of Education Role of The Teacher and Reflective Teachings in July 2018.
- Organized workshops and seminars in the department in various management dimensions.

Interaction with outside world:

- Conducted various outreach activities and awareness programs for the benefit of the student community and society (farmers, school teachers, unemployed youth, etc.)
- Participated in various academic and evaluation activities outside the institute
- Deliver guest lectures and Act as Judge for many Technical events at various colleges

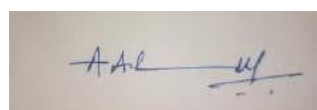
References:

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Personal Details

Father's name : A.Chinna Venkata Narsa Reddy
 Date of Birth : 01-04-1974.
 Nationality : Indian.
 Marital status : Married.
 Contact Address : 15-222, SVS Nagar, Mylavaram, Krishna (dist).

I do here by declare that all the information given above is true to the best of my knowledge.



(Dr.A.Adishesha Reddy)