

CURRICULUM - VITAE



Name : Dr. B.C. Lakshmanna
Parents : (Late) Sri B. C. Pakkirappa
Smt. B. C. Nallamma.
Address For Communication : D.NO. 27-786, Ambedkar Nagar,
Anantapuramu – 515001, A.P.
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Email : Lakshmanbc@gmail.com.
Nationality : Indian.
Religion : Hindu.
Date of Birth & Place of Birth : 1st July, 1963, Anantapuramu.

Educational Qualifications:-

S.No.	Qualification	University / Institution	Specialization	Year of Award
1	Ph.D	S.K. Institute of Management S.K. University, Anantapuramu, A.P.	Financial Services	2000
2	MBA	S.K.I.M, S.K. University, A.P.	H.R.M, Marketing	1993
3	B.Com	Govt. Degree College Anantapuramu, A.P.	Commerce	1984
Additional Qualifications				
1	M.A., (Sociology)	S.K. University, ATP	Social Sciences	1987
2	L.L.M.,	S.K. University, ATP	Constitutional Laws	2003
3	M.Sc., (Comp. Science)	Sikkim Manipal University, Manipal	Computer Applications	2007

Details of Doctoral Thesis:

Area : Financial Services

Title : Merchant Banking in India - A Study With special Reference to
Evaluation of Functions and Performance

Research Supervisor : Professor C.N. Krishna Naik. Dean,
S.K. Institute of Management , S.K. University,
Anantapuramu, 515003, A.P.

Year of Award of Ph.D : 2000.

Professional Experience : 27 + years (Classes for UG & PG students and Research Scholars)

SL.No.	Institution / Organization	Position Held	Duration	No. of Years & mnts
01	Jawaharlal Nehru Technological University, Anantapuramu, A.P.	Asst. Professor	01-10-2010 to till date	10
02	Crescent Institute of Management Studies (Affiliated to S.K. University Anantapuramu, A.P.	Professor Cum Principal	18-05-2009 to 30-09-2010	1.3
03	Prabhath Institute of Business Management & Computer Sciences, Nandyal , Kurnool Dist. A.P. (Affiliated to S.K. University Anantapuramu, A.P.)	Professor Cum Principal	04-06-2008 to 15-05-2009	1
04	Anantapur Institute of Management Sciences Anantapuramu. A.P. (Affiliated to S.K. University Anantapuramu, A.P.)	Professor	02-04-2007 to 25-05-2008	1
05	S.S.V.P. College of Management Studies Vishakhapatnam (Affiliated to Andhra University)	Assoc. Professor	09-12-2001 to 26-08-2007	6.5
06	S.K.I.M, S.K University PG Centre Kurnool (S.K. University Anantapuramu, A.P.	Lecturer	12-12-2000 to 22-11-2001	1
07	S.K.I.M, S.K. University Anantapuramu, A.P.	Lecturer	24-12-1999 to 16-11-2000	01
08	Sri Balaji PG College Anantapuramu Affiliated to S.K. University Anantapuramu, A.P.	Lecturer	01-06-1996 to 10-10-1999	03
09	C.V.L.N.R. Degree College Anantapuramu (Affiliated to S.K. University Anantapuramu, A.P.	Lecturer	01-06-1994 to 30-05-1996	02

10	P.V.K.K. PG College Anantapuramu (Affiliated to S.K. University Anantapuramu, A.P.	Lecturer	01-06-1993 to 31-05-1994	01
Total Professional Experience				27 .8 years

Subjects Taught :

Management & Organizational Behaviour

Business Law & Regulations

International Business Management

Business Research Methods

Business Environment

Financial Management

Management of Financial Services

Accounting For Managers

Managerial Economics

Human Resource Management

Marketing Management

Projects Guided/ supervised :

PG students Projects

Guided: 175 projects

Guiding: 10 projects

Research Scholar Thesis/Dissertations

Guided :

a) M.Phil., : **NI**

b) Ph.D., : **08**

Guiding

a) M.Phil., : **NIL**

b) Ph.D., : **02**

Details of Ph.D's Awarded Under My Guidance:

S.NO.	Name of the Research Scholar	Title of Thesis	Year of Awarded	University
1	P. Naresh Kumar	A study on impact of the Emotional Intelligence on Job Satisfaction with reference to the employees of Banking Sector At CHENNAI city	2017	(BHARATHIAR UNIVERSITY, COIMBATTOR)
2	T. Gunashekarar	A study on Promotional Mix of DTH Manufacturers and its impact on Customer Behaviour with special reference to Vellore District, Tamilnadu	2018	MAHATMA GHANDHI UNIVERSITY, SHILONG
3	T.Seshadhri Kiran. (Dr. K. V. Subba Reddy Institute of Kurnool)	A Analysis of promotional mix and its impact of customer perception towards DTH Service providers a special reference to Rayalseema Region.	31-01-2019	Rayalaseema University Kurnool, A.P.
4	Dr. M. Dawlath Ahmad, Dr. K.V. Subba Reddy institute of Management Kurnool	A Study on Factors determining investment behavior of individual investors in Rayalaseema Region	25-02-2019	Rayalaseema University Kurnool, A.P.
5	S. Suraj Basha	A Study on Buying Behaviour of Consumers on Two Wheelers with special reference to Rayalaseema Region	2018	Rayalaseema University Kurnool, A.P.
6	K. Purushottamachari	A Study on Investors Perspectives and Preferences – A case study on Stock Market Investors in Rayalaseema Region of AP	Thesis Submitted on Dec, 2019 and Yet to be awarded.	Dravidian University, Kuppam.
7	M.T. Jalandhar Reddy	A comparative Study on Customer Satisfaction in Insurance Services with	Thesis Submitted on March,2020 and Yet to be awarded.	Rayalaseema University Kurnool, A.P.

		reference to Public and Private Insurance Companies in Rayalaseema Region		
8	K. Shabbaer Ahamad	An Analysis on Impact of Personality Traits on Consumer Buying Behaviour towards Shopping Goods in Traditional Market Place With Special Refernce to Rayalaseema Region	Thesis Submitted on March,2020 and Yet to be awarded.	Rayalaseema University Kurnool, A.P.

Details of Ph.D's Pursuing under my Guidance /Supervision

S.NO.	Name of the Research Scholar	Title of Thesis	Year of Awarded	University
01	R. Nagaveni Department of Management JNTUA Anantapuramu.	A Study on Financial Performance of Commercial banks in India – A comparative study on selected public and private banks	Oct - 2020	JNTUA Anantapuramu
02	Ravi RachaPudi Dr. K.V. Subba Reddy Institute of Management Kurnool.	A Study on Impact of social Media marketing on consumer buying behaviour with refference to Rayalaseema Region	Oct – 2020	JNTUA Anantapuramu

INVITED LECTURES : 25 +

More than 25 invited Lectures and delivered in Repeated Institutions – i.e, SRM University Chennai, National Rajiv Gandhi Institute of Youth Development, Chennai, S.K. University Andhra Pradesh, Prabhath Institute of Business Mangament, Nandyal etc. in the areas of Legal Aspects of Business, Research Methodology, Teaching Methodologies and also taught Pre – Ph.D Classes for Research Scholars.

BOOKS PUBLISHED: 01 Book

A Text book on Merchant Banking in India. Indian Publish, New Delhi – ISBN: 81-7629-375-X.

ARTICLESPUBLISHED : 21

1. Globalization and Growing Agrerian Distress by Orient Journal of Law and Social services ISSN 0973-7480 Vol : 05, Issue :04, March 2011.

2. Life insurance in Rural India; Problems and Prospects ISSN 0973-7480, May 2011. Volume :05 Issue: 06
3. Empirical study on buying behaviour of Mobile phone in India by Asia pacific Journal of Research in business management (An Internationally Indexed and Referred e-journal ISSN 2229-4104 on Vol. – 2 issues 6 June, 2011.
4. A study on Egalitarianism for reducing gap between haves and Have-Nots with Islamic perspective. By PG& Research Department of Economics. The New college Chennai ISBN NO:978-93-81992-09-8
5. Supply chain Management in Retail Industry using RFID Technology in Global and Indian Scenario was accepted for publication by Editorial board of ITIHAS-The journal of Indian Management in August-2012,ISSN NO-2249-7803
6. A study on customer perception on DTH Services in Chennai-published by Sankhya international journal of technology Volume-3 issue-2 December-2013 ISSN no – 0975-3915
7. customer awareness and perception about DTH Services in kancheepuram District Tamilnadu by Abhinav national monthly referred journal of research in commerce & management Volume -3 janualry-2014 ISSN -2277-1166
8. Human Resource Accounting Methods and Measurements in the Corporate World by Education Times A peer Reviewed International Journal of Education & Humanities – APH Publishing Corporation Vol-III Number – 1 ISSN No. 2319-8265 Jan-Dec-2014.
9. Job satisfaction of the executives in software (ICT) industry, published by saiom publications , Sai Om journal of commerce and management volume 1, issue 2 February 2014 online ISSN 2347-7563
10. A study on Impact of Promotion mix elements – Advertising ,personal selling and public relation of DTH manufacturer on customer behaviour, published by IJAHMS, Vol: 01 Issue 06, Year June, 2015 ISSN No: 2395-0692
11. Desirability Through Effective Management of Materials. ISSN 2278-7798, International Journal of Science, Engineering and Technology Research, Vol,5, Issue 5 May 2016.
12. Influence of Demographic Factors on the Investment Behaviour of Individual Investors of Rayalaseema Region, International Journal of scientific Engineering and Technology Research, ISSN 2319-8885 Vol.05, Issue.46 November-2016, Pages: 9603-9605
13. An Analysis of Impact of Advertising & Sales Promotion on Customer Perception Towards DTH Service Providers with Special Reference to Kurnool District, International Journal of scientific Engineering and Technology Research, ISSN 2319-8885 Vol.05, Issue.46 November-2016, Pages: 9606-9609

14. A Study on Customer Satisfaction of Life Insurance Policies with special reference to LIC Nandhyal Town. ISSN 2395-0463 Vol.02 Issue 12. December 2016 Pages: 210-220
15. A Study on Investment Preferences Among Employees with reference to Kurnool City , Published by Journal of Studies in Management and Planning with ISSN: 2395-0463, Vol:03, Issue:01 January 2017
16. A Study on Influence of Demographic factors on Customer Perception towards audio visual advertising of DTH Service Provider in Kurnool City by Journal for Studies in Management and Planning with ISSN 2395-0463 Vol:03, Issue :01, January 2017.
17. Preferences of a Customer towards Health Insurance –A Comparatives study of Public and Private Sector. International Journal for Social study. ISSN 2455-3220 Vol.03 Issue 4. March 2017
18. A Study on impact of financial Literacy on Personal investment Decisions of individual investors in Kurnool City. Published in International Journal of Research with ISSN 2348-6848, Vol:04, Issue 05, April 2017.
19. A study on customer perception on DTH Services in Kurnool City -published by international journal for Social Studies Volume-3 issue-6 May-2017 ISSN no – 2455-3220.
20. Operational Efficiency of Selected General Insurance Companies In India , International Journal of Innovative Technology and Exploring Engineering (IJITEE), ISSN No.2278-3075, Vol.9, Issue-2, Dec-2019
21. A study on Purchase Traits of Consumer Towards Branded and Loose Spices in Ananthapuramu, Our Heritage Journal, ISSN.No: 0474-9030, Vol.67, Issue-2, July-Dec,2019.

NATIONAL SEMINARS / CONFERENCES :

1. Participated in National seminar conducted by SKIM, SK University, Anantapur, A.P. on Global Economic Turbulence-Recrafting HR strategies on Jan 30 & 31-2009.
2. Participated a National Level Conference Conducted by Pondicherry University and Rajiv Gandhi College of Integrated & Technology, Puducherry on private participation in Higher Education-Challenges and Opportunities on 9th April, 2009.
3. Attended National Level Conference on Contemporary issues in Engineering Education on 30th July, 2009 at Puducherry Engineering College, Puducherry.

INTERNATIONAL SEMINARS / CONFERENCES :

1. Participated and Presented a paper in International Seminar conducted by PG& Research Department of Economics. The New college Chennai ISSN NO:978-93-81992-06-7 in 2012.
2. Participated and has presented a paper titled A Study on Customer Perception on DTH Services in Chennai City in the AICTE Sponsored International Conference on Economics, Business, Finance, Human Resource and Technology for Sustainable Development (IEBFHT-13) on December 20th & 21st 2013.

TRAINING PROGRAMMES :

1. Participated in Faculty Development Programme (FDP) on Effective Teaching in Management Education on Research Methods organized by Shivashivani Institute of Management Studies, Secundrabad in 2010.
2. Attended Faculty Development Programme on Teaching Methodology for Technocrats organised by Samskrithi School of Business, Puttaparthi, A.P. held on 18th & 19th May 2013.

WORK SHOPS : 02

1. Attended for a workshop on CONCEPT to Research on 27th January 2007 by SRM School of Management, SRM University, Chennai.
2. Participated one day workshop on Human values and Professional ethics titled Engineering Inner Excellence on 5th July, 2014 by JNTUA College of Engineering, Ananthapuramu.

ACHIEVEMENTS :

Awards:-

Recipient of Bharath Jyothi Award-2012 by International Integrity Peace and Friendship Society, Bangalore on 02nd February, 2013 at Chennai.

NET/SLET Certificate:

Qualified UGC National Eligibility Test / State Level Eligibility Test in Management Discipline in 1997

OTHER ACTIVITIES :

1. Organized National Level Management Event Meet - “ EXPOSURE -1992” in the capacity of Coordinator at SKIM, S.K. University, Ananthapuramu (AP).
2. Social Services to the poor and Rural area people for meritorious students who need real help for their higher studies and Coaching / Training for any competitive examinations.

References:-

1. Dr.C.N. Krishna Naik
Professor and Dean of Management,
Sri Krishnadevaraya Institute of Management,
S.K. University, Anantapur - 515003, A. P.
Mobile:- 09440093866
2. Dr. A. Chandramohan
Professor of Management,
Head & Dean of Commerce & Management,
Central University of Tamilnadu,
Chennai (Tamilnadu) ,India.
Mobile. 9884116094, 9848312704.

Declaration:-

I hereby declare that the above furnished information is true up to the best of my knowledge.

PLACE: Ananthapuramu.

DATE: 30-11-2020

(Dr. B.C. Lakshmana)