

Dr. Srinivas Subbarao Pasumarti

D. Litt (Post-doctoral), Ph.D., MBA (IB), FDPM (IIMA), M.Phil,
M.H.R.M., L.L.M, M. Sc (Psy), M. A (Public Admin), M. Com, M.A (Eco)
'SRI SAI', 5-16-6/1, N.C.S. Road, Vizianagaram-535001, Andhra Pradesh, India
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Received One-Time Capital Grant of One Crore Rupees from Dept. of MSME, Govt. of Odisha for developing a state of art incubation center at Sri Sri University

Selected and Trained under Ministry of Human Resource Development (MHRD), Govt. of India,
Leadership for Academicians Programme (LEAP) in University of Cambridge, UK and IIT Kharagpur

Invited by University of Bristol, UK to deliver a lecture on Campus Wellbeing and Campus Startup Culture.

Trained in AICTE-UKIERI National Level Technical Leadership Programme

Received prestigious Chartered Management Institute (CMI), UK Level 5 Certification in Leadership and Management.

National Award Winning Teacher

Government of Odisha Awardee in Promoting a Campus Startup Culture

Senior Professor -International Business and Entrepreneurship

Academic Administrator- HoD, Dean, CEO, DSW and Registrar

Dedicated to Create a Competitive Teaching- Learning-Research Environment and Make a creative difference in the Lives of Students, Faculty Members and Academic Community

PROFILE

- ✓ Competent, diligent & result oriented professional with an experience of **25 years 3 months** in the areas of **Teaching, Research, Academic Administration and Pedagogical Activities**; presently associated with **Sri Sri University as Dean, Faculty of Commerce & Management Studies & CEO, SSU Innovation Pvt. Ltd., Professor in Management Studies and also the (Entrepreneurship & International Business, Senior Professor, Also worked as Registrar from April 2015 to April 2017)**. Versatile professional with a strong academic background **significantly contributed in developing course curriculum, organizing annual EVENTS.**
- ✓ He is also the Founder Director of Three Research Centers namely
 - A. Sri Sri University Resource Centre for Climate Change and Sustainability Education and Practices in collaboration with Climate Reality, India (USA) and Sparsh, JK Paper Ltd.
 - B. Sri Sri Advanced Global Centre for Indigenous Studies
 - C. Sri Sri Advanced Global center for Conflict Resolution and Peace Studies
- ✓ Enjoy the rare balance of creative and artistic sensibilities combined with strong ideological acumen and executive-level capabilities with expert understanding of various subjects' viz., **Entrepreneurship & Innovation, Legal Aspects of Business and International Business.**
- ✓ Self-directed, enthusiastic educator with a passionate commitment to student development and the learning experience. Skilled in the design of challenging, enriching, and innovative activities that address the diverse interests and needs of students.
- ✓ Innovative and Experimental attitude towards teaching methodologies including curriculum design and development of student-centered, congenial learning techniques to instill enthusiasm towards learning in students. Innovative conceptualist with sharp eye for fresh approaches & details.

- ✓ A research oriented academic, competent and highly organized individual, committed to professional development and acquisition of knowledge. Humble and proactive professional with a flair for connecting with learners and nurturing as well as fostering their development with innovative teaching methodology to their utmost potential.

CAREER GLIMPSE

National /International Higher Education Leadership Programme:

- 1) Selected and trained under Min of HRD, GoI, **Leadership for Academicians Programme (LEAP)** at IIT Kharagpur in Nov'2019 and the second phase of training at University of Cambridge in Jan'2020.
- 2) Awarded **AICTE-UKIERI National Level Technical Leadership Programme** to be trained as a future leader in Technical and Management Leadership (2018-2019) by UK India Education Research Initiative (UKIERI) in collaboration with AICTE, British Council, Ministry of Human Resource Development, Government of India, Chartered Management Institute (UK) and Dudley College (UK), 2018.

Visiting Professor/Seminars and Workshops

- 1) Visiting Faculty for teaching Corporate Law and Law & Entrepreneurship papers in National Law University Odisha (NLUO), Cuttack.
- 2) **IICA, Government of India Certified Level-1 trainer on Corporate Social Responsibility (CSR).**
- 3) Delivered lectures on Entrepreneurship in several seminars and workshops conducted by APITCO, ALEAP, DIC &SISI of Andhra Pradesh State Government and Government of India.
- 4) Associated with MSME Development Institute, Visakhapatnam branch of Ministry of Micro, Small & Medium Enterprises, and Government of India in designing course content and delivered lectures for their training workshops and Mgmt. Development Program's organized since 2010.

Faculty Development Programmes:

- 1) Four Months faculty development Programme (FDP) in Management from 29-10-07 to 15-02-2008 organized by Indian Institute of Management (IIM) Ahmedabad.
- 2) Participated in the three-day Incubator workshop organized by Startup Odisha in association with AIC-BIMTECH, Greater Noida to make aware of the best incubation practices from the Indian incubation ecosystem from 23rd to 25th July 2019 at Greater Noida.
- 3) 14 day AICTE sponsored Faculty Development Programme (FDP) on Insurance Management from 23rd Jan – 5th Feb 2006 at AIMS, Visakhapatnam.
- 4) 21 day Induction Training programme for Management Faculty from 26-2-1996 to 17-3-2006 jointly organized by Andhra University & AICTE, New Delhi

Major Projects Completed:

- ✓ **International Assignment:** Visited China for a period of two months under India China Academic Exchange Programme to do research in China on the topic “ FDI APPRAOCH – INDIA AND CHINA A COMPARATIVE ANALYSIS” which is jointly funded by MHRD, GOI & CASS, Beijing, China in 2013

Academic Administration

- 1) As Chairperson, FDP & MDP committee organized 40 FDPs & MDPs in different disciplines and generated more than Rs.40 Lakhs in the first two months.
- 2) Chairperson of the Central Training and Placement Cell and LMS and MOOCs committee
- 3) As a CEO, SSU Innovation Pvt. Ltd., organized several training programmes in Entrepreneurship and Startup Ecosystem including boot camps, hackathon, National startup week and idea generation workshops etc.,
- 4) Member, Academic Council and Finance Committee and also chairmen, FMS Doctoral Research Committee (54 scholars are pursuing PhD Programme) and also member Convener of Dean's Committee.
- 5) As Executive Registrar, responsible for planning, budgeting, strategy and execution of all academic Programmes and evolve policies, procedures, measurement systems, review & reporting mechanisms towards achieving high standards of academic excellence
- 6) As chief coordinator for Entrepreneurship Development Cell he organized 12 programmes in 2013 in association with various agencies like MSMEDI, GOI, Hyderabad, EDI Ahmedabad, NPTL, Min of HRD, GOI, IIT, Kharagpur, Dept. of Science & Technology,
- 7) Successfully worked as Head of the Department, Dept. of Mgt. Studies for a period of 8 years from 2004-2012. In his tenure the student strength has increased from 40 students to 560 students.
- 8) As a successful Placement coordinator, achieved on an average of 85% placements in his tenure i.e., from 2004 -2012
- 9) As Director, Center for Management Research, organized 4 faculty development programmes and guided several research scholars in the research center from 2006-2012 The research center was recognized by the two universities.
- 10) Successfully completed his assigned administrative tasks as Asst. Director (Academic) in one year period i.e., from Jan2012 to Dec 2012, particularly in accreditation work and new courses starting in the department.
- 11) Member, Governing body of M.R.P.G. College, Vizianagaram for 5 years from 2008-2012
- 12) As a Chief Coordinator of the Entrepreneurship Development Cell (AICTE Sponsored) he organized more than 32 programmes, including seminars, training programmes workshops in M.R.P.G. College and Vignan University from 2008 to 2014

Research Guidance:

- 1) At present 7 scholars are pursuing research (PhD) in the areas of Entrepreneurship and HRM. They are registered with Andhra University, Acharya Nagarjuna University, JNTU-Kakinada, Rayalaseema University, Vignan University and Sri Sri University.
- 2) Five PhDs awarded from Acharya Nagarjuna University, Rayalaseema University & Sri Sri University
- 3) One MPhil from Algappa University.

Awards and Scholarships:

- 1) Awarded **OdishaInc Award in Promoting Entrepreneurship**, received from Shri Pratap Jena, Hon'ble Minister of Health, Law and Information & Broadcasting, Government of Odisha at the Eighth Odisha Living Legend Awards, Odisha Diary Foundation, 2018
- 2) Awarded **Best Startup Boot-camp Award** from Shri Naveen Patnaik, the Chief Minister of Odisha, for generating a record of 535 startup ideas by Sri Sri University during the Startup India Yatra (2018).
- 3) Received "**AIMS-IRMA Outstanding Management Teacher Award**" on 26th Dec 2016, at AIMS-14 conference which was inaugurated in MICA by the Director IIMA. Received the award from Prof. RC Natarajan, Director, IRMA, Anand
- 4) Received the **Best Teacher Award** from Jawaharlal Nehru Technological University, Kakinada for the academic years 2009-2013

- 5) Received **Ugadi Puraskaram State Award**– 2012 in recognition of outstanding accomplishments and contributions in the realm of “Teaching, Administration & Research” given by the ASPIRE & SEWS a State level organizations.
 - 6) Received **Life Time Achievement Award** from Indian Institute of Management and Education for achievements in the field of Education in the year 2006.
 - 7) Recipient of **National Merit Scholarship** for two years Post Graduate Level, Department of Education, Ministry of Human Resources Development, Govt. of India.
 - 8) Received **Telugu Vigyanaparithosakam** (merit scholarship) Scholarship for three years, at Graduate Level, Andhra Pradesh State Government.
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PROFESSIONAL EXPERIENCE

SRI SRI UNIVERSITY

since Sep'14

Professor, Faculty of Management Studies (FMS), Registrar & Dean, Student Welfare, Course coordinator for MBA-Entrepreneurship, Chairperson, Placement & MDP committees

- ✓ Tutoring and delivering lectures to MBA students,
- ✓ Guiding and mentoring MBA Students in executing various projects of the institute.
- ✓ Developing and refreshing the course content of subjects pertaining to MBA & BBM. Preparing presentations/audio visual aids for delivering lectures with impact.
- ✓ Consultancy, Research and handling other administrative responsibilities. Conducting workshops, seminars etc., on Entrepreneurship, Small Business Management and Finance

VIGNAN UNIVERSITY

(Dec'12 – Sep'14)

Professor, School of Management Studies Teaching, Research and Chief Coordinator, Entrepreneurship Development Cell

M.R.P.G. COLLEGE (NAAC ACCREDITED “A” GRADE COLLEGE)

(1994-Dec'2012)

Asst. Director (Academic) (Jan'12 - Dec'12)

- ✓ Assisted the Director for academic administration of the college including activities like NAAC, IQAC, Examinations, introduction of new course etc.

Professor, HOD, Dept. of Commerce & Mgt. Studies, (DCMS) and Chief Coordinator, Center for Entrepreneurship Development (sponsored by AICTE) Director, Center for Mgt. Research

(July'06- Jan'12)

- ✓ Responsible for Teaching, Administration of the integrated dept. which is offering MBA, M.Com., MHRM, BBM and PG Diploma in Entrepreneurship (OLPE) of EDI, Ahmedabad, Research Guidance (PhD), organizing FDP's, conducting Entrepreneurship Training programmes and surveys etc.

Associate Professor, HOD & Placement Coordinator, DMS Teaching, Department Administration Dealt with University & AICTE, campus placements

(2004- 2006)

Assistant Professor, Dept. of Mgt. Studies (DMS)

(1994-2004)

Significant Highlights (for the last 5 years)

Organized a Four-days training programme for MBA & M. Com students on **Fintech Landscape** in association with Atom Technologies Ltd., Pune from 28th Jan'2020 to 31st Jan'2020.

Organized National Symposium on "Sustainability in Practice" on 14th Dec'2019 and also launched the **Odisha Sustainability Award**.

Invited to address in the valedictory function on capacity building and skill development programme on Techno-Entrepreneurship and address to Rural Artisans at Sora, Odisha on 29th October 2019 organised by National Research Development Corporation (NRDC) under Ministry of Science & Technology, Govt. of India.

Organized Two weeks "Acceleration Program for Early Stage Start-ups" (Training Program) in association with Start-up Odisha, Govt. of Odisha from 10th Oct to 23rd Oct 2019.

Started three new courses in the department i.e. M. Com with CIMA, UK, (2018) MBA in Good Governance and Public Policy (first in Country as a specialization in MBA programme in 2019) and MBA with Business Analytics (2017)

Delivered the inaugural address as the organizing secretary of the Indo-Canadian Leadership Dialogue held on 17-2-2019 in Sri Sri University campus.

As a Nodal Officer of Start-up Odisha, I have evaluated the more than 54 start-up applications for registration, monthly grant, product development and marketing assistance of Govt. of Odisha.

Achieved 100% placements in MBA programme and average package is increased from Rs.5.4 lakhs to 7.13 lakhs Per Annum and also MBA admissions have increased from 82 to 120 in 2018-2019.

Organized National level event on Entrepreneurship – "**National Start-up Week**" was organised at Sri Sri University from 15th to 22nd Feb 2018 in association with Start-up Odisha, an initiative of the Government of Odisha.

Organized Three days FDP on e-Content Development, MOOCs & Moodle's in association with NIEPA University, Ministry of HRD as Chairmen of the Faculty Development Programme from 14th to 16th Dec'2018.

Organised Hackathon - Hack4Food (Building Technology Bridges in Agri and Allied Sectors) on 27th & 28th April 2019 in association with Start-up Odisha, Min of MSME, Govt. of Odisha.

Organized National Start-up Week from 15th -22nd Feb 2018 in association with TIE Bhubaneswar, NEN, MSME Dept. Government of Odisha, KIIT TBI, DFID, Vilgro etc., and trained more than 200 entrepreneurs.

Organized National Conference on Happiness @ Workplace on 15th-16th December 2017 at Sri Sri University attended by more than 200 corporate leaders and academics participated and presented papers.

MDPs & Consultancy

Trained 65 OAS & ORS officers of Department of Revenue & Disaster Management, Govt. of Odisha on Creativity & Innovation, Team Building, Good Governance to Public servants in May 2018

Trained 20 Officers of Paradip Port Trust on Cyber Security on 29th March 2018 in Port Training hall.

Trained 20 middle level officers on Ease of Doing Business on 8th & 9th November 2018

Trained 24 senior level officers of Paradip Port Trust on Retirement Planning and Employee Benefits held on 11th February 2019 & 17th & 18th Jan' 2020.

Undertaken the Consultancy works of Paradip Port Trust on HR activities like MoU preparation, Developing Case Studies & Preparation of Administrative Manual (work in good progress)

Patents filed and Published:

1. Title of the patent "Promoting Entrepreneurship Culture on the Campus" Application No. 202041018068 A filed on 28-04-2020 and published on 29/05/2020 in patent Journal dt.29-05-2020 Page No.20536
2. Title of the patent "Entrepreneurship Sustainability prediction system based on Climate or Environment Change" Application No. 202041020446 A filed on 14-05-2020 and published on 29/05/2020 in patent Journal dt.29-05-2020 Page No.20509
3. Title of the patent "Smart Modular Breakfast Making Machine for Batter based foods" Application No. 202041024941 filed on 13-06-2020 and published on 19/06/2020 in patent Journal No.25/2020

EDUCATIONAL CREDENTIALS:

Qualification in Management and Commerce

- 1) **D.Litt. (Postdoctoral Research)**,2012 Faculty of Commerce & Management Studies on the topic on "Foreign Direct Investment in Indian Tourism" Berhampur University,
- 2) **PhD (Management & Entrepreneurship)**, 1999, In Role, Organization & Problem of Small Scale Units in North Coastal Andhra Pradesh, Nagpur University
- 3) **MBA, 1997 (International Business)**,Andhra University; First Class
- 4) **M. Phil**, 1993, Nagpur University; 1st Division
- 5) **M.Com**, 1992, Andhra University; Distinction (College Topper)
- 6) **B.Com**, 1989, Andhra University; 1st Class (College Topper)

Qualification in Interdisciplinary Studies

- 1) Pursuing **Second Ph.D.in Corporate Social Responsibility** from National Law University Odisha
- 2) **M.A., in Economics, 2016** GITAM University, Visakhapatnam,
- 3) **L.L.M, 2014**,AcharyaNagarjuna University, Guntur; Second Class
- 4) **M.Sc., in Psychology, 2012**AcharyaNagarjuna University, Guntur; First Class
- 5) **M.H.R.M, 2010**, Acharya Nagarjuna University, Guntur; First class
- 6) **PG Diploma in Travel & Tourism Management, 2009**Andhra University; First class
- 7) **B.L, 1995**, Andhra University
- 8) **M.A, in Public Administration, 1994**from Andhra University
- 9) **Diploma in Export Marketing Management, 1994**fromIndian Institute of Export, Baroda; A Grade
- 10) **PG Diploma in Computer Science. 1990**from Institute of Computer Sciences; A- Grade

Professional Associations

Membership in Professional organizations and Editorial Boards:

- 1) Member, All India Management Association (AIMA), New Delhi
- 2) Member, AIMS International, USA
- 3) Member, Association for Asian Studies, USA

- 4) Member, International Society for Development and Sustainability, Japan
- 5) Member, Society for Global Business and Economic Development, USA
- 6) Member, Board of Studies, Dept. of Commerce, M.R. College(Estd.1879)
- 7) Member, Case Research Society of India. Ahmadabad
- 8) Member, Alumni of Indian Institute of Management, Ahmadabad
- 9) Member, International Council for Small Business, USA

Member in Editorial Boards:

- 1) Member, Editorial Board, Startup Unfold
- 2) Member, Editorial Board, Odisha Journal of Commerce (UGC-CARE listed).
- 3) Member, Editorial Board the Journal ITIHAS (An Indian Journal on Management Research)
- 4) Associate Editor, International Journal Acta de GerenciaCiencia
- 5) Member, Institutional Innovation Council, NLUO, Cuttack.
- 6) Member, Editorial Advisory Board, TIJRP, Singapore
- 7) Member, Editorial Board, Universal Journal of Management, USA
- 8) Member, Editorial Board of the AIMS Journal of Research

Date of Birth: 19th February, 1969

References: Available on request

PUBLICATIONS

Scopus Indexed & UGC Approved journals:

1. Srinivas Subbarao Pasumarti - CSR and Socio-Economic Development – A Case study of selected PSU's in the state of Odisha paper published in Journal of Critical Reviews, Vol.7, Issue 13, 2020 Page No.1407-1415.
2. Srinivas Subbarao Pasumarti & Anubhab Patnaik (2020) “Challenges in Attaining Bank Finance for Startups” paper published in the Journal of TEST Engineering and Management Vo. No.83, Page No.8768-8777 in May-June 2020
3. B.Chandra, Prof. P. Veni & Srinivas Subbarao Pasumarti“ Influence of Socio-economic profile of Bank executives on the Corporate Governance initiatives in urban cooperative banks” paper published in the Journal of Critical Reviews, Vol No.7, Issue 13, 2020 Page No.s1507-1515.
4. **Puneet Kumar, Srinivas Subbarao Pasumarthi (2020) “Impact of Teams Socio Demographic Factors on Organizational Leadership Behavior in ICT Industry: published in International Journal of Psychosocial Rehabilitation, Issue-8, Vol-24 Page 1731-1741 April 2020 DOI: 10.37200/IJPR/V24I8/PR280192**
5. Chandan Mohanty, Suresh Kumar Sahoo and Srinivas Subbarao Pasumarti (2020) Need of Strong Governance Architecture & Structural Interest Rate in Indian Microfinance Industry" paper published in International **Journal of Scientific & Technology Research - [Impact Factor: 7.466]** Vol.9, Issue.4, in April 2020, Page No's 638-642
6. P. Srinivas Subbarao & Anubhab Patnaik(2020) Innovative Idea is an Inspiration to Start the Startup Enterprise, published in Journal of Architecture & Technology, Vo.XII, Issue.2 Page No.1000-1006. DOI:20.19001.JAT.2020.XII.I2.20.1956
7. An Evaluation on Green Manufacturing It's technique, Significance and Rationality” paper published in the International Journal of Mathematical, Engineering and Management Sciences which is a Scopus indexed.
8. Malaya Malla, Srinivas Subbarao Pasumarti, Sunil K. Dhal, Subash Chandra Nath (2019) A Study on Impact of Cloud Based Computing on Performance of Human Resources in selected IT Industry in Odisha paper accepted in International Journal of Scientific & Technology Research, Vol 1, Issue 1
9. P. Srinivas Subbarao (2019) Pentapati Tirumala “Fair Compensation is a pivotal factor for better qualitative work life in Steel Industry” published in International Journal of Recent Technology and Engineering (IJRTE)', ISSN: 2277-3878 (Online), Volume-8 Issue-4, November 2019. Page No.: 2896-2901
10. P. Srinivas Subbarao (2019) Who play the catalytic role in commercializing the rural innovations and developing rural entrepreneurship? Paper accepted in International Journal of 360 Management Review e-ISSN Number: 2320-7132 Volume 7, issue 1, Apr-2019, Journal Approval in the list of UGC recommended/Approved Journals: 63594.
11. P. Srinivas Subbarao (2019) Work Life Balance a Challenge for employees in Indian IT & ITES Industry paper published in Rupkatha Journal on interdisciplinary studies in humanities Vol. 11, Number 2, July-September, 2019 Pp 1-12 indexed in Scopus & web of science.
12. Arpan Mahapatra Dr. Puspallata Mahapatra ,Dr. Bhagirathi Nayak ,Srinivas Subbarao Pasumarthi (2019) Impact of a Foreign Direct Investment (FDI) on Productivity & Profitability of Banking Industry in India Published in Journal of Critical reviews, JCR. 2019; 6(3): 29-37Year: 2019, Volume: 6, Issue: 3 , paper number 4, pages 29-37
13. P.Srinivas Subbarao (2019) “Influence of Demographic Factors on Recruitment and Selection of Employees in IT & ITES Industry” published in Scopus index journal titled Journal of Advanced Research in Dynamical and Control Systems, Vol.11, No.6, 2019 Pp-52-61(Scopus indexed)
14. Dr. Srinivas Subbarao Pasumarti, Abhipsa Mohanty, Dr. Pratima Sarangi, Dr. Bhagirathi Nayak (2019) Effects of Emotional Intelligence On Job Performance: An Empirical Study in Private Sector Workplace published in International Journal of Mechanical Engineering and Technology (IJMET)IAEME Publication, Volume 10 Issue 5 Pages 325-332 (Scopus indexed)

15. Bhagirathi Nayak, Rajesh Ojha, P. S. Subbarao, Vijaya Batth (2019) “Machine Learning Finance: Application of Machine Learning in Collaborative Filtering Recommendation System published in the International Journal of Recent Technology and Engineering (Scopus indexed)
16. Punit Agarwal & P.Srinivas Subbarao (2019) “A review on impact of organizational changes on employee’s stress and leadership behavior” published in International Journal of Advance & Innovative Research, Volume 6, issue 2, Apr-Jun-2019 Impact Factor: 7.36
17. Anubhav Pattnaik & P.Srinivas Subbarao (2019) Opportunities and Challenges in Financing of Startup Enterprises in the State of Odisha: A Literature review published in the journal International Journal for Research in Engineering Application & Management (IJREAM) ISSN : 2454-9150 Vol-05, Issue-03, June 2019 Pp-119-124
18. P. Srinivas Subbarao & Aradhana Sharma (2019) Role of Indian Private Universities in Modern Higher Education Ecosystem” published in the International Journal of Advance & Innovative Research-e-ISSN Number: 23947780 Volume 6, issue 2, Apr-Jun-2019 Impact Factor: 7.36 Journal Approval Sr. number by UGC in the list of UGC recommended/Approved Journals: 63571
19. P. Srinivas Subbarao & Dr Jasmine Bhuyan (2019) Synergic Effect of Organizational Culture and Knowledge Sharing Behavior on Innovation Capability of Indian SMEs published in the International Journal of Advance & Innovative Research-e-ISSN Number: 23947780 Volume 6, issue 2, Apr-Jun-2019 Impact Factor: 7.36 Journal Approval Sr. number by UGC in the list of UGC recommended/Approved Journals: 63571
20. P. Srinivas Subbarao & Aradhana Sharma (2019) Changing Paradigm in Indian University Education published in the Journal of Emerging Technologies and Innovative Research Volume 6, issue 6, June, 2019, Journal Approval in the list of UGC recommended/Approved Journals: 63594.
21. VijayaBatth , Bhagirathi Nayak, & P.Srinivas Subbarao (2018) “The study of Financial Performance of Indian Public Sector Undertaking” published in the Global Journal of Finance and Management Vol.10, No.1 pp21-43.
22. M. Sankar Rao & P. Srinivas Subbarao (2018) Emerging Technological Trends of Mobile Telephony and Market Comparison from Macro to Micro level among BSNL& Private Telecom Service Providers-The consumer perspective- A case study of Vizianagaram Telecom District published in the Research Journal of Social Science & Management (RJSSM) Volume-08, No.1, May-2018, ISSN - 2251 1571 (UGC approved)
23. M. Sankar Rao & P. Srinivas Subbarao (2018) Sway of Correlation Between Competitive Analysis and Customer Satisfaction – A case study of Vizianagaram Telecom District International Journal of Creative Research Thoughts (IJCRT) Volume -6, Issue-1, March-2018 ISSN -2320-2882 (UGC approved)
24. M. Sankar Rao & P. Srinivas Subbarao (2018) Impact of Demographic factors on customer satisfaction- A case study of Vizianagaram telecom district published in the IJOAASE-International Journal Volume-6, Issue-1, Februavary-20182320-6136 (print) 2320-6144 (online) (UGC approved)
25. Malaya Malla, Srinivas Subbarao Pasumarti &Sunil Kumar Dhal (2017) “A Study on Factors Responsible for the failure of Implementation of Cloud-Based Computing In HRM- with special reference to IT Sectors in Odisha” Asia Pacific Journal of Research Vol: I. Issue LVI, October 2017 PP.100-111.
26. M. Sankar Rao & P. Srinivas Subbarao (2018) A case study of relationship between customer satisfaction & level of Education in Vizianagaram Telecom district published in ITIHAS-The Journal of Indian Management April-June 20182249-7803/2456 -7302 (UGC approved).
27. Vijaya Batth , Bhagirathi Nayak, & P.Srinivas Subbarao (2016)“The Effect Of Independent Directors On Corporate Governance: Using Association Rules of Data Mining Techniques” published in the International Journal on Advanced Engineering, Management and Science, Vol.2, Issue-12, Dec 2016, pp. 1977-1982 Infogen Publications (Thomson Reuters)

28. VijayaBatth , Bhagirathi Nayak, & P.Srinivas Subbarao (2016) “Role of Independent Directors in changing business scenario in India” published in International Journal of Scientific Research and Management, IJSRM Publications, Vol-4, Issue 2, Dec 2016, PP 3878-3882
29. P.Srinivas Subbarao (2015) “Social banking an instrument for inclusive growth in post economic crisis in India” Accepted for publication in Research Journal of Social Science & Management, Singapore Impact Factor 5.38
30. P.Srinivas Subbarao (2015) “Accomplishment of Gandhian Globalization is a myth or reality” published in Research Journal of Commerce & behavioral Science, Singapore Vol 4, No 10 (2015): 01 August 2015 Impact Factor 5.63
31. Srinu Madem & P Srinivas Subbarao (2014)” Customer awareness about SEBI Investor Protection Act, 1992: A case study among Vizianagaram, Srikakulam and Vishakhapatnam Districts” published in the IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 16, Issue 9.Ver. IV (Sep. 2014), PP 30-40
32. P.Srinivas Subbarao (2013) “ Raison d’être for setting up SME exchange” published in the journal Golden Research Thoughts special edition on “Innovation for Sustainable Growth of Business” Vol.1, Sep’2013, Pp.71-74 Impact factor 1.2018
33. P.Srinivas Subbarao (2013) “ Bank credit to infrastructure in India – Issues, Challenges and Strategies” published in the International Journal of Decision Making in Management, Vol.2, Issue 1, Jan-March2013, Pp 55-62
34. P.Srinivas Subbarao &P. Suseela Rani (2012) “Impact of Liberalization policies on Strikes & lockouts in Indian Jute Industry” published in the Journal Apotheosis – Tirpude’s National Journal of Business Research, Vol.1, Issue 2, Pp.60-68
35. P.Srinivas Subbarao &P.Suseela Rani (2012) “Challenges of Management In Creating Better Work Environment - A Critical Evaluation of Indian Jute Industry in Post Liberalization” published in the journal Prabandhan: Indian Journal of Management. Vol.5, No.10, October 2012 Page No.s 12-20, Impact factor 0.5230. **Indexed in Scopus (Elsevier)**
36. P.Srinivas Subbarao (2012)&P.Suseela Rani “Employee Perception on Social Security Measures in Jute Industry in Post Liberalization” published in the ITIHAS –The Journal of Indian Management. Vol.2, Issue 4. April-June 2012 Pages:9-18 Impact factor 0.5320
37. P.Srinivas Subbarao (2012)&Dr.N.A.D Pal, “A Critical Evaluation of the Impact of Globalization on Contract Labour Act in India” published in the ITIHAS, The Journal of Indian Management, Vol.1. Issue.2, October-December 2011, Page 64-69 Impact factor 0.5320
38. P.Srinivas Subbarao (2011)&P.Suseela Rani(2011) “Building Blocks to a Successful Public-Private Partnership Published in the “The Management Accountant” journal of The Institute of Cost & Works Accountants of India, March 2011, Vol.46 No.3 Page. Nos. 209-213
39. P.Srinivas Subbarao (2011)&P.Suseela Rani(2011) “Role of CMAs in Insurance Claim Management” published in The Management Accountant, journal of The Institute of Cost & Works Accountants of India Vo.46, No.6, June 2011 issue Page No.s -488-490
40. P.Srinivas Subbarao (2011) &P.Suseela Rani “Application of information Technology in Agriculture – An Indian Experience” published in Global Journal of Business Management Vol.5, No.1, June 2011 Page No.s 58-66
41. P.Srinivas Subbarao (2007) “Changing Paradigm in Indian Banking” published in “GYAN MANAGEMENT” an International Biannual Refereed Journal of Management & Technology , Jan-June 2007 Vol.1Issue 2 Page Nos.151-160
42. P.Srinivas Subbarao (2006) “Is Housing finance safe as houses? Published in the “The Management Accountant” journal of The Institute of Cost & Works Accountants of India, June 2006 Vol.41 No.6 Page. Nos. 455-457
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28. "A Critical evaluation of the Social Entrepreneurship activities of the Indian ICT Industry" paper presented in the Platinum Jubilee conference of the Tata Institute of Social Sciences, Mumbai held on 17-19th Feb 2012.
29. "Accomplishment of Gandhian Globalization is a Myth or Reality" paper presented in the UGC-National Seminar on Globalization, Governance and Gandhi held at Gandhian Studies centre, Andhra University, Visakhapatnam on 28th -29th March, 2012.
30. "E-Entrepreneurship an opportunity for Empowerment of Women in the Digital Era" presented in the 9th bi-annual conference on Entrepreneurship held at EDI, Ahmedabad from 18-20th February 2011.
31. "Allowing More FDI in Insurance Sector is an Impedimenta or Impetuous" presented in the National seminar on Emerging Paradigms in Insurance Industry (NCEPII – 2011) organized by the Pondicherry University, Karaikal campus on 26-03-2011.
32. "Privatization of Insurance sector - A ban or boon to the Investors" presented in the National seminar on Emerging Paradigms in Insurance Industry (NCEPII – 2011) organized by the Pondicherry University, Karaikal campus on 26-03-2011.
33. "Gandhian Principles of Management and Its Contemporary Relevance" presented in the National seminar on Conflict Resolution, Peace and Gandhi. Organized by Gandhian Center, Andhra University, Visakhapatnam on 28&29-3-2011.
34. "CSR priorities in the ICT Industry" presented in the National Conference on "Best Practices in Corporate Social Responsibility" organized by the Institute of Public Enterprises and Global Leadership Forum, Hyderabad on 3-4 June 2011.
35. "Impact of ICT on Women Empowerment" paper presented and published in the PIMR Sixth National IT Conference – 2011 on "Information and Communication Technologies: Enhancing Business Competencies through Innovative Practices" held on 9-10th Sep 2011 at Prestige Institute of Management & Research, Indore.
36. "Role of Commercial Banks for Financial Inclusion in Rural India" paper presented (also published) in the National Conference on Role of Banking sector in Rural Economic Development held on 23rd September 2011, Organized by Dr.N.G.P. Arts and Science College, Coimbatore.
37. "Protection of Women against Sexual Harassment at workplace – A Case Study of BPO Industry" paper presented in the National Seminar on "Gender at workplace – organized by the A.,P University of Law, Vizag on Sep. 2011.

38. "Infrastructure finance in India - role of commercial banks" paper presented in National Seminar on Changing Business Practices in 21st Century at CMR College of Engineering, Hyderabad held on 11th & 12th November 2011.
39. "Impact of globalization on contract labor (regulation and abolition) act, 1970 in Indian manufacturing industry " paper presented in the National Seminar on "Dynamics of Industrial Relations in India – Emerging Challenges and Strategies" organized by the Dept. of Commerce & Management Studies, Andhra University, Visakhapatnam during 11-12th November 2011.
40. "A critical evaluation of Corporate Social Accountability Management Standards in Indian Manufacturing sector" paper presented in the "National Seminar on Dynamics of Industrial Relations in India – Emerging Challenges and Strategies" organized by the Dept. of Commerce & Management Studies, Andhra University, Visakhapatnam during 11-12th November 2011.
41. "Performance evaluation through HR scorecard" presented in National seminar on "Dynamics of HR tools for Competitive Advantage" held at Andhra University on 19-20 November 2010.
42. "A Study on designing & Implementing 360 degree feedback system" presented in National seminar on "Dynamics of HR tools for Competitive Advantage" held at Andhra University on 19-20 November 2010.
43. "Financial Inclusion through housing finance" is presented in the National seminar on Financial Inclusion jointly organized by the Andhra University and Indian Bank's Association at Visakhapatnam on July 19-21, 2009
44. "Role of Government in Disaster Management & Preparedness with special reference to the State of Andhra Pradesh" paper presented in the National Seminar on "Climate Change and Economic Development" Organized by Department of Economics, Shivaji University, Kolhapur (Maharashtra) on 16-18 March 2009.
45. "Impact of Global Financial crisis on Indian tourism and Hospitality sector" presented in the National Seminar on "Crisis Management - Challenges to tourism and hospitality industry" held at Pondicherry University on 30-4-2009.
46. "Financial Conglomerates – Challenges to Regulators" presented in the National seminar on Dynamics of Banking Sector reforms: Emerging Issues, Challenges and strategies" held at Andhra University on 19-21 July 2009 sponsored by AICTE, UGC and Indian Banks Association.
47. "A Study on Foreign Direct Investment in Indian Tourism" presented in the Conference on 'Tourism in India – Challenges Ahead' organized jointly by IIM Kozhikode and IIM, Lucknow held at IIM, Kozhikode from 15-17th May 2008.
48. Imbibing MBO in Teaching – A Successful Experiment of a Result Oriented Strategy" presented in the "National Seminar cum Workshop on Teaching, Learning & Evaluation Process" Organized by NAAC and CMS, GITAM Visakhapatnam held on 30th & 31st July 2006.
49. "Health Insurance in India: Challenges and Opportunities" presented in the 58th All India Commerce Conference held in Varanasi, from 27-29th, December 2005
50. "Corporate Governance in Indian capital market" paper presented and published in the proceedings of "National Seminar on Strategies for Turnaround" held at Andhra university on 15-17th Dec, 2005, Page Nos. 17-21

51. “Women Entrepreneurs in the global economy: Impedimenta and impetuous” presented in the seminar on “Women Leadership - challenges and Strategies organized by Department of Commerce & Management studies, Andhra University, Visakhapatnam held on 19-20th November 2004.
52. Is Securitization Ordinance improving the profits of PSBs by reducing the NPAs, presented in the 55th All India Commerce Conference, 2002.