



Dr. V. Narasimha Rao



Designation : Professor

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Contact at : School of Management

Siddhartha Academy of Higher Education

(An Institution Deemed To Be University)

Vijayawada-520007, Andhra Pradesh

Education

Ph. D (Industrial Economics and Business Environment)

1998, Acharya Nagarjuna University, Guntur

M.Phill (Industrial Economics and Business Environment)

1987, Acharya Nagarjuna University, Guntur

M.Com. (Accounting Group)

1984, Acharya Nagarjuna University, Guntur

M.B.A. (Finance and Marketing: Double Specalization)

2002, IGNOU (Central University)

PGDPM (Post Graduate Diploma in Industrial Relations & Personnel Management)

B.Com. (Cost Accounting)

1981, Acharya Nagarjuna University, Guntur

Experience

Period	Designation	Institution / Organization
2019 to 18-7-2024	Professor & Head, MBA Dept.	Velagapudi Ramakrishna Siddhartha Engineering College / Siddhartha Academy of Higher Education
19-7-24 Till Date	Professor	School of Management, Siddhartha Academy of Higher Education
2017-2019	Professor	KBN College-PG Centre
2007-2017	Professor & Director – PG Courses	ANR College-PG Courses
1998-2006	Associate Professor &	ANR College-PG Courses

	Head of MBA	
1994-1998	Assistant Professor in MBA	ANR College-PG Courses
1987-1994	Lecturer	Saptagiri Degree College

Research Interests

Broad Area of Research :

Industrial Economics and Business Environment, Banking and Finance

Honors and Awards

- Teacher Excellence Award, 03-03-2008 (KBN College-PG Courses)
- Merit Student Certificates in UG and PG

Courses Taught

- International Business Management
- Macro Economics
- Management Principles and Organization Theory
- Financial Management
- Organizational Behavior
- Accounting and Financial Management
- Marketing of Services
- Entrepreneurship & Small Business Management
- Business Environment
- Management & Organizational Behaviour

Research Profile

Publications

The recent publications and research contributions can be viewed from the following URLs

Research Papers Published	<ul style="list-style-type: none"> ➤ Scopus – 07 ➤ ABDC – 04 ➤ UGC - 65
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Scopus Id	57275027500
Google Scholar	https://scholar.google.com/citations?user=jawIFt4AAAAJ&hl=en
Publons	https://publons.com/researcher/3699492/vemula-narasimha-rao/
LinkedIn	https://www.linkedin.com/in/dr-vemula-narasimha-rao-741939108/

Patents	➤ 2 Patents
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Recognized Research Supervisor (Ph.D Guidance)

S.No.	Department	University
01.	Commerce and Business Administration	Acharya Nagarjuna University, Guntur <ul style="list-style-type: none"> ➤ 8 Ph.Ds Awarded ➤ 1 Ph.D about to submit ➤ 3 M.Phils Awarded ➤ Ph.Ds Awarded after joining in VRSEC: 2(two)
02.	Department of Management Studies	Jawaharlal Nehru Technological University, Kakinada <ul style="list-style-type: none"> ➤ 1 Ph.D Awarded
03.	Department of Business Management	Krishna University, Machilipatnam <ul style="list-style-type: none"> ➤ 2 Ph.Ds Awarded ➤ 1 Ph.D about to submit
04.	School of Management	Siddhartha Academy of Higher Education <ul style="list-style-type: none"> ➤ 1 Ph.D Scholar pursuing

Invited Talks

No. of Invited Talks	10
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Professional Service / Reviewer

- Internal Senior Research Fellow, Centre for Research Studies, Krishna University, Machilipatnam
- Member: Local Project Advisory Committee (DST/ NSTMIS)
- Convenor: Research Development Cell, KBN College-PG Courses
- BOS Member, Acharya Nagarjuna University, Guntur and Krishna University, Machilipatnam
- Author: 5 Subjects, MBA Program of Acharya Nagarjuna University, Guntur

Professional Development Activities - Participations

Faculty Development and Training Programmes (at least 5 Days)	04
International / National Level Seminars	06 / 39
International / National Level Conferences	00 / 02
Workshops	07
Instructor Led / Self-Paced Courses	02
Webinars	14

Professional Bodies Membership Details

AIMS/LF/AP/SZ/2491	Association of Indian Management Schools (AIMS) – DBM, VRSEC
28493	Vidwan DataBase Network (INFLIBNET)
	Commerece & Management Association of India