

RESUME

Dr. D. Bhanu Sree Reddy

Professor
VIT Business School
VIT University
Vellore-600 014
Tamil Nadu, India
Phone : (0416) 2204024
Email : bsreeredy@yahoo.co.in

Passport Number : B2135462
Driving License Number : 758-1985

Permanent Address :

4-6-7, Reservoir Road
Tirupati – 517 501
Phone: ® (0877) 2286591
Mobile : 91-8903311849

Academic Record

Course	Year	Institute	University	Marks (%)
SSC	1980	SPJNMH School	Board of Secondary Education	58
Intermediate	1982	SPW College	State Government Board	49
B.A	1985	SPW College	S.V. University, Tirupati	59
M.A(Southeast Asian Studies)	1987	S.V. University	S.V. University, Tirupati	67 Gold Medalist
French Certificate Course	1987	S.V. University	S.V. University, Tirupati	78
Research Work	1987-93	S.V. University	S.V. University, Tirupati	
M.B.A. (Marketing & I.B.)	1996	AVIM	University of Madras, Chennai	62
Ph.D (International Relations)	2001	S.V. University	S.V. University, Tirupati	67

Academic Excellence

1. *Received Prof. Sayed Nurul Hassan Prize for highest score in M.A (South east Asian Studies), S.V. University*
2. *Recipient of gold medal in M.A (South east Asian Studies, Centre for Indo-china and Asia Pacific, S. V. University in 1987*
3. *Received ICHR (New Delhi) Scholarship for the year 1987-88.*

Work Experience :

Industrial

1. **Administrative Officer** - Management Consultancy (1993 to 1994): one year Administration, Training and Counseling
2. **Research Assistant** to Consultancy centre of TIME – Business School, June 1996 to July 1999

3. **Assistant Director** - Research & Consultancy Centre of TIME – Business School - August 1999 to February 2002.

Full - time Teaching

1. **Professor**, VIT Business School, VIT University, Vellore , November, 2009 till date.
2. **Associate Professor**- VIT Business School, VIT University, Vellore, January,2008 to October, 2009
3. **Assistant Professor**- VIT Business School, VIT University, Vellore-14.September,2006 to 2008.
4. **Associate Professor** – Department of Business Management, Sri Padmavathi Mahila Visvavidyalayam, (Women’s University) Tirupati. June 2004 to August,2006.
5. **Assistant Professor at VIT** (Vellore Institute of Technology) –August 2003 to 28th February 2004
6. **Associate Professor and Associate Director (Research)** – TIME-Business School, (PGDBA) Aprpd. by AICTE, March 2002 to July 2003
7. **Assistant Professor and Associate Director (Research)** – March 2002 – August 2003, TIME-Business School. The Management School (approved by AICTE) , Tirupati.
8. **Lecturer (Senior)** August 1999 to February 2002. TIME – Business School.
9. **Lecturer** – June 1996 to July 1999. TIME – Business School

Ph.D (Research) guidance

Research Scholars at VIT University

1. Mr. Malmarugan –“Referral Marketing in MBA admissions” (Awarded Ph.D in Jan, 2013)
2. Ms. Preethi Rani- A study on Employee Perception Of Critical Factors For Successful Implementation of Quality Management Initiatives : A Case Of Software Industry (Completed Colloquium in April, 2013)
3. Mrs. Jessy Nair – “ critical success factors in implementing ERP Implementation” (2008)
4. Mr. Prabu Christopher- “Strategies in Conflict management across cultures” (2009)
5. Mr. A. Senthil Kumar – “ A study on opportunities and challenges in Management consultancy by the Business schools’ faculty” (2009)
6. Mr. T.K.Krishna Kumar – Brand building with ref to cultural diversity. (2011)
7. Mr. Karimulla Basha- Corporate governance in Insurance Industry (2012)

Subjects taught at present

- International Business
- Cross cultural Management
- Business communication
- Human Resource Management
- Stress Management
- International HR Management

Research Papers Published

1. “Role of private garage mechanics in influencing car purchase”, Asian Social Science, vol-9, No-10, 2013 pp-169-174, ISSN1911-2017, EISSN1911-2025 (SCOPUS Indexed Journal)
2. “Situational Leadership: An emerging trend in Leadership style (A case of software Industry), *International Journal of Emerging Research in Management and Technology*, Vol-2, Issue-1, March, 2013 ISSN: 2278-9359
3. “Cultural Factors in decision of women entrepreneurs with special reference to MBA students in Vellore District”, *Women Entrepreneurs: Emerging Issues, Challenges and Strategies*, Vol-II, Serial Publications, New Delhi, 2013 ISBN:978-81-562-2
4. “Exploring the role of intra-cultural diversity in defining conflict types and managing conflict using different conflict management styles: Special reference to India”, *Global Research Analysis*, vol-1, Issue-7, December, 2012. ISSN No 2277-8160 Impact factor: 0.2714
5. “Management Consultancy as a Profession-A qualitative study of Business students employability”, *Review of Social Sciences*, Kerala Academy of Social Sciences, ISSN-0974-9004, 2011
6. “The Roles and skills of Management consultants: Tools for Business Problem solving”, *Journal of Business Management*, Vol-3, No:1 January to June 2011 PP-51-62
7. “Do Indian Employers encourage exit Interview? An introspection”, *International Journal of Management Research and Technology*-ISSN: 0974-3502, Volume 5, Number 1, Jan-June, 2011
8. “ Exploring leadership styles during Conflict management in cross cultural scenario With Special reference to Transactional and Transformational leadership styles” *International Journal of Business Management Economics and Information Technology*(ISSN 0975-296x) March, 2011
9. “Conceptual framework on Cultural diversity and globalization with reference to MNC”, *International Journal of Business Management, Economics and Information technology*, ISSN No: 0975- 296X, Volume No: 1 No. 2 (2009)
10. *Enhancing the Productivity of Faculty Members In Management Education*, *International Journal of Management Research and Technology*, Vol-3, N0-1, January –June, 2009 ISSN-0974513502, Global Research Publication, Delhi, pp-99-112.
11. “An Analytic Framework for Evaluation of ERP Implementation”, co-authored by Ms. Jessy Nair, International conference on Indigenous Management Practices, Dept of Business Administration, Annamalai University, Annamalai Nagar, Tamil Nadu
12. *Application of Technology in Educational organizations – A new Paradigm of Learning and Teaching* – International Conference on Universities for Women: Challenges & Perspectives , ISBN-81-8911016-0, The Women Press, 2011, xxiv, 426.

13. **Knowledge Management in Service organization**” – 16-17, March, 2002, **Sage Publications**, presented at a national seminar by School of Business Management, S.V. University, Tirupati
14. **International Control Mechanism – *Indochina Review***, vol -3, 1992, Center for Studies on Indochina, S.V. University, Tirupati

Seminars/workshops Organized

1. Organized **One day seminar on Export Markets and Export Documentation**, 28th October, 2006 at VIT Business School, VIT University.
2. Organized **one Day MDP on “FDI in Retailing”** on 9th February, 2008 at VIT Business School, VIT University, Vellore-14
3. Organized a workshop on **“Creating Business Opportunities for small and self help groups during Economic Slowdown”** on 11th April, 2009 at VIT Business School, VIT University, Vellore-14
4. Co coordinator for **14 days workshop on IHRM** for 36 Colombo University students in January, 2010 at VIT Business School
5. Organized a two day work shop on “Writing research Papers” 22 -23 April, 2012 at VIT Business School
6. Organized One day workshop on “Entrepreneurship” on 23.11.2012 in association with MSME Development Institute ,Chennai.

International Conferences

- Co-convenor to 2nd International conference on Emerging Markets and Issues in Management, on 19th and 20th April, 2013 at VIT University.

Research Paper presented in International Conferences

1. “Corporate Governance for Liquidity Management in Insurance Industry”, at International Conference on Corporate Governance: Emerging Issues and Global Challenges, in collaboration with University of Essex at Sri Venkateswara University, Tirupati on 30th & 31st January, 2013
2. Presented paper titled **“A Framework for ERP Implementation: Conceptualized on Leavitt’s Model”**, at the International Conference of Excellence in Management Practices, Kristu Jayanti College, Bangalore, 15 April, 2011.
3. **Conceptual Study on Corporate Cultural dimensions- Indian Insights.** Barathidasan Institute of Management , Athenium, 12th Feb 2011
4. **Conceptual framework for Corporate Social Responsibility With special reference to Service Sector-An Integrated approach**, Silver Jubilee International Conference on Services Management- The Best and Next Practices, VIT Business School, VIT University, Vellore. 18-19 December, 2009.
5. **Application of Technology in Educational organizations – A new Paradigm of Learning and Teaching – International Conference on Universities for Women:**

Challenges & Perspectives at Sri Padmavathi Mahila Visvavidyalayam, Tirupati, 1-3 February, 2006

6. “**An Analytic Framework for Evaluation of ERP Implementation**”, co-authored by Ms.Jessy Nair, *International conference on Indigenous Management Practices*, Dept of Business Administration, 18th July, 2009 at Annamalai University, Annamalai Nagar, Tamil Nadu

Research Papers in National Conferences

1. ***A Study on Conflict management Styles in Cross cultural Environment: Indian Concepts***, Vellamal Engineering College Chennai, 9th July 2010
2. “**HR issues in mergers and acquisitions**”, National symposium on “HR Issues”, School of Management, C.A.K. college of Engineering & Technology, Melvisharam, Vellore on 18.10.'08.
3. “**Employability skills- A tool for quality Improvement**”, in NAAC sponsored National conference on “Quality Improvement in Higher Education held at Garden City College, 28-29, March, '07, Bangaluru.
4. “**Women employment as a strategy in Rural development**”, Two-day National conference on “Social Marketing” sponsored by NABARD in August, 2007 at VIT Business School, VIT University, Vellore-14
5. “**Stress Management among MBA Students**”, National seminar on Stress Management at School of Management, commerce and Computer sciences, S.V.University, September 12, 2007 at Tirupati.
6. “**Higher Education: Emerging Trends from Indian Perspective**”, UGC sponsored National level Seminar on Services Marketing: A Focus and Prospects in India, 26th March, 2007 at C. Abdul Hakeem College, Melvisharam, Vellore.
7. “**New Trends in Distribution strategies in Rural Marketing**” Two-days National conference on Rural Marketing, 14&15 July, 2006 at VIT Business School, VIT, Vellore.
8. ***Entrepreneurship Theory & Practice*** – ICSSR Sponsored Conference on “Challenges for Women Entrepreneurs in Information Society”, 4-5, March, 2006 at Dept. of Business Management, SPMVV, Tirupati.
9. ***Employee Retention: A Major Challenge to BPO's*** – UGC sponsored National Seminar on “Emerging Management Paradigms”, Dept. of Business Management, University of Madras, Chennai, 23- 24, February, 2006.
10. ***Implications of VAT in International Business*** – UGC sponsored National Seminar on “Implications of VAT” 22-23, July, 2004 S.V.Arts college for Men, Tirupati.
11. ***Export Pricing and Packaging***- FAPCCI Seminar on “Export Promotion In India” 23, December, 2004.
12. “**E-Commerce applications in Asian Business**” - National Conference on E-Commerce in 21st Century, 26-28, December, 2000 at TIME-Business School, Tirupati.

13. *Advertising in Digital Era* – Seminar on Multi-Media Applications in Advertising Careers by Arena Multi-Media, Tirupati.
14. *Knowledge Management in organization* – 16-17, March, 2002, at National seminar by School of Business Management, S.V. University, Tirupati.
15. *Training and Development Techniques in Ancient Cultures* – ISTD. Seminar (Indian Society for Training and Development), Tirupati Chapter.
16. *International Control Mechanism – Conference on Cambodia* at Center for Studies on Indochina, March, 1992, S.V. University, Tirupati.

International Conferences (participation)

- Tourism & Heritage India-, Govt of Andhra Pradesh, January, 2004, Hyderabad.
- Value Creation – IFTDO Conference –ISTD, November, 2005, New Delhi.
- Women Universities-Challenges & Opportunities – February, 2006 at SPMVV, Tirupati.

Participation Only

National conferences – 17

Faculty Development Programmes & Workshops

1. UGC sponsored Sensitization **TOT Workshop** on “Capacity Building of Women Managers in Higher Education”, 26th to 30th March, 2007 at Sri Padmavathi Women’s University, Tirupati
2. National commission for Women Sponsored **Workshop** on Gender Issues In Business, 4-5, August, 2006 at Sri Padmavathi Women’s University, Tirupati.
3. “Global Human Resource Management”, **Faculty Development Program** at PG Dept of Human Resource Management Studies, **Gitam University**, Visakhapatnam 25th and 26th March, 2006.
4. “2 Days Educational **Workshop**”, by Academic Staff College, at Vellore Institute of Technology, Vellore 28-29 November, 2004.
5. “Communication Technology” **3 week Refresher Course** at Department of Journalism, SPMVV, Tirupati 24th January to 14th February 2005.
6. “**Work shop** on Case Writing & Case Teaching” Dept of Commerce & Management Studies & AIMS at Andhra University, Visakhapatnam 4-8 January, 1996..

Training Programs (As Trainer)

1. **New Paradigms in Teaching & Learning process-** AICTE Academic Staff College, Pondicherry University.

2. **“Cross Cultural Management”**-Resource person for workshop on International Business in Krishna Teja Group of Institutions and AER Institute of Management Tirupati
3. **Communication skills & presentation skills** for CUMI, Murugappa Group of Companies on 28th July, 2009 at PAT centre, VIT University, Vellore.
4. **Communication and Stress coping techniques** – Entrepreneurs at joint project of MSME, Govt of Tamil Nadu and VIT Business School
5. **Non-verbal communication** - TVS Sales Executives (trainees)
6. **“Communication-Barriers of Communication”** – Andhra Bank Staff, at Tirupati.
7. **“Cost Control in Office”**- to Amara Raja Group of Companies Employees (Amaron Batteries in Association with Johnson Controls, USA), Karakambadi.
8. **“Telephone Courtesy”** – To AP TRANSCO Call Center Employees
9. **“Group Dynamics”**, at Center for Gandhian Studies, NGO at Tirupati.
10. **“Business Research Techniques”** ICCSR sponsored Two days Regional workshop at Dept. of Business Management, SPMVV, Tirupati.
11. **“Negotiating terms-Export pricing”** – in FAPCCI workshop on Exports.

References

1. Prof.K.V.Ramanathan

Chairman & Professor (Emeritus)
Department of Accounting
University of Washington (Business School)
Seattle, USA.
e-mail: kramnath@u.washington.edu
Phone: 001-4254818703

2. Dr. C. Rajendran,

Professor & Head of the Department
DOMS, IIT-Madras
Chennai
Mbl: +91 9283450499

4. Dr.Anand A.Samuel

Pro-vice Chancellor
VIT University – Chennai Campus
Chennai
Phone:+91 9566656780

