



Dr. Srinivasa Durga Prasad Chalasani

Dean - Academic Planning & Professor - OB & HR

1. Educational/Technical Qualifications :

- **Ph.D** in Management from SK Institute of Management, Sri Krishnadevaraya University, Anantapur, India Guide: Prof P Subba Rao (Presently Head, Dept of Business Administration, University of Newpapauguinea) Topic: Workers' Participation in Management (A Comparative Study of Public and Private Sector Organisations in India)
- **M.Com** from Dept of Commerce & Business Management, Andhra University, Visakhapatnam awarded in 1985
- **B. Com** from Dr L Bullayya College, Vizag affiliated to Andhra University, awarded in 1983.

2. Membership in Professional Societies :

- National HRD Network- Life Member
- Hrinindia – An E-group of HR Professionals (Nearly 10000 Members)
- All India Management Association of India-Member
- AIMS-International-Member

3. Teaching, Research and Consultancy Profile :

3.1 Teaching Interests :

Cross-Cultural Management, Global Mindset, Entrepreneurship, Training & Development, Leadership, Organisational Behaviour

3.2 Ph.D Works Guided/Being Guided :

Presently guiding two Ph.D's

- Topics :** 1. Strategic Human Resource Management Practices
2. Management of Work Life Balance (A Study with special reference to IT Industry)

3.3 PGDM Works Guided/Being Guided :

Guidance given to MBA students for their Summer Projects. For details of areas see section 7.2.

3.4 Research Interests :

Leadership Styles, Entrepreneurship, Human Resource Outsourcing & Psychometric Testing

3.5 Sponsored Research Projects Carried out : Nil

3.6 Consultancy Projects Carried out :

Carried out a Project on Employee Satisfaction Survey for Coca-Cola India Hyderabad Plant.

3.7 Consultancy Projects Expected :

Submitted proposals to Turbo Machinery Industries Limited, Hyderabad for competence mapping. We are yet to hear from them on the offer submitted

4. Outcome of Research :

4.1 Ph.D Thesis :

Workers' Participation in Management (A Comparative Study of Public & Private Sector Organisations in India)

4.2 Papers Published in Reviewed Journals :

1. "Human Resources Development Policies in Public Enterprises-Emerging Trends", Personnel To-day, October-December, 1988.
2. "Retail Sector in India: Where is it headed?", Business Vision, Vol 2 No 1, January- March 2006
3. "PURA: A Connectivity Model for Rural Development" Business Vision Vol.4, No 3 July-September,2008

Chapters in Edited Books :

1. "Job Satisfaction Among Bank Employees" in Indian Banking Performance, Problems and Challenges by Prof B.L.Mathur, National Publishing House, Jaipur, 1989.
2. "Entrepreneurship: An Effective means to Promote Employment" in Development Aspects of Entrepreneurship by Prof S Bhargava (Ed), Sage Publications, New Delhi,2006
3. "HR Outsourcing in India with Special Reference to SMEs" in Strategic Human Resource Management by Dr V Sita (Ed), Sage Publications, New Delhi, 2008

4.3 Papers Presented in National Conferences :

1. Presented paper on "An Entrepreneurship Model to accelerate Economic Growth and Human Welfare" at 6th Biennial Conference On Entrepreneurial Trends organised by Entrepreneurship Development Institute of India, Ahmedabad. 9 – 11 February 2005 (Joint Author)
2. Paper presented on "Retail Sector in India : Where is it headed?" at 17th Annual Convention – Management 2005 – New Paradigms for India's Competitiveness" – Association of Indian Mgmt. Schools held in Hyderabad during 28-30

August,2005 (Joint Author)

3. Paper Presented on “Entrepreneurship: An effective means to promote employment” at International Conference on Creating Entrepreneurship Environment & Developing Entrepreneurial Management organised by Indian Institute of Technology, Bombay. during 16-18th March,2006(Joint Author)
4. Presented paper on “Strategic HRM for Business Competitiveness” at 3rd AIMS – International Conference at Indian Institute of Management – Ahmedabad.
5. HR Outsourcing with Special Reference to SMEs at University of Hyderabad

Books Published :

1. Workers’ Participation in Management, Discovery Publishing House, New Delhi
2. Corporate Finance, Telugu Academy, Hyderabad

4.4 Term Papers/Project Reports :

Conducted a Study on HR Practices in Hotel Industry

4.5 Summary of Professional Contribution in Industry :

- Developed a new HR manual for VEM Technologies
- Developed a new PMS system for SRMT, Kakinada
- Developed a new training module for GET’s

5. Work Experience and Training Activities:

5.1 Industry Experience :

Worked as Trainee (HR) at VBC, Visakhapatnam

5.2 (a) Academic Experience :

June 2007 to date

- Dean-Academic Planning and Professor of Human Resource and Organizational Behavior, Vignana Jyothi Institute of Management, Hyderabad, Andhra Pradesh.

April 2006 to May 2007

- Professor & Head of Human Resource and Organizational Behavior, Vignana Jyothi Institute of Management, Hyderabad, Andhra Pradesh.

Oct 2000 to March 2006

- Associate Professor& Head of Human Resource and Organizational Behavior, Vignana Jyothi Institute of Management, Secunderabad, Andhra Pradesh.

June 1998 to September 2000

- Director – Post Graduate courses at Sai Sudhir P.G. College, B-8/2, E.C., E C I L ‘X’ Roads, Hyderabad - 500 062, Andhra Pradesh.

December 1993 to June 1998

- Reader, Post-Graduate Department of Commerce and Management Studies in V S M College (Affiliated to Andhra University), Ramachandrapuram-533255, East Godavari district, Andhra Pradesh.

June 1990 to Dec 1993

- Assistant Professor, Department of Management Studies, Sir C.R.R.College (Affiliated to Andhra University), Eluru, West Godavari District, Andhra Pradesh.

(b) Research Experience:

1988 to 1990

- Served as full-time Research Scholar for Ph.D. at Sri Krishnadevaraya Institute of Management, Sri Krishnadevaraya University, Anantapur, Andhra Pradesh.

1987 to 1988

- Worked as Research Investigator for UGC Major Research Project, ‘Agrarian Relations in A.P.’.

5.3 Training Programs Attended :

- Orientation Program conducted by Academic Staff College, Andhra University during September - October, 1992.
- Attended AICTE sponsored “Case Writing and Case Teaching Methods” organised by XIME, Bangalore during 22-24th April,2004.
- Attended AIMS Sponsored FDP on “ Current Trends in HRM and Marketing” Organised by Wellingkar Institute of Management, Mumbai during 12-15th July,2006
- Faculty Orientation Programme on Development of Entrepreneurship curriculum organized by National Entrepreneurial Network.

5.4 Training Programs Conducted Individually for VJIM :

1. In-house Two Days Training program for SRMT Ltd., Kakinada on 'General Management' for Middle Level Managers (9 & 10th January,1995)
2. In-house Five Days Training program for Hyderabad Batteries Ltd., Hyderabad on 'Managerial Concepts' for Entry Level Managers.
3. Open MDP on 'Business Success through Global Practices' for Middle and Senior Managers
4. One Day Faculty Development Program on 'Research Methods in Management'
5. In-house Two Day Training Program for VEM Technologies, Hyderabad on 'Self-Awareness and Motivation' for Graduate Engineer Trainees
6. In-house Five Day Training Program for Graduate Engineer Trainees of Vijai Electricals Ltd, Hyderabad on 'General Management Concepts'(3 Programmes)
7. In-house Two Day Training Program for Supervisors of Vijai Electricals Ltd, Hyderabad on 'Self Development'(4 Programmes)
8. In-house Two Day Training Program for Middle and Senior Executives of Vijai Electricals Ltd, Hyderabad on 'Self Development and Motivation'
9. In-house Two Day Training Program for Supervisory Trainees of Vijai Electricals Ltd, Hyderabad on 'Human Relations and Communication Skills'
10. In-house Two Day Training Program for General Managers of BHEL, Hyd on 'Team Building Skills
11. In-house Three Day Training Program for Sales Managers of Regency Ceramics Ltd, Yanam on "Selling Skills" (2 Programmes)
12. In-house One Day Training Program for Engineer Trainees of BHEL on 'Concepts of HR'

5.5 Faculty Development Conducted :

Developed a module for Faculty of Management

6. Co-Curricular and Extra Curricular Activities :

6.1 Interests and Hobbies :

Development of good Information system for VJIM with the support of IT

6.2 CCA/ECA Organized :

Coordinator Chrysalis 2007

6.3 CCA/ECA Involved :

Admissions Co-ordinator 2001, 2004, 2005, 2006, 2007

6.4 Counselling and Mentoring Activity :

Mentor for sixteen students every year

6.5 Monitoring Activity :

Member Disciplinary Committee

7. Students Projects Guidance at VJIM :

7.1 Involvement in Laboratories/Industry :

Involved in Organizing workshops for students on Marketing Communications, Personal Growth Labs etc

7.2 Areas of Guidance :

- Supporting Students for self learning through Term Papers and Projects
- Assignments to students to improve skills and knowledge by independent work
- Group Assignments and monitoring progress for learning related soft skills
- Guide Students in Placement Committee to attain the skills of interacting and reaching out to Prospective Recruiters
- Guide Students to prepare and publish Placement Brochure Year after year
- Guiding Students through Summer Project Training and Internships
- Counselling Students as and when required regarding their future prospects

7.3 Research Guidance :

Guiding students on various HR & OB areas

8. Personal Details :

8.1 Family :

Married/Single : Married
Spouse Name : Smt.Sri Lakshmi Chalasani
Spouse Occupation : Home Maker
Children and Occupation : Two Sons, Elder son Completed Inter and
Second son Pursuing Inter
Father's Name and Occupation : Ch Basavasankara Rao, Retd
Mother's Name : Smt. Varalakshmi, Home Maker

8.2 Peramant Address :

D. No 25-1-21, K B Singh Road, Eluru – 534 006,

8.3 Present address :

305 Krantis' Prasanna Excellency, Aditya Nagar, Hyderabad – 500062

8.4 Phone Number, Mobile Number and E Mail :

914065906818, 9849160208, drchsdurga.prasad@vjim.edu.in

8.5 Motto :

To develop honest and ethical youth

