

## PROFILE OF PROF V. KRISHNA MOHAN



Dr V. Krishna Mohan is a Professor in the Department of Commerce and Management Studies, Andhra University, Visakhapatnam (AP) having a total teaching experience of 30 years.

He teaches Marketing core and specialization papers to MBA/M.Com Students. He got Master's Degree in both Commerce (M.Com) & Management (MBA) and PhD in Marketing Management from the Andhra University.

He did Faculty Development Programme of one year duration in Marketing at Indian Institute of Management – Ahmedabad (1989-90)

He has published 8 books, contributed several lessons to MBA Distance Education Courses material at Andhra University. He got 64 research papers and research reports as well as guided 40 research students leading to the award of Ph.D. He has organized 6 national level seminars, 3 workshops and 20 training programmes. He got 2 Best Research Papers award—one each at National and International level.

He is serving as a member in several university boards of studies and many professional bodies. He nurtured MBA (Retail Management) Course at DCMS of Andhra University with a tie-up of leading Retailing Organizations in India.

He served as Dy. Coordinator of Special Assistance Programme (SAP) Phase-III during the period 1999-2004 (UGC, Delhi). He was Placement Coordinator in DCMS, Andhra University during 2004-08. He served as Member of Central Purchase Committee of AU for 4 years. He served as Joint Director of MBA (Distance Education) Program offered by Andhra University during 2002-2005.

He served in NCC Air-wing and qualified C-Certificate (1978) and represented all-India-Vayu-Sainik Camp held at Bangalore and Pre-RDC Camps at Visakhapatnam and Hyderabad.

Prof. V. Krishnamohan *served as Registrar of Dr B.R.Ambedkar University*, Srikakulam, on deputation, during Sep, 2009 to March, 2016 (6 ½ years)

As a Registrar, he has initiated several measures in the University for improving academic and administrative systems. It is first state university to introduce bio-metric attendance of teaching and non-teaching staff and campus electronic surveillance including hostels in the year 2011 and Computerization of total examination procedures and payrolls for efficient and effective administration of resources of the university. An integrated-academic block with the financial assistance from UGC for building over 1.20 lakh sq. ft. at an estimated cost of Rs.18.00 Crores under MoU with CPWD is executed. SC Girls hostel is under construction at an estimated cost of Rs.2.86 Crores with the financial assistance by Ministry of Empowerment and Social justice, New Delhi. Based on proposals submitted during his tenure, Government of AP has sanctioned an amount of Rs35.00 Cr towards capital requirement grant for Dr BRAU, Srikakulam.

He got *State Best Teacher Award* on September 5<sup>th</sup> 2011 from the Government of Andhra Pradesh for his excellence in teaching and research.

At present, he is holding office as Registrar, Andhra University w.e.f. 24-07-2019.

## **BIO- DATA**

**Name** : VADDADI KRISHNA MOHAN

**Date of Birth and Age** : August 18, 1958 – 58 years

**Present Position** : **Professor (Marketing Management) & Andhra University, Visakhapatnam**

**Mailing Address** : “SaiPrateeksha”, MIG-II/113, 2-22-6, Sector-6 MVP Colony, Visakhapatnam – 530 017 (AP).

**Email** : [vaddadi\\_km@sify.com](mailto:vaddadi_km@sify.com)

**Phone** : 0891-2844269 (O); 2508687(R)  
Mobile : 98482-89827

**Educational Qualifications** : B.Com (1980) .....I Class.... Rank Holder  
M.Com (1982).....I Class.... Rank Holder  
M.B.A. (2008) ..... I Class ...  
PhD (1989).....Andhra University.  
F.D.P.M (1991).....I.I.M.....Ahmedabad  
PGDAS(1994).....I.L.A.....Visakhapatnam

**Professional Experience**

**Teaching** : **Total 30 Years in DCMS, Andhra University**  
8 years as a Lecturer  
8 years as an Associate Professor  
14 years Professor and continuing.

**Research** : **Total 30 years**  
Associated with two major and four minor UGC Research Projects at Andhra University.  
**Research Guidance:**

**Completed** : 40 PhDs and 5 M.Phils  
**In-Progress** : 2 PhDs and 1 M.Phil

**Administrative** :

- i. Deputy Coordinator (5 years)  
SAP(UGC) Phase-III
- ii. Placement Coordinator ( 4 Years)
- iii. Registrar, Dr BRAU ( 6 Years 6 Months)

## **Publications**

: Published **54** Research Papers in reputed Indian Journals in the areas of Small Industry, Marketing and Management and **5** Books

Edited Book on "Small Industry Development", Publisher: Discovery Publications, New Delhi (2004)

Edited Book on E-Business and wrote 35 lessons for MBA (DM) Students in Marketing, Retailing, and Accounting subjects.

Co-authored book on Personality Development: How to Succeed in Campus Interviews and Job fairs.( Excel-2009)

Books on Supply Chain Management; Book on Perspectives of Management; Book on Marketing Management (under preparation)

Book on Business Environment (PHI) under publication (2016)

## **Conferences/Seminars/Workshops**

Participation : Participated in about **56** National and International Conferences / Seminars / Workshops / Symposia and submitted Papers and served as Invited speaker and reporter in Technical Sessions.

Organisation : Organized **6** Seminars, **3** Workshops and **9** Training Programs to Small Industry Entrepreneurs.

## **Served as Member on Different Committees :**

- Core Member, AUCET (Prepared a manual on the conduct of Entrance Tests at AU)
- Member of Review Committee on Accounting Systems and Procedures of AU.
- Member of Computerization Committee on Accounts and Examinations.
- Member on the Committee for the office re-Organisation in AU.
- Member of various Feasibility and Affiliation Committees for granting affiliation by AU. and APSCHE.
- Served as Resource person in the Design of New courses & Preparation of Syllabus of various universities, institutions & autonomous colleges.
- Member, Central Purchasing Committee, AU
- Associate Organizing Secretary, Annual Conference of ICA-2006 held at AU.
- Executive Member, Indian Accounting Association (IAA) (elected in 2007)

## Other Information

: Visiting faculty to many reputed management schools in Andhra Pradesh and Counselor of Andhra University, SV University, SK University, IGNOU, APBRAOU, APPC, Annamalai University, Madurai Kamaraj University, etc.

Member in many Professional Bodies like All India Commerce Association, NIPM, Indian Accounting Association, Strategic Management Forum, Marketing Association of Andhra Pradesh, Consumer Council, Indian Centre for Business Research, etc.

Air-force Wing **NCC-C** Certificate holder (1979). Represented All India *Vayusainik* Camp at Bangalore. Participated in Pre-RDC NCC Camps held at Visakhapatnam and Hyderabad.

State Level Distinguished Teacher Award on the occasion of Teachers Day on 5<sup>th</sup> Sep 2011 by Govt. of Andhra Pradesh.

## Declaration

**Certified that the information furnished in the above bio-data is true and correct to the best of my knowledge**



Signature: \_\_\_\_\_  
(Prof. V. KRISHNA MOHAN)