

## CURRICULUM VITAE OF CH.E.RAJARATNAM

Name : *Chowtapalli. Edward Rajaratnam*  
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Educational Qualifications :

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**Ph.D**                      **Acharya Nagarjuna University**                      **pursuing**

**M.Phil**                      **Acharya Nagarjuna University**  
**Guntur.**

**MBA-Marketing**      **Acharya Nagarjuna University**

**\*\* Qualified : UGC NET (JUNE,2012) AND APSET (JULY,2012).**

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Technical Qualifications : PGDCA

Subjects Dealt:

- 1. Marketing Management,**
- 2. Entrepreneurship**
- 3. Communication Skills**
- 4. Strategic Management**
- 5. Banking & Insurance Management**

Paper Setting : Appointed as question paper setter for the semester end examinations of **Indian Maritime University (IMU)**, Chennai, in 2013.

Degree : MBA, Subject Code : T 1304, Subject : Strategic Cost Management.

Teaching Experience: **12** years.

\*\* Serving as **Academic Consultant**, Department of Business Management, Krishna University Dr MRAR PG Centre, Nuzvid, Krishna Dt, since 2011 till to date.

\*\* Guest Faculty, Department of Commerce and Business Administration, Acharya Nagarjuna University Dr MRAR PG Centre, Nuzvid, Krishna Dt, from 2005-2011.

\*\* Lecturer, Department of Management Studies, Don Bosco P.G. College, Guntur, from 2004-2005.

## Research Experience:

# Ph.D Research topic, 'A study of Changing Roles and Responsibilities of Corporate Leaders in india' with reference to former state of Andhra Pradesh.

# M.Phil, Research topic, ..'A comparative study on Managerial Aspects of MBA course in Universities and Institutes'.

# Acted as Guide for MBA projects and Plant Visits.

## **I. Training Programmes Attended:**

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1. Participated 13 day 'Training of Trainers in Entrepreneurship Development (ToTED) organized by NIMSME, Hyderabad.
2. Participated 12 day 'Faculty Development Programme on Entrepreneurship Development' (FDPED) organized by NIMSME, Hyderabad.

## **II. Workshops Attended:**

1. Attended the World Agricultural Forum Congress, 2013 and Agri-Tech Trade Fair Reshaping agriculture for a sustainable future : focus on Small farm-holders, held from the 4<sup>th</sup> to 7<sup>th</sup> Nov, 2013, organized by World Agricultural Forum and Government of A.P.
2. Participated in the workshop on 'Intellectual property and Innovation Management in knowledge Era' organized by National Research Development Corporation, New Delhi & Krishna University on 5<sup>th</sup> February, 2013.

## **III. Papers Published:**

1. National Seminar on 'Retail Banking Trends and Challenges ', organized by Department of Business Administration, KBN College, Vijayawada, on 15<sup>th</sup> March, 2014, presented a paper titled 'Retail Banking in India challenges and strategies, seminar volume-1, published by International Journal of Research in Management Studies, ISSN:2321-4864, Page nos: 206-208.
2. "Emerging Trends in Trade Unions" UGC National Seminar Volume published by the Zenon Academic Publishing on 22-23 February 2014 edited by Dr. Nagaraju Battu, Acharya Nagarjuna University, Nagarjuna Nagar, pp.402-407. **ISSN: 978-81-926819-5-5.**
3. International Conference on 'Free Trade-Opportunities and Challenges' organized by AMS, Arts and Science College for Women, OU, Hyderabad, in collaboration with APSCHE, Hyderabad, on 12-14 June, 2014, paper titled 'Free-Trade Agreements in India-challenges and opportunities, edited by Dr.V.Veena Reddy, ISSN:

## Paper Presentations:

1. **National Seminar on “Banking & Insurance –Contemporary Issues”** organized by the Department of Commerce, Sir CR Reddy Autonomous College, Eluru on 13<sup>th</sup> February, 2014, presented a paper titled-Banking and Insurance Contemporary issues.
2. UGC National Seminar on ‘Human Rights-A Study & Review’ organized by Department of Political Science, Dharma Appa Rao College, Nuzvid, on 17<sup>th</sup> & 18<sup>th</sup> December,2014, title of the paper ‘ Role of National Human Rights Commission of India in Protection of H.R’.
3. UGC National Seminar on ‘Changing dimensions of Commercial Banking in India-Problems and Perspectives’, organized by Department of Commerce, DAR College, Nuzvid, on 18<sup>th</sup> & 19<sup>th</sup> November, 2013, paper titled’ A review of commercial banks performance private sector lending in India’.
4. UGC National Seminar on ‘Trends in English language & Literature in the 21<sup>st</sup> Century’, organized by Department of English, DAR College, Nuzvid, on 29<sup>th</sup> & 30<sup>th</sup> November, 2013, paper titled ‘ Developing written communication skills’.
5. ‘Innovation Management – Issues and Challenges in emerging Economies’ organized by Department of Commerce and Business Management, Satavahana University, Karimnagar-505001, on 24<sup>th</sup> and 25<sup>th</sup>, Sept,2013.
6. APSCHE National Seminar on ‘ Corporate Governance in India-Policy and Practice’, organized by Department of Business Administration, Vijayawada, on 5<sup>th</sup> & 6<sup>th</sup> March, 2010, paper titled ‘ CSR & Its Advantages’.
7. Regional Seminar on ‘ The Role of service sector in India: Problems and Prospects, organized by Department of Commerce, DAR College, Nuzvid, on 14<sup>th</sup> September, 2007.
8. ‘Emergent Indian Economy’ organized by Department of Business Administration, Christu Jayanthi Jubilee P.G. College, Guntur, on 29/09/2005, paper titled ‘ Emergent Indian Economy’.
9. UGC National Seminar on ‘Management Education: New Initiatives for Value Addition’ organized by Department of Business Administration, KBN College, Vijayawada, on 22<sup>rd</sup> & 23<sup>rd</sup>, October, 2005, paper titled ‘Evolution of Management Education in India-Need for value addition to Management Education’.

## References:

1. Prof. **G.N.Brahmanandam**, Former Professor and Principal,University College of Arts,Commerce and Law, Acharya Nagarjuna University,Guntur.
2. Dr **Ch.Suvarna Raju**, Former Associate Professor of Law, Acharya Nagarjuna University, Guntur.

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(Ch.E. Rajaratnam)