

CURRICULUM VITAE

Dr. N. SANTOSH RANGANATH

Assistant Professor

Dept. of Commerce and Management Studies

Assistant Dean of Academic Affairs

Dr.B.R.Ambedkar University, Srikakulam

Andhra Pradesh, India

Ph: 9440069570

nsrnath2529@gmail.com

ACADEMIC PROFILE:

- **Ph.D.** from Dr.B.R.Ambedkar University
Area : **Management**
- **UGC – NET** for Lectureship
Specialization : **Management**
- **AP – SET** for Lectureship
Specialization : **Management**
- **M.Phil.** from Madurai Kamaraj University
Area : **Management**
- **M.B.A.** from Andhra University
Specialization : **Decision Support Systems**
- **B.Sc.** from Andhra University
Specialization : **Mathematics, Physics and Chemistry**

EXPERIENCE PROFILE:

1. Organization : **Gayatri College of Science & Management**
Srikakulam.
Designation : Lecturer
From April 2002 to September 2004
2. Organization : **Andhra University Campus, Etcherla,**
Srikakulam.
Designation : Teaching Associate
From September 2004 to September 2007
3. Organization : **Pydah College of Engineering & Technology,**
Visakhapatnam
Designation : Assistant Professor
From September 2007 to September 2008
4. Organization : **Dr. B.R. Ambedkar University – Srikakulam**
Designation : Assistant Professor
From September 2008 to till date.

TECHNICAL SKILLS:

CRM	:	Siebel 7.7 - Tools, Call center, EAI, Enterprise Integration Manager (EIM), Work Flow and Assignment Manager.
DATABASES	:	Oracle 9i & MS Access 2000
GUI	:	Visual Basic 6.0
Languages	:	Basic, COBOL, R Programming Language
Operating systems	:	MS Dos, Windows platform
Packages	:	MS Office, SPSS 6.0

PROJECT PROFILE:

1. Project Title : “Computer Based Tutorials – CHEST RADIOLOGY”
(This gives the subject information to Medicos)
Front End Software : Visual Basic 6.0,
Back End Software : MS Access
Duration : 20/05/2001 to 30/06/2001
Team size : 1
Organization : SSPL, Ameerpet, Hyderabad.
2. Project Title : “Knowledge Based Systems in Banking Sector”
With reference to Srikakulam District.
Duration : Three years (2005-2007)
Sample Size : 22 Nationalized Banks
3. Project Title : “Performance Evaluation of Bancassurance” –
A Study on Select Banks in Srikakulam District of
Andhra Pradesh
Sample Size : 26 Nationalized Banks and 800 bancassurance
customers

SUBJECTS DEALT:

- **Operations Research**
- **Quantitative Techniques for Management**
- **Statistical Analysis for Business Decisions**
- **Research Methodology**
- **Production & Operations Management**
- **Relational Database Management Systems**
- **System Analysis & Design**
- **Perspectives of Management**
- **Enterprise Resource Management**

RESEARCH EXPERIENCE:

▪ National Conferences/Seminars	:	73
▪ International Conferences/Seminars	:	19
▪ Work Shops attended	:	13
▪ FDPs attended	:	07
▪ Online Webinars	:	9
▪ Online FDPs	:	11
▪ Online STC	:	3

PUBLICATIONS:

a. Authored Books	:	07
b. Edited Books	:	36
c. Journals	:	86

OTHER ACADEMIC ACTIVITIES:

- Participated and classes taken on “**Personality Development**” a training programme of Tribal as Social Animators organized by Rajiv Gandhi National Institute of Youth Development, Ministry of Youth Affairs & Sports, Govt. of India. (24th & 25th March 2009).
- Participated as **Team Leader** in the Andhra University Inter-collegiate Youth Festival organized from 22nd to 24th October 2005 at SKVT College Rajahmundry.
- **Resource Person** in the National Webinar Series on “RESEARCH METHODOLOGY” organised by the place of Higher Learning and Research in collaboration with IQAC, G. S. College of Commerce, Wardha, Maharashtra (2nd November to 7th November 2020).
- **Key Note Speaker** in the International Conference organized by Sri Venkateswara College of Engineering & Technology, Srikakulam, Andhra Pradesh. (17th February, 2018).
- **Resource Person** in the Work Shop on Operations Research Case Studies organised by Department of Commerce and Management Studies, Gayatri College For PG Courses, Srikakulam (28th September 2016)
- **Chairman, Technical Session - II** in the National Conference organized by Aditya Institute of Technology and Management, Tekkali, Andhra Pradesh. (29th – 31st March, 2015).
- **Rapporteur** for the National Seminar on Financial Inclusion organized by Centre for Banking Studies and Research, Dept. of Commerce and Management Studies, Andhra University, Visakhapatnam in Collaboration with Indian Bank’s Association (IBA), Hyderabad Chapter on 25-26 November 2008.

- **Organizing Secretary** for the Prabhandha 2012 – A two day National Management Meet conducted at Dept. of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam on 28th & 29th February 2012.
- **Co-convener** for the Prabhandha 2016 – A two day National Management Meet conducted at Dept. of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam on 4th & 5th March 2016.
- **Co-convener** for the Prabhandha 2020 – A two day National Management Meet conducted at Dept. of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam on 19th & 20th February 2020.
- **Convener** for the Online Workshop on **Rural Entrepreneurship Development** organized by Mahatma Gandhi National Council of Rural Education (MGNCRE), Department of Higher Education, Ministry of Education, Government of India under MoE with College of Arts Commerce, Law & Education, Dr.B.R.Ambedkar University, Srikakulam. (17th September, 2020).
- **Convener** for the International e-Conference on **Exponential Transition of Management Practices and Implications for Sectorial Prosperity** organized by Department of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam. (28th & 29th September, 2020).
- **Organizing Secretary** for the work shop on Effective Group Discussion conducted at Dept. of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam on 29th August 2009.
- **Observer**, Andhra Pradesh State Level Police Recruitment Board (**APSLPRB**) P.C., Preliminary Written Test (PWT), 2018, 2019
- **Coordinator**, Employability Study Center (ESC) for MBA and MCom by APSSDC at Dr.B.R.Ambedkar University, Srikakulam
- Guest Faculty Member for MBA (D.M.) and MBA (Executive), School of Distance Education, Andhra University in the areas of Quantitative Techniques for Management, Operations Research and Production & Operations Management.
- Guest Faculty Member for the Department of Management Studies, Sri Gayatri College of Science and Management, Munsabpet, Srikakulam.
- Guest Faculty Member for the Department of Management Studies, Sri Sivani College of Engineering & Technology, Chilakapalem, Srikakulam.
- Guest Faculty Member for the Department of Management Studies, Sri Venkateswara College of Engineering & Technology, Etcherla, Srikakulam.
- Guest Faculty Member for the Student Orientation Programme on Operations Management at Aditya Global Business School, Kakinada.

ACHIEVEMENTS:

- Honoured with **Meritorious Teacher** award by Dr.B.R.Ambedkar University, Srikakulam in the year 2019.
- Awarded with the **Elite Silver Medal** for the online course of SWAYAM online education in **Operations Research** by NPTEL online Certification funded by the Ministry of HRD, Govt. of India.
- Awarded Certificate of Course Completion of SWAYAM online education in **Business Statistics** by NPTEL online Certification funded by the Ministry of HRD, Govt. of India.
- Online FDP on “**Analytics**” conducted by **IIM Visakhapatnam**. (August 17, 2020 - August 21, 2020).
- FDP on **R Programming** organized by **Andhra Pradesh State Skill Development Corporation (APSSDC)**, Department of Skills Development & Training, Government of Andhra Pradesh, held from 7th Sep 2020 to 5th Oct 2020.
- Received honorarium for the article publication in the Journal of Indira Management Review by Indira Group of Institutions, Pune.
- Received honorarium for the article publication in the Journal of Management & Technology, Greater Noida.
- Received honorarium for the article publication in the Journal of Global Journal of Contemporary Management by Doon Business School, Dehradun.
- Received honorarium for the article publication in the Journal of Srusti Management Review by Srusti Academy of Management, Bhubaneswar, Odisha.

MEMBERSHIP:

- Life Member, The Indian Commerce Association (**ICA**), New Delhi. With Regd. No. **AP303**.
- Life Member, Indian Society of Mathematics and Mathematical Sciences (**ISMAMS**) With Regd. No. **LM/325**.
- Life Member, International Association of Academicians and Researchers (**INAAR**) With Regd. No. **NAAR / 0329**.
- Life Member, International Society for Development and Sustainability (**ISDS**) With Regd. No. **M007917**.
- Member, University level **Anti Ragging Committee** under the chairmanship of Hon’ble Vice Chancellor, Dr.B.R.Ambedkar University, Srikakulam.

- Member, **Organizing Committee**, National Seminar at Dr.B.R.Ambedkar University, Srikakulam.
- Member In-charge, **CPEM** (Center for Promoting Excellence in Management) activities for **MBA** students, Dr.B.R.Ambedkar University, Srikakulam.
- Member, **P.G. Board of Studies**, Dept. of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam.
- Member, **Center for Innovation & Incubation**, Dr.B.R.Ambedkar University, Srikakulam.
- **Associate Editor**, International Journal of Innovative Research and Practices, Srikakulam, Andhra Pradesh, India.
- Member, Forum for Intellectual Academicians and Researchers, Srikakulam, Andhra Pradesh, India.
- Member, **Editorial Advisory Board**, ESRI Journal, Economic & Social Research Institute, Sardarshahar, Churu, Rajasthan, India.
- Member, **Editorial Board**, International Journal of Science and Research.
- Member, **Editorial Board**, Journal of Business Management & Social Sciences Research
- Member, **Editorial Board**, International Journal of Current Research and Modern Education
- Member, **Editorial Board**, International Journal of Research in Social Sciences & Humanities
- Member, **Editorial Board**, International Journal of Professional Studies
- Member, **Editorial Board**, International Journal of Human Resource & Industrial Research
- Member, **Editorial Board**, International Journal of Scientific Research and Modern Education
- Member, **Editorial Board**, International Journal of Transformations in Business Management