

## **Prof. Dr. D. SURYACHANDRA RAO**

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*Prof. Darapureddy Suryachandra Rao is currently holding the position of Director, Rajiv Gandhi University of Knowledge Technologies (IIT), Nuzvid.*

*Prof. Rao is a former Professor in the Department of Business Management, University Campus College, Krishna University, Machilipatnam, Andhra Pradesh and also served as Dean, Faculty of Commerce and Management Studies, Krishna University.*

*Having obtained his B.Com degree in first division from Acharya Nagarjuna University in the year 1987 and secured his Management degree in Business Management at Post Graduate level again in first division from Acharya Nagarjuna University in 1989, he has completed his M.Phil., from Madurai Kamaraj University, Madurai in the year 2002 and Ph.D., from Andhra University, Visakhapatnam in the year 2006.*

*Prof. Rao has 27 years of teaching and research experience and exposure. He was successfully guiding the Scholars towards obtaining Ph.D., and M.Phil. degrees and handling M.B.A., and M.Com. programmes. He was teaching vivaciously wide variety of papers in the areas of Financial Management / Strategic Management / Entrepreneurship Development / Human Resource Management etc. His areas of interest in research include Banking, Insurance, Microfinance, Entrepreneurship and Services marketing. He has published fourteen books and 45 research papers / articles of repute in popular International / National Journals / Magazines. He has actively participated in 41 International / National Conferences / Seminars / Workshops and presented 24 papers. He has organized eighteen National / State level Conferences / Seminars as Seminar Director. Nine research scholars have received their Ph.D., degrees and one research scholar has received his M.Phil., under his supervision. Another two students submitted their thesis for Ph.D. and two students for M. Phil. Degrees. Some more scholars are pursuing their research work under his guidance. He was the Resource Person and Keynote Speaker for several Regional and National Seminars / Workshops and Symposia and Member of several committees constituted by Krishna University. He has successfully completed five Faculty Development Programmes. He is a life member of several prestigious professional bodies such as All India Commerce Association, All India Accounting Association, All India Economic Association, All India Management Association etc. He is Executive Council member of All India Accounting Association, New Delhi.*

*Prof. Rao possesses rich administrative experience and occupied almost all key and policy-making administrative positions in the University structure viz., Vice Chancellor (I/c) of Krishna University (2015-2016), Registrar of Krishna University (2009-2018); Finance Officer of Krishna University (2009-2017); Dean (I/c), College Development Council (2010-2017), Dean, Faculty of Arts, Commerce and Management, Krishna University (2010 till joining the present position); Dean, Faculty of Languages, Fine Arts, Krishna University(2010 till relief); Dean, Faculty of Social Sciences, Krishna University (2010 till relief); and Dean, Faculty of Education, Krishna University(2010 till relief);Chairman, P. G. Board of Studies in Commerce and Management Studies, Krishna University (2010 till relief). He was Controller of Examinations (I/c) (2011-2013), and was Head, Department of Business Management, University Campus College, Krishna University (2009-2013), Programme Coordinator, NSS, Krishna University (2010-2011).*

*He was a key member in several high power committees viz., Convener for the High Power Committee on Reinvigoration of Affiliating System constituted by the Vice-Chancellor, Krishna University; Member, Committee constituted by the University to recommend Academic Regulations and Guidelines for the Research Programs (M.Phil / Ph.D) of Krishna University; Member, ICT Committee constituted by the Vice Chancellor, Krishna University, Member, Committee constituted to formulate Internal Quality Policy of the University; member, Committee constituted by Andhra Pradesh State Council of Higher Education to draft B.Com., (Hons) course structure, curriculum at the state level. Member, Finance Committee, Rajiv Gandhi University of Knowledge Technology (IIIT), Nuzvid.*

*He has received 'Best Teacher Award' for his munificent contribution as an efficient teacher and able researcher from the Government of Andhra Pradesh during year 2012. He was also the recipient of 'Best Teacher' award from Dr. Pattabhi Sitaramayya Kala Peetam, Machilipatnam in the year 2013. Received 'Best Paper Award' for the paper titled "Structural Equation Modeling – An Emerging tool in Social Sciences" presented at AGBA's 15<sup>th</sup> World Congress held at National institute of Development Administration (NIDA), on July 2 – 4, 2018 Bangkok, Thailand. And also received 2018 AGBA Distinguished Scholar Award at AGBA's 15<sup>th</sup> World Congress held at National institute of Development Administration (NIDA), on July 2 – 4, 2018 Bangkok, Thailand.*

*He is a member of Academic Senate of various Universities such as AcharyaNagarjuna University, Nagarjuna Nagar, Guntur; Andhra Pradesh; Mahatma Gandhi University, Nalgonda, Telangana State; AdikaviNannaya University, Rajahmundry, Andhra Pradesh and Krishna University, Machilipatnam, Andhra Pradesh. He played a crucial role in the growth and development of Krishna University since its inception as a member of several statutory bodies such as Monitoring and Development Committee (Executive Council), Planning and Monitoring Board, Academic Senate, Building Committee of Krishna University, Internal Quality Assurance Cell, Sports Board, Central Purchase Committee, Youth Festival Committees.*

*Peer team member for the National Assessment and Accreditation Council. Member, University Grants Commission (UGC) Expert Committee, Convener, State level Expert Committee to draft B.Com., BBA., B.Com (Hons.), B.Sc (H&HA) Course Structure and Syllabus for all the Universities in the State of A.P. constituted by Andhra Pradesh State Council of Higher Education (APSCHE).*

*As an acclaimed academician, he has contributed vigorously for the growth and development of several academic institutions as a member of Governing Council/body, Academic Councils and Boards of Studies. He has received appreciation from all corners for his indomitable administrative excellence and pedagogical skills including the Chairman of Andhra Pradesh State Council of Higher Education, Hyderabad.*

*With a successful and fulfilling background, he took over the reigns of the present position to prove his mettle.*

***D.Suryachandra Rao***

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