



# ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY  
(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)  
Rajampet, Annamayya District, A.P – 516126, INDIA

## Faculty Profile

### Basic Information:

NAME : Dr. P. Krishna Moorthy  
DESIGNATION : Professor  
DEPARTMENT: MBA  
DATE OF BIRTH : 15/04/1962  
DATE OF JOINING : 07/07/25  
EMAIL ID : drkmurthy.aits@gmail.com  
EMPLOYEE ID: :2195



### Academic Profile:

| Qualification           | Name of the Board/University                 | YEAR |
|-------------------------|----------------------------------------------|------|
| Ph.D                    | S V University, Tirupathi                    | 2007 |
| MBA                     | Maharishi Institute of Management, Bangalore | 1999 |
| MA (English Literature) | S V University, Tirupathi                    | 1989 |

### Research Details:

|                                        |                        |                                                                                                                                                                                                      |
|----------------------------------------|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Areas of Specialization             | :                      | Human Resources and Marketing                                                                                                                                                                        |
| 2. No. of Publications                 | :                      | 9 Books                                                                                                                                                                                              |
| 3. Awards Received                     | :                      | ----                                                                                                                                                                                                 |
| 4. Research Guidance                   |                        |                                                                                                                                                                                                      |
|                                        | No. of PhD Guided:     | 02                                                                                                                                                                                                   |
|                                        | No. of MBAs' Guided:   | 243                                                                                                                                                                                                  |
|                                        | No. of B.Tech. Guided: | -----                                                                                                                                                                                                |
| 5. Details of Professional Membership: |                        |                                                                                                                                                                                                      |
| 6. Subjects Taught                     | :                      | 1). Strategic Management<br>2). Human Resource Management<br>3). Marketing Management<br>4). International Business Management<br>5). Change Management<br>6) Organizational Behavior and Leadership |



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## Publication Details:(Books and Journals)

| Title                                                                                                                       | Publisher                                                                                                | Published Year |
|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------|
| 1. Missing Links in HRM and HRD, ISBN 978-81-8370-362-8.                                                                    | Akansha Publishing House, New Delhi                                                                      | 2013           |
| 2. Strategic Marketing, ISBN 978-81-8370-343-7.                                                                             | Akansha Publishing House, New Delhi                                                                      | 2013           |
| 3. Change Management in Civil Society Organizations, ISBN 978-81-8370-268-3.                                                | Akansha Publishing House, New Delhi                                                                      | 2011           |
| 4. Adoption of Basic Factors for Rural-Urban Development, ISBN 978-81-8370-264-5.                                           | Akansha Publishing House, New Delhi                                                                      | 2011           |
| 5. Strategies for Developing Women Entrepreneurship, ISBN 978-81-8370-225-6.                                                | Akansha Publishing House, New Delhi                                                                      | 2011           |
| 6. Guidelines for Building Leadership , ISBN 978-81-8370-208-9.                                                             | Akansha Publishing House, New Delhi                                                                      | 2010           |
| 7. Training Methods Focusing on Industrial Safety, ISBN 978-81-8370-140                                                     | Akansha Publishing House, New Delhi                                                                      | 2008           |
| 8. HRD in Government and Private Sector : A Comparative Perspective (PhD Thesis), ISBN 978-81-8370-151-8.                   | Akansha Publishing House, New Delhi                                                                      | 2008           |
| 9. Empowerment of Women through Entrepreneurship(Reference Volume), ISBN 81-261-3117-9.                                     | Anmol Publications, New Delhi                                                                            | 2007           |
| 10. Marketing Analytics and consumer behaviour through AI                                                                   | Future Learning with AI<br>ISBN: 978-93-343-6588-7                                                       | 2025           |
| 11. Assessment of Demand for Digital Financial Services Post Covid-19 Pandemic in Ethiopia                                  | International academic Multi-Disciplinary conference and Journal (IAMDC-Dec'2020)- Grand Baie, Mauritius | 2020           |
| 12. Measuring the customer-based Brand equity in Rural Andhra Pradesh: An Empirical Approach with Special Reference to FMCG | TEST Engineering and Management                                                                          | 2020           |



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|    |                                                                                                                                            |                                                                                 |      |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|------|
| 13 | A Study on Grievance Handling Mechanism with Reference to Vijaya Diary, Nellore                                                            | TEST Engineering and Management                                                 | 2021 |
| 14 | A Study on Cash Flow Statement Towards Groma Infrastructure Limited Hyderabad. Journal of Engineering Technologies and Innovative Research | Journal of Engineering Technologies and Innovative Research                     | 2019 |
| 15 | Growth and Development of Financial Derivatives in India                                                                                   | International Journal of Management, Technology and Engineering                 | 2019 |
| 16 | An empirical Study on Mutual Fund Performance With reference to SBI Associate Banks                                                        | Journal of Engineering Technologies and Innovative Research                     | 2019 |
| 17 | A study on Consumer Perception of Digital Payments Towards Fino Payments Bank                                                              | International Journal of Management, Technology And Engineering                 | 2019 |
| 18 | A Study on Customer Purchase Behaviour Towards Nerolac Paints In Kadapa Region,                                                            | Global Journal of Engineering Science and Research                              | 2018 |
| 19 | An Empirical Analysis towards an Efficient Shopping Mechanism for M- Commerce”                                                             | International Journal of Research And Analytical Review                         | 2018 |
| 20 | A study on Capital Structure Influence on Firm’s Growth and Profitability with Reference to Bharathi Cements,Tadipathri.                   | International Journal of Research                                               | 2018 |
| 21 | “Employee Engagement and Management Action with Reference to Harun Flour Factory, Addis Abeba ,Ethiopia                                    | International Journal of Organizational Behavior                                | 2018 |
| 22 | Vision and Initiative on Part of Human Factor Contributing to Entrepreneurial Development and Success                                      | International Journal of Entrepreneurship and Business Environment Perspectives | 2018 |
| 23 | Participation of Women in Socio Economic Development: Selected cases of Somali Regional State, Ethiopia                                    | Splint International Journal of Professionals                                   | 2016 |
| 24 | Micro Finance in Empowerment of Women: An Empirical Study in Somali Regional state, Ethiopia                                               | International Journal of Retailing and Rural Business Perspectives,             | 2016 |



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|                                                                                                                                                                               |                                                                         |      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|------|
| 25 HRD Practices in Government Enterprises in Ethiopia with Special Reference to TVET Colleges, Ethiopia.                                                                     | International Journal of Management and Research                        | 2016 |
| 26 Convergence of Financial Services: paradigm shift in Business Models                                                                                                       | International Journal of Ethics in Engineering and Management Education | 2015 |
| 27 Empowering the poor through Self Help Group Approach: Case studies of Hawassa and Dilla, Ethiopia” International Journal of Ethics in Engineering and Management Education | International Journal of Ethics in Engineering and Management Education | 2014 |
| 28 Training and its impact on employees in SMEs with special reference to Dilla town and surroundings in Ethiopia                                                             | The Indian Journal of Management                                        | 2014 |
| 29 HRD - The Basic Factor of Success in any Organization; A Case Study of Commercial Bank of Ethiopia.                                                                        | International Journal of Global Management (IJGM)                       | 2013 |
| 30 Assessing the effect of BPR on Organizational Performance; A Case Study of Bureau of Finance and Economic Development, Oromiya Regional State, Ethiopia.                   | Researchers World                                                       | 2013 |
| 31 Branded Apparel Penetration Beyond Metros”, Emerging trends in Retail Industry, Paramount Publications, ISBN: 978-81-9215-795-5.                                           | Paramount Publications, ISBN: 978-81-9215-795-5.                        | 2009 |
| 32 Impact of Retail Sales Promotion on Buying Behaviour of Customers: An Empirical Study, Changing Business Practices in 21 <sup>st</sup> Century.                            | Himalaya Publications ISBN: 978-93-5051-334-7.                          | 2009 |
| 33 Role of Human Relations in Technological Change                                                                                                                            | The Journal of Training and Development(Jaipur)                         | 2004 |
| 34 Dynamics of Change in Organizational Development                                                                                                                           | Indian Journal of Training and Development (New Delhi)                  | 2002 |

## Patent Details:

| Title of Patent                                                                   | Submitted/Published/Awarded |
|-----------------------------------------------------------------------------------|-----------------------------|
| Strategic Buyer-Seller Interaction System for Real-Time Promotion and Transaction | Published on 1/8/25         |