

## A brief on Dr. P. Krishna Moorthy



<b>Name:</b>	<b>Dr. P. Krishna Moorthy</b>
<b>Qualifications:</b>	Ph. D, MBA, M.A, B. Ed., PGDRD
<b>Experience:</b>	29 Years of Teaching, Training and Research
<b>Research Supervisor for:</b>	2 Ph. Ds'(Presently undergoing)
<b>Present Designation &amp; Affiliation:</b>	<b>Professor &amp; Head of Business Administration</b>
<b>Correspondence Address:</b>	Dr. P. Krishna Moorthy Professor & Head of Business Administration, AITS(Autonomous), Rajampet, New Boyanapalli, Kadapa(dist),Andhra Pradesh- 516126
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<b>Professional Experience</b>	<p>2018 - Presently Working as a <b>Professor &amp; HOD in Business Administration</b></p> <p>2014 – 2018 Worked as a <b>Professor in Management, Jigjiga University, Ethiopia</b></p> <p>2010-2014 Worked as a <b>Professor in Management, Dilla university, Dilla, Ethiopia</b></p> <p>2006 – 2010 Worked as a <b>Professor &amp; Head of the Department for MBA in Annamacharya Institute of Technology &amp; Sciences, Affiliated to JNTU, Hyderabad.</b></p> <p>2005 – 2006 Worked as an <b>Associate Professor in Madanapalle Institute of Technology, Madanapalle</b></p> <p>2002 -2005 Worked as a <b>Training &amp; Research Associate</b> at Dr. MCR HRD Institute of Andhra Pradesh, Which is a Prime Nodal Training&amp; Research Center in Hyderabad(South India)</p> <p>1999 – 2002 Worked as a <b>Faculty in TIME – The Management Institute, Tirupati</b>, for a period of two years and Nine Months.</p>

<b>Subjects of Expertise</b>	<ol style="list-style-type: none"> <li>1) HRM and HRD</li> <li>2) Leadership and Change Management</li> <li>3) Women Entrepreneurship and Empowerment</li> <li>4) Training and Development</li> <li>5) Organizational Behavior</li> <li>6) Marketing Management</li> </ol>
<b>Details of Research Papers / Articles Published in Journals</b>	<ol style="list-style-type: none"> <li>1. <b>P. Krishna Moorthy</b>, Pradeep Kumar, PerwaysAlam “Vision and Initiative on Part of Human Factor Contributing to Entrepreneurial Development and Success” International Journal of Entrepreneurship and Business Environment Perspectives, Volume 7, issue January-March 2018.</li> <li>2. <b>P. Krishna Moorthy</b>, PerwaysAlam “Participation of Women in Socio Economic Development: Selected cases of Somali Regional State, Ethiopia” Splint International Journal of Professionals, volume-III, issue-12, December-2016.</li> <li>3. PerwaysAlam, <b>P. Krishna Moorthy</b> “Micro Finance in Empowerment of Women: An Empirical Study in Somali Regional state, Ethiopia” International Journal of Retailing and Rural Business Perspectives, volume-6, Number-1, Jan-March2017.</li> <li>4. Alex SisayAzmeraye, <b>P. Krishna Moorthy</b>, “HRD Practices in Government Enterprises in Ethiopia with Special Reference to TVET Colleges, Jijjiga” International Journal of Management and Research, Volume:4, Issue:8, August2016, ISSN:2321-1709.</li> <li>5. <b>P. Krishna Moorthy</b>, R, VekateswaraRao “Convergence of Financial Services: paradigm shift in Business Models” International Journal of Ethics in Engineering and Management Education, volume 1,issue 5,May 2014,ISSN: 2348-4748.</li> <li>6. <b>P. Krishna Moorthy</b>, Y. JagannadhaRao, “Empowering the poor through Self Help Group Approach: Case studies of Hawassa and Dilla Ethiopia” International Journal of Ethics in Engineering and Management Education, volume 1,issue 4, April2014, ISSN: 2348-4748.</li> <li>7. <b>P. Krishna Moorthy</b>, Y. JagannadhaRao, “Training and its impact on employees in SMEs with special reference to Dilla town and surroundings in Ethiopia” The Indian Journal of Management, Volume7, issue1, Jan-June2014,ISSN-0975-055X.</li> <li>8. <b>P.KrishnaMoorthy</b>, Ato. BerhanuBelaynehBeyene, “HRD – The Basic Factor of Success in any Organization; A Case Study of Commercial Bank of Ethiopia”, International Journal of Global Management (IJGM) Vol-4, Issue-I, August -20013, ISSN-0975-8291.</li> <li>9. <b>P. Krishna Moorthy</b>, A.S.Kannan, “Dynamics of Change Management- Empirical Evidence from Ethiopian Banking Sector,</li> </ol>

	<p>Innovative Management Strategies(Proceedings of a National Conference), March,2013</p> <p>10. DeguSetegn, Matiwos Ensermu, <b>P.KrishnaMoorthy</b>, “ Assessing the effect of BPR on Organizational Performance; A Case Study of Bureau of Finance and Economic Development, Oromiya Regional State, Ethiopia” Researchers World, Volume-4, Issue –I, January - 2013, ISSN-2231-4172, E-ISSN:2229-4686.</p> <p>11. Suneel, <b>P.KrishnaMoorthy</b>, “Branded Apparel Penetration Beyond Metros”, Emerging trends in Retail Industry, Paramount Publications, ISBN:978-81-9215-795-5.</p> <p>12. Suneel, <b>P.KrishnaMoorthy</b>, “Impact of Retail Sales Promotion on Buying Behaviour of Customers: An Emperical Study, Changing Business Practices in 21<sup>st</sup> Century, Himalaya Publications, ISBN: 978-93-5051-334-7.</p> <p>13. <b>P.Krishna Moorthy</b>, “Role of Human Relations in Technological Change”, ASTI Journal of Training and Development (Jaipur), Jan-</p> <p>14. <b>P.KrishnaMoorthy</b>, “ Dynamics of Change in Organizational Development”, Indian Journal of Training and Development (New Delhi), October:2002.</p> <p>15. <b>P.Krishna Moorthy</b>, Human Factor Behind Entrepreneurial Initiative and Success, Entrepreneurship Management Institute (Jaipur), Quarterly Oct-Dec – 2002.</p>
<p><b>Details of Books Published</b></p>	<ol style="list-style-type: none"> <li>1. Women Empowerment through Entrepreneurship (2007) (Joint Authored).</li> <li>2. Training Methods Focusing On Industrial Safety (2008) (Joint Authored).</li> <li>3. HRD In Government And Private Sectors-A Comparative Perspective ( Ph.D Thesis, Research Based) (2008).</li> <li>4. Guidelines for Building Leadership (In Reference To public Sector Units, Research Based) (2010) (Joint Authored).</li> <li>5. Strategies for Developing Women Entrepreneurship (2010) (Joint Authored).</li> <li>6. Change Management – In Civil Society Organizations (2011) (Joint Authored).</li> <li>7. Adoption Of Basic Factors For Rural – Urban Development (2011) (Joint Authored).</li> <li>8. Strategic Marketing(2013) (joint Authored)</li> <li>9. Missing Links in HRM/HRD(2013) (Joint Authored)</li> </ol> <p><b>(All Books have ISBN numbers and they are on <a href="http://www.amazon.in">www.amazon.in</a>)</b></p>