

CURRICULUM VITAE OF Y.S. KIRANMAYI

NAME : Y. S. KIRANMAYI

OFFICE ADDRESS : Prof. Y. S. Kiranmayi (Retd.)
Adjunct Professor
Department of Business Management
Dr. B. R. Ambedkar Open University
Prof. G. Ram Reddy Marg, Road No. 46,
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RESIDENTIAL ADDRESS : Flat No.308, Temple View Residency
H.No.6-2-10, Lakdi-Ka-Pool
Hyderabad –500 004
Ph.No.66623350

DATE OF BIRTH : 10.08.1959

MARITAL STATUS : MARRIED

NATIONALITY : INDIAN

LANGUAGES KNOWN : ENGLISH & TELUGU

ACADEMIC QUALIFICATIONS : M.Com (from Nagarjuna University in 1982)
Ph.D. on “Management of Universities in India -
A Case Study of Nagarjuna University”
(from Nagarjuna University, 1990).

AREAS OF INTEREST : General Management
Human Resource Management
Educational Administration
Income Tax
Banking

TEACHING EXPERIENCE : 34 years at PG Level

RESEARCH EXPERIENCE : 5 Years

- Received Ph.D., from Acharya Nagarjuna University in 1990.

- Worked as Senior Research Investigator in a Research Project titled “State Level Public Enterprises - A Study on the Problems of Financial Management”.

TOTAL TEACHING & RESEARCH EXPERIENCE : 39 years

DETAILS OF WORK EXPERIENCE :

- Working as Adjunct Professor, Department of Business Management, Dr. B. R. Ambedkar Open University from 13th January 2022 till date.
- Worked as Senior Advisor, Department of Business Management, Dr. B. R. Ambedkar Open University from 26th November, 2019 till 12th January 2022.
- **Worked as Professor in the Department of Business Management, Dr. B.R. Ambedkar Open University from 30.09.2000 till 31.08.2019 (till superannuation).**
- Worked as Associate Professor in the Department of Business Management, Dr. B.R. Ambedkar Open University from 12.03.1992 to 29.09.2000.
- Worked as Lecturer in the Department of Commerce & Business Administration, Nagarjuna University, from 18.08.1988 to 11.03.1992.

ADMINISTRATIVE EXPERIENCE:

- Worked as Head, Department of Business Management, Dr. B.R. Ambedkar Open University from June, 1993 to February, 2001.
- Worked as Head, Department of Business Management, Dr. B.R. Ambedkar Open University from June, 2002 to March, 2004.
- Worked as Dean, Faculty of Commerce, Dr. B.R. Ambedkar Open University from 1st March, 2001 to 8th March, 2004.
- Worked as Head, Department of Business Management, Dr. B.R. Ambedkar Open University from 11th October, 2004 to 8th May 2006.
- Worked as Dean, Faculty of Commerce, Dr. B.R. Ambedkar Open University from 7th October 2005 to 14th February 2008.
- Worked as Director, Students Services Branch, Dr. B.R. Ambedkar Open University from 8th February 2008 to 12th July 2012.
- Worked as Controller of Examinations, Dr. B.R. Ambedkar Open University from 13th July 2012 to 10th July 2013.
- Worked as Head, Department of Business Management, Dr. B.R. Ambedkar Open University from 1st July 2013 to 31.08.2019 (till superannuation).

- Worked as Dean, Faculty of Commerce, Dr. B.R. Ambedkar Open University from 1st March 2016 to 11th November 2016.
- Worked as Director, Centre for Internal Quality Assurance & UGC – DEB Affairs, Dr. B.R. Ambedkar Open University from 4th November 2016 to 31.03.2017.
- Worked as Director, Academic, Dr. B.R. Ambedkar Open University from 1st April, 2017 to 26th August, 2018.
- Worked as In-Charge, Library, Dr. B. R. Ambedkar Open University from 1st April, 2017 to 26th August, 2018.
- Worked as of Dean (In-Charge), Faculty Education, Dr. B. R. Ambedkar Open University from 1st April, 2017 to 26th August, 2018.
- Worked as Librarian (In-Charge), Dr. B. R. Ambedkar Open University from 1st April, 2017 to 7th October, 2017 and 2nd January, 2018 to 18th February, 2018.
- Worked as Dean, Faculty of Commerce, Dr. B.R. Ambedkar Open University from 26th August 2018 to 31.08.2019 (till superannuation).

OTHER ACADEMIC ACTIVITIES:

- Acted as Director for a Seminar organized by the Faculty of Commerce of Dr. B.R. Ambedkar Open University on “Commerce & Management Education through Distance Mode” in July, 2002.
- Acted as one of the Organizing Committee member for a Seminar organized by the Faculty of Commerce of Dr. B.R. Ambedkar Open University on “Financial Services in India” in March, 1997.
- Written and revised materials of various courses in B.Com., M.Com. and MBA Programmes.
- Produced number of Tele-Lessons and Radio Lessons of Dr. B.R. Ambedkar Open University
- Participated and organized number of Tele-Conferences and also Radio Phone-in-Programmes on various topics
- Acted as Member of Board of Studies of PB Siddhartha College, Vijayawada
- Acted as Member of Board of Studies of St. Ann’s College, Hyderabad

- Former Member, Board of Studies, Department of Business Management, Sri Padmavati Mahila University, Tirupati.
- Guest Faculty for various Institutes and Universities
- One of the course writers of the Income Tax course material of M.Com. Programme (distance mode) of Nagarjuna University.
- One of the course writers of the Income Tax & Auditing course material of B.Com. Programme (distance mode) of Nagarjuna University.
- One of the course writers of the Organizational behaviour and HRM courses of M.Com. Programme (distance mode) of Osmania University.
- Acted as one of the Expert Committee members for the finalization of Commerce (Income Tax) Terminology Dictionary of Telugu Academy.
- Life member in Indian Distance Education Association, Indian Accounting Association & Telangana State Commerce Teachers Association.
- Research Supervisor for M.Phil. & Ph.D. students
- Guided MBA students for their project works.

NO. OF COURSES EDITED/ WRITTEN / CO-ORDINATED (BRAOU):

- (a) Editor: 01 & Associate Editor: 30 (Approx.)
- (b) Writer: 05
- (c) Coordinator: More than 50 Courses

BOOKS PUBLISHED: 26

1. Y.S. Kiranmayi, "Management of Higher Education in India", Classical Publishing Company, New Delhi, 1989.
2. Y.S. Kiranmayi & G. Prasad, "Income Tax" (in Telugu), Jai Bharat Publishers & Distributors, Guntur, 1989 (Revising the Book every year till the syllabus is changed).
3. G. Prasad, K.V. Rao, & Y.S. Kiranmayi, "Business Organization and Management" (in Telugu), Jai Bharat Publishers & Distributors, Guntur, 1989 (1991 revised).
4. Practical Income Tax (in Telugu), Jai Bharat publishers & Distributors, Guntur 1990.
5. Y.S. Kiranmayi & G. Prasad, "Vaaniya Sastram" (Commerce) (for I Year Intermediate), Jai Bharat Publishers & Distributors, Guntur, 1992 (Revised in 2001).
6. G. Prasad, K.V. Rao, & Y.S. Kiranmayi, Industrial Organization and Management (in Telugu), Jai Bharat Publishers & Distributors, Guntur, 1993 (Revised in 2001).
7. Contributed an Article titled "Project Management as a Technique of Corporate

- Efficiency” to a Book on “Master Pieces of Management Thoughts”, Ed. by B.L.Mathur, Arihant Publishing House, Jaipur, 1993.
8. Contributed an Article titled “Leasing Industry: Problems and Prospects” (Y.S. Kiranmayi & G. Prasad) to a book on “Lease Financing in India” edited by V. Nagaraja Naidu, A Sudhakar and E. Chandraiah, Delta Publishing House, Hyderabad,1995.
 9. K.V. Rao, Y.S. Kiranmayi & V. Chandraiah,”Banking : Theory and Practice” (in Telugu), Jai Bharat Publishers & Distributors, Guntur, 1995.
 10. Y.S. Kiranmayi & P. Rani, “Vaaniya Sastram” (Commerce) (for II Year Intermediate), Jai Bharat Publishers & Distributors, Guntur, 1996.
 11. Practical Income Tax (in English), Jai Bharat Publishers & Distributors, Guntur, 1999
 12. Y.S. Kiranmayi & P. Rani , “Elements of Commerce” (for II Year Intermediate), Jai Bharat Publishers & Distributors, Guntur,1999.
 13. G. Prasad & Y.S. Kiranmayi, “Banking & Vitta Vyavashalu” (Banking & Financial Institutions) (for B.Com. students), Jai Bharat Publishers & Distributors, Guntur 2001.
 14. Y. S. Kiranmayi, “Income Tax” (for B.Com. students), Jai Bharat Publishers & Distributors, Guntur, 2001 (Revising every year).
 15. G. Prasad & Y.S. Kiranmayi, “Vithha Sevalu : Banking & Bheema” (Financial Services : Banking & Insurance) (for B.Com Students), Jai Bharat Publishers & Distributors, Guntur, 2009 (Revised Edition in 2010).
 16. G. Prasad & Y.S. Kiranmayi, “Vyaapaara Vyavastha, Nirvahana”, (Business Organization & Management) (for B.Com Students), Jai Bharat Publishers & Distributors, Guntur, 2009.
 17. G. Prasad, Y.S. Kiranmayi, & C.D. Balaji, “ Business Organization & Management” (for B.Com Students), Jai Bharat Publishers & Distributors, Guntur, 2009 (Second Edition in 2010).
 18. Y.S. Kiranmayi & P. Rani, “Elements of Commerce” (for Sr. Intermediate Students), Jai Bharat Publishers & Distributors, Guntur, 2010.
 19. Y.S. Kiranmayi & P.Rani, “Vaaniyasastram” (Commerce) (Part II) (for Sr. Intermediate Students), Jai Bharat Publishers & Distributors, Guntur, 2010.
 20. Y.S. Kiranmayi, “Taxation” (in Telugu for B. Com. Students), Jai Bharat Publishers & Distributors, Guntur, 2011 (Revising every year).
 21. Prof. Y. S. Kiranmayi & P. Vasantha Kumari, “Impact of Gender and Class of Study on Management Attitude among Undergraduate Students”, an article published in a Book titled “New Trends in Business Management”, M. Sandra Kirthy & R. Jubez

- (Editors), (P. Nos. 27 – 44), Zenon Academic Publishing, Hyderabad, 2013 (ISBN: 978-93-85886-14-0).
22. Y. S. Kiranmayi & A. Uttama Durga Devi, “Banking : Theory & Practice”, Jai Bharat Publishers, Guntur, 2016.
 23. Y.S. Kiranmayi & Ch. Narayana Rao, “Income Tax”, Jai Bharat Publishers, 2022 (ISBN: 978-81-920608-9-4).
 24. G. Prasad & Y.S. Kiranmayi, “Vyapara Vyavastha” (1st Ed. 2018), Jai Bharat Publishers (ISBN: 978-81-920608-9-1).
 25. Y.S. Kiranmayi & A. Uttama Durga Devi, “Banking: Theory & Practice”, (1st Ed. 2018 & 2nd Ed. 2019), Jai Bharat Publishers (ISBN: 978-81-920608-5-7).
 26. Y.S. Kiranmayi, “Business Organization & Management” (1st Ed. 2018 & 4th Ed. 2022), Jai Bharat Publishers (ISBN: 978-81-920608-1-2).

TOTAL NO. OF ARTICLES PUBLISHED: 13 Articles*

1. Scientific Management Absent, **The Hindu**, 16 04.1985.
2. Industrial Sickness Bill: An Assessment, **Chartered Secretary**, September, 1987.
3. Need for Scientific Management of Universities in India, **University News**, 16th November, 1986.
4. Market Prospects in Sandi Arabia, **Indian Journal of Marketing**, December, 1986.
5. Management of Universities in India, **Indian Journal of Public Administration**, October-December, 1986.
6. Can Universities Continue to Relegate Financial Administration to the Background?, **Vikalpa**, April - June, 1987.
7. Restructuring Organizational Structure of Universities in India, **University News**, October, 1988.
8. Financial Administration of Universities in India, **Journal of Educational Planning & Administration**, July - October, 1987.
9. Capital Structure and its impact on the viability of Public enterprises in India, **Modern Management**, February - July, 1989.
10. Dr. K. Venkateswara Rao & Prof. Y. S. Kiranmayi, “Innovation in Educational Institutions”, **International Journal of Applied Sciences Marketing Perspectives**, Oct-Dec., 2013, Vol. 2, No.4 (ISSN: 2279-0985 (E) / 2279-0977 (P)).

11. K. Srinivas & Prof. Y. S. Kiranmayi, “Comparison on Environmental and Political Risks in Two Highway Projects” in International Journal of Technology, July-December 2015, Vol. 5 (Issue 2), P. 204-208 (ISSN: 20869614).
12. Prof. Y. S. Kiranmayi & P. Vasantha Kumari, “Impact of Quality of Work Life on the Performance of Administrative Staff, Doctors and Nurses in Hospitals” in International Journal & Magazine of Engineering, Technology, Management and Research, Volume 3, Issue 2, February, 2016 (P. Nos. 427 – 435) (ISSN: 2348-4845).
13. K. Srinivas & Prof. Y. S. Kiranmayi, “Risk Management in Two Infrastructure Projects”, in Construction Management, Mechanization and Environmental Sustainability, Kirti Avishek, Mani Mohan & Gopal Pathak (Editors), White Falcon Publishing, 2017 (ISBN-10 : 9386210851 & ISBN-13 : 978-9386210852).

*Some of the articles are co-authored.

RESEARCH GUIDANCE:

No. of Ph.Ds Awarded:	05
No. of M. Phils Awarded :	01
No. of Ph. D. Scholars (in-progress):	06

SEMINARS /CONFERENCES / WORKSHOPS:

(Including the Seminars for which papers were sent & accepted)

1. Paper titled “Performance Evaluation of State level Public Enterprises in India” accepted for presentation at National Conference on “Privatization of Public Enterprises in India” held at Pondicherry during March 1990.
2. Attended the “Orientation Programme” conducted by the Academic Staff College, Sri Venkateswara University, Tirupati from 21st November 1998.
3. Participated in the International Seminar on “Technical & Vocational Programs through Distance Education” organized by Dr. BRAOU during 23- 25th August 1992.
4. Attended the Seminar on “Economic Reforms and Development in Capital Markets” organized by the Institute of Chartered Financial Analysis of India in September 1992.
5. Paper titled “Problems of Higher Education in India” was accepted for presentation at a National Conference on “Research in Educational Management” held at Mangalore during May 1993.
6. Attended the workshop for MBA Counsellors organized by the Centre for Staff Training and Development (CSTD), Dr. BRAOU, during 15-16th October 1993.

7. Attended the Workshop for Academic Staff on the “Production of Audio Visual Programmes” organized by the CSTD, Dr. BRAOU, during 9-10th November 1993.
8. Paper titled “Entrepreneurship Development among Women: Role of Psychological Factors - A study of the Indian Experience” was accepted for presentation at an International Conference on “Entrepreneurship: The Pursuit of Opportunity” held at Singapore during 7-9th July 1994.
9. Attended the Workshop on “Application of New Technologies in Distance Education” organized by CSTD, Dr. BRAOU during 12-13th July 1994.
10. Attended Symposium on “Women’s Legal Rights” organized by the Women’s Studies Cell, Dr. BRAOU on 17th August 1994.
11. Attended the Workshop on “Quality Assurance in Distance Education” organized by the Evaluation Branch, Dr. BRAOU during 25-26th, November 1994.
12. Attended the Workshop on “User Friendly Material Writing” organized by CSTD, Dr. BRAOU during 30th January to 4th February 1995.
13. Attended the Workshop on “Women and Health Care” organized by Women’s Studies Cell, Dr. BRAOU during 7-8th February 1995.
14. Participated in the National Seminar on Financial Services organized by Faculty of Commerce, Dr. BRAOU during 15-16th March 1997.
15. Presented a paper on “Entrepreneurship among Women” in the National Conference on “Status and Role of Women in Development of India” organized by WD&EC, Dr. BRAOU during 22-23rd March 1997.
16. Participated in the Workshop on “Assignment Evaluation” organized by CSTD, Dr. BRAOU during 1-2nd November 1997.
17. Participated in the Workshop on “Planning and Constructional Design for Inter active Television” organized by the CSTD, Dr. BRAOU, Hyderabad and Commonwealth Educational Media Centre for Asia, New Delhi during 5-9th July 1998.
18. Participated in the Training Program on “Use of Information Technology for Teachers of Distance Education” organized by CSTD, Dr. BRAOU and SETWIN, Hyderabad during August 1999 for three weeks.
19. Participated in the Workshop on “Assignments in Distance Education: Status, Issues and Action Plan” organized by CSTD, Dr. BRAOU, Hyderabad and STRIDE, IGNOU, New Delhi during 26-27th August 1999.
20. Paper titled “Quality Delivery: A case study of Apollo Hospital” was accepted for presentation in the International Conference on “Delivering Service quality: Managerial Challenges for the 21st Century” jointly organized by IIM, Ahmedabad and CSRE, Rensselaer Polytechnic Institute, Tray, New York during 28-29th December, 1999.

21. Presented a Paper on “Women: A Leader and Decision Maker” in the International Women’s Conference on “Women’s Status: Vision and Reality” organized by the trained Nurses Association of India, New Delhi and McMaster University, Canada during 27th February to 3rd March 2000 at New Delhi.
22. Paper titled: ‘Teaching through Electronic Media: Experience of Dr. BRAOU’ has been accepted for presentation in the national Seminar on “Reaching the Unreached through Distance Mode and Open learning system” organized by IDEA at New Delhi during 29-30th April 2000.
23. Paper titled “Learning Management Programme through Distance Mode – A Case Study of Dr. B.R. Ambedkar Open University” has been accepted for presentation in 20th World Conference on Open Learning & Distance Education, Dusseldorf, Germany held from 1st to 5th April, 2001.
24. Participated in a Workshop on “Managing Management Schools” held by XIME, Bangalore in February 2005.
25. Attended 17th Annual Convention of Association of Indian Management Schools (AIMS) held from 28.8.2005 to 30.08.2005 at Hyderabad.
26. Presented a Paper on “ODL in India : Challenges & Strategies” (Co-authored with Dr. I. Anand Pawar, Dr. BRAOU) in International Conference on Open Distance Education : Frontiers, Challenges & Strategies, held by Dr. BRAOU from 23rd to 25th August 2007.
27. Participated in a two-day Workshop on “E-Learning – ‘Moodle’ Software” organized by GRADE, Dr. BRAOU ON 2^{4th} & 25th February 2012.
28. Participated in a two-day Workshop on “E-Learning – ‘Brihaspati’ Software” organized by GRADE, Dr. BRAOU ON 2nd & 3rd March 2012.
29. Paper on “Customer Satisfaction at Dr. B. R. Ambedkar Open University: A Study (With reference to UG Programs) was submitted in IDEA 17th Annual Conference 2012 held at YCMOU from 17th to 19th April, 2012.
30. Participated in the Orientation Course on “e-Content Development and e-Learning Technologies” organized by CSTD, Dr. BRAOU in collaboration with Centre for Development of Advanced Computing (CDAC) for four weeks (organized in different spells during 26th August 2013 to 25th October 2013).
31. Participated in a Workshop on “e-Content Development” organized by Acharya Nagarjuna University, Nagarjuna Nagar, on 13th & 14th February, 2014.
32. Acted as Resource Person in Workshops organized by CSTD, Dr. BRAOU on “Management of Study Centres” at various zonal centres.
33. Participated in a Workshop on “Research Methodology & Research Support” organized by CSTD, Dr. BRAOU from 2nd to 9th December 2014.

34. Presented a Paper on “Comparison on Environmental and Political Risks in Two Highway Projects” (Co-author: K. Srinivas, Asst. Prof., NICMAR, Hyderabad) in an “Industry Academic Conference on Construction Management (IACCM) – 2015” organized by National Institute of Construction Management & Research (**NICMAR – CISC**) **Hyderabad** on 4th & 5th December 2015.
35. Participated in the National Workshop on “Choice Based Credit System in ODL” organized by Dr. BRAOU, Hyderabad, on 28th and 29th July 2016.
36. Participated in the National Symposium on “Spirit of National Movement – Legacy and Relevance” organized by Dr. BRAOU, on 22nd August 2016.
37. Participated in the Seven Day Workshop on “Self-Learning Material (SLM)” organized by CSTD, Dr. BRAOU from 27.01.2017 to 02.02.2017.
38. Presented a Paper on “Risk Assessment for a BOT Highway Project” (Co-author: K. Srinivas, Asst. Prof., NICMAR, Hyderabad) in 2nd International Conference on “Construction, Real Estate, Infrastructure and Project (CRIP) Management” organized by National Institute of Construction Management & Research (**NICMAR**), **Pune**, on 10th & 11th November, 2017.
39. Participated in the one day Training Program on “Digital On-Screen Evaluation” organized by CSTD. Dr. BRAOU on 20th July, 2018.
40. Participated in One Day National Webinar on “Women Entrepreneurship and Role of Start-Ups”, organized by the Faculty of Commerce, BRAOU, Hyderabad on 21st February, 2022 under ‘Vanijya Vahini – A Webinar Series on Contemporary Issues’.
41. Participated in One Day Training on “e-Office Implementation” organized by the Centre for Staff Training and Development (CSTD), BRAOU, Hyderabad on 3rd November, 2022.

WORKSHOPS / SEMINARS ORGANIZED:

While serving as Director, Students Services Branch, organized number of Workshops on various issues relating to Study Centres at different zonal centres in different spells, which are mentioned below:

- Organized a Seminar on Commerce and Management Education through Distance Mode” in August, 2002.
- Organized a National Seminar on “Open Distance Education – Learner Support Services – Role of Media” on 20th & 21st October, 2010.
- Organized a Work shop to the Host Colleges Principals of all Study Centres and RCCs on 16-08-2012 at Dr. BRAOU, Hyderabad on “Study Centre Management”.
- Organized a Work shop to Coordinators and JACTs of RCCs and Study Centres of Warangal zone on 28-06-2012 at RCC, Warangal on “Study Centre Administration”.
- Organized a Work shop to Coordinators and JACTs of RCCs and Study Centres of Tirupati zone on 04-07-2012 at RCC, Tirupati on “Study Centre Administration”.

- Organized a Work shop to Coordinators and JACTs of RCCs and Study Centres of Hyderabad zone on 09-07-2012 at Dr. BRAOU, Hyderabad on “Study Centre Administration”.
- Organized a Work shop to Coordinators and JACTs of RCCs and Study Centres of Visakhapatnam Zone on 27-08-2012 at RCC, Visakhapatnam on “Study Centre Administration”.
- Organized a Work shop to Coordinators and JACTs of RCCs and Study Centres of Vijayawada zone on 28-08-2012 at RCC, Vijayawada on “Study Centre Administration”.

IMPORTANT ADMINISTRATIVE & ACADEMIC ACHIEVEMENTS

- Initiated measures and coordinated the activities relating to launching of M.Com., Bachelor of Hotel Management and Certificate in NGO Management Programs.
- Introduced On-Line Registration to register students for Eligibility Test, 2013 (while serving as Controller of Examinations, Dr. BRAOU).
- Introduced number of administrative reforms while served the University in various capacities.
- Taken active part both in policy issues and implementation-wise in the introduction of CBCS at UG level in the University.
- Restructured the MBA Programme of the University by converting the Programme from year-wise mode to semester-mode, in addition to reducing the duration from the program from 3 years to 2 years.
- Initiated measures to develop In-House Course Material to the entire MBA Programme for the first time in the history of the University.
- Restructured the MBA (Hospital & Health Care Management) Programme of the University by converting the Programme and initiated measures to develop In-House Course Material to the entire MBA (HHCM) Programme for the first time in the history of the University.
- Introduced Credit System at PG Level with MBA (HHCM) Program for the first time in the University.
- Introduced new area of specialization relating to Operations Management in MBA, in addition to Finance, Marketing and HR areas.

AWARDS RECEIVED:

Recipient of the “**Award to Meritorious Teachers, 2014**” conferred by the Higher Education Department, Government of Telangana, for rendering distinguished services as a teacher.

OTHER INFORMATION:

- Honored with” Certificate of Appreciation” in recognition of the services rendered in the field of Education by Lions Clubs International on 7th March 2004.
- Nominated as a Member of the Executive Committee of Alumni Association of Acharya Nagarjuna University, Andhra Pradesh for a period of one year (2022-23).
