

PROFILE OF PROF V. KRISHNA MOHAN



Dr V. Krishna Mohan is a Professor in the Department of Commerce and Management Studies, Andhra University, Visakhapatnam, having a total teaching experience of 31 years.

He teaches Marketing core and specialization papers to MBA/M.Com Students. He got Master's Degree in both Commerce (M.Com) & Management (MBA) and PhD in Marketing Management from the Andhra University. He did Faculty Development Programme of one year duration in Marketing at Indian Institute of Management – Ahmedabad (1989-90)

He has authored 6 books, contributed several lessons to MBA Distance Education Courses material at Andhra University. He got 67 research papers and research reports as well as guided 45 research students leading to the award of Ph.D. He has organized 6 national level seminars, 3 workshops and 20 training programmes. He got 2 Best Research Papers award—one each at National and International level. He has got two best Research Paper Awards at National level.

He is serving as a member in several university boards of studies and many professional bodies. He nurtured MBA (Retail Management) Course at DCMS of Andhra University with a tie-up of leading Retailing Organizations in India.

He served as Dy. Coordinator of Special Assistance Programme (SAP) Phase-III during the period 1999-2004 (UGC, Delhi). He was Placement Coordinator in DCMS, Andhra University during 2004-08. He served as Member of Central Purchase Committee of AU for 4 years. He served as Joint Director of MBA (Distance Education) Program offered by Andhra University during 2002-2005.

He served in NCC Air-wing and qualified C-Certificate (1978) and represented all-India-Vayu-Sainik Camp held at Bangalore and Pre-RDC Camps at Visakhapatnam and Hyderabad.

Prof. V. Krishnamohan *served as Registrar of Dr B.R.Ambedkar University*, Srikakulam, on deputation, during Sep, 2009 to March, 2016 (**6 ½ years**). As a Registrar, he has initiated several measures in the University for improving academic and administrative systems. It is first state university to introduce bio-metric attendance of teaching and non-teaching staff and campus electronic surveillance including hostels in the year 2011 and Computerization of total examination procedures and payrolls for efficient and effective administration of resources of the university. An integrated-academic block with the financial assistance from UGC for building over 1.20 lakh sq. ft. at an estimated cost of Rs.18.00 Crores under MoU with CPWD is executed. SC Girls hostel is under construction at an estimated cost of Rs.2.86 Crores with the financial assistance by Ministry of Empowerment and Social justice, New Delhi. Based on proposals submitted during his tenure, Government of AP has sanctioned an amount of Rs35.00 Cr towards capital requirement grant for Dr BRAU, Srikakulam.

He has got the *State Best Teacher Award* from the Government of Andhra Pradesh for his excellence in teaching and research, on September 5th 2011