

Bio-Data of
Professor H.VENKATESHWARLU
 Department of Commerce, Osmania University
 Special Officer, OU Centenary Celebrations



Name	Prof. H. VENKATESHWARLU	
Father's Name	Sri H. Venkatramulu	
Date of birth	22-06-1959	
Education	M.Com., M.Phil., Ph.D	
Designation	Professor of Commerce	
Experience	33 years of University Service 23 years as Professor	
Distinctions	Best Teacher Awardee – 2010, Govt. of Andhra Pradesh ICSSR Teacher Fellow, Executive Vice President, ICA	
Administrative Positions	Special Officer, Osmania University Centenary Celebrations Director, PGRR Centre for Distance Education Dean, College Development Council - Coordinator, DRS-II, UGC-SAP - Principal, UCC&BM, OU - Principal, OU PG College, Nalgonda - Dean, Faculty of Commerce, OU - Head, Department of Commerce, OU - Chairman, Board of Studies in Commerce,	2016 2013 – 2016 2013 2005 - 2014 2008 - 2011 2006 - 2008 2004 - 2006 2002 - 2004 2000 - 2002
Place of Birth	Thoguta Mandal – Vemulghat (V), Telangana	
Community	BC-D /OBC	
Communication	Department of Commerce, Osmania University, Hyderabad –7 Mobile : 098482-09660, 040-27097693, 27091591 e-mail : harripuram@gmail.com	
Subject Matter Expert	UGC, AICTE, UPSC	
Specialization	Marketing Management	
Positions	<ul style="list-style-type: none"> • Executive Vice President, Indian Commerce Association • Joint Director, National Akademi of Development 	
Research	20 Ph.Ds 5 M.Phils 6 Ph.Ds guiding	

Research Projects	<ul style="list-style-type: none"> • Working of UPSRTC, UP Taxation Enquiry Committee • Working of Regulated Markets, Planning Commission • Working of Gramodaya Scheme, SBI • Marketing Management in Public Enterprises – ICSSR
Ph.D Examiner	For more than 100 Ph.Ds
Seminars organized	<ul style="list-style-type: none"> • Consumer Protection in India, Osmania University • Entrepreneurship: Emerging Horizons in Collaboration with Indian School of Business, Hyderabad • Marketing Innovations, UGC-SAP, DRS • Emerging Trends in Banking, UGC-SAP, DRS • Retailing: Issues & Perspective, UGC-SAP, DRS
Research papers at International Seminars	<ul style="list-style-type: none"> • International Journal of Arts & Science Conference, Freiburg, Germany, Emerging Issues in Distance Education, 03-06 Dec. 2013 • World Business & Social Science Research Conference, Las Vegas, USA - Benefits of Supply Chain Management Practices - presented on 28th Oct, 2011 • International Scientific Conference on Economic & Social Development - Paris, France • Customer Perceptions Towards Banking Services
Training	<ul style="list-style-type: none"> • Senior Marketing Executives at IPE, Hyderabad • Marketing Directors, North Eastern Council, GOI, Gauhati • Export Marketing for Engineering Products, SISI, Govt. of India • Workshop for Lectures in Commerce, OU • Coordinator, Academic Staff college, OU – Refresher Courses
Lectures Delivered	Delhi University, Mysore University, University of Gulbarga, MG Rohtak University, BR Ambedkar University, Aurangabad, University of Pondicherry, University of Goa, University of Gorakhpur, etc....
International Seminars organized	<ul style="list-style-type: none"> • Contemporary Issues in Business • Emerging Trends in Information Technology in collaboration with Eastern Michigan University, USA
Books Published	<ul style="list-style-type: none"> • Marketing Management in Public Enterprises • Marketing Management • Business Communication & Report Writing • Marketing • Emerging Trends in Banking • Indian Capital Market • International Business & Commerce • Supply Chain Management - Lambert Academic Publishing, Germany, ISBN 978 - 3 8484 2477 1

Editorial Advisor	<ul style="list-style-type: none"> • International Journal of Business Studies
Research Papers	25 in national and international journals
Chairman	<ul style="list-style-type: none"> • Contemporary Issues in Financial Market, All India Commerce Conference, Darbanga • Global Turbulence : Policy Implications, All India Commerce Conference, Mumbai
Memberships	<ul style="list-style-type: none"> • Life & EC Member – Indian Commerce Association • Member, Board of Studies, SMS, IIS University, Jaipur & • School of Management Studies, IGNOU, New Delhi
OU Assignments	<ul style="list-style-type: none"> • Chairman, Administrative Annual Report, 2013 • Member: Innovation Universities, UGC Scheme • Chairman various committees of OU
International Universities visited	<ul style="list-style-type: none"> • Stanford University, USA • Wharton Business School, USA • Princeton University, USA • Sandigo University, USA
<u>International Publications</u>	
<ul style="list-style-type: none"> • International Journal of Arts & Science Conference, Freiburg, Germany, Emerging Issues in Distance Education 03-06 Dec. 2013. • World Business & Social Science Research Conference, Las Vegas, USA, Benefits of Supply Chain Management Practices - presented on 28th Oct, 2011. • International Scientific Conference on Economic & Social Development, Paris, France, Customer Perceptions Towards Banking Services • India & The Global Economy – A Comparative Study in select countries, International Journal of Business Research. 	

Ph.Ds awarded under my supervision

- Ms.Jayashree - Consumer Behaviour
- Mr.G.Srinivasa Rao - Rural Marketing
- Mr.D.Hanumantha Rao - Consumer Protection
- Ms.Swapna Singh - Aqua Marketing
- Mr.Yadagiri Swamy - Banking
- Ms.Jaqueline - Bank Marketing
- Mr. Tukaram - Rural Banking
- Ms. Ranjini - Retailing
- Mr. Rambabu - Working of Self Help Groups
- Mrs. Bhashyam - Consumer Protection
- Mrs. Uma Sailaja - E-Commerce
- Mr.A.Ravi - Supply Chain Management
- Ms.Jacqeline - Consumer Decision Making
- Ms.Anuradha Reddy - CRM Practices in Banking
- Mr. Manoj Varghese - Employee Engagement
- Ms. Sujatha - Consumer Protection
- Mr. Haribabu - Strategic Marketing
- Mr. Ramakrishna - Tourism Marketing
- Mr. Ramachandra Murthy - Consumer Behaviour
- Mr. Pandya Nayak - Customer Relationship Management
- Mr. Mahender - Green Marketing

Ph.Ds working under present supervision

- Mr.K.Shiva Kumar - Behavioural Finance
- Ms.Prasanna - Marketing of Housing Finance
- Mr.K.Srinivas Reddy - Employee Engagement
- Ms. Aparna Reddy - Human Resources
- Mr. Prabhakar -
- Mr. Munishwar -

National Publications

Journal	Title of the Article
<ul style="list-style-type: none"> • Indian Management • Business World • Economic Times • Financial Express • Indian Journal of Marketing • Managerial Psychology • Indian Journal of Marketing • IPE Journal • Economic Times • Indian Management • Financial Express • Business Standard • Financial Express • Indian Journal of Marketing • Indian Journal of Commerce • Indian Journal of Marketing • Business Vision • Indian Journal of Marketing • Osmania Journal of International Business Studies 	<ul style="list-style-type: none"> • What makes a good News Paper? • Zeroing in on the Buyer • Assessing the Rural Market • Assessing the TV Market • Universities - going the Marketing Way • Behavioral Analysis of Consumers • Factors Influencing Consumer Decision Making • Perceptions of Marketing Executives • Product Positioning – A Strategy • Assessing the Cement Market • PE Performance – A Policy Framework • In a Brand Bind • Making Marketing a Success • Assessing the Shampoo Market • FDI in Retailing – A Boon or a Bane ? • Small vs Mall • Retailing Innovations • Product Management – Self Help Groups • Pricing & Promotion Management

International Publications

- India & The Global Economy – A Comparative Study in Select Countries, International Journal of Business Research.
- Customer Perceptions Towards Banking Services, International Scientific Conference on Economic & Social Development, Paris, France
- Benefits of Supply Chain Management Practices, presented at World Business & Social Science Research Conference, Las Vegas, USA, on 28th Oct, 2011.
- Emerging Issues in Distance Education, International Journal of Arts & Science Conference, Freiburg, Germany, 03-06 Dec. 2013.

Articles in Namasthe Telangana

S.No.	Date	Title	Name of Magazine / Newspaper
1.	--	Bangaru Telanganaku Road Map	Namasthe Telangana
2.	17.03.2015	Deshaniki Dikshuchi mana Budget	Namasthe Telangana
3.	02.04.2015	Pattale Kadu Naipunyaalu Kavale	Namasthe Telangana
4.	--	Maanavaabhivrudhi thone Bangaru Telangana	Namasthe Telangana
5.	01.07.2015	Parisramalu Pragathiki Sopanam	Namasthe Telangana
6.	13.09.2015	Abhivrudhi Dishaga	Namasthe Telangana
7.	21.02.2016	Mana Pradhanyalaku Suchika	Namasthe Telangana
8.	23.03.2016	Kotha Rupu Kotha Chupu	Namasthe Telangana
9.	19.06.2016	Anni Shakthulu Kalasi Nadavaale	Namasthe Telangana
10.	14.08.2016	GST Oka Mylu Rayi	Namasthe Telangana
11.	05.07.2017	Oka Pannutho Prayojanalanekam	Namasthe Telangana