

NAME : Dr. P. PREMACHAND BABU

DATE OF BIRTH : 20-07-1958

DESIGNATION : PROFESSOR & Dean, CGP

INSTITUTE IN WHICH : SRI KRISHNADEVARAYA INSTITUTE OF

WORKING MANAGEMENT(SKIM), S.K. UNIVERSITY

ANANTAPUR -515 003

ADDRESS FOR : Prof. P. Premachand Babu, A-9, SKIM QTS.

S.K.UNIVERSITY, ANANTAPUR-515 003, CORRESPONDENCE

> A.P. India. MOBILE: 94404 64419 Email: palagiri21289@yahoo.com

QUALIFICATION : Ph.D. (Organizational Behavior area)

M.Phil., (Organizational Behavior area)

M.Sc. (Industrial and Organization Psychology/

Human Engineering)

M.A. (Political Science)

M.Ed. (Counseling and Guidance)

IR&PM (PG Diploma in Industrial Relations

and Personnel Management)

SPECIAL TRAINING :FDPM (Faculty Development Programme in

Management, at IIM, Ahmedabad)

: IV Rank in M.Sc. (Psychology), S.V.University, **ACADEMIC** 

DISTINCTION Tirupati TEACHING EXPERIENCE: 26 years

Professor - S.K. University, Anantapur

Associate Professor - S.K. Institute of Management Faculty Member - Centre for Organization Develop-

Ment, Madhapur, Hyderabad

Consultancy - Consultancy for Mudra

Communications, Ahmedabad

Researcher - Regular research as well as UGC

Major Research Projects.

EXPERT COMMITTEE

MEMBER

CONDUCTED

: AICTE Visiting Committee Member for MBA Course NCTE Visiting Committee Member for Education.

TRAINING PROGRAMME : Training Programs for Non-Teaching Staff of Acharya Nagarjuna University, Guntur.

Training Programs for Non-Teaching Staff of

S.K. University, Anantapur.

Productivity through people – one-week programme

for Senior Executives and taught in various training Programmes held at Centre for Organization Development, Hyderabad. Conducted a two-day programme for Bank Managers on "Human Relations" along with

internal faculty.

Faculty for Management Development Programmes conducted by SK Institute of



## Management.

SPECIAL TRAINING PROGRAMMES CONDUCTED : 'Emerging Role Identity' for MBA students – off site one week programme

'Goal setting' exercises to MBA students – affiliated

Colleges of S.K. University.

Student Counseling & Guidance sessions – for University and Affiliated College students.

ADMINISTRATIVE EXPERIENCE

: Dean, Carrear Gudience and Placement

(1-03-2016 to date)

Head of the Department, SKIM

S.K.University, Anantapuram(24th June-2015)

Dean, SKU Campus Development

(Mach, 2011 to Feb.2016)

Principal, SKU College of Education

SKUniversity, Anantapur (Sept.2010 to Feb.2011)

Founder Registrar, Yogi Vemana University,

Kadapa

(Dec.2006 to Sept.2008)

Officer, Counseling and Placement Cell

(2005-2006)

Public Relations Officer, S.K. University

(2004-2005)

Faculty of Education Department, S.K. University

(Founder Member of BOS)

Cultural Coordinator, S.K. University

(2003-2004)

Placement In-charge – SKIM, S.K. University

(1996-1999)

Cultural Coordinator - S.K. University

(1997 to 1999)

Vice-President – Parent Teacher Association,

Kendrea Vidyalaya Sangathan, S.K. University

(1997-1999)

Convener, Student Counseling and Employment

Guidance Bureau, S.K. University

(1989 to 1992)

Editorial Board Member - S.K. University News

Letter (1989 to 1992)

Organizing Committee Member of Youth Festivals

(1989 to 1994 and 1995 to 1997)

COMMUNITY SERVICE/ EXTENTION WORK : Facilitator for establishment of SBI Y.V. University Campus. KADAPA

Facilitator for establishment of ATM (SBI)

Y.V. University Campus. KADAPA

Facilitator for establishment of BSNL Cell tower on

Y.V. University Campus, KADAPA

Facilitator for establishment of BSNL Telephone

Exchange on Y.V. University Campus, KADAPA Facilitator for Networking and Stabilization Communication system on Y.V. University Campus (Centrex)

Facilitator for establishment of ATM (Andhra Bank) S.K. University Campus

Facilitator for establishment of BSNL Cell tower on S.K. University Campus.

Facilitator for communication Network Connection On S.K. University Campus(LAN)

Facilitator for Networking and Stabilization Communication system on S.K. University Campus (Centrex)

Facilitator for lying Concrete & Black-top Road on SKIM Complex

Founder member of SKU Campus English Medium School

Member of School Committee both English & Telugu Medium Schools, SKU Campus Member of KVS School establishing Committee Executive Member of Campus Development Forum Ex-President, Nation HRD Network, Anantapur chapter

Member in Total Literacy Programme, Anantapur Facilitated the establishment of the Children's Park on the Campus

Facilitated the Construction of the School Buildings by raising funds

Team Leader for Cultural teams of Janmabhoomi Participated and led Rural Health Campus Consultancy for local Industries of Anantapur A.P. State Level Cultural Festival – Led a team of students and won prizes which include I,II and III in various Cultural events (Feb. 1997) South Zone Youth Festival - led a contingent of 30 students to M.G. University, Kottavam (Dec. 1997) South Zone Youth Festival – led a contingent of 30 students to University of Bangalore (Dec. 1996) South Zone Community singing Festival - led a team of students to University of Kerala (Oct. 1998) South Zone Youth Festival – led a contingent of 30 students to Osmania University, Hyd. (Dec. 1998) Published MBA Placement Brochure in SKIM, SKU Facilitated the Construction of Shopping Complex on the Campus

COURSES ATTENDED/ RESOURCE PERSON/ CONDUCTED : Co-Derector for UGC National seminar on 29-30<sup>th</sup> of Nov. 2015 Chaired, National Conference held at IBM Hyderabad, 25th May, 2012 Chaired, National Conference held at IBM Hyderabad, 23<sup>rd</sup> July, 2008

National Level Orientation Course on Youth Parliament conducted by Ministry of Parliamentary Affairs, Govt. of Inida, New Delhi (Nov.1998)

Fifth National Conference on HRD – held at Krishna

Oberai, Hyderabad (Jan. 1996)

World Bank Project Planning Workshop – for A.P. Forest Department held at Retz Hotel, Hyderabad (Oct.1995) as Co-consultant

Vision 2001 for Vizag Steel Plant – as Co-consultant Seminar cum Orientation Programme for personnel of Institution of elderly – held as S.V. University (June.1993)

XXIX Annual Conference IAAP - held at S.V.

University, Tirupati (Feb. 1992)

National Symposium on aging - held at S.V.

University, Tirupati (April. 1991)

National Seminar on involvement of teachers and students in the National Literacy programme – held at S.K. University, Anantapur (March. 1990)

National Workshop on Futurology – held at S.K.

University, Anantapur (April 1990)

National Seminar on the Psychology of Disabled – held at S.V University, Tirupati (Dec. 1990) Facilitator for

: ALUMNI OF IIM, AHEMADABAD

Member of National HRD Network, Hyderabad

PROJECTS : UGC Major Research Project-1

(Investment Behavior of Institutional and Individual Investors–A study of Policies, Patterns and Practices)

RESEARCH PUBLICATIONS

**MEMBERSHIPS** 

: Articles - 26 Book - 3

Research Guidance – 3 Ph.D. Awarded – 7

**CASES** 

- : 1. Kiran the New Manager OB case
  - 2. Ore Bedding and Blending Plant Modernization case
  - 3. Tonnage Oxygen Plant Modernization case
- 4. Re-rolling Mill Modernization case
- 5. Atmakur Forest Station Project Case (World Bank)

HOBBIES

: Photography Videography Slide Making

Desk Top Printing (DTP)

Gardening Light Music