



# ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY  
(ESTD, UNDER AP PRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)  
Rajampet, Annamayya District, A.P – 516126, INDIA

## Faculty Profile

### Basic Information:

NAME : Dr. P. Krishna Moorthy  
DESIGNATION : Professor  
DEPARTMENT: MBA  
DATE OF BIRTH : 15/04/1962  
DATE OF JOINING : 07/07/25  
EMAIL ID : drkmurthy.aits@gmail.com  
EMPLOYEE ID: :2195



### Academic Profile:

Qualification	Name of the Board/University	YEAR
Ph.D	S V University, Tirupathi	2007
MBA	Maharishi Institute of Management, Bangalore	1999
MA (English Literature)	S V University, Tirupathi	1989

### Research Details:

1. Areas of Specialization	:	Human Resources and Marketing
2. No. of Publications	:	9 Books
3. Awards Received	:	----
4. Research Guidance		
	No. of PhD Guided:	02
	No. of MBAs' Guided:	243
	No. of B.Tech. Guided:	-----
5. Details of Professional Membership:		
6. Subjects Taught	:	1). Strategic Management 2). Human Resource Management 3). Marketing Management 4). International Business Management 5). Change Management 6) Organizational Behavior and Leadership



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## Publication Details:(Books and Journals)

Title	Publisher	Published Year
1. Missing Links in HRM and HRD, ISBN 978-81-8370-362-8.	Akansha Publishing House, New Delhi	2013
2. Strategic Marketing, ISBN 978-81-8370-343-7.	Akansha Publishing House, New Delhi	2013
3. Change Management in Civil Society Organizations, ISBN 978-81-8370-268-3.	Akansha Publishing House, New Delhi	2011
4. Adoption of Basic Factors for Rural-Urban Development, ISBN 978-81-8370-264-5.	Akansha Publishing House, New Delhi	2011
5. Strategies for Developing Women Entrepreneurship, ISBN 978-81-8370-225-6.	Akansha Publishing House, New Delhi	2011
6. Guidelines for Building Leadership , ISBN 978-81-8370-208-9.	Akansha Publishing House, New Delhi	2010
7. Training Methods Focusing on Industrial Safety, ISBN 978-81-8370-140	Akansha Publishing House, New Delhi	2008
8. HRD in Government and Private Sector : A Comparative Perspective (PhD Thesis), ISBN 978-81-8370-151-8.	Akansha Publishing House, New Delhi	2008
9. Empowerment of Women through Entrepreneurship(Reference Volume), ISBN 81-261-3117-9.	Anmol Publications, New Delhi	2007
10. Marketing Analytics and consumer behaviour through AI	Future Learning with AI ISBN: 978-93-343-6588-7	2025
11. Assessment of Demand for Digital Financial Services Post Covid-19 Pandemic in Ethiopia	International academic Multi-Disciplinary conference and Journal (IAMDC-Dec'2020)- Grand Baie, Mauritius	2020
12. Measuring the customer-based Brand equity in Rural Andhra Pradesh: An Empirical Approach with Special Reference to FMCG	TEST Engineering and Management	2020



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13	A Study on Grievance Handling Mechanism with Reference to Vijaya Diary, Nellore	TEST Engineering and Management	2021
14	A Study on Cash Flow Statement Towards Groma Infrastructure Limited Hyderabad. Journal of Engineering Technologies and Innovative Research	Journal of Engineering Technologies and Innovative Research	2019
15	Growth and Development of Financial Derivatives in India	International Journal of Management, Technology and Engineering	2019
16	An empirical Study on Mutual Fund Performance With reference to SBI Associate Banks	Journal of Engineering Technologies and Innovative Research	2019
17	A study on Consumer Perception of Digital Payments Towards Fino Payments Bank	International Journal of Management, Technology And Engineering	2019
18	A Study on Customer Purchase Behaviour Towards Nerolac Paints In Kadapa Region,	Global Journal of Engineering Science and Research	2018
19	An Empirical Analysis towards an Efficient Shopping Mechanism for M- Commerce”	International Journal of Research And Analytical Review	2018
20	A study on Capital Structure Influence on Firm’s Growth and Profitability with Reference to Bharathi Cements,Tadipathri.	International Journal of Research	2018
21	“Employee Engagement and Management Action with Reference to Harun Flour Factory, Addis Abeba ,Ethiopia	International Journal of Organizational Behavior	2018
22	Vision and Initiative on Part of Human Factor Contributing to Entrepreneurial Development and Success	International Journal of Entrepreneurship and Business Environment Perspectives	2018
23	Participation of Women in Socio Economic Development: Selected cases of Somali Regional State, Ethiopia	Splint International Journal of Professionals	2016
24	Micro Finance in Empowerment of Women: An Empirical Study in Somali Regional state, Ethiopia	International Journal of Retailing and Rural Business Perspectives,	2016



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25 HRD Practices in Government Enterprises in Ethiopia with Special Reference to TVET Colleges, Ethiopia.	International Journal of Management and Research	2016
26 Convergence of Financial Services: paradigm shift in Business Models	International Journal of Ethics in Engineering and Management Education	2015
27 Empowering the poor through Self Help Group Approach: Case studies of Hawassa and Dilla, Ethiopia” International Journal of Ethics in Engineering and Management Education	International Journal of Ethics in Engineering and Management Education	2014
28 Training and its impact on employees in SMEs with special reference to Dilla town and surroundings in Ethiopia	The Indian Journal of Management	2014
29 HRD - The Basic Factor of Success in any Organization; A Case Study of Commercial Bank of Ethiopia.	International Journal of Global Management (IJGM)	2013
30 Assessing the effect of BPR on Organizational Performance; A Case Study of Bureau of Finance and Economic Development, Oromiya Regional State, Ethiopia.	Researchers World	2013
31 Branded Apparel Penetration Beyond Metros”, Emerging trends in Retail Industry, Paramount Publications, ISBN: 978-81-9215-795-5.	Paramount Publications, ISBN: 978-81-9215-795-5.	2009
32 Impact of Retail Sales Promotion on Buying Behaviour of Customers: An Empirical Study, Changing Business Practices in 21 <sup>st</sup> Century.	Himalaya Publications ISBN: 978-93-5051-334-7.	2009
33 Role of Human Relations in Technological Change	The Journal of Training and Development(Jaipur)	2004
34 Dynamics of Change in Organizational Development	Indian Journal of Training and Development (New Delhi)	2002

## Patent Details:

Title of Patent	Submitted/Published/Awarded
Strategic Buyer-Seller Interaction System for Real-Time Promotion and Transaction	Published on 1/8/25