

Brief Bio- Data of **Prof. K. VIYYANNA RAO**
Vice-Chancellor i/c, Krishna University

I. Personal Details:

- Born on 17-03-1955 at GHANTASALA, Diviseema, Krishna District – a place of Buddhist importance.
- Belong to a family of craftsmen that make people to be civilized in the society.

II. Academic Record:

- Graduated from Andhra Jateeya Kalasala, Machilipatnam affiliated then to Andhra University.
- Created a record by securing University Second at Graduation and re-written the history of the College.
- Received Merit Scholarship of the Government of India for pursuing Post Graduation.
- Secured First Rank and Gold Medal at P. G. from Nagarjuna University, by clearing every exam at first attempt.

III. Teaching Experience:

- Entered the Teaching Profession immediately after completion of P.G.
- Put up so far more than three decades of teaching experience.
- Attempted many innovations in Teaching.

IV. Research Experience:

- One among the very few to have got Doctorate Degree in the Faculty of Commerce and Management Studies during early eighties.
- Published very widely in various National and International Journals of repute numbering around 110 so far.
- Guided 10 Ph.D.s and 14 M.Phil.s and guiding at present about 15 research scholars for their Degrees.
- Participated and presented papers at various National and International seminars/conference and visited France, Korea, Thailand, USA and Panama in this connection.
- Pioneered research in the field of Public Sector Management and Educational Administration.

V. Administrative Experience:

- Vice-Chancellor i/c, Acharya Nagarjuna University, from 2006-2011 Worked in different capacities at ANU as Financial Advisor, Special Officer (Exams), Dean, College Development Council, Registrar, Rector and In-charge VC.
- Member of the Academic Senate and Executive Council of ANU Chair man, Convener and Member of various Internal Committees Constituted by EC and VC of ANU.
- Initiated several measures to improve upon the University Administration

VI. Distinctions:

- Received Best Teacher Award for the year 2009 from the Govt. of Andhra Pradesh.
- Visiting Fellow of University Grants Commission, New Delhi.
- Received Best paper Award twice from the Institute of Chartered Secretaries of India, New Delhi and twice from ANU.

- On the panel of Experts for Developing Course material for M.Com/MBA and other branches in Management of IGNOU and other Universities.

VII. Initiatives taken on the Academic front:

- a) Curriculum development UG/PG : (i) Course Designer & Author for MBA & M.Com. Courses of IGNOU
(ii) Produced 10 Case Studies for Discussion at MBA classes.
(iii) Editor for various courses in UG/PG at CDE, ANU.
(iv) Author for Textbooks at Telugu Academy at PG level
- b) Innovations in coaching methods: (i) Organised Group Discussions and (Enclose details) Interviews
(ii) Conducted Mock-Parliaments/Vivas
(iii) Teaching based on Book – Reviews
(iv) Implemented Interactive Learning
- c) Preparation of teaching aids, Models, instructional materials etc. (Enclose details) : (i) Developed Self-Instructional material for Teaching
(ii) Prepared lesson Plan and taught Accordingly
(iii) Prepared Power-point Presentations in MS – PP.
(iv) Organised Business News Wall
- d) Contribution to professional growth: of teaching community at the under Graduate as well as Post Graduate Level (i) Organised Seminars/Workshops
(ii) Created awareness among Faculty of the various schemes of funding and Research work of reputed organizations.
(iii) Worked as Secretary of Teachers' Association, ANU.
(iv) Served as Member of various committees constituted by the University/APSCHE
(v) Member of All India Management Association, New Delhi.
(vi) Life Member of All India Commerce Association, New Delhi