

Curriculum Vitae

- **Name** : **Dr. V. Krishna Mohan**
- **Former** : Officer-On-Special Duty (OSD), & Registrar (2019-2023)
Professor of Marketing Management
Department of Commerce & Management Studies,
Andhra University, Visakhapatnam, Andhra Pradesh, India
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1. Professional Summary:

Dr. V. Krishnamohan is an accomplished academician, researcher, and administrator with over **38 years of teaching and research experience** in the field of **Marketing Management and Allied Areas**.

He served as **Officer-On-Special Duty (OSD)** at Andhra University after completing a distinguished tenure as **Registrar of Andhra University (2019-2023)** and **Registrar of Dr. B. R. Ambedkar University-Srikakulam (Sep 2009- March 2016)**

His expertise spans **teaching, research, academic administration, curriculum development, and institutional leadership**.

Over the years, he has:

- ✓ Authored **17 books** on Marketing, Management & Allied areas
- ✓ Published over **98 research papers** in reputed **UGC Care and Scopus-indexed journals**
- ✓ Successfully guided **67 Ph.D. and M.Phil. Research Scholars**
- ✓ Organized **6 national seminars, 4 workshops, and conducted 21 training programs**
- ✓ Served as a **Keynote Speaker, Lead Discussant, Guest of honour and Technical Session Chair in 144+ National and International Conferences/Seminars/Workshops**

His **significant contributions** include developing the **MBA (Retail Management) Program**, establishing the **Andhra University School of International Business (AUSIB) in 2019**, and launching the **Integrated BBA-MBA (5-Year) Program**.

2. Academic Qualifications:

- **Ph.D. in Marketing Management** – Andhra University
 - **Master of Commerce (M.Com)** – Andhra University
 - **Master of Business Administration (MBA)** – Andhra University
 - **Bachelor of Commerce (B.Com)** Mrs AVN College, affiliated to Andhra University
 - **Faculty Development Programme (FDPM)** – **Indian Institute of Management, Ahmedabad (1989-90)**
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3. Academic Achievements:

- ✓ **Rank-holder** in both **Graduation and Post-Graduation**
 - ✓ Awarded **National Merit Scholarship** for Academic Excellence
 - ✓ **NCC Air-Wing Cadet (1978)** – Qualified **B-Certificate & C-Certificate**
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3. Professional Experience

A) Previous Administrative Roles:

- ☐ **Former Officer-On-Special Duty (OSD)**, Andhra University (*October 2023- June 2024*)
- ☐ **Professor of Marketing Management**, Department of Commerce & Management Studies, Andhra University
- ☐ **Registrar**, Andhra University (2019-2023)
- ☐ **Principal**- AU College of Arts & Commerce, Andhra University, Visakhapatnam
- ☐ **Chairman**, PG Board of Studies, Dept. of Commerce & Management Studies, AU
- ☐ **Board Member**, Commerce & Management Faculties at multiple universities and Autonomous colleges
- ☐ **Secretary**- Andhra University High Schools (TM & EM), Andhra University

B) Teaching & Research Contributions

- ✓ **38+ Years of Teaching experience** in teaching Marketing Management Core and various Other Marketing Specialisation Papers
- ✓ Designed and developed curriculum for **MBA Distance Education Programs** at Andhra University
- ✓ Authored **17 Books** and **102 Research Papers** published in national and international Journals

C) Academic Leadership & Program Development

- ☐ Established **Andhra University School of International Business (AUSIB) in 2019**
 - ☐ Developed **Integrated BBA-MBA (5-Year) Program** at AUSIB
 - ☐ Launched **MBA (Retail Management) Program** in collaboration with leading Retail Organizations
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4. Research & Publications

- ☐ **Books Authored: 17**
 - ☐ **Research Papers Published: 102** (including UGC Care & Scopus-indexed journals)
 - ☐ **Research Scholars Guided: 67** (Ph.D. & M.Phil.)
 - ☐ **Research Interests:**
 - ✓ Consumer Behaviour
 - ✓ Retail Marketing
 - ✓ Digital Marketing
 - ✓ Strategic Brand Management
 - ☐ **Best Research Paper Awards (2)** – One each at National & International Conferences
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5. Conferences, Seminars & Training Programs

- ☐ Participation in 146⁺ Conferences, Seminars & Workshops
- ✓ Organized: 6 National Seminars, 4 Workshops, 21 Training Programs
- ✓ Roles Held:
 - Keynote Speaker
 - Technical Session Chair
 - Lead Discussant
 - Chief Guest & Guest of Honour
- ☐ Resource Person at multiple Academic Staff Colleges, HRD Centres, and B-Schools

6. Professional Training & International Exposure

Dr. Krishnamohan has participated in multiple prestigious faculty and leadership development programs to continuously enhance his expertise:

- ☐ Faculty Development Program – IIM Visakhapatnam
- ☐ Academic Leadership Training – ISB Hyderabad
- ☐ Fire Starter Entrepreneurship Program – Purdue University, USA
- ☐ Sakura Science Exchange Program – Japan Science and Technology Agency (Tokyo & Toyama), Japan
- ☐ Leadership Training Workshop – ASCI Hyderabad
- ☐ Academic Administrators Training Program – Tata Institute of Social Sciences (TISS) Mumbai and Hyderabad.

7. Memberships & Professional Affiliations:

- ✓ Member of Several Professional Bodies in Commerce & Management
- ✓ Active Alumnus of Premier Institutions

8. Awards & Recognitions

- ☐ State Best Teacher Award (2011) – Government of Andhra Pradesh
 - ☐ Best Researcher Award (2019) – Conferred by the Governor of Andhra Pradesh
 - ☐ Best Academician: Among top 10 professors in Commerce in India
 - ☐ National Level Distinguished Registrar of the Year (2022) – Brainovision, New Delhi
 - ☐ Ugadi Puraskar Award (2021) – For outstanding contributions to student welfare
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9. Key Strengths & Expertise:

- ☐ **Academic Leadership & Administration**
- ☐ **Expertise in Teaching Marketing Management, Consumer Behaviour
Marketing Research, Product-Brand Management, Strategic Management**
- ☐ **Curriculum Development & Program Design**
- ☐ **Research, Publishing & Ph.D. Guidance**
- ☐ **Conference Organization & Public Speaking**
- ☐ **Institutional Development & International Collaborations**
- ☐ **Hybrid and Online Teaching**
- ☐ **Use of Innovative Pedagogical tools in Management Education**

Conclusion:

Dr. V. Krishna Mohan's illustrious career reflects his **passion for education, research, and leadership**. As a **visionary academician and seasoned administrator**, he has made **transformative contributions** to the field of **Marketing and Management Studies**. His dedication to **academic excellence, student mentorship, and institutional growth** continues to **shape the future of higher education in India and beyond**.

It is certified that the information furnished by me in the CV is truthful and correct to the best of my knowledge and understanding.

Station: Visakhapatnam

Date: 3rd March-2025

Signature:



(V. Krishna Mohan)