

Brief Resume of Er.B.A.Satya Murthy

1. Name : Dr. Bandaru A. Satya Murthy

2. Designation : Associate Professor

3. Date of Birth : 15-08-1968

4. Date of Joining & Total Experience : 01-09-2000
17 Years experience

5. Qualifications

Examination Passed	Name of the University	Year of Passing	Class	% of Marks	Subject of Examination and Specialization
Ph.D	Andhra University	2012	-	-	Management
M.Phil	Alagappa University	2005	First	62%	Management
M.B.A	Andhra University	1995	Second	56%	Marketing
B.Tech	Nagarjuna University	1992	Second	58%	Mechanical

6. Research qualifications and Research work done : Ph.D/ M.Phil M.Phil., Ph.D.
Enclosed in Annexure - I

7. Research Publications (Enclose list separately) : Specify No: - 04

8. Details of Publications & Participation in Refresher Courses and Seminars/ Symposia/ Workshops/FDPs (Enclose list separately) : Refresher Courses/FDPs: 04
Seminars : 07
Workshops : 03
Enclosed in Annexure - II
9. Subjects Taught / Teaching : 1. Indian Business Environment
2. Operations Management
3. Management of advertising
4. Sales and Distribution Management
5. Services Marketing Management
6. Global Marketing Management
10. Membership in Professional Bodies : - -
11. Additional Information
1. Research Experience : 04 -
2. Past Experience : Four year experience Industrial Marketing in Rantech Engineering Pvt. Ltd. Visakhapatnam
3. Research Projects : 01 Minor Research Project, UGC
4. Any other : 1. Two years experience in welfare activities as 'HOSTEL WARDEN'.
2. Two Years experiences IGNOU Co-Ordinator.

Annexure - I

Brief Note on Research Work (M.Phil)

India's Economy is growing consistently. The government is recognizing the need to improve infrastructure and has taken steps towards public-private partnership. If the infrastructure does not improve, this could slow down progress in the coming years. The country needs huge investments in building power plants, roads and ports to keep pace with the demand of the rapidly growing economy. Insurance industry has a major role to play as it provides long-term funds for infrastructure development and at the same time strengthens the risk taking ability. It also nurtures the public-private partnership. Investments how to promote a healthy growth of the market so that interests of the insured as well as the insurances provided are protected of large capital outlays have several risks. These include risks associated with project implementation, risks from disasters, financial risks etc. Without covering these risks, it will be difficult for financial institutions to commit funds, Insurance takes care of this.

The Indian insurance industry has maintained its growth and variety of covers along with the growth of the Indian industry from time to time. It can be said with conviction that today the Indian industry is able to offer any type of cover for risk coverage as is available in any part of the world. It is also to be recognized that an industry, which started the base premium of around Rs 25 crore in the 50s, is now generating more than Rs. 65,000 crore by way of annual premium. The industry also has in the last decade or so flowered into one, which has access to every part of the society and the country.

The main objectives of the study are:

- ❖ To evaluate the performance of the health insurance policies by conducting the personal interviews with relative health insurance policyholders.
- ❖ To study the present health insurance market in India
- ❖ To study the various health insurance policies available in the market i.e., both public sector and private sector.

India is one of the most under insured countries in the world. The health care sector is recognized as an industry, hence long-term funding is possible through financial institutions. There has been a big change in the socioeconomic profile of Indians. Health

awareness is increasing and people are going for regular health checks-up, Mainly family –run business houses and corporate have set up their charity hospitals.

ANNEXURE – II

Publications:

1. Contributed an article in the title of ‘Growth and Opportunities in Retail Industry- A CRM Solution’, which is published in the book, ‘Commerce Education- Emerging Challenges’, by Serial Publications, New Delhi.
2. Paper titled “Impact of Advertisements on Buying Behaviour of Teenage Girl Students” published in SOUTHERN ECONOMIST – A Monthly Journal, Volume No.49, Number 6, July, 15, 2010, pp.39-42.
3. “Health Insurance – A survey of policy Holders” – Article was published in SOUTHERN ECONOMIST, February, 2011, pp.47-50.
4. “Loan Service in Micro –Finance – An Empirical study” – under process

Seminars Attended

1. Participated in the National Seminar on **Services Marketing in the New Millennium**, organized by the Department of Commerce and Management Studies, Andhra University, Visakhapatnam, sponsored by UGC, New Delhi, January, 2001.
2. Presented paper on “A **Story of Consumer protection in Indian**” at the National Seminar on Consumer Protection in India, Consumer Forums, Conducted by Department of Commerce and Management Studies, Andhra University, Visakhapatnam, sponsored by UGC, New Delhi, September, 2004.
3. Presented Paper “**CRM Benefits to Insurance Sector**”, conducted by College of Management studies, Gandhi Institute of Technology and Management, Visakhapatnam, during 26th -27th November, 2004.
4. Participated in the National Seminar on **Services marketing –People, technology & Strategies** in the Global business environment, organized by Ambedkar Institute of Management Studies, Visakhapatnam, April 2005.
5. Participated in the Andhra University Commerce Teachers’ Association Conference on **Commerce Education: Emerging challenges** held at P.G.Courses – M.R.College, Vizianagaram on 5th March, 2006.
6. Participated in the National Seminar on **Disaster Management in India with reference to Andhra Pradesh** held at P.G.Courses – M.R.College, Vizianagaram on 10th September, 2006

7. Participated in the National Seminar on **Supply Chain Management- Strategies for competitive advantages** organized by Ambedkar Institute of Management Studies , Visakhapatnam, held on 6th -7th July, 2007

Work Shops Attended

1. Participated in the AIMS Southern Regional Conference on Management Education held during 29th -30th July, 2006 at T.L.N.Sabha Hall, Andhra University, Visakhapatnam
2. Participated one day workshop on “Effective Teaching in Management Education” on 1st December, 2001 at Andhra University , Visakhapatnam organized by Centre for Banking Studies , Department of Commerce and Management Studies , Andhra University, Visakhapatnam and Institute for Technology and Management , Warangal.
3. Participated Three Day Work Shop on “Research Methodology and Techniques” in the month of October, 2016 At GITAM University, Visakhapatnam organized by International School of Business Management, GITAM.

Details of Faculty Development Programmes attended

1. Attended in 21 day Faculty Development Programme held from December 15, 2000 to January 6, 2001 at Ambedkar Institute of Management Studies, Visakhapatnam
2. Attended Faculty Development Programme (FDP) on Instructional Design and Delivery – Professional Courses Teachers’ Quality Improvement Programme, conducted by National Institute for Technical Teachers’ Training and Research (NITTTR), Chennai, A Division of Ministry of Human Resource Development, Government of India, New Delhi, from 27-05-2006 to 03-06-2006, organized by M.V.G.R.College of Engineering, Vijay ram Nagar, Chintalavalasa, Vizianagaram
3. Participated in 14 days AICTE sponsored Faculty Development Programme on Human Resource Management Policies and Strategies conducted by Department of Management Studies, P.G.Courses –M.R.College, Vizianagaram from 14th March - 30th March, 2007
4. Participated in AICTE sponsored Staff Development Programme on Financial Innovations conducted by Department of Management Studies, M.R.P.G College, Vizianagaram from 19th March -30th March, 2010.