

Dr. N. SANTOSH RANGANATH

Faculty Member

Dept. of Commerce and Management Studies

Dr. B. R. Ambedkar University

Srikakulam. Etcherla - 532410

Andhra Pradesh

Ph: +91 9440069570

nsmath2529@gmail.com



Personal Profile:

Father's name : Shri N. Sreenivas

Nationality : Indian

Languages Known : Telugu, English & Hindi

Address for Communication : Dr. N. SANTOSH RANGANATH
S/o N.Sreenivas (Rtd. Head Post Master)
M.I.G. – 182, Opp: Z.P.
APHB Colony – Srikakulam – 532001
Andhra Pradesh

Academic Profile:

- **Ph.D.** from Dr.B.R.Ambedkar University, Srikakulam
- **UGC – NET** for Lectureship
- **AP – SET** for Lectureship
- **M.Phil.** from Madurai Kamaraj University
- **M.B.A.** from Andhra University
- **B.Sc.** from Andhra University

Experience Profile:

- **Gayatri College of Science & Management, Srikakulam.**
From April 2002 to September 2004
- **Andhra University Campus, Etcherla, Srikakulam.**
From September 2004 to September 2008
- **Dr. B.R. Ambedkar University, Srikakulam, Etcherla.**
From September 2008 to till date.

Technical Skills:

CRM	:	Siebel 7.7 - Tools, Call center, EAI, Enterprise Integration Manager (EIM), Work Flow and Assignment Manager.
DATABASES	:	Oracle 9i & MS Access 2000
GUI	:	Visual Basic 6.0
Languages	:	Basic, COBOL, R Programming Language
Operating systems	:	MS Dos, Windows platform
Packages	:	MS Office, SPSS 6.0

Project/Research Profile:

1. Project Title : “Computer Based Tutorials – CHEST RADIOLOGY”
(This gives the subject information to Medicos)
Front End Software : Visual Basic 6.0,
Back End Software : MS Access
Duration : 20/05/2001 to 30/06/2001
Team size : 1
Organization : SSPL, Ameerpet, Hyderabad.
2. Project Title : “Knowledge Based Systems in Banking Sector”
With reference to Srikakulam District.
Duration : Two years (2005-2007)
Sample Size : 11 Nationalized Banks
3. Project Title : “Performance Evaluation of Bancassurance” – A Study on
Select Banks in Srikakulam District of Andhra Pradesh
Sample Size : 26 Nationalized Banks and 800 bancassurance customers

Subjects Dealt:

- **Operations Research**
- **Quantitative Techniques for Management**
- **Statistical Analysis for Business Decisions**
- **Research Methodology**
- **Production & Operations Management**
- **Optimization Techniques**
- **Perspectives of Management**

Conferences & FDPs:

▪ National Conferences/Seminars	:	73
▪ International Conferences/Seminars	:	19
▪ Work Shops attended	:	13
▪ FDPs attended	:	07
▪ Online Webinars	:	9
▪ Online FDPs	:	13
▪ Online STC	:	5

Research Publications:

▪ Books	:	06
▪ e-Books	:	04
▪ Edited Books	:	37
▪ Journals	:	86

List of Books published

Dr. Santosh Ranganath N. and Prof. Koppala Venugopal (Eds.). (2020), **Exponential Transition of Management Practices and Implications for Sectorial Prosperity**, Forum for Researchers Publications, ISBN: 978-81-935201-9-2.

Dr. Santosh Ranganath N. and Prof. Tulasi Rao G. (2018), **Performance Evaluation of Bancassurance**, Lambert Academic Publishing, Germany, ISBN: 978-620-2-02863-9.

Dr. Santosh Ranganath N. and Prof. Tulasi Rao G. (2017), **Techniques for Effective Group Discussion**, Himalya Publishing House, New Delhi, ISBN: 978-93-5273-169-5.

Tulasi Rao G. and **Santosh Ranganath N.** (2016), **Perspectives of Management**, Lambert Academic Publishing, Germany, ISBN: 978-3-659-86522-0.

Santosh Ranganath N. (2016), **Operations Management: Concepts and Techniques**, Lambert Academic Publishing, Germany, ISBN: 978-3-659-85601-3.

Murli S. Rao, **Santosh Ranganath N.** and Naveen Ch. (2016), **Operations Management**, Himalya Publishing House, New Delhi, ISBN: 978-3-659-85601-3.

Other Academic Activities:

Participated and classes taken on **Personality Development** a training programme of Tribal as Social Animators organized by Rajiv Gandhi National Institute of Youth Development, Ministry of Youth Affairs & Sports, Govt. of India. (24th & 25th March 2009).

Conducted a work shop on **Personality Development** to the students of M.B.A. & M.Com. in the Dept. of Commerce & Management Studies, Dr. B.R.Ambedkar University, Srikakulam under the guidance of Prof. G. Tulasi Rao from 13th to 16th February 2007.

Chairman, Technical Session - II in the National Conference organized by Aditya Institute of Technology and Management, Tekkali, Andhra Pradesh. (29th – 31st March, 2015).

Rapporteur for the National Seminar on Financial Inclusion organized by Centre for Banking Studies and Research, Andhra University, Visakhapatnam in Collaboration with Indian Bank's Association (IBA), Hyderabad Chapter on 25-26 November 2008.

Key Note Speaker in the International Conference organized by Sri Venkateswara College of Engineering & Technology, Srikakulam, Andhra Pradesh. (17th February, 2018).

Resource Person in the National Webinar Series on “RESEARCH METHODOLOGY” organised by the place of Higher Learning and Research in collaboration with IQAC, G. S. College of Commerce, Wardha, Maharashtra (2nd November to 7th November 2020).

Resource Person in the Work Shop on Operations Research Case Studies organised by Department of Commerce and Management Studies, Gayatri College For PG Courses, Srikakulam (28th September 2016)

Organizing Secretary for the Prabhandha 2012 – A two day National Management Meet conducted at Dept. of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam on 28th & 29th February 2012.

Co-convener for the Prabhandha 2016 – A two day National Management Meet conducted at Dept. of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam on 4th & 5th March 2016.

Co-convener for the Prabhandha 2020 – A two day National Management Meet conducted at Dept. of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam on 19th & 20th February 2020.

Convener for the Online Workshop on Rural Entrepreneurship Development organized by Mahatma Gandhi National Council of Rural Education (MGNCRE), Department of Higher Education, Ministry of Education, Government of India under MoE with College of Arts Commerce, Law & Education, Dr.B.R.Ambedkar University, Srikakulam. (17th September, 2020).

Convener for the International e-Conference on Exponential Transition of Management Practices and Implications for Sectorial Prosperity organized by Department of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam. (28th & 29th September, 2020).

Co-Convener for the Online Workshop on Rural Management Curriculum organized by Mahatma Gandhi National Council of Rural Education (MGNCRE), Department of Higher Education, Ministry of Education, Government of India collaboration with Dr.B.R.Ambedkar University, Srikakulam. (10th December, 2020).

Coordinator, Employability Study Center (ESC) for MBA and MCom by APSSDC at Dr.B.R.Ambedkar University, Srikakulam

Guest Faculty Member for MBA (D.M.) and MBA (Executive), School of Distance Education, Andhra University in the areas of Quantitative Techniques for Management, Operations Research and Production & Operations Management.

Guest Faculty Member for the Department of Management Studies, Sri Gayatri College of Science and Management, Munsabpet, Srikakulam.

Guest Faculty Member for the Department of Management Studies, Sri Sivani College of Engineering & Technology, Chilakapalem, Srikakulam.

Guest Faculty Member for the Department of Pharmaceutical Sciences, Sri Venkateswara College of Pharmacy, Etcherla, Srikakulam.

Guest Faculty Member for the Student Orientation Programme on Operations Management at Aditya Global Business School, Kakinada.

Achievements:

- Honoured with **Meritorious Teacher** award by Dr.B.R.Ambedkar University, Srikakulam in the year 2019.
- Awarded with the **Elite Silver Medal** for the online course of SWAYAM online education in **Operations Research** by NPTEL online Certification funded by the Ministry of HRD, Govt. of India.
- Awarded Certificate of Course Completion of SWAYAM online education in **Business Statistics** by NPTEL online Certification funded by the Ministry of HRD, Govt. of India.
- Online FDP on “**Analytics**” conducted by **IIM Visakhapatnam**. (August 17, 2020 - August 21, 2020).
- Online FDP on “**Business Analytics**” conducted by **IIM Visakhapatnam**. (August 30, 2021 - September 03, 2021).

- FDP on **R Programming** organized by **Andhra Pradesh State Skill Development Corporation (APSSDC)**, Department of Skills Development & Training, Government of Andhra Pradesh, held from 7th Sep 2020 to 5th Oct 2020.
- Successfully completed a **four-week MOOCs course** on Open Educational Resources for Online Learning by The Pacific Centre for Flexible and Open Learning for Development (PACFOLD) and the Commonwealth of Learning (COL), Canada from 14th July 2021 to 13th August 2021.
- Successfully completed **MOOCs course on Statistical Analysis** by Commonwealth Educational Media Centre (CEMCA) and KISS University from 1st May 2021 to 10th June 2021.
- Received honorarium for the article publication in the Journal of Indira Management Review by Indira Group of Institutions, Pune.
- Received honorarium for the article publication in the Journal of Management & Technology, Greater Noida.
- Received honorarium for the article publication in the Journal of Global Journal of Contemporary Management by Doon Business School, Dehradun.
- Received honorarium for the article publication in the Journal of Srusti Management Review by Srusti Academy of Management, Bhubaneswar, Odisha.

Membership:

- **Life Member**, The Indian Commerce Association (**ICA**), New Delhi. With Regd. No. **AP303**.
- **Life Member**, Indian Society of Mathematics and Mathematical Sciences (**ISMAMS**) With Regd. No. **LM/325**.
- **Life Member**, International Association of Academicians and Researchers (**INAAR**) With Regd. No. **NAAR / 0329**.
- **Member**, University level **Anti Ragging Committee** under the chairmanship of Hon'ble Vice Chancellor, Dr.B.R.Ambedkar University, Srikakulam.
- **Member**, **NAAC Committee**, Dr.B.R.Ambedkar University, Srikakulam.
- **Member In-charge**, **CPEM** (Center for Promoting Excellence in Management) activities for **MBA** students, Dr.B.R.Ambedkar University, Srikakulam.
- **Member**, **P.G. Board of Studies**, Dept. of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam.

- **Member, Center for Innovation & Incubation**, Dr.B.R.Ambedkar University, Srikakulam.
- **Member**, Forum for Intellectual Academicians and Researchers, Srikakulam, Andhra Pradesh, India.
- **Editor**, International Journal of Innovative Research and Practices, Srikakulam, Andhra Pradesh, India.
- **Member, Editorial Board**, Economic and Social Research Institute ESRI Journal
- **Member, Editorial Board**, Journal of Business Management & Social Sciences Research
- **Member, Editorial Board**, International Journal of Current Research and Modern Education
- **Member, Editorial Board**, International Journal of Research in Social Sciences & Humanities
- **Member, Editorial Board**, International Journal of Professional Studies
- **Member, Editorial Board**, International Journal of Scientific Research and Modern Education
- **Member, Editorial Board**, International Journal of Transformations in Business Management
- **Member, Editorial Board**, International Journal of Human Resource & Industrial Research