

Dr. P. Bhujanga Rao

M.Com., DCFA, M.Phil., Ph.D, MBA(HR), M.Sc(Psychology), LL.B
PROFESSOR



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📊 Scopus Id 58810994200

Professional Summary

Professor of Commerce and Management Studies with over 23 years and of distinguished teaching experience. Holds an array of advanced qualifications including a Ph.D. in Commerce (HR Specialization), MBA (HR), M.Sc. in Psychology, and LL.B, reflecting a strong interdisciplinary foundation that integrates business, psychology, and legal expertise. Serving at Jain University since May 2021, with a proven record of academic leadership and research excellence. Authored 13 books and published over 120+ research articles, including contributions in Scopus-indexed and international journals. Demonstrates a deep commitment to employability skills training, legal consultancy, and academic mentorship. Principal and Co-Investigator for 2 funded research projects.

Academic Qualifications

- **Ph.D. in Commerce (HR Specialization)** | *Sri Venkateswara University, Tirupati* - Awarded in 2005
- **M.Phil. in Commerce (HR Specialization)** | *Sri Venkateswara University, Tirupati* - 71% | 2001
- **Master of Commerce (M.Com)** | *Sri Venkateswara University, Tirupati* - 66% | 1998
- **Master of Business Administration (MBA - HR)** | *Alagappa University, Karaikudi* - 64% | 2008
- **M.Sc. in Psychology** | *Sri Venkateswara University, Tirupati* - 61.67% | 2012
- **Bachelor of Law (LL.B)** | *Vikrama Simhapuri University, Nellore* -54.93% | 2017

Certifications

- **Diploma in Computerized Financial Accounting** (Tally 5.4–5/b:1) – 95% | Loyola Institute of Business Administration (LIBA), Chennai, 1999
- **English Typing Course** – Completed, 2021
- **Computer Basics Examination** – Score: 82%
- **Basic Computer Course** – Score: 81.18%
- **MS Office Certification Course** – Score: 60%

Academic & Teaching Experience

Professor of Commerce and Management Studies
Jain (Deemed-to-be University)

📍 Bangalore, India

05/2021 – Present

- Actively contributing as **Extended Committee Coordinator** for patent publication initiatives, supporting innovation and intellectual property documentation.
- Member of the **Board of Studies (BOS)**, participating in curriculum design, academic planning, and strategic development of commerce and management programs.
- Involved in **Teaching-Learning Evaluation Process (TLEP)** preparation and continuous improvement in alignment with NAAC/NBA accreditation standards.
- Served as **Project-Centric Learning Coordinator**, guiding students in experiential and outcome-based academic projects aligned with industry relevance.
- Served as **Departmental Research Committee (DRC) Member**, providing research guidance, evaluating doctoral progress, and supporting quality research outcomes.
- Leading the generation and analysis of **course and program outcomes**, ensuring alignment with institutional academic goals and student performance metrics.
- Assisting students in **minor research projects**, fostering inquiry-based learning and research mindset.
- Mentoring and supporting students and early-career faculty in **paper publications** in reputed national and international journals.
- Spearheading **employability training programs** and **counseling sessions** to enhance student placement readiness and personal growth.

Professor of Management Studies

Sreenivasa Institute of Technology & Management Studies

📍 Chittoor, India, 07/2011 – 02/2021

- Taught core management and HR subjects to MBA students and guided academic research projects.
- Led curriculum design and academic planning aligned with industry trends.
- Organized multiple state-level management meets and alumni engagements.
- Actively involved in skill development training and employability enhancement programs.

Professor of Management Studies

Paladugu Parvathi Devi College of Engineering and Technology

📍 Vijayawada, India, 02/2010 – 04/2011

- Delivered management lectures and contributed to institutional academic growth.
- Facilitated industry-institution collaborations and career guidance programs.
- Mentored student groups for business plan competitions and project presentations.

Principal In-Charge & Professor of Management Studies

SV Arts & Science College

📍 Gudur, India, 05/2009 – 01/2010

- Oversaw administrative functions and academic operations as acting Principal.
- Implemented strategic initiatives to enhance faculty and student performance.
- Conducted interdisciplinary seminars and career workshops.

Associate Professor / Professor of Management Studies

Andhra Loyola College

📍 Vijayawada, India, 07/2006 – 04/2009

- Developed and taught postgraduate courses in HR and Commerce.
- Guided research dissertations and coordinated industry visits.
- Contributed to faculty development initiatives and curriculum reforms.

Assistant Professor of Commerce and Management Studies

PGP College of Arts & Science

📍 Namakkal, India, 07/2005 – 02/2006

- Delivered lectures in commerce and management at undergraduate and postgraduate levels.
- Conducted internal training programs and soft skills workshops.

Employability Skills Trainer

Career Development Foundation of India

📍 Chennai, India, 06/2004 – 05/2005

- Provided training in communication, interview techniques, and personality development.
- Designed customized employability modules for engineering and management graduates.

Lecturer of Commerce

SEICOM Degree & PG College

📍 Tirupati, India, 07/2001 – 05/2004

- Taught undergraduate commerce subjects and mentored students in academic and career planning.
- Coordinated department-level events and student development programs.




Minor Research Projects(2) & Seminar Grant (1)


🔖 **Project Title:** *Evaluating the Implementation Effectiveness of NEP 2020: Awareness, Challenges, and Educators' Responses at Jain Deemed-To-Be University*

👤 **Role:** Principal Investigator

🏛️ **Funding Institution:** Institutional Research Grant, Jain (Deemed-to-be) University

💰 **Sanctioned Amount:** ₹2,00,000


 **Project Title:** *Cognitive Behavioral therapy*

 **Role:** Co-Investigator

 **Funding Institution:** Institutional Research Grant, Jain (Deemed-to-be) University

 **Sanctioned Amount:** ₹2,00,000

ICSSR Grant for Seminar 2024

 **Role:** *Seminar Director*

 **Amount:** ₹ 40,000 | Year: 2024

Publications Summary

Books Published-13 | Research Monographs-5 | Chapters Published in Scopus-Indexed Books-18 | Articles (National, International & Magazines)-125+ | UGC CARE Indexed Publications-8 | Web of Science (WoS) Publications-2 | Scopus Indexed Publications (Journals)-2 | ABDC Indexed Publications-1 | Patents and Designs-13 + 1

Selected Publications (Indexed Journals)

Scopus Indexed Publications

- Inampudi, P., **Rao, P. B.**, Soumya, R., Arpitha, S., Ujwala, B., Chandrashekar, S., & Ramyashree, M. S. (2026). Redesigning faculty capacity building programs in higher education institutions to bridge gaps in the NEP 2020 era. *Scientific Culture*, 12(4), 1538–1547.
- Inampudi, P., **Rao, P. B.**, Soumya, S., Arpitha, S., Ujwala, B., & Chandrashekar, S. (2025). Reimagining human resource management through artificial intelligence: Opportunities, risks, and future directions. *Lex Localis – Journal of Local Self-Government*, 23(S6), 5198–5215.

Web of Science Indexed Publications

- Bharadwaj, M., Khan, Z., & **Rao, P. B.** (2025). Blockchain and AI for cybersecurity: A sustainable digital shield by 2047. *Indian Journal of Natural Sciences*, 16(91), 98262–98278.
- **Rao, P. B.** (2025). Green HR: Empowering circular economies through people and processes. *Indian Journal of Natural Sciences*, 16(89), 353–392.

International Double-Peer Reviewed Publications

- **Rao, P. B.**, & Inampudi, P. (2025). A study on the effect of green HRM practices and employee commitment towards the environment. *Asia-Pacific Journal of Management Research and Innovation*, 21(1), 1–12. <https://doi.org/10.1177/2319510X251394466>.
- **Rao, P. B.** (2021). A study on employee engagement and its effectiveness in pandemic time at Amara Raja Batteries Limited (ARBL). *Turkish Online Journal of Qualitative Inquiry*, 12(10), 1166–1176.

UGC CARE / Indexed Publications

- **Rao, P. B.** (2024). Impact of AI on changing role of human resource management: From evolution to evaluation. *International Journal of Cultural Studies and Social Sciences*, 21(2), 171.

ABDC Indexed Publication

- **Rao, P. B.** (2024). Impact of AI on changing role of human resource management: From evolution to evaluation. *International Journal of Cultural Studies and Social Sciences*, 21(2), 171.

Peer Reviewed Publications

- Total: 125+ Research Articles in National and International Peer-Reviewed Journals.

Selected Publications (Scopus-Indexed Book Chapters)

Total Scopus-Indexed Book Chapters: 18

- **Rao, P. B.**, Patil, S., Soumya, M. V. S., & Rao, P. N. (2026). Digitally enabled circular economy framework for localized industrial sustainability in emerging economies. In *Prioritizing*

environmental sustainability in local industrial systems.

- **Rao, P. B.,** Shrijith, G., Desai, K., Ahmad, M., & Nejat, N. (2025). AI-driven personalized learning: Revolutionizing student-centered education. In *AI personalization, equity and the future of learning*.
- **Rao, P. B.,** Reddy, M. V. B., Jyoshna, C., & Inampudi, P. (2025). Navigating ethical leadership: Mitigating employee cynicism and enhancing organizational integrity in tech-driven sectors. In *New horizons in leadership: Inclusive explorations in health, technology and education*.
- **Rao, P. B.,** Inampudi, P., Parvathi, R., Muralidhar, L. B., & Rahul, V. (2025). Decoding customer DNA: Beyond the hype, embracing the future of marketing intelligence. In *Dynamic strategies for entrepreneurial marketing*.
- **Rao, P. B.,** Beena, M., Inampudi, P., & Ananya, Y. (2025). Enhancing diagnostic precision and culturally adapted CBT for adolescents in higher education institutions. In *Critical thinking in diagnosis and therapy of cognitive and behavioral disorders*.
- **Rao, P. B.,** & Inampudi, P. (2025). Empirical analysis of cybernetic leadership models in real-world applications. In *Cybernetic leadership for sustainable innovation*.
- **Rao, P. B.,** & Inampudi, P. (2025). Converging strategic innovations and cybernetic systems: A cyber-physical framework for circular economy transition. In *Strategic innovations for circular economy*.

Books Published

- **Bhujanga Rao, P.,** Inampudi, P., Srinivasa, P., & Chandrashekharan, S. (2024). *Employee welfare and social security: For fourth semester B.Com (As per new SEP syllabus 2024–25)*. Sunstar Publisher. ISBN: 978-93-470-4744-2.
- **Bhujanga Rao, P.,** Inampudi, P., & Parvathi, R. (2025). *Human resource management for 2nd semester B.Com (SEP syllabus: BCU)* (1st ed.). Sunstar Publisher. ISBN: 978-93-48137-09-8.
- **Bhujanga Rao, P.** (2025). *Compensation and performance management*. S2 Creators. ISBN: 978-93-340-9989-8.
- **Bhujanga Rao, P.,** Inampudi, P., & Parvathi, R. (2025). *Business regulations for 2nd semester B.Com (SEP syllabus: BCU)* (1st ed.). Sunstar Publisher. ISBN: 978-93-48137-85-2.
- Rammya, B., **Bhujanga Rao, P.,** & Inampudi, P. (2025). *Corporate administration for 2nd semester B.Com (SEP syllabus: BCU)* (1st ed.). Sunstar Publisher. ISBN: 978-93-48137-94-4.
- Venkatesh, R., **Bhujanga Rao, P.,** & Inampudi, P. (2025). *Advanced financial accounting for 2nd semester B.Com (SEP syllabus: BCU)* (1st ed.). Sunstar Publisher. ISBN: 978-93-48137-31-9.
- Srinivasa, P., Lavanya, K., & **Bhujanga Rao, P.** (2024). *Principles of marketing for 1st semester B.Com (SEP syllabus: BCU)* (1st ed.). Sunstar Publisher. ISBN: 978-93-48137-84-5.
- **Bhujanga Rao, P.,** Rammya, B., & Hebbar, G. (2024). *Indian financial system for 1st semester B.Com (SEP syllabus: BCU)* (1st ed.). Sunstar Publisher. ISBN: 978-93-48137-78-4.
- **Bhujanga Rao, P.,** Inampudi, P., Rammya, B., et al. (2024). *Financial accounting for 1st semester B.Com (SEP syllabus: BCU)* (1st ed.). Sunstar Publisher. ISBN: 978-93-48137-27-2.
- **Bhujanga Rao, P.,** Inampudi, P., & Rammya, B. (2024). *Business environment for B.Com 1st semester (SEP syllabus: BCU)* (1st ed.). Sunstar Publisher. ISBN: 978-93-48137-12-8.
- **Bhujanga Rao, P.,** & Chowdhury, T. S. (2018). *Business communication (MBA 2nd semester)*. Thakur Publication. ISBN: 978-93-87483-774.



FDPs, Conferences & Capacity Building Programs (Recent)

Conference Paper Presentations

- International Conference Paper Presentation Presented the research paper “Harnessing International Conference Paper Presentation Presented the research paper “Harnessing

Neuroplasticity for Enhancing Organizational Effectiveness and Labor Productivity in the Digital Age” at the 3rd International Conference on Sustainable Practices in Business Management – Rethinking, Redesigning, and Reevaluating the Business Eco-System through Artificial Intelligence (INCSPBM-2025), organized by the School of Commerce and Management, Mohan Babu University, Tirupati, Andhra Pradesh, India, held from 6–8 November 2025.

- **National Conference** on Capacity Building in Higher Education Presented the paper *“Empowering Educators: Transformative Strategies for Faculty Capacity Building in HEIs under NEP 2020”*, sponsored by ICSSR and organized by Centre for Educational and Social Studies (CESS) in association with VET First Grade College, Bengaluru (14–15 February 2025).
- **National Conference** on “India 2047: Innovate, Engage and Transform” Presented the paper *“Blockchain and AI for Cybersecurity: A Sustainable Digital Shield by 2047”*, organized by Student Research Development Cell – SHODHA, School of Commerce, Jain (Deemed-to-be University) in association with MILES Education (24 March 2025).
- **International Conference** on Circular Economy and Artificial Intelligence for Sustainable Future Presented the paper *“A Study on the Influence of Virtual Hiring on Employee Commitment for Building a Sustainable Workforce in the IT Industry of Bangalore City”*, organized by Jain (Deemed-to-be University), Bengaluru, in collaboration with Cape Peninsula University of Technology (South Africa) and Ulster University (United Kingdom) (2–3 December 2024).

Faculty Development Programs (FDPs)

- Participated in the Five-Day International Online Faculty Development Programme (FDP) on *“Ethics of AI for Civil Society and Academia: Normative Frameworks, Institutional Responsibilities and Societal Impact”*, organized by Globethics in collaboration with Acharya Bangalore B-School (ABBS), Bengaluru, held from 02–06 March 2026.
- International Five-Day Online Faculty Development Programme (FDP) on *“Empowering Faculty with Intellectual Property Rights and AI Tools for Innovation and Excellence”*, organized by Global Research & Training Center (GRTC), India, held from 23–27 June 2025.
- Capacity Building Program on Artificial Intelligence – **“From Chalkboards to Chatbots: Faculty Voyage in AI”**, under the Malaviya Mission Teacher Training Programme (MMTTP), UGC, organized by the Indian Institute of Technology (IIT) Ropar, held from 4–8 August 2025.
- Capacity Building Program on Artificial Intelligence – **“From Chalkboards to Chatbots: Faculty Voyage in AI V2.0”**, under the UGC Malaviya Mission Teacher Training Programme (MMTTP), organized by the Indian Institute of Technology (IIT) Ropar, held from 20 September – 20 October 2025.
- Certificate of Applied Proficiency, awarded by the Wadhvani Foundation for successfully applying knowledge gained through the Wadhvani Faculty Development Program to facilitate the Ignite Entrepreneurship Program (Issued: 23 July 2025).

Conference Roles / Academic Service

- International Conference on Artificial Intelligence, Entrepreneurship and Sustainability Served as Review Committee Member and Technical Session Chairperson, organized by Department of Management and English, BMS College of Commerce and Management in association with Primax Foundation (5–6 December 2024).

Patents & Designs (13 Patents + 1 Design)

1. A Novel Multi Stage Intelligent Framework For Automated Plant Disease Detection, Severity Assessment

Application No.: 202641025339 A

Patent Journal: 12/2026 | Publication Date: 20/03/2026 | Page No.: 32363 | Status:

Published

2. **A System and Method for Credit-Based Peer-to-Peer Knowledge Exchange and Collaborative Learning Platform**
Application No.: 202641025339 A
Patent Journal: 11/2026 | Publication Date: 13/03/2026 | Page No.: 30569 | Status: Published
3. **System for Enhancing Employee Engagement in Green Initiatives through Dynamic Feedback Mechanisms**
Application No.: 202641007084 A
Patent Journal: 06/2026 | Publication Date: 06/02/2026 | Page No.: 16537 | Status: Published
4. **System and Method for Decoding Financial Health and Business Sustainability Through Automated Ratio-Based Comparative Analytics**
Application No.: 202541083571 A
Patent Journal: 39/2025 | Publication Date: 26/09/2025 | Page No.: 95332 | Status: Published
5. **AI-Driven Behavioural Credit Scoring and Micro-Finance Recommendation System for Informal Sector Entrepreneurs**
Application No.: 202541075975 A
Patent Journal: 36/2025 | Publication Date: 05/09/2025 | Page No.: 86416 | Status: Published
6. **Integrated System and Method for Culturally Adapted Cognitive Behavioural Therapy (CACBT) in Higher Education Institutions**
Application No.: 202541059129 A
Patent Journal: 26/2025 | Publication Date: 27/06/2025 | Status: Published
7. **Heart Guard AI: Predictive and Analytical System for Heart Disease Using Machine Learning and Generative AI**
Application No.: 202541046152
Patent Journal: 22/2025 | Publication Date: 30/05/2025 | Page No.: 51730 | Status: Published
8. **Artificial in Dentistry: Naming and Numbering of Teeth**
Application No.: 202541039070
Patent Journal: 20/2025 | Publication Date: 16/05/2025 | Page No.: 46399 | Status: Published
9. **Federated AI-Based System for Secure and Adaptive Credit Card Fraud Detection**
Application No.: 202541035859
Patent Journal: 19/2025 | Publication Date: 09/05/2025 | Page No.: 43857 | Status: Published
10. **IoT-Based Edge Facial Recognition Attendance System with Secure Blockchain Integration**
Application No.: 202541033586
Patent Journal: 18/2025 | Publication Date: 02/05/2025 | Page No.: 41689 | Status: Published
11. **Secure and Scalable Web-Based Platform for Integrated Student Health Management and Interactive Learning Engagement**
Application No.: 202541035505
Patent Journal: 18/2025 | Publication Date: 02/05/2025 | Page No.: 41891 | Status: Published
12. **System for Enhancing Employee Engagement in Green Initiatives through Dynamic Feedback**

Mechanisms

Application No.: 202541006219

Patent Journal: 05/2025 | Publication Date: 31/01/2025 | Page No.: 11830 | Status: Published

13. Artificial Intelligence Based Stress Detection Device (Design)

Design No.: 429414-001

Patent Journal: 48/2024 | Publication Date: 29/11/2024 | Page No.: 114220 | Status: Published

14. Framework for Evaluating Leadership Effectiveness in Strategy Implementation within Manufacturing Sectors

Application No.: 202441066047

Patent Journal: 37/2024 | Publication Date: 13/09/2024 | Page No.: 82141 | Status: Published



Student Development Initiatives

- Mentored M.Com students in publishing research articles in reputed journals (64 publications).
- Conducted skill development and employability training programs for postgraduate and undergraduate students.
- Guided students in patent filing and publication, encouraging innovation and research orientation.



Best Research Paper Award

- Awarded Best Research Paper at the Two-Day International Conference on “Circular Economy and Artificial Intelligence for Sustainable Future” for the paper titled “A Study on the Influence of Virtual Hiring on Employee Commitment for Building a Sustainable Workforce in the IT Industry of Bangalore City.” Conference organized by Jain (Deemed-to-be University), Bengaluru, in association with Cape Peninsula University of Technology, South Africa and Ulster University, United Kingdom (2–3 December 2024).



Training Programs, Conferences & Workshops Organized

- International Conference Organizer – Led the organization of an international conference at Jain (Deemed-to-be University), Bengaluru (December 2024).
- National Conference Convener – Successfully organized a national conference at Jain (Deemed-to-be University), Bengaluru (2023).
- Virtual Event Organizer – Curated a three-day Mother’s Day online event during COVID-19 lockdown under the SITAMS Alumni Association (8–10 May 2020).
- Alumni Meet Coordinator – Initiated and coordinated Alumni Meet programs at SITAMS College.
- Management Meets & Academic Workshops – Designed and coordinated academic events and management meets for MBA students.
- Employability Skills Trainer – Delivered skill development and personality enrichment programs for B.Tech and interdisciplinary students across Chennai through the Career Development Foundation of India.
- Corporate Training Support – Assisted in conducting employee development training programs with Dr. K. Seshiah, Retired Professor, Sri Venkateswara University, Tirupati



Administrative, Academic & Professional Responsibilities

Institutional Responsibilities

- **Coordinator** – Alumni Cell
- **In-Charge** – NBA Criterion IV
- **In-Charge** – NAAC Criterion I & IV
- **Curriculum Developer** – Management Studies
- **Additional Coordinator** – Research & Development Cell (DRC Member)
- **In-Charge** – Placement, Soft Skills & Personality Development Programs (PDP)
- **Academic Advisor** – MBA Program
- **In-Charge** – Library and Stock Verification
- **In-Charge** – HR Syllabus Framing
- **Convener** – Ignite 2018 & Vibhav 2017 (Management Meets)
- **External Examiner** – Soft Skills Laboratory
- **Coordinator** – Young Manager Event (Vibhav 2018)

University & Examination Responsibilities

- Chief Examiner – Jawaharlal Nehru Technological University (JNTU), Anantapur
- Observer – JNTU Anantapur
- Project Viva-Voce Examiner
- Question Paper Setter & Validator – Thiagarajar School of Management
- Examiner – JNTU Examination System

Academic & Professional Engagement

- Executive Member – Academic Board Review Committee
- Manuscript Reviewer – Science Journal Publications
- Research Supervisor – Bharathiar University
- Academic Counsellor – PGP College of Arts & Science
- Resource Person – Various Academic Institutions

Guest / Resource Person

- Pondicherry University Study Centre – Andhra Loyola College
- Bharathidasan University Study Centre – Andhra Loyola College
- Bishop Balaswamy Junior College, Sullurupeta
- Andhra Loyola Degree College (Autonomous), Vijayawada

Subject Areas of Specialization

General Management | Research Methodology | Management Development | Knowledge Management | Human Resource Management (HRM) and HRD | Labour Legislation | Organisational Behaviour | Business Communication | Training and Development | Strategic Human Resource Management | Business Law and Regulations | Industrial Relations Management

Student Training Expertise

Career Planning and Choosing the Right Career Path | Interview Skills and Group Discussions | Team Building and Collaboration | Student Counseling and Mentoring | Project Management Skills | Public Speaking and Presentation Skills | Memory Improvement Techniques | Time Management and Overcoming Procrastination.

Corporate Training Expertise

Leadership Development | Executive Development Programs | Motivation and Workplace Engagement | Personality Development | Organizational Change and Development | Soft Skills and Professional Communication.

Committed to contributing to academic excellence, student development, and institutional growth through innovative teaching, impactful research, and effective academic leadership.