

## Faculty Profile

Name: **M Bhaskara Rao**

Designation: Associate Professor

Teaching Areas: Organizational Behavior  
Human Resource Management  
Operations Management

Research Interests: Strategic HRM  
Healthcare Management  
Technology Management

Education: Ph.D.(Management), University of Hyderabad, 2013  
Dip. in Training & Development, ISTD, 2011  
PG Diploma in Rural Management, IRMA, 1983  
PG Diploma in Statistical Quality Control & Operations  
Research, Indian Statistical Institute, 1981  
B.E. (Mechanical), Andhra University, 1980



### Professional Experience (33 Years)

1. Since August 2015 : IFHE, IBS Hyderabad
2. June 2011 – August 2015: KL University, Vijayawada
3. February 2010 – June 2011: The Federation of Universities, Hyderabad
4. February 2004 - February 2010: ICFAI, Hyderabad
5. 1983 – 2004: Industry

### Research/Selected Publications

1. Mydhili, Virigineni & Bhaskara Rao, M. (2017). "Contemporary Developments in Behavioral Finance," *International Journal of Economics and Financial Issues*, 2017, 7(1):448-459. (SCOPUS Indexed)
2. Bhaskara Rao, M (2016). "Motivation of Teachers in Higher Education," *Journal of Applied Research in Higher Education*, 8(4):469 – 488. (SCOPUS Indexed)
3. Kalagadda Prashanthi & Bhaskara Rao, M (2016). "Internationalization of SMEs: An Empirical Study in Vijayawada City," *Man in India*, 96(5):1643-1669. (SCOPUS Indexed)
4. Bhaskara Rao, M. & Mallika Rao, M (2016). "Trust Betrayed – Depraved Doctor or Negligent Hospital," *The ICFAI Journal of Management Research*, XV(2):53-72. (Case Study) (EBSCO)