

## A. Kishore Kumar

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### CURRENT POSITION AND EXPERIENCE

2020-Present	Assistant Professor, Department of Management Studies, NALSAR University of Law, Hyderabad
2012-2020	Principal, Siddhartha Institute of Computer Sciences, Hyderabad
2011-2012	Professor, EThames Graduate School India, Hyderabad
2010-2011	Associate Professor and Programme Coordinator, Synergy School of Business, Hyderabad
2007-2010	Associate Professor, HOD of M.B.A , Aurora's Scientific, Technological and Research Academy, Hyderabad
2003-2007	Lecturer, Sri Arunodaya Post Graduate College, Hyderabad

### COURSES TAUGHT

Organizational Structure and Design  
Strategic Compensation and Performance Management  
Human Resource Management  
Organizational Behaviour  
Management of Industrial Relations  
Management of Change  
Organizational Development

### EDUCATION

March 2010	Ph. D in Human Resource Management, Kakatiya University, Warangal
2019	M. Sc. Psychology, Acharya Nagarjuna University, Guntur
2017	MBA in Marketing, Osmania University, Hyderabad
2004	M. Phil in Human Resource Management, Kakatiya University, Warangal
2000	Master of Human Resource Management, Kakatiya University, Warangal
2000	Post-Graduate Diploma in Personnel Management and Industrial Relations, Kakatiya University, Warangal
1997	B.Sc. Computer Science, Kakatiya University, Warangal

### AREAS OF RESEARCH INTEREST

Human Resource Management  
Organizational Behaviour  
Performance Management

### PUBLICATIONS

#### Book Chapters

2021	Quader, S. A, Radhika, R & Kishore Kumar, A. (2021). Perception of Pharmaceutical Sales Team Towards Digital/Virtual Promotion in the State of Telangana and Andhra Pradesh, published in book entitled "Embracing Change & Transformation – Breakthrough Innovation and Creativity" as seminar proceedings by Success Publications, Pune, March,2021, ISBN: 978-93-950596-0-7, 798- 809.
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- 2016 Kakumanu, Ramesh Babu., & Kishore Kumar, A. (2016). World of Advertising – Contemporary Technological Perspectives. published in book titled *Emerging Strategies for Business Advancements* as seminar proceedings by Siri Publishers and Distributors, Hyderabad, 169-175, ISBN:978 93 83038 44 2.
- 2015 Kakumanu, Ramesh Babu & Kishore Kumar, A. (2015). Indian Advertisement Industry: Trends and Challenges, published in book titled *Changing Trends of Indian Business: Growth Prospects and Challenges* as seminar proceedings by Sapient Research Publications, Hyderabad, 303-308, ISBN: 978-81-924002-0-4.

### Journal Articles

- 2022 Kishore Kumar, A & Ajay Kumar, A. (2022). Resilient Leadership – A Case Study of Sir Winston Churchill. *International Journal on Leadership*, 10(1), 36-40.
- 2017 Santosh Kumar, V.D., & Kishore Kumar, A. (2017). Digital Marketing – An Overview. *Auroras Journal of Management*, 7(2), 2-46.
- Prathap, K., & Kishore Kumar, A. (2017). Impact of Demonetization on Rural Economy and Agriculture. *International Journal of Scientific Engineering and Technology Research*, 6(7), 1395-1397.
- Narasimha Rao, P., Prathap, K., & Kishore Kumar, A. (2017). Changing Face of Employee Relations in India: Causes of Unrest and Coping Strategies. *Auroras Journal of Management*, 7(1), 51-63.
- 2015 Sreenivas Reddy, G., & Kishore Kumar, A. (2015). Role of Leadership in Organizational Effectiveness in Software Industry. *Auroras Journal of Management*, 6(3), 18-35.
- Kakumanu, Ramesh Babu., Israel Raju, V., & Kishore Kumar, A. (2015). Impact of Family Sentiments on Indian Women and Their Buying Behaviour. *Journal of Commerce and Trade*, 10(1), 74-85.
- Ramesh Babu, K., Raj, Israel., & Kumar, Kishore. (2015). Advertisements of Soft Drink Brands – Impact on Telangana Soft Drink Consumer Preferences. *Journal of Banking, Information Technology and Management*, 12(1), 93-102.
- 2014 Kishore Kumar, A., & Ajay Kumar, K. (2014). Knowledge Management – A Case Study of Asian Development Bank. *Auroras Journal of Management*, 1(7), 18-25.
- 2013 Ramesh Babu, K., & Kishore Kumar, A. (2013). Online Display Advertisements and their Contribution in Drawing Attention of Online Users. *Paripex – Indian Journal of Research*, 2(7), 10-13.
- 2007 Kishore Kumar, A. (2007). Globalisation and HRD: Challenges and Strategies for 21st Century published in edited book titled *The Dynamics of Change and Continuity in the Era of Globalisation – Voice from the Margins* as seminar proceedings by Sunrise Publications, New Delhi, 440-453.

## Conferences/Seminars/Invited Lectures

- 2022 Presented a paper on “An Exploratory Study on Great Resignation in U.S. and India During Covid-19 Pandemic” organized by Vishwa Vishwani Institute of Systems and Management Participated and presented a paper in Three Day International Webinar titled “Opportunities and Challenges of E-Commerce Business in India” organized by Dr. B. R. Ambedkar Institute of Management and Technology, Hyderabad
- 2021 Presented Paper in an International National Webinar titled “Perception of Pharmaceutical Sales Team Towards Digital/Virtual Promotion in the State of Telangana and Andhra Pradesh” organized by Dr. D. Y. Patil Business School, India in collaboration with Dr. Soetomo University, Indonesia and Association of Indian Management Schools, India
- 2017 Presented Paper titled “Impact of Demonetization on Rural Economy and Agriculture” in National Level Conference organized by Vignan Bharathi Institute of Technology, Ghatkesar, Hyderabad
- 2016 Presented paper in International Seminar titled “World Advertising – Contemporary Technological Perspectives” organized by Malla Reddy Engineering College for Women, Hyderabad  
Presented paper titled “Challenging Supply Chain Strategy – A Case Study of Walmart International” in National Level Seminar organized by Pendekanti Institute of Management, Hyderabad
- 2015 Presented paper titled “Indian Advertisement Industry – Trends & Challenges” in National Level Seminar organized by CMR Institute of Technology, Hyderabad
- 2013 Presented paper in an International Seminar titled “Opportunities, Challenges and Strategies of Rural Marketing” organized by Gokaraju Rangaraju Institute of Engineering and Technology, Hyderabad  
Presented paper titled “Building Positive Employment Relations in India: The Way Forward” in National Level Seminar organized by Department of Public Administration and HRM, Kakatiya University, Warangal  
Presented paper titled “Talent Retention Strategies in Essar Group” in National Seminar organized by Aurora’s Post Graduate College, Hyderabad sponsored by AICTE
- 2009 Presented paper titled “Human Resource Development Initiatives for Utilization of Rural Resources” in National Level Seminar organized by Department of Public Administration and HRM, Kakatiya University, Warangal
- 2007 Presented paper titled “Training and Development: Global Initiatives and Experiences” in National Seminar organized by Department of Public Administration and HRM, Kakatiya University, Warangal
- 2006 Presented paper titled “Globalisation and HRD: Challenges and Strategies for 21<sup>st</sup> Century” in a National Seminar organized by Department of Political Science & Public Administration and Sociology, Sri Venkateshwara University, Thirupati

2005 Presented paper titled “Influence of Internet and IT on work and HRM” in a National Seminar organized by Department of Commerce and Business Management, UPGC, Subedari, Hanamkonda sponsored by UGC

### **Achievements**

2008 Qualified in National Eligibility Test (NET) for Lecturership conducted by University Grants Commission (UGC)

2008-09 Received Certificate of Appreciation as Best Teacher from Aurora’s Scientific, Technological and Research Academy for the academic year

NA Contributed many chapters for different subjects of M. A (HRM) distance education course of SDLCE, Kakatiya University.

NA Life Member of National Human Resource Development Network (NHRDN) Hyderabad chapter.

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