

Profile of Dr. K. RAMA MOHANA RAO



Dr. K. Rama Mohana Rao is presently serving as Vice Chairman, Andhra Pradesh State Council of Higher Education, Government of Andhra Pradesh. He did his graduation and post Graduation in Commerce(M.Com) and Management(MBA) from Andhra University. He was awarded Ph.D. degree in 1987.

Prof. Rao is an inspiring teacher for the last **37** years. He is a specialist in Marketing and particularly Services Marketing. He guided **24 Ph.D.**, students and **9 M.Phil.**, students. He wrote **10 books** and published **86 research papers** in reputed International and National journals. He undertook **13 research projects** funded by UGC and other public and private Organisations.

Dr. Rao served in many administrative positions. He served as Principal, AU College of Arts and Commerce, Registrar of Andhra University, and Convener of Andhra Pradesh Integrated Common Entrance Test(APICET) 2016. He served as Executive Council member of Andhra University. As Coordinator of Internal Quality Assurance Cell, he designed and implemented Quality Management System in Andhra University. He is in the Academic bodies of many Universities and Research Institutions. He served as Member of Academic Council of IGNOU. He is the member of Academic Senate of Acharya Nagarjuna University. He served as Expert member in many Committees constituted by UGC, AICTE, APSCHE, etc. He is associated with NAAC and served as Chairman/ Member Coordinator of the peer teams for assessment and accreditation of many HEIs across the country.

Prof. Rao organized many National Seminars, workshops, training programs in the areas of Commerce, Management, and quality assurance. He is an invited resource person for academic institutions and the industry. He has membership in professional bodies and social organisations.

Prof. Rama Mohana Rao received **ET(EconomicTimes) NOW National Education Leadership Award as Best Professor in Marketing in 2013. Recognizing his meritorious services, the Government of Andhra Pradesh presented him the State Best Teacher Award in 2015.**

