



## **Dr. B. Ravikanth**

Soft Skills Trainer

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### **Educational Qualifications**

1. Ph.D (Psy.) from Acharya Nagarjuna University, Guntur
2. M.Sc (Psy.) from Annamalai University, Tamil Nadu
3. MBA (HR & Marketing) from IIAM, Visakhapatnam
4. Post Graduate Diploma in Guidance & Counselling from Annamalai University, Tamil Nadu

### **Membership in Professional Bodies**

- Life Member of ISTE

### **Teaching Experience**

- Teaching experience within college – 3 years 5 months
- Total Teaching experience – 17 years

### **Research Papers published in International Journals**

<b>S. No.</b>	<b>Author(s)</b>	<b>YOP</b>	<b>Title of Paper</b>	<b>Complete Reference of Journal</b>
1	Dr. B. Ravikanth	2017	Efficacy of Fee Reimbursement Scheme – A Social Psychology perspective	Anveshak, International Journal of Management (A double blind, peer reviewed, bi-annual), Jan. 2017, p.no. 77-92, SJIF Impact factor 2016 – 4.948, <b>ISSN: No. 2278-8913.</b>

2	Dr. B. Ravikanth	2013	Achievement Motivation of Management Students	International Journal of Management & I.T, Vol. 2 (2) July – Dec 2013, by Prestige Institute, Gwalior, <b>ISSN No. 2277-1689.</b>
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### Research Papers published in National Journals

S. No	Author(s)	YOP	Title of Paper	Complete Reference of Journal
1	Dr. B. Ravikanth	2010	Self-Esteem Among Technical Students During Recession	ICFAI Soft-skills journal, March-June, 2010 issue. <b>ISSN: 0973-8479</b>
2	Dr. B. Ravikanth	2011	A study on Learning Styles among Engineering Students	IICMR Research Journal I4 “in July, 2011- <u>A Biannual Blind Refereed Journal of Information Technology &amp; Management</u> – <b>ISSN No. 0975 – 2757</b>
3	Dr. B. Ravikanth	2013	Re-engineering Training Function in Engineering Colleges	<u>Indian Journal of Technical Education</u> , Volume 36, No. 4, October – December, 2013, <b>ISSN No. 0971-3034</b>
4	Dr. B. Ravikanth & Prof. T.V. Ananda Rao	2013	Demystifying Self-image	Journal of Humanities & Management, Andhra University, Volume 1, No.2, July – December, 2013

### Full papers in Conference Proceedings

<b>S.No</b> .	<b>Author(s)</b>	<b>YOP</b>	<b>Title of Paper</b>	<b>Name and Place of Conference</b>
	Dr. B. Ravikanth	2011	A study on corporate culture preferences among engineering students	International Conference Proceedings Book organized by Prestige Institute of Management during January 10 to 12, 2011 at PIMG Campus, Gwalior.

**(Case Study Publication in The Case Center, Formerly – European Case Clearing House)**

<b>S.No</b> .	<b>Author(s)</b>	<b>YOP</b>	<b>Title of Paper</b>	<b>Complete Reference of the HR Magazine</b>
1	Sher Singh Bhakar, <u>Garima Mathur Richa Banerjee CK Dantre Ravikanth Balijepalli Neha Tiwari Shatak Nathani Chandni.W</u>	2015	Entangled Threads at Wool Yards	Case Reference No. – 415-055-1 <a href="http://www.thecasecentre.org/educators/products/view?id=127696">http://www.thecasecentre.org/educators/products/view?id=127696</a>
2			Divide and Rule: A Tactic to Manage Workers	Case Reference No. – 415-056-1 <a href="http://www.thecasecentre.org/educators/products/view?id=127698">http://www.thecasecentre.org/educators/products/view?id=127698</a>
3			Unsolved mystery of Absenteeism	Case Reference No. – 415-057-1 <a href="http://www.thecasecentre.org/educators/products/view?id=127700">http://www.thecasecentre.org/educators/products/view?id=127700</a>
4			Workers Learned Helplessness	Case Reference No. – 415-058-1 <a href="http://www.thecasecentre.org/educators/products/view?id=127705">http://www.thecasecentre.org/educators/products/view?id=127705</a>
5			Consequences of Aggressive Behaviour	Case Reference No. – 415-059-1 <a href="http://www.thecasecentre.org/educators/products/view?id=127710">http://www.thecasecentre.org/educators/products/view?id=127710</a>

## Papers published in HR Magazines with ISSN No.

S.No	Author(s)	YOP	Title of Paper	Complete Reference of the HR Magazine
1	Dr. B. Ravikanth	2008	Art of Perseverance	National HRD Network (NHRD) Magazine, August 2008 Issue, page no. 35. <a href="#">ISSN-0974-1720</a>
2	Dr. B. Ravikanth	2008	Unleash the True-self	National HRD Network (NHRD) Magazine, November 2008 Issue, page no. 35. ISSN – 0974 – 1720
3	Dr. B. Ravikanth	2008	From BCause to DCause	National HRD Network (NHRD) Magazine, December 2008 Issue, page no. 38. <a href="#">ISSN-0974-1720</a>
4	Dr. B. Ravikanth	2009	I See Organizations.., (I.S.O)	National HRD Network (NHRD) Magazine, June 2009 Issue, page no. 31. <a href="#">ISSN-0974-1720</a>
5	Dr. B. Ravikanth	2009	M.B.A – Are we producing Masters?	National HRD Network (NHRD) Magazine, July, 2009, page no. 35. <a href="#">ISSN-0974-1720</a>
6	Dr. B. Ravikanth	2009	Evaluating Employability Preparedness (E.P) during HR Interviews	National HRD Network (NHRD) Magazine, July, 2009, page no. 40. <a href="#">ISSN-0974-1720.</a>
7	Dr. B. Ravikanth	2009	HRD Interventions in Engineering Education	National HRD Network (NHRD) Magazine, July, 2009, page no. 27. <a href="#">ISSN-0974-1720</a>

## Workshops/ Seminars attended:

1. Attended a One Week workshop on Art of Living, held at SRKR Engineering College, Bhimavaram in the month of April 2017.
2. “*Student Counselling*” organized by National Institute of Technical Teachers Training & Research, Taramani, Chennai, 16<sup>th</sup> February, 2008.
3. “*Outcome Based Teaching & Learning (OBTL)*”, 1<sup>st</sup> August 2009 at JNTU Kakinada, A.P.
4. Participated in the Faculty Development Programme on “Modern Pedagogy in Management Education” conducted on 2<sup>nd</sup> January, 2011 at SASI Institute of Technology & Engineering, Tadepalligudem, A.P
5. 3 day workshop on “*Developing Publication Skills in Psychology*”, 27<sup>th</sup> to 29<sup>th</sup> March, 2013, by ICSSR, Osmania University, Hyderabad.
6. 3 day workshop on “*12<sup>th</sup> National Case Writing Workshop*”, 26<sup>th</sup> to 28<sup>th</sup> April, 2013 by Prestige Institute of Management, Gwalior.
7. One day National Workshop on “*New Frontiers of Marketing*”, 30<sup>th</sup> July, 2013 by SMS, JNTUK, A.P.

## Workshops / Seminars conducted:

1. Conducted a one day Orientation Program on the theme “**Adolescent Psychology**”, for Principals of GJC – Category 2 on 14<sup>th</sup> September, 2019.
2. Conducted a one day Orientation Program on the theme “**Adolescent Psychology**”, for Principals of GJC – Category 1 on 30<sup>th</sup> August, 2019.
3. Conducted a one day workshop on “**Entrepreneurship Awareness**” for Engineering Students of Ramachandra College of Engineering, Eluru in association with NSTEDB & DST on 26<sup>th</sup> July, 2019.
4. Conducted a one day workshop on the theme “**Teacher Orientation Program**”, for teachers of Nagarjuna Group of Institution, Guntur on 7<sup>th</sup> June, 2019.
5. Conducted a one day Orientation Program on the theme “**Child Psychology**”, for Principals of APTWREIS (Gurukulam) on 30<sup>th</sup> May, 2019.
6. Conducted a one day workshop on “**Understanding Personality**”, “**Conflict Management**” & “**Role Stress**” at IGNOU Regional Center, Vijayawada on 7<sup>th</sup> May, 2019.
7. Invited for One Day workshop on “**Entrepreneurial Motivation**” for Agriculture Diploma / Degree students, sponsored by Ministry of Agriculture, GOI, on 20<sup>th</sup> March, 2019 at Swarnabharati Trust, Atkuru.
8. Invited as Resource Person to deliver a talk on “**Identifying Entrepreneurial Intentions among Engineering Students**”, organized as part of 5 day workshop on Entrepreneurship Development (**sponsored by EDI, Ahmedabad**) on 5<sup>th</sup> December 2018 at ASK Engineering College, Anakapalli, Visakhapatnam Dist.
9. Invited as Resource Person to deliver a talk on “**Philosophical & Psychological foundations of Entrepreneurship**”, organized as part of Two Week FDP on Entrepreneurship Development (**sponsored by EDI, Ahmedabad**) on 26<sup>th</sup> October, 2018 at Sasi Engineering College, Tadepalligudem.
10. Delivered an Invited Talk on “**Personality Enhancement**” for un-employed agriculture graduates and diploma holders, organized by **CED ALEAP India**, Vijayawada (sponsored by Ministry of Agriculture, GOI) at Vasavya Mahila Mandali, Vijayawada on 28<sup>th</sup> September, 2018.
11. Invited by **NITAP** to deliver a guest talk on “**Career Guidance & Counselling**” as part of 1<sup>st</sup> Year AICTE Orientation Program for NITAP Students.
12. Conducted a seminar on “**Inculcating Human Values**” for Nimra College of Pharmacy Students on 13<sup>th</sup> July, 2018.
13. Invited for a Guest Lecture session on “**Enhancing Teaching Effectiveness**” for Nirma College of Pharmacy Staff on 1<sup>st</sup> June, 2018.
14. Conducted 6 sessions on **Learning, Guidance & Counselling Needs, Learners with Special needs, Understanding Self, Managing Role Stress and Managing Socio-Economic Problems of students** as part of Extended Learning Program organized by **IGNOU Regional Center**, Vijayawada on 5<sup>th</sup> May and 13<sup>th</sup> May, 2018.
15. Conducted a training program on “**How to make Swachh Bharat Successful through Social Psychology principles**” held at APHRDI, Bapthla on 6<sup>th</sup> February, 2018 for **AP Secretariat ASO Employees**.
16. Conducted a training program on “**Organizational Management & Institutional Development**”, to district level office functionaries at **District Training Center, Collectorate Office**, Eluru during 13<sup>th</sup> and

14<sup>th</sup> June.

17. Invited by **NITAP** to deliver a talk on “**Career Counselling and Guidance**” for 3<sup>rd</sup> B.Tech students on 25<sup>th</sup> October 2017.
18. Invited as a Technical Chair Person at Aditya Global Business School, Kakinada on 21<sup>st</sup> April, 2017. Addressed the Faculty and students on the topic “**Skill Based Curriculum**”.
19. Invited as a Guest speaker on the topic “**Employability Skills & Confidence Building**” at Govt., Degree College, Tanuku on 18<sup>th</sup> March, 2017.
20. Invited as a Guest speaker on the topic “**Psychological Foundations of Consumer Behaviour**” at MIST, Sathupalli, Khammam Dist., on 7<sup>th</sup> January, 2017.
21. Invited as a Key note speaker on the topic “**Leadership Capabilities and Students Entrepreneurial Abilities**” at KIET, Kakinada as part of their Management Event organized during 12<sup>th</sup> and 13<sup>th</sup> April, 2016”.
22. Delivered a guest lecture on “**Stress management**” for students of Sarathi Institute of Engineering and Technology during 18<sup>th</sup> and 19<sup>th</sup> March, 2016.
23. Delivered a Guest Lecture session on “**Career Planning**” for students of Maruti Degree College, Tanuku on 10<sup>th</sup> December, 2015.
24. Delivered a guest lecture on “**Teaching methodologies**” for students of Maris Stella College, Vijayawada on 24<sup>th</sup> & 25<sup>th</sup> February, 2015.
25. Delivered a guest lecture on “**Career opportunities for MBA Graduates**” at SVKP and Dr. K.S. Raju Arts and Science College, Penugonda, W.G.Dist., on 20<sup>th</sup> December, 2014.
26. Invited 3 consecutive years by CRR Engineering College, Eluru to act as a JUDGE for UDDANDA (Stress Interview) Event as a part of National Tech-fest Event.
27. Invited as a Guest Faculty by CRR Engineering College, Eluru on 18<sup>th</sup> March to deliver lecture on **Performance Management**.

### **Subjects taught:**

**At UG Level:** Soft Skills & Management Science

### **At PG Level:**

- Human Resource Management
- Marketing Management
- Consumer Behaviour
- Organizational Behaviour
- Human Resource Development
- Marketing of Services
- Social Psychology
- Industrial Psychology
- Life Span Psychology

### **Area of Interest:**

- Indian History & Civilization
- Cognitive Psychology
- Artificial Intelligence