

## Faculty Profile

**Name:** Dr. 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



### Research/Selected Publication:

1. Westerman, W. James; Bhaskara Rao, Madasu; Sita Vanka & Gupta, Manish (2020). Sustainable Human Resource Management and the triple bottom-line: Multi-stakeholder strategies, concepts and engagement. *Human Resource Management Review*. 30(3):1-4, pp.1-4. (ABDC A, Scopus)
2. Bhaskara Rao, M, Hymavathi, Ch. Lakshmi & Mallika Rao, M (2018). Factors Affecting Female Consumer's online Buying Behavior. *Academy of Marketing Studies Journal*. 22(2):1-20. <https://www.abacademies.org/articles/factors-affecting-female-consumers-online-buying-behavior-7296.html> (ABDC C, Scopus)
3. Mydhili, Virigineni & Bhaskara Rao, M. (2017). Contemporary Developments in Behavioral Finance. *International Journal of Economics and Financial Issues*. 2017, 7(1):448-459. (ABDC C, Scopus)
4. Bhaskara Rao, M (2016). Motivation of Teachers in Higher Education. *Journal of Applied Research in Higher Education*. 8(4):469 – 488. (Scopus)
5. Kalagadda Prashanthi & Bhaskara Rao, M (2016). Internationalization of SMEs: An Empirical Study in Vijayawada City. *Man in India*. 96(5):1643-1669. (Scopus)