

Faculty Profile

Name: **Dr. Bhaskara Rao, Madasu**

Designation: Professor & Coordinator-Accreditations & Ranking; Nodal Officer-AICTE; Nodal Officer-SWAYAM

Teaching Areas: Organizational Behavior
Human Resource Management
Operations Management

Research Interests: Strategic HRM & Sustainable HRM
Higher Education
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 Publications

1. Rao, M.B., Singh, A. and Rao, P.M. (Ed.) Worldviews and Values in Higher Education (Global Perspectives on Higher Education Development), *Emerald Publishing Limited, Leeds*, pp. i-xxx. <https://doi.org/10.1108/978-1-80262-897-520241016> (Scopus)
2. Falk, A.F., Jordaan, M., Saeed, S.T., Bhaskara Rao, M. and El Houda Chaoui, N. (2023), "A program evaluation of an international, intercultural e-community-engagement initiative", *Journal of Applied Research in Higher Education*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JARHE-03-2023-0111> (Scopus)
3. Mallika Rao, M, Udaya Shankar, A, & Bhaskara Rao, M (2022). Competency Mapping of Frontline Staff: Key for Success in the Organized Retail Sector, *Journal of Contemporary Issues in Business and Government*, 28(1): 288-312. DOI: 10.47750/cibg.2022.28.01.019 (ABDC-C)
4. 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)
5. Sarma, E., Rao, M.B. (2020). Sustainable Human Resource Management: Making Human Resources More Responsible. In: Vanka, S., Rao, M.B., Singh, S., Pulaparthy, M.R. (eds) *Sustainable Human Resource Management*. Springer, Singapore. https://doi.org/10.1007/978-981-15-5656-2_3 (Scopus)
6. 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)

Editorship

Senior Editor, Journal of Applied Research in Higher Education (SCOPUS Indexed, Q2 Journal, CiteScore (2023):4.5, Emerald Publishing, 2018 - till date.