**PROFILE OF Prof.V.SHEKHAR**

Prof.V.Shekhar is Professor Emeritus in the University College of Management Studies, Jawaharlal Nehru Technological University, Hyderabad. He completed MBA majoring in Marketing from the Department of Business Management (DBM) Osmania University(1982). Later completed M.Com also from Osmania University. He worked in the industry for 3 years.

Prof.Shekhar joined the Osmania University as Lecturer in the DBM in 1985 and did Ph.D in Management in 1991. In 2000 he was promoted as Full Professor. He was the Head, DBM during 2004-06. Earlier served as Chairman, Board of Studies, DBM, Osmania University. He was one of the longest serving member of the Academic Senate of Osmania University (13 Years) from 2006 to 2019. He Presented Research papers at International seminars held at Perth, Western Australia and USA. Visiting Professor, Asian Institute of Technology, Bangkok, Thailand-2006 and in 2011. Visiting Professor Al Azhar University, Cairo Egypt-2007. Invited Participant at American Business Experience Programme conducted by St.Ambrose University, Davenport, USA. Published 64 articles. 47 candidates awarded Ph.D under his guidance.

Prof.Shekhar was the Dean, Faculty of Management, Osmania University 2008-10. Member, Editorial Board, International Letters of Social and Humanistic Sciences, Poland. Editorial Board Member Indian Journal of Marketing, Indian Journal of Finance, Prabhandan Indian Journal of Management and many others. COUNTRIES VISITED are Netherlands, United States of America, Nepal, Luxembourg, Egypt, Germany, Thailand, Australia, United Kingdom and Belgium. Prof.V.Shekhar was awarded the Best Teacher award by the Government of Andhra Pradesh in the year 2011.

Prof.V.Shekhar was the Principal, University College of Commerce & Business Management, Osmania University Campus, (October, 2011- January, 2017). He superannuated from the Department of Business Management, Osmania University in August 2019 after 34 years service in Osmania University. In 2021 he was appointed as Honorary Professor at the Department of Management Studies, Central University of Kerala. He was the Principal of (SPGS), Engineering Staff College of India- ESCI, Hyderabad for one year.