

Profile

Prof. Dr. S.N.V. SIVA KUMAR



Current Position: Professor & Area Chairperson, Economics at KJ Somaiya Institute of Management Studies & Research, Mumbai for around 16 years.

Snapshot of Professional Profile:

- ✓ 28 years of Academic, research and Consultancy Experience
- ✓ University of Mumbai approved Professor for 13 years since 2006 (UoM Ref.No CONCOL/IS/ECD\2014-15/401)
- ✓ Approved Doctoral Thesis Guide for 14 years for the University of Mumbai and SNDT Women's University
- ✓ Supervised 12 Doctoral Scholars who are awarded Ph.D.
- ✓ Approved as Director of a Mumbai based B-School affiliated to University of Mumbai (UoM Ref: CONCOL/SA/552 of 2013)
- ✓ Published two Text books titled Macroeconomics and Ethics in Banking
- ✓ Areas of Interest Macroeconomics, Managerial Economics. Corporate Governance, International Finance, Business Environment
- ✓ Published two patents in the field of Economics

Education:

Degree	University	Year	Class
Ph.D. (Economics)	University of Hyderabad	1999	NA
M.Phil. (Economics)	-do-	1990	First Class
M.A.(Economics)	-do-	1988	Second Class
B.A (Economics)	Kakatiya University	1986	First Class with Gold Medal

- ✓ **Ph.D. Thesis Title:** “Physical and Financial Planning through India’s Five Year Plans and Finance Commissions’ Methodologies” (Guide: Prof. Dr. VVN Somayajulu, Dean-School of Social Sciences (Retd.), University of Hyderabad)
- ✓ **M. Phil dissertation title-** “A study of India’s Public Distribution System with a special focus on Andhra Pradesh” (Guide: Prof. Dr. BC Barah)

- ✓ **M.A. Major Subjects Studied** – Growth & Development, International Economics, Econometrics I, Public Finance, Macroeconomics

Professional Experience (around 28 years)

Sl. No.	Designation	Organization	Year
1	Professor and ACP	SIMSR, Mumbai	2012-till date
2	Director	SIESCOMS, Mumbai	2011- 12
3	Professor	SIMSR, Mumbai	2006-2011
4	Reader	SIMSR	2003-2006
5	Assistant Professor	TAPMI, Manipal	2001-03
6	Executive Research	Consultancy Firm, Mumbai	2000-2001
7	Research Scholar, UoH (vide UGC D.o. No. F. 1 7-81201 3(PS) Dt. Mar 01, 2016)	Research, Hyderabad	1993-99
8	Lecturer	BITS, Pilani	1991-92

Administrative Experience

A) University of Mumbai Assignments

- ✓ Paper setter, evaluator and moderator for MMS paper International Business
- ✓ Evaluator and moderator for Ph.D. entrance examination (PET)
- ✓ Served as Local Inquiry Committee/ Expert Committee Member

B) BITS, Pilani:

- ✓ Taught Social Engineering I and II (Microeconomics and Macroeconomics) for B-Tech and MMS students
- ✓ Project Guidance for the final Semester students
- ✓ Led the team of 15 engineering students as part of their summer project of Practice School assignment to SPM, Sirpur Kaghaznagar, AP during April-May 2001

C) TAPMI, Manipal:

- ✓ Taught Managerial economics and Macroeconomics for PGDM students
- ✓ Guidance provided for Master Theses
- ✓ Acted as a faculty -coordinator for summer projects to a group of about 15 companies.

D) SIMSR:

- ✓ Worked as *Controller of Examinations* during September 2004 and January 2008. Responsible for major upgrading of the examinations system during this tenure. The systems and process are time-tested now with over 12 years in place.
- ✓ Instrumental in revamping the entire curriculum of PGDM Programme of SIMSR, which became useful in receiving the NBA accreditation to SIMSR for the first time in 2005
- ✓ Acted as Chief Internal Auditor and also Management Representative as part of the SIMSR's ISO Certification implementation
- ✓ Sole faculty member who involved in the working (along with the Accounts Department) for individual faculty and staff members' revised pay and arrears during July-Sept 2009; after the management has given consent to the Institute
- ✓ *PGDM Programme Coordinator* during June 2008 and April 2010
- ✓ National Coordinator (coordinating 8 centres in India) for Autonomous Programmes' Admission Activity for AY 2015-16 (first time at SIMSR the outstation centres were successfully enhanced by 100% in one-go)
- ✓ Led as Chairperson of the Taskforce for NBA's autonomy for MMS Programme, which we received wef. 4th January, 2013
- ✓ Acted as *Head of the Doctoral Programme* at SIMSR till 2011
- ✓ Worked as a Chairperson/ member of various committees like the Hostel Committee, Examination Committee, Staff Welfare Committee, Anti-Ragging Committee, etc.
- ✓ Participated for 12 rounds of summers related to the selection of students for various streams at the Institute (PGDM/ MMS/ Part-time programmes) of which six times taken up the responsibility of centre in-charge for the Delhi Centre, which is the largest for SIMSR.
- ✓ Currently coordinating MMS two divisions for past 7 years
- ✓ Area Chairperson for Department of Economics from the past 15 years.

E) SIESCOOMS

- ✓ Gained basic exposure of running an Institution in the capacity of a regular and MU-approved Director
- ✓ Obtained Ph.D. centre for the Institute during my tenure in AY 2011-12
- ✓ Motivated the faculty and administrative staff by convincing the management to implement the long-pending Sixth Pay wef October 01, 2011
- ✓ Convinced the Management to implement the Sixth Pay to all faculty and Staff during my tenure
- ✓ Had an opportunity to Interact with the regulators and gain their perspectives

International Exposure

Conference Participation: Aston India Centre for Applied research Inaugural Conference, 15-16 September, **2017**, Conference at Birmingham, UK.

Research Project Guidance – India Internship project guidance for MBA batch in **2015** McDonough B school of **Georgetown University, USA.**

Teaching Exposure – Invited as Guest Professor to teach Macroeconomics & Policy, and managerial economics for International MBA students at THI, Ingolstadt, Germany, sponsored by the Government during **2013.**

Consultancy Projects

- ✓ Budget **2016-17** and its impacts for Aquentis Advisors
- ✓ Mahindra & Mahindra consultancy project on Gross Vs Net FX Hedging -**2015-16**
- ✓ AP Government Industrial feasibility study -**2014**

Awards & Honors

- ✓ Received Dewang Mehta Best Professor of Economics during the 25th B-School Affaire held on November 25, **2017** at Mumbai
- ✓ Received Dewang Mehta Best Professor of Economics during the 26th B-School Affaire held on November 28, **2018** at Mumbai
- ✓ Dr. S. Radhakrishnan Gold Medal awarded for Best Teacher in Economics for the year **2014** by GEPR
- ✓ Certificate of Best Performance for Outstanding contribution signed by the President, SVV, Provost, and the Director (SIMSR) for AY **2013-14**
- ✓ Letter of Appreciation dt. October 2015 for Outstanding Performance for AY **2014-15**
- ✓ National Merit Scholarship during Post-graduation **1986-88**
- ✓ Merit-cum-Means Scholarship during M.Phil **1989-1990**
- ✓ University Gold Medalist (overall for 3 years) in Bachelor of Arts from Kakatiya University -**1983-86**
- ✓ Received set of books from Cambridge Nehru Trust as an appreciation of being University Topper during Graduation-**1986**

Doctoral Guidance

Guided successfully TWELVE Doctoral Students during 2005-2019

Sl No	Name of the Research Scholar & Affiliation	Title of Thesis	Completion
1	Bhaskar G, DGM, Chief Dealer, Central Bank of India, Mumbai	Foreign exchange Regulations, Risk Management Central Bank's Intervention	Awarded from University of Mumbai on April 11, 2019 , (Regn: 54/25-01-2016)
2	Asha Bhatia, Faculty member SIMSR	Impact of Social Entrepreneurship on Social Transformation- An Empirical Study for the State of Maharashtra	Awarded on 23 February 2018 [Ref: reg/ PAHERU/ Ph.D./FMS/ 2014-5253;No. PAHERU/DPGS/2014/1862-1864 dt 05-07-2014]
3	Mohan Rao- Associate Dean, IES Bandra, Mumbai	Impact of After-sales Service on Marketing Strategy of White goods Companies in Mega metros of India	Awarded degree on 31 July 2017 from University of Mumbai (Registration No. 27/27 th June 2012)
4	M. Ramaiah- Director RBI, DIPP, Mumbai	Monetary Policy, Interest Rates and Economic Activity: A case of India	Awarded on April 25, 2017 by University of Mumbai (Registration no: 16/15-01-2009)
5	Parag Suresh Amin – dean Marketing, SIESCOMS	IT-enabled Interactivity in Contemporary Marketing for Customer Satisfaction in Banks	Awarded on 29 th March 2016 by the University of Mumbai (Regn No. 31/29-11-2012)
6	Jayanthi Bhargavi – Associate Professor SIMSR	Outward Foreign Direct Investments from India: Measurement, Analysis and Policy Options	Awarded on April 07, 2016 (Ph.D. Registration No: RRC: 26/2006-2007/30) by the SNDT Women's University
7	Sudhir M Galande DyCEO—IIBF, Mumbai	Corporate Governance in Indian Commercial Banks	Ph.D. degree awarded on June 11, 2015 (Regn No. 2/28/11/2006) University of Mumbai,
8	Sujata Rao – Associate Professor, SIMSR	Using IT & IT strategies for sustainable competitive advantage for Indian SMEs	Degree awarded May 2014 (Regn. No. RRC: 26/ 2006-07/ 110 dated July 7, 2006) by SNDT Women's

			University, Mumbai
9	Mr..Anomitra Chakravarty, faculty member, Department of Business Administration, Aligarh Muslim University (central university)	An Empirical Investigation of the differences between Indian Exporter & Non-exporter of Engineering Consultancy Services External Supervisor	Ph.D. Degree awarded in September 2014 by Aligarh Muslim University (central university)
10	Anjali Chopra – Visiting Faculty SIMSR	Analysis of Indian retail sector: an econometric approach	Degree awarded May 2012 from SNDT Women’s University, Mumbai (Regn No. ACAD: RRC-26/2006-07/30)
11	Shanti Suresh- Associate Professor, SIES	Corporate Governance and Organizational Performance	Ph.D. Degree awarded by Univ. of Mumbai during September 2010 . (Registration No 1 (a)/ 22-02-2005 (dated 30 July 2009),
12	Natarajan Chandrasekhar, Dean, CMS Business School Bangalore	FDI in healthcare retail and its impact on employment in India	Ph.D. Degree awarded by the University of Mumbai, October 08, 2009 (Registration No. 06 dt 12/01/2007),

Eight more scholars are in various stages of completion of their research work.

List of External Ph.D. Viva-Conducted

Sl. No.	Name of the Research Scholar	University & Year
1	Ms. Sanjivani Shelke (Ph.D.)	Padmashree Dr. Dr. DY Patil University; 2016
2	Ms. Pallavi Singh (Ref. No. M.Phil-Ph.D. 129/2014)	KSV University, Gandhinagar, 2014
3	Mr. Sachidanand Shukla (SKJ/ Ph.D./ 2012-13/ 283)	Birla Institute of Technology, Mesra, 2013
4	Smt. Vandana B. Mahajani (DYP-PhD- 086100008)	Padmashree Dr. Dr. DY Patil University, 2013
5	Smt. Radha Damle (Ref. No. PDDYPU/EXAM/ 2012/C-102)	Padmashree Dr. Dr. DY Patil University; 2012

Details of the Patent published

1. Title: SYSTEM AND METHOD FOR EVALUATING A CORPORATE STRATEGY IN A DATA NETWORK

Application No: 201621028919.

Date of Filing in India -25 Aug, 2016, published in **Official Journal of The Patent Office, India, Issue No 07/2018 and page no 5995**

WIPO - PCT published on on Feb 16, 2018

18th Feb, 2017 filed with USPTO expected to get published in May 2019

Inventors – Asha Prasuna, **SNV Siva Kumar**, VS Parthasarathy

2. A METHOD AND SYSTEM FOR RANKING ENTITIES USING AUTOMATED INPUT-OUTPUT MODEL

Application No.201821031510 A

Publication Date: 07/09/2018

Inventors

1) **Dr. S.N.V. SIVA KUMAR**

2) Dr. ASHA PRASUNA

(Reference: **The Patent Office Journal No.36/2018 Dated 07/09/2018, Page 33438**).

Editorial Experience -

- ✓ Had been on the editorial board of half-yearly journal Synergy/ Business Perspectives and Research for over 10 years
- ✓ Editor, SIMSR-CEPAR Conference Proceedings for the past four years

Books Published

- ✓ Ethics in Banking, Taxmann, New Delhi, **2018**; authored as courseware for IIBF by **SNV Siva Kumar** and Asha Prasuna, ISBN No.:9789388266338
- ✓ Macroeconomics and Policy for Managers: An Indian Perspective, **SNV Siva Kumar** and Asha Prasuna, First Edition, **2019**, published by Cengage Learning, New Delhi, ISBN: 9789386668561

Book Review

Has been on the panel of reviewers of Pearson Education, New Delhi, and reviewed (all chapters) of the textbook on Macroeconomics by an IIM-A professor Eroll D'Souza which was published in 2008

Courses taught

- ✓ Managerial Economics
- ✓ Macroeconomics
- ✓ Business Ethics & Corporate Governance
- ✓ International Finance
- ✓ Business Environment

Executive & Management Development Programs Conducted

- ✓ Delivered sessions for the Senior IAS Officers of Mantralaya, Mumbai at JBIMS, 2005
- ✓ Conducted a 10-day MDP for International Naval Officers from 5 countries including the Indian Navy on Macroeconomics. Participants' composition includes: Commanding Officers, Lt. Cdrs, and other Officers. One Squadron Leader of IAF also participated (2008).
- ✓ Consecutively conducted Macroeconomics sessions for LLMC program of INSHAMLA at SIMSR from the past 8 years.
- ✓ Provided training to MERC and six public utilities in power sector of India during September 2010 and February 2011.
- ✓ Conducted invited guest sessions on International Economics at Bombay Stock Exchange Training Institute Certificate Programme on Capital Markets (for over 20 batches of 45-60 size per batch for over 6 years).
- ✓ Guest Lecture for SEBI officers on Public Finance at NISM , Mumbai, 2018
- ✓ Guest lecture for SEBI officers on Globalization & Business Ethics, 2019

Participation in FDP

- ✓ Received one month residential training from IIM-Calcutta as a participant for International FDP during 2002

List of Research Publications

Published various research papers in refereed journals of national repute including *Asian Economic Review*, *Arth Vijan*, *Indian Journal of Economics*, *Indian Economic Journal*, *Journal of Business Perspectives*, etc.

Google Scholar link: <https://scholar.google.co.in/citations?hl=en&user=TnR0oEsAAAAJ>

- ✓ Parthasarathy VSP, Siva Kumar SNV (2019), “Impact of Human Resource Determinants on M&A Performance – Indian Perspective”, AGBR
- ✓ Parthasarathy VSP, Siva Kumar SNV and Asha Prasuna (2018), “ Financial and Non-Financial Determinants of Mergers & Acquisitions – A Cross-Country Panel Data Analysis” Excel India Publishers, New Delhi, ISBN:978-93-88237-34-5

- ✓ A Key for Transition from Made in China to Create in China: Role of FDI in Cross border Mergers and Acquisition, jointly with Asha Prasuna, Proceedings of Second international Conference, **2018** on Finance and Economics: Issues and Implications in Corporate Consolidation, Shroff Publishers and Distributors Pvt. Ltd., Mumbai, April, ISBN 978-93-5213-708-4, pp 23-36
- ✓ Siva Kumar SNV and Parthasarathy VSP(2018), “M& A Strategies – An Empirical Analysis of Indian Scenario”, *The Empirical Economic Letters*, ISSN 1681-8997, Vol 17, Special Issue, December
- ✓ Value Marketing Strategy for After Sales Service of Select White Goods Using the Value Gap Model: An Assessment of Consumers in Delhi and Mumbai, India, *South Asian Journal of Management*, Vol 24, Issue No 4, ISSN 0971-5428, pp 120-141 (October-December) **2017**
- ✓ Locational Determinants of Overseas Acquisitions: Evidence from Indian Pharmaceutical Industry, jointly with Bhargavi Jayanthi, *The Empirical Economics Letters*, 13(4): (April **2014**) ISSN 1681 8997
- ✓ India’s Outward Foreign Direct Investment: An Evolutionary Perspective jointly with Bhargavi J, *Udyog Pragati*, The Journal of Practising Managers, (**2013**), 37(No2) April-June, pp17-26
- ✓ Determinants of Customer Satisfaction of Traditional and Modern Formats in Food and Grocery: The Case of Indian Retail, jointly with Anjali Chopra, *International Journal of Research in Commerce, Economics and Management*, VOLUME NO. 3 (**2013**), ISSUE NO. 02 (FEBRUARY) ISSN 2231-4245
- ✓ “Strategies for retailers during Recession”, jointly with R Srinivasan April **2011** issue of the *Journal of Business & Retail Management Research* (International journal)
- ✓ “Making sense of the Union Budget in current light”, jointly with Dr. R.K. Pattnaik, *Free Press Journal*, February 21, **2011**.
- ✓ Differences between Indian Exporters and Non-Exporters of Engineering Consultancy Services, Jointly with A.Chakravarty and M N Feisal, *Foreign trade Review*, **2011**, 45 (4) pp 46-72.
- ✓ Foreign Institutional Investor (FII) Flows- Some Indian Perspectives, jointly with RK Pattnaik, *Foreign Trade Review*, Vol. XLVI, No. 1., Apr-Jun, **2011**
- ✓ Union Budget 2010-11- Impact on External Sector”, Jointly with Dr. RK Pattnaik in Maharashtra Economic Development Council, *Economic Digest Monthly*, Vol. XXXIX No. 06, April **2010**
- ✓ The Reserve Bank of India’s Monetary Policy Statement 2010-11, Banking and Finance Section, *Economic Digest Monthly*, Vol. XXXIX No. 7, May **2010**, pp 73-78
- ✓ “Fiscal Consolidation: The Only Answer” jointly with Dr. RK Pattnaik, Edit Page, *Free Press Journal*, August 19, **2010**. P 10 (Edit Page)

- ✓ “Current Account Gap manageable because of capital inflows” jointly with Dr. RK Pattnaik, *Free Press Journal*, October 04, **2010** , p. 13 (Business)
- ✓ “Food grains: Distribute, donate or dissipate”, jointly with Dr. RK Pattnaik, *Free Press Journal*, October 08, **2010**. P. 10 (Edit Page)
- ✓ “Inflation: Time for RBI to Pause, Govt. to Act”, jointly with Dr. RK Pattnaik, *Free Press Journal*, October 13, **2010**.
- ✓ “Time to review telecom pricing plan”, jointly with Dr. RK Pattnaik, *Free Press Journal*, October 22, **2010**.
- ✓ “Economic facet of Obama’s visit”, jointly with Dr. RK Pattnaik, *Free Press Journal*, November 26, **2010**
- ✓ “A conceptual Framework for analyzing the differences between exporters and non-exporters of engineering consultancy services in India” Jointly with Chakravorty, A., Faisal, Mohd. Nishat. (**2008**), *The Journal of Contemporary Management Research*, Vol. 2 No. 2, pp. 1-12.
- ✓ “India’s Economic reforms: An assessment”, Synergy, vol. 1, No. 2, January **2004**, pp. 27-39
- ✓ “Risk Management with focus on the Indian Financial Sector”, jointly with Dr. Asha Prasuna, Bank Economists’ Conference (BECON-2002), IBA Bulletin, March **2003**, pp 86-94
- ✓ “A Cautious Approach to HR Policies in Indian Banking”, Bank Economists’ Conference (Silver Jubilee Year **2003**), December 11-12, Mumbai, PP 665-668
- ✓ “An Econometric Model of Financial Distress” jointly with Krishnan Chari, Synergy, An In-house Journal of SIMSR, Mumbai, vol. 1, July **2003**, pp 1-12
- ✓ “Physical and Financial Planning through India’s Five Year Plans and Finance Commissions’ Methodologies” Synopsis of Ph.D. thesis published in *Finance India*, vol. XV, No 1 (March **2001**)
- ✓ Published a paper on the investment prospects in Andhra Pradesh for textile sector jointly with DK Bhatia and Kavita for the 1st Partnership Summit of Heads of Nations held in Hyderabad during February **2001**.
- ✓ The Problem of Regional Imbalances: An Analytical View, jointly with Prof. V.V.N. Somayajulu, *The Asian Economic Review*, Journal of The Indian Institute of Economics, Vol. 42, No.1, April **2000**
- ✓ Published economy- related articles in Capital Market, a Mumbai-based fortnightly **2000**

- ✓ Fiscal Status of Indian States, *Arth Bodh*, Journal of Indian School of Political Economy, Pune, vol.11, issue 4, Oct.-Dec. **1999**
- ✓ Finance Commissions and Inter-State Disparities in India, *Indian Journal of Economics*, vol. LXXX, No. 317, October **1999**
- ✓ Pooling Cross-section and Time series data: The Expenditure and Net Domestic Product Relationship for Major Indian States, jointly with Dr. C. Asha Prasuna, *The Indian Economic Journal*, April-June **1999**

Papers Presented at Conferences

- ✓ Macroeconomic research for Capital Markets in India: A Paradigm Shift jointly with Jitendra Kumar at Aston India Centre for Applied research Inaugural Conference, 15-16 September **2017**, Conference proceedings.
- ✓ What Differentiates Indian Exporters and Non-Exporters of Engineering Consultancy Services? Jointly with Anomitra Chakravarty, and Mohd. Afaq Khan at Athenaeum **2011** (Feb. 12 -13) organized by Bharathidasan Institute of Management, Trichy.
- ✓ Ownership Patterns and Effectiveness of Clause 49 to instill Corporate Governance in the Indian Corporate jointly with Shanti Suresh paper presented at the 2nd International Conference on Corporate Governance was held on December 9-10, **2010** at Taj Deccan jointly organized by the IPE Hyderabad and Waikato Management School, New Zealand (ISBN 978-81-920537-0-7).
- ✓ “V-a-R Model of Bullion Price Volatility for Indian Banks”, Paper presented at 43rd Annual Conference of The Indian Econometric Society, held during January 05-07, **2007** at IIT, Bombay
- ✓ Investment Climate, Opportunities, and Challenges in Emerging Markets, SIMSR-Asia International Conference January **2006**, Mumbai
- ✓ “Resource gap, Regional Imbalances and Fiscal Management”, at a Seminar on Issues Before the Eleventh Finance Commission, January 4-6, **1999** held at Vigyan Bhavan, New Delhi, jointly organized by the Eleventh Finance Commission and National Institute of Public Finance and Policy.
- ✓ “Regional Imbalances: An Analytical View”, presented at the 35th Econometric Annual Conference, held at Jaipur, during March 11-13, **1999**.

Conference Proceedings Editor

Econometric Applications for Regulations, (**2014**) Excel Publishers, Delhi, ISBN 978-93-83842-49-0

Economics of Innovations, (2015), Excel Publishers, Delhi, 978-93-85777-15-8

Creating Optimal Economic Value through Right Mergers & Acquisitions (2017), Ane Books Pvt Ltd, New Delhi, ISBN 978-93-8546-264-1

First Annual Conference Economic Research for Capital Markets, Perfect Solutions & Stationary, Mumbai, (2018), ISBN 978-93-8676-104-0

Second Annual Conference Economic Research for Capital Markets, Perfect Solutions & Stationary, Mumbai, (2018), ISBN 978-81-934533-4-6

Other Recognitions

- ✓ Examination Committee Member for 3 years at Indian Institute of Banking & Finance (IIBF), Mumbai.
- ✓ Recognized teacher and Ph.D. Guide of the University of Mumbai
- ✓ External Doctoral Supervisor for BIT Ranchi
- ✓ Ph.D. guide for SNDT Women's University, Mumbai
- ✓ Ph.D. Guide for PAHER University

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