

## Faculty Profile

**Name:** Dr. Shankar Anappindi  
**Designation:** Assistant Professor  
**Teaching Areas:** Human Resource Management; Organizational Behavior  
Training & Development; Organization Development  
**Research Interests:** Story Telling in Management  
Remote Working & Productivity Management  
Employee Engagement  
**Education:** PhD in Management (2008), Osmania University  
MBA in Human Resource Management (1999),  
Osmania University  
B.Sc Electronics (1996), Kakatiya University  
Certified Trainer, ISTD Delhi



### Research/Selected Publication:

1. I am Here to Stay – The Stock Broking Way (An Indian Perspective), July & September 2011, Emerald Journal on 'Industrial & Commercial Training.
2. Source, Sell, Serve & Re(Serve) - A Human Resources Perspective of changing marketing trends from ICFAI University Press Journal - Marketing Mastermind, March 2011.
3. Value creation in Service Economy: the HR Perspective - A case study of Stock Broking Firms in India, October 2010, Financial Planning Journal (from FPSB).
4. Changes Impacting Marketing In the Financial Services Sector - Special edition on SERVICES MARKETING from ICFAI University Press Journal = Marketing Mastermind, April 2010.
5. Customer Service Orientation - The Role of Human Resource Practices, Marketing Master Mind (Cover Story), October 2009, Page No.25 - 34, ICFAI University Press (Ref. 10M - 2009 - 10 - 06 - 01)