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www.iipmthinktank.com/
publications/India-economy-review-
archive.html (Portfolio)
www.aisfm.edu.in/team/mnvvk-
chaitanya/ (Company)
www.aisfm.edu.in/blog/ (Blog)

Top Skills

Research
Content Development
Writing

Languages

Telugu (Native or Bilingual)
English (Full Professional)
Hindi (Limited Working)

Certifications

Faculty Training Programme

Honors-Awards

ASMA Social Media Award 2017--
Award for Best Twitterati and
LinkedIn Connect:
MTC Global Award-Innovation in
Teaching/Pedagogy
ICBM-AMP Academic Excellence
Awards 2017
Media Educator Innovation Award
(Associate Professor Category)-2019
Ambitions Awards For Education
Excellence -BEST FACULTY
FOR MEDIA BUSINESS &
MANAGEMENT.-2020

Publications

The India Economy Review
"Transmedia Storytelling in the
Indian Context: Select Structural

Chaitanya M.N.V.V.K

Hold 18 years experience in Research, Higher
Education, Teaching, Training, L&D, Content Development,
Policy Research, Communication, Print Media, Editing, Academic
Administration, Business Development and General Management
Hyderabad

Summary

Learn more, Live more, Lead more. Learner for Life aimed at becoming a 'PRACADEMIC'. At ACFM, handled film business, advertising, communication and entertainment business departments. At KSK Energy, I restructured and implemented 20 different HR (OD, OE, talent management+engagement initiatives. In the three job stints (at AISFM, CentumU & IIPM), led faculty selection, faculty performance management and managing all the facets of academic calendars/academic programmes in addition to coordinating academics functions with Dean's Office. For over 18 years, involved in facilitating lectures/training programmes in economics subjects (micro, managerial & macro-economic) supervising thesis projects at graduate and under-graduate levels, updating the academic curriculum, assisting senior faculty in book writing, sourcing & copy editing research articles for Indian Economic Review journal and importantly, handling all sorts of tasks related to academic administration and higher education management. In editorial role, I worked on two new launches (B&E and TSI magazines), provided editorial ideation to columns & sections relating to economics+ political economy. Traveled to 11 European countries, as part of GOTA trimesters at IIPM in addition to Egypt, Sri Lanka, Russia, Hong Kong & Turkey. Attended 10 EDPs, facilitated by Ivy League Univ. Professors. Cleared UGC NET exam with 99.8807 percentile in Sociology, qualifying for Assistant Professorship

Dabbled in higher-education consulting, content development, L&D policy design, Training, OD, Change Management, Organisational Effectiveness, Leadership Development, Rewards and Recognition, Profiling, HR Strategy, Competency Management, Trainee Management, Education Management, Academic Administration, Process Compliance, Indian Economics, Managerial Economics,

Economic Sociology, Political Economy, Micro Economics, Thesis Supervision, Editing, Commissioning Economics Literature/ General Management, New Program Development, Advertising and Marketing Management, Media and Entertainment Curriculum development, Media Business, Film Business, Production Management, Film Financing, Film Marketing, Film Business History, Contemporary Advertising Trends

Experience

Annapurna College of Film and Media

Associate Professor-Media + Entertainment Business Management

June 2016 - February 2021 (4 years 9 months)

Hyderabad Area, India

Secured Five different awards in the recent past, while doing this job (Media Education Innovator Award---Associate Professor category 2019 by AIMEC (Udaipur); (MTC Global Innovation in Teaching Pedagogy 2018 (Bengaluru); ICBM-AMP Academic Excellence Awards 2017 (Hyderabad); ASMA Social Media Award 2017 (Pune) and Ambitions Awards For Education Excellence -BEST FACULTY FOR MEDIA BUSINESS & MANAGEMENT.-2020 (Hyderabad)

In consultation with the resident and visiting faculty, I actively engage in:

<1>Provisioning academic advisory by formulating the curriculum every year to make it relevant, challenging and comprehensive

<2>Guiding the Academic Services & Administration offices in getting the best faculty for all the subject areas in MMBA and MBA programmes (media +entertainment).

<3> Handling industry interface, identifying guest lectures, academic meets that can be held at AISFM, creating an India based research agenda and teaching interests in media and entertainment business areas.

<4> Teaching the post graduate subjects in the broader areas of film business, film financing, film marketing, international co-productions, media business and media management for MBA students and undergraduate subjects like Integrated Branding and Corporate Branding +Design, Contemporary Advertising Trends, Introduction to Marketing Theory for BA, BA (Hons) and BFA students

KSK Energy Ventures Ltd.

Manager-Learning & Development (Policy Design & Implementation)

August 2015 - June 2016 (11 months)

Hyderabad Area, Telengana, India

In this role, I conceptualized/ re-strategized/ restructured, designed and implemented OD, OE, Talent Management, Leadership Development and many Capability Building initiatives to enable KSK Energy Venture Business(es) for enhanced performance and achievement of planned objectives.

Primarily, I was responsible for

<1>Executing specific L&D interventions in the annual calendar and coordinating with HR Heads, Business Heads, Department Heads, Function Heads.

<2>Providing strategic editorial and writing support in L&D Policy Design activities...

<3>Provisioning content expertise and thought leadership on Talent and Organization capabilities <4>Assisting HR Leads and Business Leaders to enable and facilitate business strategies and performance...

<5>Seconding the ideation support services to drive organization development/effectiveness initiatives/projects for the KSK Businesses...

<6>Building out and delivering approaches to collaborate with HR and Business Leaders to enable them to drive talent and organizational capability initiatives like Assessment & Development Centres

<7>Designing and institutionalizing top talent development framework to support accelerated learning and growth (including HiPo program, Technical Paper Presentations, Learning projects/Critical Experiences etc.) ...

<8>Working directly with the Business Leaders to build the business capabilities of the business in terms of leadership skills and competencies, institutionalization of knowledge management interventions, codification of best practices, documentation and etc...

<9>Researching, preparing and analyzing data, trends & management information reports/analytics for effective decision-making by the L&D and HR Leaders.

<10> Acting as a Trainer for 'Managerial Skills Training' to new engineering trainees and management trainees at all KSK plants located pan-India

Annapurna College of Film and Media

3 years

HoD and Faculty-Management Studies & Media Entrepreneurship

July 2012 - June 2015 (3 years)

Hyderabad Area, India

My first academic management assignment in a not-for-profit setting. Contributed to the academic strategy & thought leadership for the MBA-Media + Entertainment and MMBA, as part of its Faculty Leadership Team and more importantly completed every task/sub-task with everything that went with it: Facilitated academic collaborations, Quality Assurance and bench marking, development of new educational interventions, guided curriculum development teams for eventual delivering of the academic LTA (Learning-Teaching-Assessment) framework; Faculty Sourcing, facilitated Industry Interface and course development of select management subjects in the best traditions of a not-for profit set up, spanning Indian and international market environments (higher education industry).

Faculty-Film Finance, Media Entrepreneurship, Media Business
July 2012 - June 2015 (3 years)

Taught and handled Media Entrepreneurship, HRM, Management Fundamentals, Organizational Structure & Behaviour, MPO, International Co-Productions, Film Financing and Film Marketing Management subjects for MBA (Bharatidasan University) and MMBA programmes (JNTU-Hyderabad).

Centum Learning Ltd

1 year 11 months

Associate Dean <Academics>

July 2010 - May 2012 (1 year 11 months)

Was involved in managing all the facets of academic calendars/academic programmes and co-ordinating activities with Dean's Office & Campus Director. Essentially the 2 most important roles that I served: acting as a manager of academic resources & departmental representative to external stakeholders like visiting faculty, parents, guardians & corporates.

Primarily I was responsible for:

<1> Coordinating with Dean's Office for all academic policies, procedures, and guidelines. This includes managing student matriculation, process standardization for lecture delivery, assignment & script marking, definition of results framework, placements and etc. for each prog.

Recruiting & selecting all faculty for MBA-Asia (Coventry Univ.), UGPME (Whistlingwoods Int.) and PGPME (WhistlingWoods International), MBA-CMP (Annamalai Univ.), MBA-IGNOU programmes and non-teaching staff. Managing delivery of the courses, assuring quality of the deliverables including lectures, exams, assignments through observing teaching-learning, student feedback etc.

<3> Reviewing faculty performance for eventual retention and tenure

- <4> Working with students & staff to improve faculty-student relationships. Inducting and advising students, monitoring attendance, participation and progress of students and improving them through study skills & coaching
- <5> Facilitating the development, review, and revision of overall academic curricula and assuring their quality and relevancy
- <6> Encouraging intellectual discourse and industry interface through events, BOCE (Board of On Campus Experience) activities and ensuring placements/ SIPs.
- <7> Overseeing the tasks associated with library management & book procurement.
- <8> Promoting partnerships with constituents in the external educational, professional business communities. Building the work placement initiative to help drive up employability of graduates.
- <9> Functioning as member of the Subject Assessment Board for the Coventry Univ. MBA Prog. at Hyderabad Campus

Faculty <Business Environment, Organisational Behaviour & Human Capital Management>

July 2010 - May 2012 (1 year 11 months)

Handled the entire teaching module, comprising of lectures and tutorials of Understanding Business Environment, Entrepreneurship, Innovation and Entrepreneurial Business Track, Leadership in Organisations, Business Leader Series Track, Human Capital Management, Organisational Behaviour and HRM Challenges & Directions

The Indian Institute of Planning and Management

Associate Dean <Academics> at The IIPM

October 2008 - July 2010 (1 year 10 months)

I was involved in managing all the facets of academic calendars/academic programmes and co-ordinating activities with Dean's Office <All India>.

Essentially the two most important roles that I served, includes acting as a manager of the academic resources and departmental representative to external stakeholders like visiting faculty, parents, guardians and corporates.

Primarily I am responsible for:

- <1> Coordinating with All India Dean's Office <Academics> for all academic policies, procedures, and guidelines.
- <2> Recruiting and selecting all faculty for UG, PG and Ex-MBA programmes and non-teaching staff.
- <3> Reviewing faculty performance for eventual retention and tenure.
- <4> Working with students and staff to improve faculty-student relationships.

- <5> Facilitating the development, review, and revision of overall academic curricula and assuring their quality and relevancy
- <6> Encouraging intellectual discourse and industry interface through events and E2 Club activities.
- <7> Overseeing the tasks associated with library management and book procurement.
- <8> Acting as a member of the Admission Interview Panels for UG and PG programmes.
- <9> Promoting partnerships with constituents in the external educational, professional and business communities.

The IIPM Think Tank

Deputy Editor, India Economy Review <IER>

April 2002 - July 2010 (8 years 4 months)

Sourcing research papers and articles from eminent economists and policy makers dealing with indian economics

Editing and sub-editing the entire set of sourced articles and other literature

Overseeing the entire subscription services and 'journal exchange'

programmes of IER journal, India and abroad

Planman Media (P) Ltd.

8 years 4 months

Associate Editor <Economic Affairs>, Business & Economy

April 2002 - July 2010 (8 years 4 months)

New Delhi and Hyderabad

<1> Ideation for stories in the 'SCRUTINY' section on periodic basis.

<2> Ideation and co-writing of stories, specific to Andhra Pradesh and Hyderabad regions for B&E magazine

<3> Interviewing and facilitating the personal interviews, specific to Andhra Pradesh and Hyderabad regions for B&E magazine

Chief of Bureau <Economics Affairs>, The Sunday Indian

April 2002 - July 2010 (8 years 4 months)

New Delhi and Hyderabad

<1> Ideation for stories in the 'UNDERCOVER' section of TSI, on weekly basis

<2> Ideation and co-writing of stories, specific to Andhra Pradesh and Hyderabad regions for TSI magazine

<3> Interviewing and facilitating the personal interviews, specific to Andhra Pradesh and Hyderabad regions for TSI magazine

The IIPM

Faculty at The IIPM <Managerial Economics, Micro Economics, National Economic Planning>

April 2002 - July 2010 (8 years 4 months)

New Delhi and Hyderabad

<1> Teaching 'Introduction to Micro-Economic Theory', 'Managerial Economics', 'National Economic Planning' for Post Graduate Students and Executive Batch Students

<2> Supervising the total operations concerning thesis trimester, in addition to facilitating/guiding select thesis projects in realms of economics, business environment, business policy and public policy

<3> Case-let writing in the areas of Micro-Economics and Managerial Economics.

<4> Research Support and assistance for 'Economic Analysis Simplified for You' (EASY), a micro-economic text book for MBA students, authored by Prof. Prasoon Majumdar, Dean (Academics), IIPM.

<5> Research Support and assistance for 'Planning India', a macro economic text book, authored by Prof. Arindam, Chaudhuri, Dean, Centre for Economic Research & Advanced Studies (CERAS), IIPM.

Indian Institute of Planning and Management

Student in Under Graduate Programme (Integrated Programme)

1999 - 2002 (3 years)

New Delhi

Stood Second in the batch for the subject, "National Economic Planning-II"

Education

Annamalai University

M.A <Sociology>, Sociological Theories, Advanced Sociological Principles, Research Methods & Statistics, · (2009 - 2011)

Executive Development Programmes at Planman Consulting

Executive Development Programmes, General Management and Business · (2004 - 2010)

Annamalai University

BBA, Economics, Finance, Marketing, General Management · (1999 - 2002)

Indian Institute of Planning and Management

Integrated Diploma in Planning and Entrepreneurship, Business Economics,
National Economic Planning, Marketing · (1999 - 2002)

IMI Belgium

Integrated BBA-MBA, Business Economics, National Economic Planning,
Marketing · (1999 - 2002)