



SRM
UNIVERSITY AP
Andhra Pradesh



DEMYSTIFYING **THE NEW AGE CAREERS** **AND PROGRAMMES** **OF THE 21ST CENTURY**

SRM UNIVERSITY AP – ANDHRA PRADESH

*invites you to explore a whole new world
of 21st Century specialisations and interest-areas.*

*The sessions are meant for Class XI - XII students who want to
join some of the trendiest 21st century careers.*

OVERVIEW

SRM UNIVERSITY AP – ANDHRA PRADESH



SRM University-AP, Andhra Pradesh is a multi-stream research university with a focus on diverse fields. From Engineering to Sciences and Liberal Arts to Management, SRM University-AP's vision is to emerge as a world-class university that is globally connected, nationally relevant, and regionally transformative. It has an ambitious plan to be in the top world-class universities in ten years.

SRM University-AP has partnered with the world's best names for educational method and philosophy, campus design and infrastructure, learning and living spaces, and recruitment of faculty and leadership. Perkins & Will, renowned American Architecture Firm, that has designed some of the leading universities in the world, is the architect for this new-age institution. The campus is sprawled over 100 acres of lush greenery and facilitated with top-notch equipment and infrastructure.

100%

Faculty with international exposure

100 acre


Campus designed by world renowned architects

10:1

Student faculty ratio

30+

Collaborations with the world's best universities



Electronics As A Part Of Day-to-day Life

SESSION OVERVIEW

The Electronics System Design & Manufacturing (ESDM) sector plays a vital role in the government's goal of generating US\$ 1 trillion of economic value from the digital economy by 2025. With various government initiatives aiming to boost domestic manufacturing, India has already started witnessing initial movement with increased production and assembly activities across products such as mobile phones and other consumer electronics. In this talk the various opportunities for electronics engineers in the domains of Healthcare, Automotive, Robotics, Computer & IT and Construction industry.

WHO WILL TAKE THE SESSION?



Dr. Durga Prakash M

Assistant Professor, ECE Department

Ph.D, Indian Institute Technology,
Hyderabad, India

EXPERIENCE

- 2018-2021: Associate Professor - VR Siddhartha Engineering College, Vijayawada
- 2015-2018: Associate Professor – KL University, Vijayawada
- 2010-2015: Teaching Assistant/Research Associate – IIT Hyderabad
- 2009-2010: Project Assistant – CEERI Pilani, CSIR Lab
- 2005-2007: Junior Manager – Regency Ceramics Ltd, Yanam

RESEARCH INTEREST

- Microelectronics & VLSI Circuits
- Design and development of Semiconductor Device
- Micro/Nano Fabricated Electrical Devices
- Biosensors and MEMS

AWARDS & FELLOWSHIPS

- ★ Excellence in Research Award at Ph.D, IIT Hyderabad, 2014-2015
- ★ MHRD Fellowship Award to pursue Ph.D at IIT Hyderabad, 2010-2015

Global Trends In Commerce

SESSION OVERVIEW

The growing phenomenon of globalization, liberalization and privatization has been immensely influencing the Commerce Education. The concept of commerce education consists of a wide range of courses like Accountancy, Business Administration, E-Commerce, Finance, Economics, HR, Marketing, Big Data Analytics, AI & ML. For example, E-Commerce involves conducting business using modern communication instruments through Internet. Commerce education not only equips students about latest career development advancements, in E-Commerce but it also opens door for access to information Technology (IT) knowledge. In addition to this it also provides immense opportunities to the students for employment in the field of accounting. In many countries there is an acute shortage for globally recognized certified accounting professionals.

WHO WILL TAKE THE SESSION?



Dr. A Lakshmana Rao

Assistant Professor, Commerce Department
Ph.D, Andhra University, India

EXPERIENCE

2001-2003: Lecturer | Dr. V S Krishna Govt. Degree and PG College, Visakhapatnam
2005-2007: Lecturer | MITS, Rayagada, Odisha
2007-2018: Asst. Professor (SG) | University of Petroleum and Energy Studies, Dehradun

RESEARCH INTEREST

- Carrying Interdisciplinary Research in the fields of Commerce, Management and Law
- Some of the areas of current research: Corporate Governance, CSR, Human Resource
- Management focussing on Motivational Studies, Employee Satisfaction, Human Resource Governance, Behavioural Studies.

AWARDS & FELLOWSHIPS

- ★ 2017 – 10 Years Dedicated Service Award – University of Petroleum and Energy Studies, Dehradun
- ★ 1997 – Qualified UGC – SLET from Bharatidasan University, Tirucharpalli, Tamilnadu

New Frontiers in Marketing

SESSION OVERVIEW

Marketing is critical to the success of any enterprise. Marketing is all about creating demand, getting, retaining and managing consumers. The tenets of Marketing have been applied to diverse industries such as Fast-Moving Consumer Goods, Consumer Durables, Airlines, Hospitality, Construction and so on. Marketing never loses its charm in the business world. In this short session, we will see how marketing has helped companies and brands the world over and how students can enjoy a long, successful, rewarding and enriching career in Marketing.

WHO WILL TAKE THE SESSION?



Prof Bharadhwaj Sivakumaran

Dean, SEAMS

PhD in Marketing from the University of Maryland, College Park, USA

EXPERIENCE

Loyola Institute of Business Administration, Madras
University of Maryland, USA,
Nanyang Technological University, Singapore,
IIT Madras, Chennai,
The Great Lakes Institute of Management, Chennai

RESEARCH INTEREST

- Marketing
- Business Research

AWARDS & FELLOWSHIPS

- ★ Emerald Outstanding Reviewer Award for the Journal of Indian Business Research in 2013
- ★ Emerald All India Management Association (AIMA) Indian Management Research Fund Award, 2009
- ★ AMA-Sheth Doctoral Consortium Fellowship, University of Maryland, 2001
- ★ Deans' Summer Research Fellowship Award, University of Maryland, Summer, 2000



Changing role of HR as a Strategic Business Partner

SESSION OVERVIEW

People (HR) are viewed as a company's most valuable asset and a source of competitive advantage. Organizations are constantly looking for new ways to develop and thrive in today's dynamic 'knowledge-cum-experience'-intensive economy, where employees are the most sought-after resource. For this reason, it is imperative to devise methods that will recruit the proper employee, as well as provide a work environment that encourages individuals to reach both their personal and professional goals. Human resources (HR) has a role to play here, right? Is it possible for HR to become a strategic partner in an organization's attempt to reform and grow? If you're asking me, I'd say yes without hesitation. HR has the potential to be a valuable ally in this endeavour. In this interactive session, I would like to walk you through some of the most pressing human-capital-related issues and trends that businesses confront today. Human resources (HR) may play a strategic role in helping organisations transform and expand. The session would conclude by outlining how this can be done, as well as the assumptions that need to be met in order for this to be possible.

WHO WILL TAKE THE SESSION?



Dr Vimal Babu

Associate Professor, Management

PhD (Management: OB/HR)
Centre for Management Studies, Jamia Millia
Islamia Central University, New Delhi, India

EXPERIENCE

- 2020-2021: Visiting Faculty, SCMHRD Pune, Symbiosis International University, Pune
- 2020-2021: Visiting Faculty, NMIMS, Narsee Monjee Deemed University, Mumbai
- 2017-2019: Associate Professor, SIBM Pune, Symbiosis International University, Pune
- 2014-2017: Assistant Professor, Auro University, Surat
- 2012-2014: Assistant Professor, IIMT-Oxford Brookes University (U.K.), Gurgaon
- 2010-2012: Assistant Professor, NIILM-Centre for Management Studies, NCR Delhi
- 2005-2010: Worked as faculty member with B-Schools in NCR Delhi

RESEARCH INTEREST

- Behaviour in relation to HPWT, Leadership & Intrapreneurship
- Conflict Resolution through Negotiation Strategies & Techniques
- Qual. Methods & Thick Data Insights: Cultural Dimension of People in Organizations
HRM and Entrepreneurship

AWARDS & FELLOWSHIPS

- ★ 2018 – Best Paper Award – Tata Institute of Social Sciences, Mumbai (TISS)

Mathematics for New Age Careers in an ICT enabled world

SESSION OVERVIEW

We are living in the globalized, technocratic world revolutionized by Internet and Communications Technologies. As one can imagine, mathematics plays a significant role in shaping this new world. In fact, one can say that today, no branch of science, technology, social sciences, or commerce can do without a substantial contribution from mathematics. Our presentation would focus on the following two questions:

1. What are the career options for students graduating with mathematics in general in this new era?
2. How will "Studying Mathematics at SRMAP" prepare you to enter the field of new age careers?

WHO WILL TAKE THE SESSION?



Dr. Sazzad Ali Biswas

Assistant Professor, Mathematics

PhD, University of Hyderabad,
India

EXPERIENCE

- 2020-2021: Visiting Researcher, University of Copenhagen, Denmark
2019-2020: Postdoctoral Fellow, University of Copenhagen, Denmark
2018-2019: Postdoctoral Fellow, Hebrew University of Jerusalem, Israel
2015-2018: Visiting Faculty, Chennai Mathematical Institute, Chennai, India
2017: Visiting Scientist, Weizmann Institute of Science, Israel
2018: Visiting Fellow, Ecole Normale Supérieure de Lyon and University of Lyon 1, Lyon, France
2011-12: Visiting scholar, Humboldt University, Berlin, Germany

RESEARCH INTEREST

- Automorphic and Galois representations
- Arithmetic geometry
- Langlands Program

AWARDS & FELLOWSHIPS

- ★ Postdoctoral Fellowship from the University of Copenhagen, Denmark, 2019.
- ★ Postdoctoral Fellowship from the Israel Science Foundation (grant no: 1676/17) at the Hebrew University of Jerusalem, Israel, 2018.
- ★ Postdoctoral Fellowship from the Chennai Mathematical Institute and the Infosys Foundation, India, 2015.

Robotics in future

SESSION OVERVIEW

This talk will inform the students about the potential uses and applications of robotics in future. It will talk about the applications of robotics in all the areas right from industries to households. It will also talk about the great possibilities of career in robotics field. It will also talk about how robotics, mechatronics and automation can seamlessly blend into a single uniform learning platform. It will also have a video demonstration of the universal robot that we have at SRM laboratories and how students can use it to learn more about robotics, mechatronics and automation.

WHO WILL TAKE THE SESSION?



Prof P Vivekananda Shanmuganathan

Professor, Mechanical Engineering

Ph.D, Indian Institute of Technology Bombay, India

EXPERIENCE

- 2020-2021: Dean – School of Technology, Woxsen University, Hyderabad.
- 2017-2020: Professor, Dayananda Sagar University, Bangalore.
- 2009-2017: Professor, VIT University, Vellore.
- 2013-2017: Local Coordinator, Erasmus Mundus Partnerships (India-Europe and Asia-Europe) and Erasmus+ (Riga Technical University, Latvia)
- 2007-2010: Coordinator – International Relations (School of Mechanical Engineering), VIT University, Vellore.
- 2009-2011: Chair – Mechatronics Division, VIT University, Vellore.
- 2005-2007: Coordinator-Post-Graduate Programmes (Mechanical and Building Sciences), VIT University, Vellore.

RESEARCH INTEREST

- Modelling and simulation of various Legged robots and exoskeletal devices
- Robot Vision and Visual Servoing
- Rehabilitation robotics

AWARDS & FELLOWSHIPS

- ★ 2013-2016 - Erasmus Mundus Academic Staff Fellow, Politecnico di Milano, Italy
- ★ 1996-2000 - Institute Research Scholarship, IIT Bombay
- ★ 1994-1996 - GATE Scholarship, PSG College of Technology

Wonderful world of gold

SESSION OVERVIEW

This talk will inform the students about the different possible innovative gold and silver alloys and how they can be made in the laboratory. It will also talk about different applications of these innovative gold alloys. It will also show the video demonstration of the facilities and infrastructure at the centre for pioneering research on gold and silver alloys at SRM AP campus. It will show how innovative gold alloys are made for different applications like jewellery. It will also give information to students how they can make career in designing and developing new materials.

WHO WILL TAKE THE SESSION?



Prof G S Vinod Kumar

Professor, Mechanical Engineering

Ph.D, Indian Institute of Technology, Kharagpur, India

EXPERIENCE

- 2013-2019: Associate Professor | SRM research Institute, SRM University, Kattankulathur, Chennai, India
- 2008-2012: Post doctoral Researcher (DFG Fellow) | Helmholtz Centre Berlin for Materials and Energy, Berlin, Germany & Technische Universität Berlin, Germany
- 2006-2008: Sr. Scientist | NFTDC (Non-Ferrous Materials Technology Development Centre), Hyderabad
- 2005-2007: Guest Scientist | Helmholtz Centre Berlin for Materials and Energy, Berlin, Germany (Previously Hahn – Meitner Institute, Berlin)

RESEARCH INTEREST

- Novel processing of Light alloy (Al and Mg) foam and studying the structure and properties
- Development of high strength Metal Matrix Composites and Nano Composites (MMC and MMNC)
- Processing high strength Lead and Lead-free brass
- Hardening of 22 Karat and 24 Karat gold for light weight and high strength Jewellery
- Development of a novel Tarnish Resistance Silver
- Metal Additive manufacturing and 3D printing of Gold Jewellery

AWARDS & FELLOWSHIPS

- ★ Executive committee member of Indian Institute of Metals -Chennai Chapter from April 2013
- ★ Awarded Deutsche Forschungsgemeinschaft (DFG) Fellowship, Germany for the year 2010 to 2012

Semiconductor Technology and its Translation

SESSION OVERVIEW

This talk will explore the real-world Semiconductor technology, general knowledge about fundamental theories, process technologies and applications within the semiconductor industry. It will also include some case studies how educational institutions and the semiconductor industries are making partnership to prepare new generations of professional for the challenges they are likely to face in the future.

WHO WILL TAKE THE SESSION?



Dr. Sabyasachi Mukhopadhyay

Assistant Professor

Ph.D, Jawaharlal Nehru Centre for Advanced Scientific Research (JNCASR), Bangalore

EXPERIENCE

- 2012-2016: Postdoctoral Fellow | Weizmann Institute of Science, Israel
- 2015: Visiting Scientist | Innovation Lab GmbH, Heidelberg, Germany
- 2012: Visiting Research Associate | Surface Physics and Materials Science Division, Saha Institute of Nuclear Physics, Bidhannagar, Kolkata, India
- 2012: Senior Research Support Specialist | State University of New York, Albany, USA
- 2010-2011: Academic Consultant | (JNCASR part) with Shell (India) Pvt. Ltd
- 2009: Academic-Industrial visitor | Nanonics Imaging Inc., Israel

RESEARCH INTEREST

- Development of low-cost molecular junctions and their electrical characterization
- Electron transport mechanism across molecular junctions
- Electrical transport across single molecular junction
- Development of advanced scanning probe microscope

AWARDS & FELLOWSHIPS

- ★ 2013, Postdoctoral Research Fellowship, PBC Program, Council for Higher Education, Israel
- ★ 2013, Best poster award, IUMRS-ICA, Bangalore, India
- ★ 2010, Best student presentation award, 11th International Conference on Near Field Optics, Nanophotonics and related Techniques (NFO11), Beijing, China

Liberal Arts Education in India: Opportunities and Challenges

SESSION OVERVIEW

The talk introduces the idea of liberal arts to the audience. It delves into its nature and scope and engages with the commonly held prejudices and biases associated traditionally with 'arts' in general and 'liberal arts' in particular. The speaker also talks about what an education in liberal arts can offer to the young minds, especially in contemporary India which is marked by complicated diversity and forces of neoliberal globalisation. The talk ends with a discussion on possible challenges of making a career in a lesser travelled path and the rewards that can accrue.

WHO WILL TAKE THE SESSION?



Dr Ipsita Pradhan

Assistant Professor, School of Liberal Arts and Social Sciences

Ph.D, Department of Sociology, School of Social Sciences, University of Hyderabad, India

EXPERIENCE

- 2021: Research Assistant- Boston University under Project Director Prof. Nazli Kibria (Remote Work)
- 2019-2020: Assistant Professor (On Contract)- Rajiv Gandhi National Institute of Youth Development, Sriperumbudur
- 2018: Assistant Professor- Stella Maris College, Chennai

RESEARCH INTEREST

- Gender and the changing nature of labour
- Nature of Urban spaces
- Gig Economy
- Consumption practices

AWARDS & FELLOWSHIPS

- ★ 2018- Feminist Theory Workshop Travel Award-DUKE UNIVERSITY, U.S.A
- ★ 2012-UGC-NET JRF
- ★ 2008 & 2009-M.N.Srinivas Memorial Prize-Miranda House, Delhi University
- ★ 2010-University Academic Prize-Delhi University
- ★ 2007-Merit Award-CHSE, Odisha