

CURRICULUM VITAE

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Educational Qualification :

Ph.D. in Health Management, from **Indian Institute of Technology, Kanpur**, India with CPI of 8.67 out of 10. The Ph D thesis titled "**Nature and Dynamics of Health Culture - A case of rural population of Tamil Nadu.**" PhD defended in August 1996.

M.A. in **Rural Development** specialised in Project Planning, from **Gandhigram Rural Institute**, India, with the 70.35 percentage. The Masters dissertation titled "**An Analysis of Tannery Pollution and its impact on Rural Environment in selected villages of Dindigul Taluk, Dindigul Quaid-E-Milleth District**". 1990.

B.A. in **Economics** specialised in Rural Industrialisation, from **University of Madras**, India with the 55.08 percentage. 1988.

Ph.D. Work

The title of the Ph.D. Thesis is "**Nature and Dynamics of Health Culture - A case of rural population of Tamil Nadu**". The first part of the thesis was on how rural population were making decision on Health choices; the second part was on the impact of religiosity on health; and the third part dealt with the role of health bureaucracy on service delivery. The research followed systems approach. The researcher also documented some of the medicinal practices of the rural population in lower Palani Hills.

Ph.D. Supervisor

Prof. Raka Sharan, Professor, (Retired),
Department of Humanities and Social Sciences,
Indian Institute of Technology, Kanpur - 208016, India.
Email: raka@iitk.ac.in

Professional Experience:Pre-PhD.

Environmental Society, Madrasas Co-coordinator **11 Months** 16 Aug 1990- 25 July 1991
Environmental Society, Madras as Project Officer **1 Year 5 months**
17 August 1995- 27 January 1997(**5 Months- Post PhD experience from August 1996**)

Professional Experience: Post- PhD (After August 1996)

Indian Institute of Health Management Research, Jaipur - Research Officer- **2 years**
30 January 1997-27 January 1999.

Taleem Research Foundation,Ahmedabad, India - Assistant Professor - **7 Months**
28 January 1999 to 6 September 1999.

Indian Institute of Rural Management, Jaipur - Assistant Professor - **1 Year**
8 September 1999- 8 September 2000.

Indian Institute of Rural Management, Jaipur - Assistant Professor 2001 - **4 Months**.
1 January 2001 – 25 April 2001

Indian Institute of Information Technology and Management, Kerala, Guest Faculty /
Post Doctoral Fellow **1 Year 10 Months**, 22 May 2001 to 31 March 2003

Indian Institute of Information Technology and Management, Kerala, Assistant Professor
4 Years 4 Months 1 April 2003- 17 August 2007

Sree Chitra Tirunal Institute for Medical Sciences and Technology, Thiruvananthapuram,
Associate Professor (on Deputation) **1 Year**, 18 August 2007 – 17 August 2008

Ph D Guidance:

- Recognised as PhD Guide in the field of Management Studies, University of Kerala
- Currently Two(2) scholars have registered under my guidance for Ph D in Management Studies, University of Kerala. One student is working on Systems specialisation and other student is working on Marketing specialisation.

Projects:

1. Coordinator, Environmental Education, Sacred Groves, Flora and Fauna of Madras, and other projects related to urban environment. - Environmental Society, Madras. 1990-91.
2. Coordinator, Mobile Enviro-Education Unit Project supported by Government of Japan. - Environmental Society, Madras. 1995-97.
3. Team Member, Organic Farming. - Environmental Society, Madras. 1995-97.
4. Organiser and Coordinator, Workshop for Teachers and Community members. - Environmental Society, Madras. 1995-97.
5. Co-Investigator for a study on "Socio-Anthropological study of Family Planning Seeking Behaviour of Resistant Communities of Udaipur district of Rajasthan". - Indian Institute of Health Management Research, Jaipur . 1997-98.
6. Team Member, "Economic Impact Assessment of AIDS in Trucking Industry". - Indian Institute of Health Management Research, Jaipur. 1997.
7. Member, Comprehensive Reproductive Health Plan for Rajasthan state, India funded by SIDA. Indian Institute of Health Management Research, Jaipur. 1998.
8. Coordinator, project titled "Information Needs assessment for Sexual Health among men and women of Ajmer and Udaipur Districts of Rajasthan". This was a large-scale study, which used both qualitative and quantitative methods. For quantitative study about 2000 respondents were interviewed. Following the study some interventions were also been done through counseling the identified risk groups and referring for further consultation to the Medical College. Indian Institute of Health Management Research, Jaipur. 1998- 99.

9. Project Leader, project on “The effectiveness of Teleconferencing for training Primary School Teachers” funded by IGNOU and ISRO. TALEEM Research Foundation, Ahmedabad. 1999.
10. Member, Community Forestry project funded by KfW. Indian Institute of Rural Management, Jaipur. 1999-2000.
11. Project Coordinator, Telehealth Initiatives in Kerala. IITMK. 2001-2004.
12. Chief Investigator, TeleMedicine and TeleEducation in Kerala, India. Indian Institute of Information Technology and Management, Kerala. 2003-2004.
13. Principal Investigator, WHO Fellowship Training Programme (FTP) on "Community based interventions for cardiovascular diseases", 15th November 2007 to 14th March 2008(4 Months). AMCHSS, SCTIMST.
14. Coordinated, Harvard Students Program at AMCHSS, SCTIMST, from 4th to 24th January 2008.

Consultancies

1. Evaluation of Young Artist Scholarship funded by Department of Culture in Kerala, Government of India. 2002.

Publications in Journals

- 1) L.P.Singh and K.Srinivasan, “**Family Planning and the Scheduled Tribes of Rajasthan: Taking Stock and Moving Forward**” published in **Journal of Health Management**, Vol 2., No.1, January-June 2000, Sage Publication. **Abstracting/Indexing Services:** Cab Abstracts, Cumulative Index to Nursing and Allied Health Literature CINAHL, Global Health (Previously CAB Health)
- 2) K.Srinivasan and K.R.Srivathsan, “**IT Facilitated Healthcare: A Roadmap to the Future**” published in **South Asian Journal of Socio-Political Studies**, Vol.2, No1, July-Dec, 2001. Indexed in Guide to Indian Periodical Literature (GIPL) and AILSG.
- 3) K.Srinivasan, B.V. Laxmi, Manjul Sahay, Abhay Singhal, K.R.Srivathsan, “**Digital Library of IITM-K – Experiences of Next Generation resource centre**” published in South Asian Journal of Socio-Political Studies, Vol.3 No1, Dec- 2002. Indexed in GIPL and AILSG
- 4) K.Srinivasan and Anand V. Nath “**GIS Redefined for Tourism**”, South Asian Journal of Socio-Political Studies, Vol 4 No.2, Jan- June 2004. Indexed in GIPL and AILSG
- 5) K.Srinivasan, Crispin Jacob, Jinesh Jose, Sangram Jena “**Ayurveda and Information Technology: A Preventive and Curative Approach to Healthcare**”, South Asian Journal of Socio-Political Studies, Vol 4 No.2, June 2004. Indexed in GIPL and AILSG
- 6) K.Srinivasan “**Management of asynchronous Learning Networks: A case study of Graduate Students of Management using Unconventional Teaching Methods**”, South Asian Journal of Socio-Political Studies, Vol 5 No.1, Dec 2004. Indexed in GIPL and AILSG
- 7) K.Srnivasan and Raka Sharan, “**Social Networks and Health Decisions: A Case of Two Villages in Tamil Nadu**” **Loyola Journal of Social Sciences**, Vol. XIX, No.1, Jan-Jun 2005. The Journal is abstracted/indexed in: All India Index to Periodical Literature in English (AIIPLE), CSA Sociological Abstracts, CSA Worldwide

Political Science Abstracts Social Services Abstracts and the International Bibliography of the Social Science (IBSS).

- 8) K.Srinivasan, "Assessing the Effectiveness of Communication in Health Sector", **Journal of Business Studies** Vol.3, No.5, January 2006. Journal of Department of Commerce, University of Kerala.
- 9) K.Srinivasan and Raka Sharan, "**Religiosity and Health**", **Review of Social Sciences** July - December 2005, Vol. VI, No. 2. Published by Kerala Academy of Social Sciences.
- 10) K.Srinivasan & Raka Sharan, "**Organization of Indian Health Bureaucracy and its Delivery System**", **Productivity**, Vol. 46, No.4, January-March 2006, pp 477-486. Productivity is the principal quarterly journal of the National Productivity Council of India.
- 11) K.Srinivasan, "Participation Levels of Primary School Teachers viewing Pre-recorded Video Programme: An Analysis of Teachers Training Programme" i-manager's Journal of School Educational Technology, Vol. 2 No. 4, March - May 2007.

Other Publications

- 12) Kannan Srinivasan, "Health System and Information Technology" Course material for Master of Hospital Administration (MHA), University of Kerala published by, Institute of Distance Education, University of Kerala in association with Child Development Centre, Thiruvananthapuram, January 2007.
- 13) "A Case study on e-health", published by "Institute for Development Policy and Management", University of Manchester, UK. 2004.

Book Chapter

1. K.Srinivasan and Anand V.Nath, GIS and Tourism, Book Chapter in 'Sustainable Dimensions of Tourism Management' Edited by M.R.Biju, Mittal Publication, New Delhi, 2006. ISBN 81-8324-129-8

Conferences and Presentations:

- 1) K.Srinivasan and Raka Sharan, "Social Networks and Health Care Decisions", the Seventeenth National Systems Conference held at Kanpur, India. "Recent Trends in Applied Systems Research", 1993, Allied Publishers Limited, Bombay, Pages 419 - 422.
- 2) K.Srinivasan and Raka Sharan, "Health and Religiosity", All India Sociological Conference 1999.
- 3) K.Srinivasan, "Assesing the Effectiveness of Communication media in Health", National Seminar on Social problems in India – A Multidisciplinary vision", 27-28 March 1998, Sri Venkateswara University, Tirupati.
- 4) K.Srinivasan, B.V. Laxmi, Manjul Sahay, Abhay Singhal, K.R.Srivathsan, "Digital Library of IITM-K – Experiences of Next Generation resource center", National Level conference at Indian Institute of Technology, Kharagpur in February 2002. Information Management in e-Libraries", 2002, Allied Publishers Ltd., Mumbai, Pages 251-257.
- 5) K.Srinivasan, "Telehealth Kerala" MediTel Conference held in Ramachandra Medical College, in 2003.

Magazine Publication

- 1) K. Srinivasan, Artificial Societies and Agent Technology, in IT Glimpse a Magazine published by School of Computer Sciences, Mahatma Gandhi University, Kottayam, India, 2004.
- 2) K. Srinivasan, Community Centered Computing, in IT Glimpse a Magazine published by School of Computer Sciences, Mahatma Gandhi University, Kottayam, India, 2005.

Research Experience

Duration	Organisation	Area
May 2001 to 2007	IIITM-K	IT in Healthcare
Jan to Aug 1999	TALEEM Research Foundation	Health Management Communication Rural Development
Jan 1997 to Jan 1999	Indian Institute Of Health Management Research Jaipur	Social Anthropology Health Managt Sexual Health AIDS and Reproductive Health
Aug 1995 to Jan 1997	Environmental Society Madras, Chennai	Environmental Education Organic Farming, Urban Environment and Rural Development
July 1990 to July 1991	Environmental Society Madras, Chennai,	Sacred Groves Social Forestry and Environmental Education

Teaching Experience

Duration	Organisation	Area
August 2007 -2008	SCTIMST	Health Management
May 2001 to 2007	IIITM-K	E-Commerce, Principles of Management, Health Informatics, IT Management
January 2001 to April 2001 Sept 1999 to Sept 2000	Indian Institute of Rural Management, Jaipur	Economic and Social Environment Strategic Management Rural Marketing Rural Development Rural Banking Fundamentals of Computers
Aug 1995 to Jan 1997	Environmental Society, Madras	Environment Education

Courses Taught

	Course Title	Level	No of times
1.	Economic and Social Environment	PG	4
2.	Principles of Management	PG	2
3.	Business Policy/Strategic Management	PG	3
4.	Advertisement and Sales Promotion	PG	5
5.	Consumer Behaviour/ Buyer Behaviour and Market Research	PG	3
6.	Product Management	PG	1
7.	Computer Information Management	PG	3
8.	E-Commerce	PG	4
9.	Rural Banking and Development	PG	3
10.	Rural Marketing	PG	5
11.	Panchayat Raj and Rural Development	PG	2
12.	Rural Development and NGO Management	PG	1
13.	Advanced Study in Rural Marketing	PG	1
14.	Rural Communication	PG	1
15.	Service Marketing	PG	2
16.	IT Management	PG	2
17.	Social Marketing	PG	2
18.	IT in Healthcare	M Phil	1
19.	Managerial Analysis and Communication	PG	1
20.	Enterprise Resource Planning	PG	3
21.	Software Project Management	PG	1
22.	Management Function and Behaviour	PG	1
23.	Health Management	MPH	1

Course Coordinated

24.	Basic Health Economics	MPH	1
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Thesis (MBA) Supervision (Only few out of 20 are mentioned)

SNo	Name	Year of Completion	Title of Thesis	Co-guides
1.	Kamayini Saxena	1997	A study on the turnover rate of Nurses at various levels (Post Grad Dip in Hospital Management)	Co-guided with Prof Udai Pareek
2.	Vikas Agarwal	1999	Market Potential of Medical Electronic Instruments a study on BPL Medical Electronic Division (Post Grad Dip in Business Management)	
3.	Chanchal Rathore	1999	Market Potential of BPL home appliances	
4.	Tripathi and Pandey	1999	A study on Cheese of Amul	
5.	Nitin Mittal	1999	A study of Marketing Cements Ltd Strategy of JK	

MBA projects guided recently.

- 1) Final Project: Cinolk.K, **Information System Management Using Monitoring tools a Case study of IITMK**, MBA project submitted, Directorate of Distance Education Alagappa University, July, 2006.
- 2) Summer Project: Sudha, N. **Business Process Re-engineering in an institute of higher learning: A study of IITMK**, Birla Institute of Technology, Mesra, Ranchi, July 2006

Dissertaion (MPH) Supervision

S.No	Name	Year of Completion	Title of Thesis
1.	Dr. Allen P	2007	“Telemedicine utilization under the ISRO Telemedicine Project in Karnataka focusing on physician and telemedicine center characteristics”
2.	Dr Sudeep Kumar	2007	Treatment Adherence among Pulmonary Tuberculosis Patients under Revised National Tuberculosis Control Programme in Udupi District, Karnataka
3.	Shyam Swaroop Sharma	2008 (In progress)	Prevalence and correlates of mental health problems among primary, secondary and senior secondary school teachers of Karauli district of Rajasthan
4.	Miteshkumar Bhanderi	2008 (In progress)	A situational analysis of health status in urban slums of Rajkot City, Gujarat: Are the health sector reforms and city development plans improving the health status of urban poor

Workshops and Seminars Organized

- Course Coordinator for the MPH/ DPH 2008 batch at AMCHSS, SCTIMST. 2008.
- Organisation Committee Member for upcoming “National Conference on Emerging Issues in Public Health” Jan 11-13, 2008.
- Using Internet for Applied Development Research, jointly with CDS, Trivandrum, March 2007
- Using the Internet for Social Science Research, Jointly with CDS Trivandrum, March 2006
- Intensive Communication Workshop (Aug 2005)
- Brain Storming Meeting on Medical Informatics Curriculum, October, 2005.
- One Day Discussion Meeting on Techniques in Medical Imaging and Establishment of an Imaging Portal
- Three Days Short Course on “Using the Internet for Social Science Research”, March, 2005, IITMK.
- Two Days Short Course on “Functional Neuroimaging and Image Processing using Statistical Parametric Mapping (SPM)” 8 & 9 January 2005, IITMK ans SCTIMST.
- A Talk By Prof Raghunathan on Magnetic Resonance Imaging: Basic Principles and Practice and Clinical Magnetic Resonance Spectroscopy (MRS) June 2004, IITMK

- One day course on “ Computers in Radiology”, RADINFO2004, May 2004, IITMK
- National Workshop on “Information Systems and Knowledge Management Services for Healthcare” MEDINFO2002 in collaboration with Sree Chitra Tirunal Institute for Medical Sciences and Technology, Trivandrum during 7th and 8th of December 2002 at Trivandrum. Indian Institute of Information Technology and Management, Kerala
- A Short Course On E-Commerce and Business Models, 28th January 2002 to February 2002, IITMK
- Neuroscience in 2025 – A Peep into the Future, June 2nd 2001, IITMK
- Brainstorming on TeleMedicine with Government of Kerala Officials and Medical Professionals June 2001, IITMK
- Coordinated and Conducted two 14 days training programmes on Health Management and Administration for the Medical Officer and Chief Medical officers of Central Government Health Scheme, Government of India. Indian Institute of Rural Management, Jaipur. 1999-2001.
- Coordinated and conducted a training on AIDS and Sexual Health for the field level health workers Indian Institute of Health Management Research, Jaipur 1999.
- Conducted training on Environmental Education and Teaching methods to the School Teachers. Environmental Society, Madras. 1995-97
- Conducted Eco-camps for the School Children of Madras, Environmental Society, Madras 1990-91.

Invited Talks

- K.Srinivasan, “Telehealth Kerala- An experience of managing the health portal”, WHO organized Workshop on Telemedicine in Oncology at Regional Cancer Centre, Trivandrum, 22nd December 2001.
- K.Srinivasan, “Telemedicine”, INFOBIO a seminar on BioInformatics organized by Computer Society of India, Trivandrum Chapter, 27th June 2003.
- K.Srinivasan, “Telemedicine” at National Seminar on Bio-informatics organized by Rajiv Gandhi Institute of Bio-Technology, Trivandrum, December 2004.
- K.Srinivasan and Prof. R.Bhaskaran, “Role of Information Technology in Tourism Marketing” at International Seminar on Tourism Marketing, Organised by Department of Commerce, University of Kerala, Trivandrum, December 2004.
- K.Srinivasan, "Web Services and IT Management", Invited talk for One Day Seminar on Grid Computing, held at Avinashilingam University, Coimbatore, October 2005.
- Invited as a Panel Member for "Two Days Symposium on Micro Finance", held at Madurai, September, 2005.
- K.Srinivasan Software Project Management a Management Perspective, Refresher course at Academic Staff College, Bharathiar University, Coimbatore, November 2006
- K.Srinivasan, **Knowledge Process Outsourcing : Emerging Trends**, at University Grants Commission Sponsored National Conference on Knowledge Process Outsourcing, Organized by Post Graduate Department of Commerce, Pazhassi Raja NSS College, Mattanur, Kannur 5th January2007, Invited Talk.
- K.Srinivasan, “**Marketing in IT**”, at a Students' Festival organised by Department of Computer Applications, College of Engineering, Trivandrum, 6th January2007
- K.Srinivasan, Business Process Outsourcing and Knowledge Process Outsourcing, **Two Days National Seminar on Services- The New Age Industry** 14-15 February,

2007 organised by Dept of Commerce and Management Studies, PTM Govt. College, Perinthalmanna.

- K.Srinivasan and K.R.Srivathsan, “Technology enhanced open learning for CME as adjunct to the telemedicine services”, Proceedings of National Telemedicine Users' Meet, May 3-4, 2007 Pages 53-54, published by DECU, SAC, ISRO Ahmedabad.
- One Day International Seminar on Role of IT in Healthcare invited talk on Technology based Healthcare- An Indian Perspective organised by Avinashilingam University for Women, Coimbatore 20th March 2008

Short Courses/ Workshops recently attended

- Training Programme on Creating awareness about Child Development for representatives of Voluntary organisations working in Rural Development, National Institute for Cooperation and Child Development, Bangalore, 18 June to 22 June 1990.
- ICSSR sponsored refresher course on Research Methodology in Social Sciences, June 22 to July 10 1992, IIT Kanpur.
- **Management Development Programme on Medical Informatics, a course for health care professionals**, July 14-15, 2001 IIM Kozhikode.
- **Managing Human potentialities in India**, Loyala College of Social Sciences, 29, 30 October 2004.
- **Making Business sense out of Information security**, 21 January 2006.
- **Business Assurance in Networked Economy**, 24th June, 2006.
- Attended Nine Days workshop on **Computational Neuro Sciences** organised by Indian Institute of Technology, Madras, December 04-12, 2006
- One Day Course on Image Processing in Anatomical and Functional Neuro Imaging 2006 - (IPAN 2006)
- NPTEL Workshop on **Technology Enhanced Learning for Enriching Engineering Education** organised by IITMK and IITs and IISc, 6, January 2007
- **Software Copyrights, Licensing and Reuse of Open Source Products** organised by IITMK and IISc, 5th February, 2007
- Seminar on Image Segmentation and Coregistration
- “Workshop on Quality Improvement in Research” organised by University of Kerala for the PhD Supervisors during 28 and 29 October 2007.
- Workshop on Quality Improvement in Research 28-09-2007 and 29-09-2007 organised by University of Kerala.
- Annual forum for MCH Community 17-03-2008 and 18-03-2008 at Udaipur
- Consultation meeting on NRHM, 19-06-2008 and 20-06-2008 held at TISS, Mumbai.
- Workshop on Ethics in Health Research, AMCHSS, August 2008

References:

(1) Prof. Raka Sharan (Professor (retired), Department of Humanities and Social Sciences, Indian Institute of Technology, Kanpur)
Presently, Visiting Professor, LNM IIT,
Rupa ki Nangal, Post – Sumel, Via – Kanota,
District Jaipur-303 012, (Rajasthan) India.
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(2) Dr. Kapilamoorthy,
Additional Professor,
Sree Chitra Tirunal Institute for Medical Sciences and Technology,
Medical College, PO, Thiruvananthapuram – 695 011
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(3) Prof. K.K.Saxena,
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Indian Institute of Technology,
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Fax: 91-512-2590260

Research Interests:

The research interests include Health Planning and Management, Health Policy, Sexual Health, Economics of Health, Development Studies, Strategic Management, Project Management, Knowledge Management, Environmental Education, E-Commerce, Medical informatics, IT in healthcare, and Social Informatics.

Computer Knowledge:

- (i) SPSS-X
- (ii) Lotus 123
- (iii) Dbase III+
- (iv) Latex
- (v) Anthropac
- (vi) Word
- (vii) Power Point
- (ix) Excel
- (x) Java

Computer Environment worked:

Unix, Linux, Windows, Solaris