

Dr. S. S. Rau has a Bachelor's Degree in Commerce from Nagarjuna University, Guntur with a University 6<sup>th</sup> rank, MBA in Finance from Andhra University and a Ph.D from Berahampur University, Orissa. He started his career in SATHYABAMA as a lecturer in the Department of Management Studies in the year 1990. He was elevated to Professor and Head of the Department in the year 1997 still remembered for the way he taught. More recognition for this humble Teacher, came in the form a fitting award as Registrar of SATHYABAMA on the Teacher's day. He has produced 7 doctorates and guiding 6 research scholars in the areas of Finance, Marketing and Human Resource. He has authored and co-authored more than 100 publications in reputed management journals, International and National Conferences. He has participated in various Faculty Development Programmes. His Subject interests are finance and operations research. A very promising and hardworking person, Dr. Rau is a God-fearing person who keeps God first in everything he does. He is very creative and organized. Being the epitome of punctuality and a love for discipline, he does not compromise in the work he does from typing to signing certificates. He is also known to play with words, once he ascends the podium and everyone looks forward to this moment. The phrase "Cleanliness is Godliness" does not escape his profile keeping in mind the way he keeps his room neat and clean.