

Curriculum Vitae - Prof. VENKATA CHALAM GORIPARTHI

Prof. Venkata Chalam Goriparthi,

M.Com., LL.M., M.B.A., Ph.D.

Department of Commerce & Business Administration

Acharya Nagarjuna University

Nagarjuna Nagar - 522 510. India.

E-mail: chalam.goriparthi@gmail.com

Web: <http://chalam.goriparthi.com>

Mobile: +91 9440613822



Academic Positions:

Department of Commerce & Business Administration, Acharya Nagarjuna University.

- Professor, 2005 - Present

- Associate Professor, 1998 to 2005

- Assistant Professor, 1993 to 1998

- Lecturer, 1986 to 1993

- Research Scholar, 1982 to 1986

Professional Service and Affiliations:

As an Academic Resource Person, I taught master's level courses as visiting/guest/resource person in Financial management, Security analysis & Portfolio management, Financial derivatives, International finance, Operations management and Accounting & Finance for managers for Acharya N.G. Ranga Agricultural University, Indira Gandhi National Open University, Pondicherry University, Andhra University, Dr B.R. Ambedkar Open University, etc. I have also been a guest faculty at Sri Venkateswara University, Krishna University and many affiliated colleges of Acharya Nagarjuna, Krishna University, Andhra University and JNTU for M.B.A Program in Financial Management and its related disciplines. Visiting Professor to Acharya N.G. Ranga Agricultural University, Guntur to teach MBA (Agribusiness Management).

International Exposure:

I have visited about 20 Business Schools in U.S.A in top ranked Universities, viz., Harvard Business School, MIT Sloan School of Management, Kellogg Business School, Booth School of Business, Stuart Graduate School of Business, Liautaud Graduate School of Business, Kellstadt School of Business, Leeds School Business, Colorado, etc. since 2007 and interacted with faculty and also involved in MS (Finance) case study discussions and group discussions along with researchers and students. I have also visited University of Srilanka, Kuliapitia in 2014 to attend an international seminar. I also presented papers in International conferences held at Lag Vegas, Nevada, USA, March 2013, and three more international conferences at Harvard University, USA, April 2016 and Wagner College, Staten Island, New York April 2017.

Career and Professional Awards, Research Awards:

Cash Award for achieving Second Rank in M.Com. Course from the Social Welfare Department, Government of Andhra Pradesh, Hyderabad, 1980.

Awarded University Research Fellowship (URF), Nagarjuna University while doing Ph.D. during the period 1982-1983.

Awarded Junior Research Fellowship (Junior Research Fellowship), University Grants Commission, New Delhi, during 1983-85.

Cash Award received for publication of Best Research article in Chartered Accountant Journal, June 1986 from the Institute of Chartered Accountants of India, New Delhi.

Cash award received from Acharya Nagarjuna University for Best Research Paper published in International Journal in 37th Foundation Day Celebrations-2013.

Cash award received from Acharya Nagarjuna University for Best Research Paper presented in International Seminar held at Social Sciences conference, Las Vegas, U.S.A. during March 2013 in 37th Foundation Day Celebrations-2013.

Cash award received from Acharya Nagarjuna University for Best Research Paper published in International Journal in the 38th Foundation Day Celebrations-2014.

Received State Teacher Award – 2014, Certificate of Merit, Medal and Cash Award in recognition of meritorious service as a Teacher under State Award - Subject-wise category in Commerce/Management from the Government of Andhra Pradesh on 5th September 2014.

Received Best Paper Presentation Certificate in International Conference on Social Science, Literature and Education, held at Harvard Medical School, Boston - United States of America, during April 2016.

Received Best Researcher Award – 2016, Certificate of Merit and Cash Award in recognition of research activity in the College of Arts, Commerce & Management and Law, Acharya Nagarjuna University in 40th Foundation Day Celebrations-2016.

Cash award received from Acharya Nagarjuna University for Best Research Paper presented in International Seminar held at Harvard Medical School, Harvard University, Boston, U.S.A., during April 2016 in 40th Foundation Day Celebrations-2016.

Received the Lifetime Achievement Award – Venus International Research Award-2016, carries a Certificate, Bronze Medal and Memento from the Venus International Foundation, Chennai, August 2016.

Received the National Award of Excellence carries a Certificate, Trophy and Gold Medal from the Glacier Journal Research Foundation, Global Management Council, Ahmadabad, November 2016.

Received Best Presentation Certificate for paper titled “India as a Cashless economy” in UGC Sponsored Two-Day National Seminar on Indian Economic Turnaround: Challenges and Prospects, organized by UG & PG Depts. of Commerce & Management Studies, Sir C.R. Reddy College, Eluru, on 10th February, 2017.

Administrative Positions/Committees Member:

Academic Counselor, IGNOU since 1986-87 for Indira Gandhi National Open University, MBA and MCA Programs at Study Centers, KBN College, Vijayawada and TJPS College, Guntur, Andhra Pradesh.

Academic Counselor, Dr B.R. Ambedkar Open University, Hyderabad since 1993-94 for MBA Program, at PB Siddhartha College Study Center, Vijayawada, Andhra Pradesh.

Member, M.B.A. Program Monitoring Board, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, Andhra Pradesh.

Warden and Chief Warden for University Boys' Hostels, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, Andhra Pradesh, during the period 1996-2002.

Additional Director, Center for Distance Education, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, Andhra Pradesh (18.01.2003 to 10.3.2004).

Coordinator for Commerce & Management Courses of Centre for Distance Education, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, (2002-04).

Head (Chair), Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, (2004-2006).

Member, Board of Studies (PG) in Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, since 1988 till date.

Coordinator for the UGC/DRS/SAP for New Management Program, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 (2004-2006).

Additional Coordinator for the UGC/DRS/SAP in the Department of Commerce, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, during 2004-2006.

Member, Central Purchase Committee, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, during 2007 to 2009.

Member, Editorial Board, University News Letter, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, during 2007 - 2009.

Coordinator, P G & Professional Courses (Examinations), Acharya Nagarjuna University from 14.8.2008 to 22.9.2012.

Academic Advisor, Commerce & Business Administration Courses, Center for Distance Education, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 from 22.7.2012 till date.

Nodal Officer, Survey on Higher Education - MHRD, Government of India for uploading of Educational Statistics of Acharya Nagarjuna University and its affiliated Colleges in All India Survey on Higher Education website (11.9.2012 to 30.9.2014).

Dean, College Development Council, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, Andhra Pradesh, from 23.09.2012 to 30.9.2014.

Member, Scrutiny Committee constituted for verification of Staff Qualifications of B Ed colleges affiliated to Acharya Nagarjuna University, Nagarjuna Nagar-522 510 from 14.10.2012 to 30.9.2014.

Member, Quality Advisory Committee of IQAC, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, A.P., from 13.3.2013 to 30.9.2014.

Member, Expert Committee for preparation of Statutes, Ordinances and Regulations for ANU by incorporating the Model Statutes prepared and circulated by the Andhra Pradesh State Council of Higher Education, Hyderabad during 21.10.2013 to 30.9.2014.

University Nominee, Building Committee (UGC XI Plan grant) for Sri A.B.R. Govt. Degree College, Repalle; The Bapatla College of Arts & Sciences, Bapatla; K.R.K. Govt. Degree College, Addanki; S.K.R.B.R. College, Narasaraopet; Dr K.R.R.M. Degree College, Duggirala; Hindu College, Guntur; B.B.H. Degree College, Vetapalem; S.S & N. College, Narasaraopet; S.V.R. Degree College, Nagaram; affiliated to Acharya Nagarjuna University, Nagarjuna Nagar-522 510. Andhra Pradesh.

Chairman, Board of Studies (PG) in Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 (2013-2015).

Convener, Inspection Committee for grant of Permanent Affiliation of Colleges, Yogi Vemana University, Kadapa for 2014-15.

Member, Syllabi Review Committee constituted by the APSCHE to revise final syllabi in accordance with UG - CBCS of B.Com., Course in Semester System for its implementation w.e.f. 2015-16 in Andhra Pradesh State Universities.

Member, Syllabi Review Committee constituted by the APSCHE to revise B.Com. (Computer Applications), under CBCS model in Semester System for its implementation w.e.f. 2015-16 in Andhra Pradesh State Universities.

Member, Planning and Monitoring Committee, ANU for the planning and monitor the various developmental programs and to monitor in Acharya Nagarjuna University from August 2016 to till date.

Member, Committee for preparation of ANU Code constituted by Acharya Nagarjuna University, Nagarjuna Nagar-522 510, Andhra Pradesh.

Member, Committee to determine the period of past service of Teaching Associates/Teaching Assistants/others for promotion under CAS constituted by Acharya Nagarjuna University, Nagarjuna Nagar-522 510 (ANU/Estt-TS/CAS/Const. of Committee/CAS/S-I to S-II/2017 dt. 15.12.2017)

Chairman, Board of Studies (PG) in M.B.A. (International Business Studies), Acharya Nagarjuna University, Nagarjuna Nagar-522 510 from 05.01.2017 to till date.

Chairman, Board of Studies (P.G) in M.B.A. (Hospital Administration), Acharya Nagarjuna University, Nagarjuna Nagar-522 510 from 14.02.2017 to till date.

Member, U.G. Board of Studies in Bachelor of Hotel Management, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, from 27.4.2017 to till date.

Member, Syllabi Review Committee constituted to revise Intermediate Vocational Course in Banking and Financial Services subject by the Board of Intermediate Education, Guntur, Andhra Pradesh.

Member, UGC Expert Committee to visit colleges to evaluate the performance and Academic Attainments for extension of Autonomous Status (St. Joseph College for Women, Visakhapatnam during 22-23 January 2018).

Dean, Faculty of Law, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 from 1.3.2018 to till date.

Research Areas:

Finance, Human Resource Management areas, viz., Empirical Analysis on Financial Performance, Time Series Analysis, Impact of Government Developmental Schemes, Working Performance of Business/Industry, etc.

Research Projects:

Minor Research Project: “Evaluation of Financial Performance of Agro-based Industries in Guntur Dt., Andhra Pradesh” Sponsored by the University Grants Commission, New Delhi and completed.

Applied for a Major Research Project titled “Factors Affecting the choice of Entrepreneurship as a Career for Women Entrepreneurs - A Study with reference to select sample respondents in CRDA Region, Andhra Pradesh” to the ICSSR, New Delhi, on 09.11.2016

Consulting Research:

I had the opportunity to evaluate the Government of India, Rural Development Schemes to eradicate the poverty in the rural population. The results of this research are used for to develop and design new schemes for the economic development of the national level on the beneficiaries” experiences. Also, consultant for various affiliated Colleges in the State for the NAAC SSR Preparation and also to guide them in submission of IIQA to the NAAC.

Membership in Professional/Academic Bodies:

Member, Board Studies in Commerce, K.L. University, Vaddeswaram, Guntur District. Andhra Pradesh.

Member, Board of Studies in Management Studies, P.V.P. Sidhardha College of Engineering & Technology, Kanuru, Vijayawada, affiliated to JNTU–K, Kakinada, Andhra Pradesh.

Member, Board of Studies in Management Studies, Gudlavalleru Engineering College, Gudlavalleru, Krishna Dt., affiliated to JNTU–K, Kakinada, Andhra Pradesh.

Member, Board of Studies in Management Studies, Srinivasa Institute of Technology & Management, Chittoor, affiliated to JNTU–A, Anantapur, Andhra Pradesh.

Member, Academic Council, St. Joseph’s College of Education for Women (Autonomous), Guntur, affiliated to Acharya Nagarjuna University, Nagarjuna Nagar-522 510. Guntur.

Member, Governing Body, J.K.C. College (Autonomous), Guntur, affiliated to Acharya Nagarjuna University, Nagarjuna Nagar-522 510. Andhra Pradesh, for a period of two years.

Member, Governing Body, T.J.P.S. College, Guntur, affiliated to Acharya Nagarjuna University, Nagarjuna Nagar-522 510, Andhra Pradesh, for a period of two years.

Member, Board of Studies in Management Studies, IIIT, Nuzividu, RGK Technological University, Andhra Pradesh.

Member, Board of Studies (P.G) in Commerce & Management Studies, Krishna University, Machilipatnam, Andhra Pradesh.

Member, Board of Studies in Commerce, J.K.C College (Autonomous), Guntur, affiliated to Acharya Nagarjuna University, Nagarjuna Nagar-522 510. Andhra Pradesh.

Member, Academic Council, M. M. College, Vijayawada (affiliated to Krishna University, Machilipatnam) for a period of two years from 29.12.2015 to 28.12.2017.

Nominated as University Representative as a Member in the Expert Committee, Board of Studies to evaluate the Performance and Academic Attainments for the Conferment of Autonomous Status for SRR & CVR Govt. Degree College, Vijayawada.

Member, Board of Studies in Commerce, SRR & CVR Govt. (Autonomous) College, Vijayawada, affiliated to Krishna University, Machilipatnam.

Member, Board of Studies Management Studies (PG), Rayalaseema University, Kurnool, Andhra Pradesh.

Member, Board of Studies in Commerce (PG), KVR Govt. College for Women, Kurnool, affiliated to Rayalaseema University, Kurnool.

Member(Educationalist), Internal Quality Assurance Cell(IQAC) Committee, P.B. Siddhartha College of Arts & Science, Vijayawada for a period of two years w.e.f. 25.7.2017.

Member, Combined Board of Studies in Business Management & Commerce, Sri Padmavathi Mahila Viswavidyalayam, Tirupathi, Andhra Pradesh.

Member, Board of Studies in Commerce, J M J College for Women (Autonomous) (affiliated to Acharya Nagarjuna University), Tenali, Guntur Dt. Andhra Pradesh.

Member, Board of Studies (P.G) in Commerce & Management Studies, Krishna University, Machilipatnam, Andhra Pradesh.

Member (State Government Nominee), Governing Body, S V R M College (Autonomous), (affiliated to Acharya Nagarjuna University), Nagaram, Guntur Dt. Andhra Pradesh.

External Member, IQAC, P.B. Siddhartha College of Arts & Science, Vijayawada w.e.f from 8.8.2017.

Member, Syllabi Review Committee constituted to revise Intermediate Vocational Course in Banking and Financial Services subject by the Board of Intermediate Education, Guntur, Andhra Pradesh.

Member, UGC Expert Committee to visit colleges to evaluate the performance and Academic Attainments for extension of Autonomous Status (St. Joseph College for Women, Visakhapatnam during 22-23 January 2018).

Membership in Editorial Boards:

Deputy Editor in Chief, National Editorial Board, International Journal of Trade & Commerce- IIARTC, Meerut, U.P. India.

Associate Editor, International Journal of Commerce and Management Research, Gupta Publications, Rohini, Delhi, India.

Member, Editorial Board, Journal of Advances in Economics and Business, Horizon Research Publishing Corporation, U.S.A.

Member, Editorial Board, Journal of Economics, Kamala-Raj Enterprises, Delhi.

Member, Editorial Board, International Journal of Business Administration and Management (IJBAM)". GBS Publishers & Distributors, Bangalore.

Member, Editorial Board, Indian Journal of Finance and Economic Management (IJFEM)", GBS Publishers & Distributors, Bangalore.

Member, Editorial Board, Indian Journal of Management and Indian Business Studies IJMIBS), GBS Publishers & Distributors, Bangalore.

Member, Editorial Board, Economics *World*, David Publishing Company, 616 Corporate Way, Suite 2-4876, Valley Cottage, NY 10989, USA.

Member, Editorial Board, Journal of Business & Management Research Journal, International Research Journals.

Member, Editorial Board, Management Studies Journal, David Publishing Company, 616 Corporate Way, Suite 2-4876, Valley Cottage, NY 10989, USA.

Member, Editorial Board, Journal of China-USA Business Review, David Publishing Company, 616 Corporate Way, Suite 2-4876, Valley Cottage, NY 10989, USA.

Member, Editorial Board, Journal of Chinese Business Review, David Publishing Company, 616 Corporate Way, Suite 2-4876, Valley Cottage, NY 10989, USA.

Member, Editorial Board, Issues in Business Management and Economics, An International bi-monthly published Journal.

Expert Member in Course Design on 'Management of Insurance Services', School of Management Studies, Indira Gandhi National Open University, New Delhi.

Review of Research Papers/Books:

Text book on "Financial Accounting" for postgraduate students of Management, published by Oxford University Press, New Delhi.

Services of General Economic Interest in-between EU and Italian Law, Journal of Advances in Economics and Business, Time Horizon Publishing Corporation, USA.

Beyond Financialisation: Rethinking Family Roles in Brazil, Journal of Advances in Economics and Business, Time Horizon publication House, USA.

The rising trend in the Use of Credit Cards in Bangladesh and its Implications on Over-Indebtedness and its difficulties in Personal Finance, *Journal of Advances in Economics and Business*, Time Horizon publication House, USA.

Democracy, equality and central bank independence – what do the reformers think, 17 years on, *Management Studies Journal*, David Publishing Company, 616 Corporate Way, Suite 2-4876, Valley Cottage, NY 10989, USA.

How Working Capital Affects the Profitability of Commercial Banks: Case of Afriland Cameroon, *Journal Business and Management Research Journal*, International Research Journals.

The Income Structure and Financial Performance: Evidence from the U.S. Real Estate Investment Trusts, *Journal of Advances in Economics and Business*, Time Horizon publication House, USA.

Financial Management Model of Public Service Agency in the Higher Education Institution in Indonesia, *Journal of Advances in Economics and Business*, Time Horizon publication House, USA.

Effect of debt knowledge on the indebtedness of employees in the formal sector in Kenya, *Journal of Advances in Economics and Business*, Time Horizon publication House, USA.

General Criteria Affecting Investment Policies of Insurance Companies in the European Union, *Journal of Advances in Economics and Business*, Time Horizon publication House, USA.

Mental Accounting and Personal Finance for Savings, *Journal of Advances in Economics and Business*, Time Horizon publication House, USA.

Investigating the Impact of the Potential Zakah Collection as a Source for Funding Economic Growth in Muslim Countries, *Management Studies Journal*, David Publishing Company, 616 Corporate Way, Suite 2-4876, Valley cottage, NY 10989, USA.

Liquidity and volatility on Indonesia Stock Exchange (IDX): *An Evidence of JSX and SSX Merger*, *China-USA Business Review and Chinese Business Review*, David Publishing Company, 616 Corporate Way, Suite 2-4876, Valley Cottage, NY 10989, USA.

Does Gender & Marital Status Affect Organizational Behavior Dimensions Effect on Performance: A Study of Management Faculties, *Issues in Business Management and Economics*, An International Bi-monthly published Journal, February 2017.

Ph.D. Degrees Supervised:

Labor Welfare Activities in Indian Industrial Organizations (A Study of Selected Industrial Units in Andhra Pradesh), by Mr. T. Narayana Murthy, March 2002.

"Role of Primary Agricultural Co-operative Societies in Agricultural services (A study of selected PACSs in West Godavari District - Andhra Pradesh), by Mr. A. Prasad, July 2005.

A Study on H R D Climate in Indian Banking Industry (A Comparative Study of Select Banks in Public and Private Sectors), by Mr. L. Srinivas, October 2009.

Role of Regional Rural Banks in Rural Development (with reference to Andhra Pradesh Grameena Vikas Bank of Srikakulam District of Andhra Pradesh), by Mr. A Rama Mohan, August 2012.

A Study on the State and Status of Building Construction Workers in Andhra Pradesh, by Mr. K Suryanarayana, November 2012.

An Evaluation of Microfinance Scheme in Andhra Pradesh (A Study on select Self-Help Groups in Three Regions of A.P), by Zia Rehman, May 2013.

A Comparative Study of "Leadership Styles in select Public and Private Sector Organizations, by Mr. G Haranath, July 2013.

Industrial Parks, Industry Associations and Small and Medium /Enterprise Development (A Case Study of Krishna District: Andhra Pradesh), by Mr. A. Adishesha Reddy, July 2013.

A Study on Performance Management in Indian Corporate Sector (A Comparative Analysis between Bharath Sanchar Nigam Limited and Tata Consultancy Services Private Limited), by Mr. C.Suresh Babu, July 2013.

Women Empowerment Through Micro Enterprises–Role of Microfinance (A Study with special reference to select Mandals in West Godavari District, Andhra Pradesh), by R. Srinivasa Rao, April 2014.

Determinants of Corporate Growth (A Study on Select Pharmaceutical Companies in India), by N. Chandrika, April 2014.

A Study on Factors Determining the Investment Decision of Small Equity Investors (with special reference to Guntur and Krishna districts, A. P), by P. V. Durga Rao, August 2014.

Equity Share Price Determinants: An Empirical Analysis (A Study with special reference to Selected Listed Companies in Bombay Stock Exchange), by Ch Kiran, November 2015.

Capital Structure Determinants in Indian Industries - An Empirical Analysis, by Mr. N Suresh Babu, December 2015.

A Study on Online Internet Buyers' Trust, Trustworthiness and Satisfaction in Indian Perspective, by Mr. M Sridhar Reddy, April 2016.

A Study on Evaluation of Financial and Operational Performance of the Andhra Pradesh State Road Transport Corporation, by Mr. Mir Nohmman, July 2016.

An Impact of Human Resource Development Practices on Quality of Work Life in Information Technology Industry – A Select Study, by Mr. Shaik Karimulla, 17th February 2017.

Commodity Markets in India, by Mrs. Madhavi Latha Adapa, 21st September 2017.

A Study of Performance Evaluation of Thermal Power Corporations in India: A Case Study of Dr, Narla Tata Rao Thermal Power Station, Vijayawada, by Mr. J. Durga Prasad Rao, November 2nd, 2017.

Impact of Fiscal Decentralization on Financial Accountability and Performance of Tanzanian Local Government Authorities, by Mr. Flavianus Benedicto Ng'eni, submitted on 9.10.2017.

“Impact of Organized Food and Grocery Retailing on Traditional Retailing Business and Customers (A Study with reference to Select Traditional Retail Outlets in CRDA Region of AP)” by KM Sivaji Ganesh, submitted on 10.2.2018.

M.Phil. Degrees Supervised:

A Study of "Labor Welfare Activities in Ferro Alloys Corporation Limited - Garividi, Andhra Pradesh" by Mr. T. Narayana Murthy, October 1995.

A Study on "Handloom Industry in the Co-Operative Sector- A Study of Working Capital Management" by Mr. N. Satyanarayana, February 1996.

"Inventory Management in Public Sector Enterprises (A Case Study of APSRTC – Vijayawada Region – Andhra Pradesh) by Mr. Y. Venkateswarlu, September 1998.

"Role of Primary Agriculture Co-Operative Societies in Agricultural Services (A Study of Selected PACS in West Godavari District- A.P)" by Mr. A. Prasad, July 2001.

A Study on " Human Resource Development Practices in Indian Banking Sector (A Case Study of State Bank of India, Vijayawada Zone - Andhra Pradesh)" by Mr. L. Srinivas, February 2004.

"Performance Evaluation of Regional Rural Banks (A Case Study of Kanaka Durga Grameena Bank – Krishna District, Andhra Pradesh)" by Miss G. BalaKaruna, January 2006.

"An Evaluation of Micro-Finance Scheme in Andhra Pradesh (A Study on select Self-Help Groups in Guntur District)" by Mr. Zia Ur Rehman, February 2006.

A Study on “Impact of Non-Price Variables on the Value of Derivatives”, by Mr. R. Srinivasa Rao, April 2006.

A Study on" Evaluation of Financial Performance of Central Co-operative Banks- (A Case Study of Krishna District Central Co-operative Bank, Machilipatnam: A.P.)" by Miss. S Anjana Devi, February 2007.

A Study on "Comparative Performance of Public and Private Sector Banks in India During Post Reforms Period" by Mrs.Y. Soujanya, March 2007.

A Study on “Employee Performance Appraisal in Software Industry” (with special reference to Tata Consultancy Services Limited, Bangalore) by Mr. C. Suresh Babu, October 2007.

An Evaluation on “Financial Performance of District Central Cooperative Banks in Andhra Pradesh (A Case Study of West Godavari District Central Cooperative Bank, Eluru)" Mr. B VenkataRatnam, February 2009.

A Study on "Leverage Effect on the Indian Industrial Sector (A Comparative Study between Manufacturing and Service Sector Organizations)", Chinnamanaidu Jammu, March 2009.

A Study on "An Evaluation of Performance of the Andhra Pradesh State Road Transport Corporation", by Mrs. A Krishna Priya, July 2010.

A Study on "Evaluation of Performance of District Central Cooperative Banks in Andhra Pradesh (A Case Study of Mahbubnagar District Central Cooperative Bank, Mahbubnagar)" by Mr. Nohmman Ali, May 2011.

A Study on "Perception of Customers of Quality of Services in BSNL (A Case Study of Guntur Telecom District, Guntur)" by Mrs. S. Pragathi, April 2012.

Books Published:

Financing of Public Enterprises in India, Himalaya Publishing House: Bombay, 1988.

Emerging Trends in Consumer Online Behaviour in India - A Kaleidoscopic View, Lambert Academic Publishing, Germany, January 2017.

Books Edited:

Financial Management: Master of Commerce, Centre for Distance Education, Acharya Nagarjuna University.

Basic Business Finance: Management Program, Centre for Distance Education, Acharya Nagarjuna University.

Security Analysis and Portfolio Management: Management Program, Centre for Distance Education, Acharya Nagarjuna University.

International Financial Management: Management Program, Centre for Distance Education, Acharya Nagarjuna University.

Investment Decisions: Under Risk and Uncertainty, Strategic Financial Management: Course Code-37: Paper Code: H 3010, Unit II – M B A (Finance) Program, Directorate of Distance Education, Pondicherry University.

International Monetary and Financial System, International Business Finance: Course Code-37: Paper Code: H 4030, Unit I – M B A (Finance) Program, Directorate of Distance Education, Pondicherry University.

Operations Management, Course Material for M.B.A Program, Directorate of Distance Education, Pondicherry University, April 2013.

Accounting for Managers, On-line Course Material for M.B.A Program, Acharya Nagarjuna University, December 2015.

Production & Operations Management, On-line Course Material for M.B.A Program, Acharya Nagarjuna University, April 2015.

Accountancy, Open Learning Study Material for Intermediate Course, A.P. Open School Society, Andhra Pradesh, Guntur, October 2015.

Editor, Banking and Financial Services subject for Two-year Intermediate Vocation Course, constituted by the Commissioner, Board of Intermediate Education, Vijayawada, for its implementation w.e.f. 2018-19 in Andhra Pradesh.

ChaptersPublished in EditedBooks:

Problems and Prospects of Leasing Business in India”, Readings in Lease Financing, (Ed.) Arihant Publishers, Jaipur, 1990.

Lease Financing in India: Determinants of Success, Lease Financing in India, (Ed.) Delta Publishing House, New Delhi 1995.

Working Capital Trends in large Public Limited Companies in Indian Private Corporate Sector, Working Capital Management, (Ed) Deep & Deep Publications Pvt. Ltd. New Delhi, 1999.

Financing through Debt: EEC-07: Block 8, Unit-26 – Industrial Development in India: Indira Gandhi National Open University, SOSS, New Delhi, May 2003.

Financial Management- An Introduction, MS-04: Block-5, Unit-11 - Accounting and Finance for Managers, Indira Gandhi National Open University, SOMS, New Delhi, June 2003.

e-Banking Applications in Indian Banks: Emerging Issues, IT @ Financial Systems Industry: Banking (Ed.) ICFAI - Derivative Books, Hyderabad, 2006.

A Study on Socio-economic Conditions of Micro Finance SHFGS in Guntur district of Andhra Pradesh: Micro Finance: Enabling Empowerment, Vijay Nicole Imprints Private Limited, Chennai, 2010.

E-Commerce and its Structural Developments in India, International Commerce and Business, Himalaya Publishing House, Mumbai, 2010. Pp. 261-79.

The Strategic Leadership Model of an Education Enterprise, Rural development in India: Retrospect and Prospects, Concept Publishing Company Pvt. Ltd., New Delhi, 2010. Pp.325-349.

Challenges before Microfinance: A Study on Selected SHGs in Guntur District of Andhra Pradesh, Embodiment of Empowerment: Self Help Groups, Vijay Nicole Imprints Private Limited, Chennai, 2011. Pp. 93-101.

Next is What? India or China or Both? Dynamics of Global Recession: Economic and Corporate Strategies for Survival and Growth, Excel India Publishers, New Delhi. 2012. Pp.53 -57.

A Study of Technology Usage in Recruiting Human Resource: Pros and Cons of e-Recruitment, Human Recourse Development, Issues, Challenges and Strategies, (Ed.) Excel Publications, New Delhi, 2012. Pp.407-416.

A Study of Selected Members of the SHGs in Guntur District: An Evaluation of Micro Finance Scheme in Andhra Pradesh, (Ed.) Discovery Publishing House Pt. Ltd., New Delhi, 2012.

System Generated Identification of Non-Performing Assets (NPAs) - Impact on level of NPAs in Public Sector Banks: An Evaluation, Financial Innovations and Challenges (Ed.) Paramount Publishing House, New Delhi, 2013. Pp. 107-114.

Indian Higher Education System - Changing Role of a Teacher, Recent Trends in Education, Ishika Publishing House, New Delhi. 2014.

Impact of Perceived and Alternatives Factors on the Retention of IT Employees: A Study of Select Companies, TCS and CTC, IT Companies, Human Resource Management: Exploring New Dimensions, Paramount Publishing House, New Delhi. December 2015. Pp. 749-752.

E-Shopping Trends in India – Problems and Prospects: An Expedition Towards Growth and Sustainability in Commerce and Management: Trends, Challenges & Strategies, Paramount Publishing House, New Delhi. December 2015. Pp. 311 – 317.

Challenges of Construction Management - Role of Project Manager: An Assessment, *Proceedings of the International Conference on “Advances in Civil Engineering and Sustainable Construction (ACES 2016)”*, RILEM Publications S.A.R.L. 2016. Vol.1, Pp. 430 –441.

Ethical Conduct: Debunking the Myths, Buddhist Applied Philosophy: The 21st Century Response, Prestige Books International, New Delhi, 2016.Pp. 115-122.

Challenges of Construction Management - Role of Project Manager- An Assessment: International Conference on Advances in civil Engineering and Sustainable Construction, RILEM Publications SARL, 2016. (Online Publication - http://rilem.net/gene/main.php?base=500218&id_publication=479). Pp. 98-103.

Emerging Trends in Tourism and Hospitality Industry, A Study on Growth of “Online Travel” in e-Commerce, Paramount Publishing House, Hyderabad. 2017. Pp. 73-77.

Accounting for Green Growth: Issues and Challenges, Green Accounting: Issues and Implementation, Indian Council for Business Education, Bengaluru, 2018. Pp. 13-23.

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Impact of Financial Inclusion and e-Payment System on Economic Development in India, is selected for publication.

Seminars/Workshops/Orientation Programs Organized:

Organized a U G C National Seminar as a Director on “Appraisal of Financial Sector Reforms: Strategies for Development” in the Department of Commerce & Business Administration, Acharya Nagarjuna University: Nagarjuna Nagar, Andhra Pradesh, India during March 17-18, 2005.

Organized a Workshop on “Restructuring of Under Graduate Courses/Combinations” as Dean, College Development Council, Acharya Nagarjuna University, December 07, 2012.

Organized a National Workshop in association with Association Indian Universities on “Examination Reforms with Special Reference to Credit Based Evaluation System” as Dean, College Development Council, Acharya Nagarjuna University, March, 04-06, 2013.

Organized a Workshop on “Assessment and Accreditation Methodologies” for Affiliated Colleges Principals as Coordinator and Dean, College Development Council, Acharya Nagarjuna University, July 27th, July 2013.

Organized Two Day “Orientation Program on B.Ed., Course Curriculum” as Coordinator and Dean, College Development Council, Acharya Nagarjuna University, August 7th & 8th, 2013.

Organized a Workshop for Affiliated Colleges Principals and Secretary & Correspondents on “Self-Study Report Preparation for NAAC Assessment and Accreditation” as Coordinator and Dean, College Development Council, Acharya Nagarjuna University, July 11th & 12th, July 2013.

Organized one-week Orientation Program on “Human Values & Professional Ethics” for UG Lecturers at TJPS College, Guntur as Coordinator and Dean, College Development Council, ANU during 24.6.2014 to 28.6.14.

Organized one-week Orientation Program on “Environmental Studies” for UG Lecturers at PNC & KR College, Narasaraopet as Coordinator and Dean, College Development Council, ANU during 24.6.2014 to 28.6.2014.

Organized one-week Orientation Program on “Office Automation Tools” for UG Lecturers at BAS College, Bapatla as Coordinator and Dean, College Development Council, ANU during 24.6.2014 to 28.6.2014.

Organized one-week Orientation Program on “Science & Technology” for UG Lecturers at ANU Campus, Ongole as Coordinator and Dean, College Development Council, ANU during 01.7.2014 to 05.7.2014.

Organized a Workshop for University Faculty on “Self-Study Report Preparation for NAAC Assessment and Accreditation” as Coordinator and Dean, College Development Council, Acharya Nagarjuna University, 9th August 2014.

Conferences/Seminars/Workshops Attended/ Papers Presented:

Attended a National Seminar on “Commerce Education” conducted by the Department of Commerce & Business Administration, Nagarjuna University, under the sponsorship of the Institute of Chartered Accountants of India: New Delhi. August 1981.

Attended a Workshop on “Research Methodology in Social Sciences” conducted by the Department of Commerce, Bangalore University: Bangalore, sponsored by the ICSSR, New Delhi. December 1982.

Paper presented on “Lease Financing” in the All India Commerce Conference held at Department of Commerce, University of Kerala: Trivandrum, January 1987.

Attended a National Seminar on “Multinational Corporations in Developing Economies” sponsored by the U.G.C, in the Department of Commerce & Business Administration, Nagarjuna University. December 4 -5, 1987.

Paper presented on “Financial Leasing” in the U.G.C National Seminar conducted by the Department of Commerce, Pondicherry University: Pondicherry. January 1988.

Attended a Regional Seminar on “Banks Nationalization” conducted by Andhra Bank Regional Office, Guntur, August 02, 1989.

Attended a program on “Case Method and Case Development” organized by Indian Institute of Management, Ahmadabad during 13.6.1990 to 23.6.1990.

Attended U.G.C. Orientation Program held at Academic Staff College, Sri Venkateswara University, Tirupathi, during 01.7.1991 to 27.7.1991.

Attended U.G.C. Refresher Course in Commerce at Andhra University from 8.10.1991 to 2.11.1991.

Paper presented on "Sickness in Small Scale Sector: Predictive Models" in the National Workshop on "Revival of Sick Units" held at Department of Business Administration, Utkal University: Bhubaneswar, January 1992.

Attended a National Seminar on "Management Education and Future Challenges" March 27-29, 1994 organized by T.J.P.S. College Guntur.

Attended a National Seminar on "New Economic Policy" conducted by Nagarjuna University March 28-29, 1994.

Attended U.G.C Four Weeks Refresher Course in Commerce held at Academic Staff College, Sri Venkateswara University, Tirupathi, during 06.6.1994 to 25.6.1994.

Attended U.G.C Four Weeks Refresher Course in Commerce held at Dept. of Commerce & Business Administration, Nagarjuna University organized by Academic Staff College, Andhra University, Visakhapatnam, during 15.02.1996 to 13.3.1996.

Attended a National Seminar on "Corporate Ethics" sponsored by UGC, organized by Department of Commerce and Management Studies, T.J.P.S College Guntur, December 12 - 14, 1997.

Attended a workshop on "Assignment Evaluation" held on 3rd & 4th January 1998 at Dr B R Ambedkar Open University Regional Centre, Vijayawada.

Attended a Workshop on "Corporate Vision 2020" organized by Department of Commerce and Business Administration, P.B. Siddhartha College, Vijayawada, December 10, 1998.

Attended Interdisciplinary U.G.C Refresher Course in Quantitative Methods organized by Dept. of Mathematics, Nagarjuna University, Nagarjuna Nagar, during 28.12.1998 to 17.01.1999.

Paper presented on "Myth and Reality of Indian Pharma Industry-Economic Liberalization" in the U.G.C National Seminar organized by the Dept. of Commerce & Management Studies and Department of Pharmacy, Andhra University: Visakhapatnam. October 2000.

Paper presented on "Role of Primary Agricultural Co-Operative Societies in Agricultural Services" in the U.G.C National Seminar, Organized by the Dept. of Commerce & Management Studies, Andhra University: Visakhapatnam. 3rd & 4th November 2000.

Participated in Orientation Program organized for the Academic Counselors of PGDIBO of IGNOU at Hyderabad Regional Centre on 1st & 2nd February 2001.

Paper presented on "Grouping of Financial Ratios by Using Cluster Analysis" in the U.G.C National Seminar on Statistical Methods and Applications, organized by the Department of Statistics, Nagarjuna University: Nagarjuna Nagar. March 30th, 2002.

Paper presented on "Impact of Financial Sector Reforms on Indian Economy" in 55th All India Commerce Conference held at Udaipur Rajasthan, during October 18 - 20, 2002.

Participated in a Seminar cum Workshop on “Quality Assurance in Higher Education: Role of Assessment and Accreditation” Organized by Dean, College Development Council, Acharya Nagarjuna University and NAAC, October 27, 2002.

Attended a UGC National seminar on “Corporate Governance: Challenges and Trends” organized by Department of Commerce, Hindu College, Guntur, August 22 - 23, 2003.

Paper presented on “Financial Performance Evaluation through Scaling Techniques” in the Annual Conference of Indian Society for Probability and Statistics held at Department of Statistics, Nagarjuna University: Nagarjuna Nagar. 18-20 December 2003.

Attended as a Resource person in a U.G.C National Seminar on “Globalization and Challenges to the Managers” held at PG Department of Business Management, K.B.N College, Vijayawada. February 2004.

Paper presented on “Human Resource Development Practices in Indian Banking Sector – an Analysis” in a National Seminar on Emerging India—Challenges and Opportunities held at Dept. of Management Sciences, R.V.R & J.C College of Engineering, Chowdavaram, Guntur, March 11-12, 2004.

Paper presented on: “A Study on evaluation of Micro Financing in Andhra Pradesh: A study of selected members of the SHGs in Guntur District” in a National seminar on “Hundred years of Rural Development in India” held at Dept. of Rural Development, Acharya Nagarjuna University. August 8–10, 2004.

Attended a National Seminar on “Indian Ethos and Corporate India”, organized by the Department of Business Studies, Mahatma Gandhi College, Guntur, September 10, 2004.

Attended a National Seminar on “Building Corporate Strategies: Sustainable Business Growth” Organized by Department of Business Administration, M.M. College, Vijayawada, October 30, 2004.

Attended as a Resource person in a Study Conference on “Business Process Outsourcing - Challenges Ahead” held at P.G. Department of Business Administration, Andhra Loyola College, Vijayawada. January 21-22, 2005.

Presented a paper on “Impact of Financial Sector Reforms on the Quality of Customer Services in Banking Sector” in a UGC National Seminar on Appraisal of Financial Sector Reforms: Strategies for Development organized in the Department of Commerce & Business Administration, Acharya Nagarjuna University during March 17-18, 2005.

Presented a paper on “e-Banking Applications in Indian Banks-Emerging Issues” in a National seminar on Innovations in product development – Challenges before Banking Sector held at Dept. of Commerce, Osmania University College for women, Hyderabad. September 9, 2005.

Attended a Three-Day Workshop on “Interactive Learning Methodologies for Management Faculty”, Sponsored by the UGC and Organized by the School of Management Studies, J.N.T. University, Hyderabad, December 19-21, 2005.

Attended one-day National Seminar on “Intellectual Property Rights”, Sponsored by the Ministry of HRD, Government of India, New Delhi, Organized by the Academic Staff College, J.N.T. University, Hyderabad, 11th January 2006.

Attended a workshop on “Case Writing and Case Method of Teaching” held at Indian Institute of Management, Ahmadabad during January 30 to February 03, 2006.

Attended and Presented a Paper in UGC National Seminar on “Capital Market Reforms in India” held at Department of Commerce & Business Administration, Acharya Nagarjuna University on 9th February, 2006.

Presented a Paper on “Globalization – Knowledge Management Perspectives”, held at Dept. of Commerce, Sri Venkateswara University, Tirupati during 2nd & 3rd December 2006.

Presented a Paper on “Information Systems Management: Issues in Globalization Scenario”, held at Sri Venkateswara University, Tirupati on December 02 & 03, 2006.

Presented a Paper on “The Importance of Data Mining in Marketing Applications – Some Perspectives” in the National Conference Organized by the School of Computer Science & Technology, Karunya University, Coimbatore on 17th February 2007.

Delivered a talk as a Resource Person on “Cost Benefit Analysis of Mergers and Acquisitions” in a Study Conference and Management Meet 2007 at Department of Business Administration, Andhra Loyola College, Vijayawada on 23rd & 24th February 2007.

Participated and presented a Paper on “Inventory Models” in the Second National Conference on Management Science and Practice jointly organized by the I I M, Ahmadabad, I I T Madras and Operations Research Society of India in the Department of Management Studies, I I T Madras, Chennai, during 9th to 11th March, 2007.

Presented a paper on “An Evaluation of the Impact of Micro Finance in Andhra Pradesh (A Study on selected SHGs in Guntur District) in the UGC National Seminar organized in the Department of Commerce & Business Administration, Acharya Nagarjuna University during March 15th and 16th, 2007.

Participated and deliver a key note address in a Regional Seminar on the “Role of Service Sector in India: Problems and Prospects”, at D.A.R. College, Nuzivedu, September 14, 2007

Participated and presented a Paper on “Transparency of Performance Appraisals in Indian Industry: Changing Paradigm in Globalized World” in the International Conference on Management of Transformation organized by the National Academy of Agricultural Sciences (NAAS), New Delhi during January 2 - 5, 2008.

Participated and presented a Paper on “Globalization and its impact on Consumerism” in the National Seminar on “Emerging Trends in Consumer Protection and Welfare in Global Environment” organized by Sri Venkateswara University, Tirupathi during September 20th & 21st, 2008.

Presented a paper on “Leadership Styles - A Comparison of Indian and Western Ethos” in the Two-Day International Seminar on Indian Management Education organized by the Indian Institution of Management, Bangalore, during January 06 – 07, 2009.

Presented a paper on “Informational Role of Non-Price Variables: An Empirical Study of the Indian Options Market” in the Two-Day International Seminar on Recent Trends in Capital markets and Financial Innovations organized by the Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli during January 10 – 11, 2009.

Attended as a resource person and delivered a lecture on “Methods of Data Collection” in a U.G.C National Level Work Shop on “Research Methodology in Humanities and Social Sciences” organized by Department of Commerce, Sri Ramakrishna (Autonomous) Degree College (affiliated to Sri Krishnadeveraya University) Nandyala, Andhra Pradesh, during February 14-15, 2009.

Attended a workshop on “Best Practices of Administration in A P State Universities” (Sponsored by APSICHE, Hyderabad) at Acharya Nagarjuna University, Nagarjuna Nagar, on February 21, 2009.

Presented a Paper on “An Evaluation of Microfinance Scheme in Andhra Pradesh (A Study of Selected Members of the SHGs in Guntur District)” in a Two-Day National Seminar on Micro Finance and Women Empowerment held at Department of Commerce, Yogi Vemana University, Kadapa during March 12th & 13th 2009.

Accepted Paper for presentation on “Indian Higher Education System-Changing Role of a Teacher” in the 10th International Conference on “U.N. Millennium Development Goals: Challenges and Perspectives” held during June 23-26, 2009 at SzentIstvan University, Hungary.

Presented a Paper on “Application of e-Technology in Banking Industry: Customers Perception on Quality of Services” in the National Seminar on Impact of Technology on Banking, sponsored by UGC, New Delhi held at JKC College, Guntur, during 26th & 27th, November 2009.

Presented a Paper on “Micro Finance Self Help Groups & Its Role in Alleviating Poverty (A case study of Guntur district, Andhra Pradesh)” in the National Seminar on Micro Finance and Poverty Alleviation, sponsored by UGC, New Delhi held at Ramakrishna Degree College, Nandyala, during 12th & 13th, December 2009.

Attended as Resource Person in a Technical Paper Contest in GECFEST-09 organized by Gudlavalleru Engineering College, Gudlavalleru, Krishna District, during 12th to 14th December 2009.

Presented a Paper on “Business Outsource Strategies and Implications” in the National Seminar on Business Process Outsourcings Impact on India, sponsored by the UGC, New Delhi held at S.V.R.M. College, Nagaram, Guntur district during 18th & 19th, January 2010.

Presented a Paper on “A Study on Socio-economic conditions of Micro Finance SHFGS in Guntur district of Andhra Pradesh” in three days 3rd International Conference on Micro Finance” held at Department of Commerce, Pondicherry University, Puducherry, during 22nd to 24th January, 2010.

Paper presented on "Role of Board of Directors in Corporate Management" in a National Seminar on "Corporate Governance in India – Policy and Practice" sponsored by APSICHE and organized by Dept. of Business Administration, KBN College, Vijayawada during 5th & 6th March 2010.

Paper presented on "“Role of e – Governance in Rural Development through E-Commerce" in a National Seminar on "Corporate Governance in India – Policy and Practice" sponsored by APSICHE and organized by Dept. of Business Administration, KBN College, Vijayawada during 5th & 6th March 2010.

Paper presented on “E-Commerce and Its Structural Developments in India”, in an International Conference on International Trade and Commerce, Dept. of Commerce, Osmania University, Hyderabad, 5-7th March 2010.

Paper presented on "The War for Talent – A Key to Organizational Success", in a National Seminar on "Managing Inclusive Growth in India - A Look Into Socio-Economic Perspectives, sponsored by ICSSR and organized by Dept. of Commerce & Business Administration, P.B. Siddhartha College of Arts & Science held on 13th March 2010.

Presented a paper on “Usage of Technology in Recruitment Process: Pros and Cons of e-Recruitment” in the UGC National Seminar organized by the Bommidala Department of Human Resource Management, Acharya Nagarjuna University during March 22nd and 23rd, 2010.

Presented a paper on “Employee Retention Strategies” in the UGC National Seminar organized by the Bommidala Department of Human Resource Management, Acharya Nagarjuna University during March 22nd & 23rd, 2010.

Presented a Paper on "Reverse Logistics - Its Importance in e-Retail" in a National Conference on “Operations Management in Indian Manufacturing Organizations” held at Dept. of Management Studies, Vignan University, Guntur, Andhra Pradesh during 28th & 29th April, 2010.

Paper presented on “Role of Information, Communication and Technology (ICT) on e-Government with e-Commerce in India”, in an International Conference on Sustainability Growth, held at Annamalai University, Chidambaram, Tamilnadu, July 2010.

Paper presented on "Magic of Smart Advertising", in a National Seminar on " The Role of Service Sector in Enhancing Quality & Image at Indian Market, organized by Dept. of Commerce, SDMSMKalasala, Vijayawada held during 13th & 14th September 2010.

Paper presented on "An Overview of Financial Services", in a National Seminar on "Latest Marketing Trends in The Globalized Era", sponsored by AICTE and organized by Dept. of Management Studies, Chirala Engineering College, Chirala held on 18th September 2010.

Presented a Paper on “Strategies of Inclusive Growth: An Empirical Study” in the National Seminar on Social Welfare and Inclusive Growth and Development with special reference to India organized by Department of Commerce, Sri Ramakrishna Degree & P.G (Autonomous) College, Nandyala, held on 25th & 26th of September 2010.

Paper presented on “An Analysis of m-Commerce Empowering Customer Relationship Management”, APSICHE Sponsored National Conference on “Customer Relationship Management”, held at Acharya Nagarjuna University, 8th & 9th, October 2010.

Paper presented on "Employee Engagement - A People Driven HR Tool, in a National Seminar on "Four E's of HRM", Dept. of Business Administration, Mahatma Gandhi College, Guntur held during 29th & 30th October 2010.

Paper presented on "Rudiments of Branding – A Nucleus of Product", in a National Seminar on "Branding – Most Powerful Weapon for Corporate Success", organized by Dept. of Business Administration, M. M. College, Vijayawada, held on 27th November 2010.

Paper presented on “Consumer Oriented Applications of e-Commerce in India: An Empirical Study”, in 3rd International Conference on “Marketing and Business Strategy-ICOMBS”, at Indian Business School, Hyderabad, 3rd & 4th, December 2010.

Presented Paper on “Challenges before Microfinance: A Study on Selected SHGs in Guntur District of Andhra Pradesh”, in an International Conference on Micro Finance organized at Department of Commerce, Pondicherry University, Pondicherry during 27th to 29th January 2011.

Paper presented on “Role of e-Learning in Knowledge Management” in an International Seminar on "Knowledge Management in Indian Organizations: Challenges and the Road Ahead" held at Siva Sivani Institute of Management, Secunderabad on 11th and 12th February 2011.

Paper presented on “A Study on Internet Payment System in India: An analysis on E-Commerce Applications, in an International Conference on Business and Technology (ICBT-11), held at FRS, Dehradun, July 2011.

Paper presented on “Next is What: India or China or Both?” in an International Seminar on "Dynamics of Global Recession: Economic and Corporate Strategies for Survival and Growth" held at Dept. of

Business Administration, Gujarat Technological University and Paul Group of Management Institutions, Gujarat, held during 6th to 8th January 2012.

Presented a Paper titled “Growth Factors as well as Barriers that Impact e-Banking on e-Commerce” in a National Seminar on “Emerging Challenges in Electronic Banking” organized by Department of Commerce, Sri Venkateswara University, Tirupathi, held during 25th and 26th February 2012.

Participated in UGC National Seminar on "Knowledge Management: Issues and Challenges for the 21st Century” organized by Department of Commerce & Business Administration, Acharya Nagarjuna University on 16th & 17th March 2012.

Paper presented on “Growth of Online Travel Segment through Knowledge Management, in APSCHE sponsored National Conference on Issues and challenges on Knowledge Management organized by Dept. of Commerce and Business Administration, Acharya Nagarjuna University, 16th & 17th March 2012.

Paper presented on “Trends of e-Shopping – Problems and Prospects in Semi-Urban Scenario” in 4th International Conference on Marketing & Business Strategy ICOMBS – 20912 at I.B.S. Hyderabad held during 10th & 11th May, 2012.

Presented a Paper on “Problems and Solutions for its Effective Implementation of e-Filing” in a National Seminar on Modalities of e-Filing and e-Payments sponsored by University Grants Commission & ICSSR, organized by Department of Commerce, Sri Venkateswara University, Tirupathi on 9th & 10th October 2012.

Presented a Paper on “Impact of Amalgamation on the Performance of Regional Rural Banks (A Case Study of Chaitanya Godavari Grameena Bank, Andhra Pradesh)” in a National Seminar on Emerging Trends in Commercial Banking in India sponsored by University Grants Commission, organized by Department of Commerce & Business Administration, Acharya Nagarjuna University on 12th & 13th October 2012.

Presented a Paper on “Wholesale Banking in India: Pros and Cons” in a National Seminar on Emerging Trends in Commercial Banking in India sponsored by University Grants Commission, organized by Department of Commerce & Business Administration, Acharya Nagarjuna University on 12th & 13th October 2012.

Presented a Paper on “Role of Technology in Service Sector: A Case Study of EPASS Scholarship System” in a National Seminar on Emerging Trends in Commercial Banking in India sponsored by University Grants Commission, organized by Department of Commerce & Business Administration on, Acharya Nagarjuna University, 12th & 13th October 2012.

Presented a Paper on “Empowerment of Building Workers - Effect of Social Security Measures” in a National Seminar on Changing Scenario of Human Resources in India sponsored by University Grants Commission & APSCHE, Hyderabad organized by Bommidala Department of Human Resource Management, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 on 18th & 19th October 2012.

Presented a Paper on “Perspectives on Changing Nature of HRM in Indian Banks: A Report based Study” in a National Seminar on “Changing Scenario of Human Resources in India” sponsored by UGC & APSCHE, Hyderabad organized by Bommidala Department of Human Resource Management, Acharya Nagarjuna University, held during 18th & 19th October 2012.

Participated in A P Science Congress-2012 held at Acharya Nagarjuna University campus, jointly conducted by Andhra Pradesh Akademi of Sciences and Acharya Nagarjuna University held during 14th to 16th November, 2012.

Participated in a Symposium on “Continuing Professional Development for English Teachers and Educators” conducted by the British Council and Regional Institute of English South India, Bengaluru held on 23rd November 2012.

Presented a Paper on “Corporate Governance: Issues and Challenges” in an International Conference on Corporate Governance: Emerging Issues and Global Challenges” jointly organized by University of Essex, and Department of Commerce, Sri Venkateswara University, Tirupathi held during 30th & 31st January 2013.

Presented a Paper on “e-Tailing in India Poised for a Boom” in the Second International Conference on Meeting the Challenges of a Globalised Market: Perspectives of Corporates, Financial Institutions, Governments, Educational Institutions & Civil Societies, held at Gujarat Technological University held during 23rd to 25th January, 2013.

Presented a Paper on Financial Innovations and Challenges: “System Generated Identification of Non-Performing Assets (NPAs) - Impact on level of NPAs in Public Sector Banks” in a National Seminar organized by School of Management Studies, Vignan University, Guntur, held during 30th & 31st January, 2013.

Presented a Paper on “Understanding Indian Rural Consumers” in a National Seminar organized by Department of Commerce, Sardar Patel University, Gujarat held on 2nd February 2013.

Presented a Paper on “Working Dynamics of Regional Rural Banks through Amalgamation- A Case Study of Chaitanya Godavari Grameena Bank, Andhra Pradesh” International Seminar organized by National Social Science Association, Las Angeles held at Las Vegas, Nevada, U.S.A. held during 24th to 26th March 2013.

Participated and Completed Fourteen hours of Professional Development program on Trends in Technology & Social Science organized by NSSA Conference held at Las Vegas, Nevada, USA during 24th to 26th, March 2013.

Presented a Paper on Eco and Rural Tourism in India – Prospects & Problems: A Study on Rural Tourism Management, National Seminar held at Department of Tourism Management, Vikram Simhapuri University, Nellore held during 13th & 14th July, 2013.

Presented a Paper on “Financial Determinants of Equity Share Prices: An Empirical Analysis (A study with reference to selected companies listed on Bombay Stock Exchange)” in an International Seminar on “Mergers and Acquisitions Trends in India, organized by the National Social Science Association, USA held at San Francisco, U.S.A. held during 4th to 7th August, 2013.

Participated in a National Workshop on “Soft Skills - Enduring Trainers” organized by Andhra University College of Engineering, Andhra University, Visakhapatnam, held on 9th January 2014.

Presented a Paper on Ethical Conduct – Debunking the Myths, UGC National Seminar on Buddhist Applied Philosophy organized by Center for Mahayana Buddhist Studies, Acharya Nagarjuna University held during 30th & 31th January 2014.

Attended a Workshop on “e-Content Development”, Organized by Dept. of Commerce & Business Administration and Centre for Distance Education, Acharya Nagarjuna University held during 14th & 15th, February 2014.

Renewable Energies, Ecosystems and Sustainable Environmental Management: Waste management - Indian Context (Form and Type of Wastes: Effects and Prevention), organized by Dept. of Environmental Sciences, Acharya Nagarjuna University held during 20th & 21st February, 2014.

Service Sector and Quality Management in India: Quality of Services - Perceptions of Passengers – An Assessment (A Case study of Andhra Pradesh State Road Transport Corporation, Hyderabad), organized by Department of Business Management, Yogi Vemana University, Kadapa held during February 21st & 22nd, 2014.

Emerging Trends in Industrial Relations: State and Status of Contract Workers and Employment Relations, organized by Bommidala Department of Human Resource Management, Acharya Nagarjuna University held during 22nd & 23rd February, 2014.

Contemporary Issues in Venture Capital and Private Equity Financing in India: A Study on Venture Capital Financing Sources in India, organized by Department of Management Studies, SreeVidyanikethan Institute of Management, A. Rangampet, Tirupathi held during 14th & 15th March 2014.

Chaired a Technical Session in a National workshop on “Emerging Trends in Global Business: Technology Initiatives” organized by Department of International Business Studies, Acharya Nagarjuna University held during 29th & 30th March, 2014.

Presented a Paper on “Role of Human Resources and its Challenges in Service Sector”, in a National Seminar on Role of Human Resources in Economic Development: organized by Department of Business Management, Yogi Vemana University, Kadapa during held 16th & 17th April 2014.

Delivered a Key Note Address on “Role of Automation Tools in Office Management” in a Five-Day Orientation Program for Under Graduate Lecturers at BAS College, Bapatla organized by Dean, College Development Council, Acharya Nagarjuna University, held on 24th June 2014.

Invited talk on “Sustainable Resource Management” in a Five-Day Orientation Program for Under Graduate Lecturers at PNC & KR College, Narasaraopet organized by Dean, College Development Council, Acharya Nagarjuna University, held on 28th June 2014.

Invited talk on “Role of Communication in Society” in a Five-Day Orientation Program for Under Graduate Lecturers at ANU Campus, Ongole organized by Dean, College Development Council, Acharya Nagarjuna University, held on 5th July 2014.

Delivered a Key Note Address in an UGC National Seminar on “Apprenticeship and Skill Development in Andhra Pradesh”, organized by the Department of Economics, S.V.R.M College, Nagaram, Guntur Dt. held during 18th & 19th July 2014.

Participated and presented a research paper on “A Study on “Impact of Source of Information and Mode on Trading of Equity Investment” in Wayamba International Conference (WINC – 2014) held at Wayamba University of Sri Lanka, Kuliyaipitiya held during 29th & 30th August 2014.

Delivered Ms. V. Lakshmi Devi Memorial Endowment Lecture on “Challenges of Higher Education in India” at C R Reddy College, Eluru on 16th September 2014.

Delivered a talk on “Derivatives as Risk Hedging Techniques “in a two-day seminar on Issues and Challenges of IPOs, Stock Markets Operations, etc., organized by Prabhala P G College for Women, Nagarjuna Nagar-55 510 held during October 21st& 22nd, 2014.

Chaired a Session in UGC National Seminar on “Emerging Trends in Indian Banking Sector” organized by Department of Commerce at KVR, KVR & MKR College, Khajipalem, Guntur Dt. held during 30th& 31stOctober 2014.

Presented a Paper on “Emerging Technology in Banking Sector - Issues and Challenges” in UGC National Seminar on Training and Development in Public Sector Banks: A Case Study organized by Department of Commerce at KVR, KVR & MKR College, Khajipalem, Guntur Dt. held during 30th&31st October 2014.

Presented a Paper on “Emerging Technology in Banking Sector - Issues and Challenges” in UGC National Seminar on Emerging Trends in Indian Banking Sector organized by Department of Commerce at KVR, KVR & MKR College, Khajipalem, Guntur Dt. held during 30th&31stOctober, 2014.

Presented a Paper on “Evolution and Working of Technology Banking in India” in UGC National Seminar on Emerging Trends in Indian Banking Sector organized by Department of Commerce at KVR, KVR & MKR College, Khajipalem, Guntur Dt. held during 30th& 31stOctober 2014.

Presented a Paper on “Banking Sector in India - Challenges and Opportunities” in UGC National Seminar on Emerging Trends in Indian Banking Sector organized by Department of Commerce at KVR, KVR & MKR College, Khajipalem, Guntur Dt. held during 30th&31stOctober 2014.

Presented a Paper on “Impact of Size on the Operational Efficiency of the Public-Sector Banks in India – An Analysis” in UGC National Seminar on Emerging Trends in Indian Banking Sector organized by Department of Commerce at KVR, KVR & MKR College, Khajipalem, Guntur Dt. held during 30th& 31stOctober 2014.

Delivered a Key Note talk on “Emerging Trends in Insurance Sector in India” in Two Day UGC National Seminar organized by Department of Commerce & Business Administration, ANU Campus, Ongole, on19thDecember 2014.

Presented a Paper titled “Micro Insurance: Protecting the Poor” in Two Day UGC National Seminar on “Emerging Trends in Insurance Sector in India” organized by Department of Commerce & Business Administration, ANU Campus, Ongole, during 19th and 20thheld December 2014.

Presented a Paper titled “Role of Insurance Regulatory and Development Authority in Indian Insurance Sector in India” in Two Day UGC National Seminar on “Emerging Trends in Insurance Sector in India” organized by Department of Commerce & Business Administration, Acharya Nagarjuna UniversityCampus, Ongole, during 19th and 20thheld December 2014.

Presented a Paper titled “Insurance Sector in India – Opportunities and Challenges” in Two Day UGC National Seminar on “Emerging Trends in Insurance Sector in India” organized by Department of Commerce & Business Administration, ANU Campus, Ongole, during 19th and 20thheld December 2014.

Presented a Paper titled “Third Side of the Coin” in an International Seminar on “Industrial Relations and Human Relations in the Era of Globalization” sponsored by UGC organized by Bommidala Dept. of Human Resource Management, Acharya Nagarjuna University held during 5th to 8thFebruary 2015.

Presented a Paper titled “Impact of Health and safety Environment on Job Satisfaction of Public Sector Employees - An Analysis” in an International Seminar on “Industrial Relations and Human Relations in

the Era of Globalization” sponsored by UGC organized by Bommidala Dept. of Human Resource Management, Acharya Nagarjuna University held during 5th to 8th February 2015.

Presented a Paper titled “Impact of Trade Unions on Collective Bargaining” in an International Seminar on “Industrial Relations and Human Relations in the Era of Globalization” sponsored by UGC organized by Bommidala Dept. of Human Resource Management, Acharya Nagarjuna University held during 5th to 8th February 2015.

Presented a Paper titled “Role of organizational climate in building better interpersonal relations at workplace” in a National Seminar on Interpersonal Relations at Work Place - Key for Success” sponsored by UGC organized by Dept. of Management Studies, Mahatma Gandhi University, Nalgonda held on 7th February 2015.

Presented a Paper on “Role of Service Sector in Indian Economy”, in a National Seminar on Emerging Trends in Services Sector in India, organized by Department of Business Management, Yogi Vemana University, Kadapa, held on 20th March 2015.

Delivered a Lecture as Resource Person on 5th April 2015 in Ten Day Workshop on “Research Methodology Course in Social Sciences for Ph.D. Research Scholars” organized by Centre for Human Resource Development, Acharya Nagarjuna University, Sponsored by ICSSR, New Delhi held during 4th to 13th April 2015.

Presented a Paper titled “Strategies for Capture Rural Markets” in a National Seminar on Rural Marketing and Rural Consumerism – Road Map Towards Sustainable Rural India” organized by Dept. of Management Studies, TJPS College (PG), Guntur held on 24th April 2015.

Presented a Paper titled “Impact of Culture on Rural Consumer Behavior – A Conceptual Framework” in a National Seminar on Rural Marketing and Rural Consumerism – Road Map Towards Sustainable Rural India” organized by Dept. of Management Studies, TJPS College (PG), Guntur held on 24th April 2015.

Participated as a Resource Person for III Technical Session on "Business Ethics", in a Two Day Joint National Seminar on Corporate Governance - Emerging Issues, jointly organized by Department of International Business Studies, Acharya Nagarjuna University & Board of Studies, Institute of Chartered Accountants of India (ICAI) held on 15th July 2015.

Presented a Paper titled “Corporate Social Responsibility - A Special Reference to Dr. Narla Tata Rao Thermal Power Plant, Ibrahimpatnam”, in a National Seminar on Corporate Governance - Emerging Issues, jointly organized by Department of International Business Studies, Acharya Nagarjuna University & Board of Studies, Institute of Chartered Accountants of India (ICAI) held during 15th to 16th July 2015.

Presented a Paper on “Role of e-Commerce Companies in Corporate Social Responsibility in India “, in a National Seminar on "Corporate Governance - Emerging Issues", jointly organized by Department of International Business Studies, Acharya Nagarjuna University & Board of Studies, Institute of Chartered Accountants of India (ICAI) held during 15th to 16th July 2015.

Delivered Lectures as Resource Person in a Refresher Course for Commerce Faculty on “Application of Operations Research Techniques in Business Decisions” organized by Academic Staff College, Andhra University, Waltair, held on 16th July 2015.

Delivered Lectures as a Resource Person on “Accounting Practices and Ethical Values” in an Orientation Program to Government and Aided Junior College Lecturers in Commerce organized by Regional Joint Director of Intermediate Education, Guntur held during 29th September to 1st October 2015.

Delivered a Valedictory address on "Human Rights" in UGC sponsored National Seminar organized by Department of Political Science, S.V.R.M College, Nagaram, Guntur Dt. held during 18th & 19th November 2015.

Chaired a Technical Session in Tract-5 in a National Seminar on "Human Resource Management: Exploring New Dimensions" sponsored by UGC organized by Bommidala Dept. of Human Resource Management, Acharya Nagarjuna University held during 12th & 13th December 2015.

Presented a Paper titled "A Study on Employee Empowerment with reference to Andhra Pradesh Paper Mills Limited" in National Seminar on "Human Resource Management: Exploring New Dimensions" sponsored by UGC organized by Bommidala Dept. of Human Resource Management, Acharya Nagarjuna University held during 12th & 13th December 2015.

Presented a Paper titled "Vitality of Employee Welfare - A Conceptual Discussion", in National Seminar on "Human Resource Management: Exploring New Dimensions" sponsored by UGC organized by Bommidala Dept. of Human Resource Management, Acharya Nagarjuna University held during 12th & 13th December 2015.

Presented a Paper titled "Impact of HRD practices on Quality of Work Life in BPO Sector (An analysis in select units of study in Hyderabad)", in National Seminar on *Human Resource Management: Exploring New Dimensions* sponsored by UGC organized by Bommidala Dept. of Human Resource Management, Acharya Nagarjuna University held during 12th & 13th December 2015.

Paper presented on "e-Shopping trends in India - Problems and prospects", in an International conference on *An Expedition towards Growth and Sustainability in Commerce and Management: Trends, Challenges & Strategies*, organized by St. Joseph's Degree & PG College, Secunderabad held during 18th -20th December, 2015.

Delivered a Key Note Address on "Curriculum Design and Development – Choice Based Credit System" in a Two Day National Seminar on "Promoting Excellence in Higher Education – Issues and Challenges" organized at Sri Y.N. College, Narasapur in collaboration with Adikavi Nannaya University, Rajahmundry held during 8th and 9th, January 2016.

Presented a Paper on "Moving towards Choice Based Credit System (CBCS) in Higher Education in the UGC Sponsored National Seminar on "Promoting Excellence in Higher Education – Issues and Challenges" organized at Sri Y.N. College, Narasapur in collaboration with Adikavi Nannaya University, Rajahmundry held during 8th and 9th, January 2016.

Paper presented on "Emerging trends in Online Consumer Behavior in India: A kaleidoscopic view", in National Seminar on *Marketing challenges in Emerging Markets*, organized by Institute of Management Technology Hyderabad in association with EMO NORMANDIE and CORVINUS University, Budapest held during 21st and 22nd January, 2016.

Presented a Paper titled "Celebrity Advertising on Tourism Industry in India - A Conceptual Discussion" in National Seminar on "Travel and Tourism: Challenges and Opportunities for Economic Development" organized by Dept. of Tourism Management, Vikrama Simhapuri University held during 25th and 26th January, 2016.

Paper presented on "Evolution of e-Payment systems: From Electronic Fund Transfer to Crypto-currency Bitcoin", in 1st Banking Research Conference - 2016, organized by IBS Hyderabad in collaboration with Gokhale Institute of Politics and Economics, held during 29th & 30th January, 2016.

Presented a Paper on “Corporate Social Responsibility of Power Sector – A Case Study on DrNarla Tata Rao Thermal Power Station, Vijayawada” in the UGC Sponsored International Seminar on “Corporate Social Responsibility for Inclusive and Sustainable Development (ISCSR – 2016) organized by Dept. of Commerce & Management, K.B.N. College, Vijayawada held during 19th to 21st February 2016.

Presented a Paper on “Corporate Social Responsibility – Role of Regional Rural Banks” in the UGC Sponsored International Seminar on “Corporate Social Responsibility for Inclusive and Sustainable Development (ISCSR – 2016) organized by Dept. of Commerce & Management, K.B.N. College, Vijayawada held during 19th to 21st February 2016.

Participated and Presented a Paper on “Impact of Globalization on Indian Consumerism” in the 2nd *Academic International Conference on Business, Marketing and Management*, organized by the FLE Learning Ltd, United Kingdom held at Harvard University, Martin Conference Center at Harvard Boston United States of America during 5th to 7th April 2016.

Presented a Paper on “**Impact of Internet on Commerce in India**”, in a National Conference on *Emerging Strategies for Sustainable Competitive Advantage in the 21st Century* held at Aurora’s P.G. College, Mosarambagh, Hyderabad on April 7, 2016.

Participated and Presented a Paper on “Dynamics of Indian Higher Education System and Its Implications” in the International Conference on *Social Science, Literature and Education*, organized by the Ontario College for Research and Development, A Training Centre for Social Science and Education, Canada held at Martin Conference Center at Harvard Medical School, Harvard University, Boston - United States of America during 11th and 12th April 2016.

Participated and Presented a Paper on “**Consumer Behavior towards Online Shopping (A Select Study of Electronics Goods in Twin Cities of Hyderabad-Secunderabad)**”, in 9th Doctoral Thesis Conference organized by Indian Business School, Hyderabad in collaboration with Indira Gandhi Institute of Development Research, Mumbai, held at IBS, Hyderabad during April 21-22, 2016.

Attended a Two-Week Faculty Development Program sponsored by DST, Government of India on “**Big Data Analytics**”, organized by Dept. of Commerce & Business Administration, Acharya Nagarjuna University held during 20th May 2016 to 2nd June 2016.

Delivered a presentation on “**Choice Based Credit System – Its Challenges in Higher Education**” as Resource person in a National Seminar on “**Moving towards Choice Based Credit System in Higher Education – A Road Map**” sponsored by NAAC organized by IQAC at St. Theresa’s College for Women, Eluru held during 18th and 19th, August 2016.

Delivered a presentation on “**e-Governance**” as Resource person in a One-week National Workshop on “**Quality Improvement in Higher Education (Multi-disciplinary)**” sponsored by UGC organized at Sir C R Reddy College, Eluru in collaboration with Adikavi Nannaya University during 18th to 24th, August 2016.

Paper presented on “**Improvisation of Student Ethical Behavior through ICT –Wings to better Society**”, in U.G.C. Sponsored National Seminar on Promotion of Ethics and Human Values, at St. Joseph’s College of Education for Women, Guntur during 29th & 30th September 2016.

Paper presented on “**Impact of Human Values Love, Truth, Goodness and Beauty on the Societal Harmony**” in UGC Sponsored National Seminar on Promotion of Ethics and Human Values, at St. Joseph’s College of Education for Women, Guntur during 29th & 30th September 2016.

Delivered a Key Note Address in the Inaugural Session of a National level contest **BESTT O Mania** 16 on “Creative Design & Games” organized by Dept. of Management Studies, at Annamacharya Institute of Technology & Sciences, Tirupati on 24th October 2016.

Delivered a Lecture as Resource Person in One Day Workshop on “**Quality Momentum in Higher Education – CBCS as a Synergistic Approach**” sponsored by the TSCHE, Hyderabad organized at Kakatiya University, Warangal on 22nd November 2016.

Presented a Paper on “**E-Tailing – The Success Mantra for Ever Dynamic Battle Field**” in the UGC Sponsored National Seminar on “e-Tailing: Trends, Challenges & Opportunities (NSETCO-2016) organized by Dept. of Commerce & Management, K.B.N. College, Vijayawada held during 25th & 26th November 2016.

Paper presented on “Training India to Meet the Global Trends and Challenges (A Study on the Skill Development Programs and Initiatives in Corporate Sector in India), in Indian Council for Business Education, Second Annual Conference on “Emerging Issues in Business and Industry” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 during 27th and 28th January 2017.

Paper presented on “Demonetization: Cashless Way to Go’, in Indian Council for Business Education, Second Annual Conference on “Emerging Issues in Business and Industry” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 during 27th and 28th January, 2017.

Paper presented on “A Study on Impact of Demonetization on Indian Economy”, in Indian Council for Business Education, Second Annual Conference on “Emerging Issues in Business and Industry” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 during 27th and 28th January 2017.

Paper presented on “Impact of demonetization on Indian Retail Sector”, in Indian Council for Business Education, Second Annual Conference on “Emerging Issues in Business and Industry” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 during 27th and 28th January 2017.

Paper presented on “Demonetization - Impact on Rural India”, in Indian Council for Business Education, Second Annual Conference on “Emerging Issues in Business and Industry” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 during 27th and 28th January 2017.

Key Note Speaker in Technical Session-V: “Demonetization and Its Impact on Indian Economy” in Indian Council for Business Education, Second Annual Conference on “Emerging Issues in Business and Industry” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 on 28th January 2017.

Chairperson for Technical Session-II: “GST – Issues in Implementation” in Indian Council for Business Education, Second Annual Conference on “Emerging Issues in Business and Industry” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, on 27th January 2017.

Invited talk as a Resource Person on “Union Budget-2017” organized by P G Dept. of Commerce and Management Studies, T J P S College, Guntur on 6th February 2017.

Chairperson for Technical Session-III: “Impact of Demonetization” in UGC Sponsored Two-Day National Seminar on Indian Economic Turnaround: Challenges and Prospects, organized by UG & PG Depts. Of Commerce & Management Studies, Sir C.R. Reddy College, Eluru, on 10thFebruary 2017.

Paper presented on “Demonetization and Its Challenges”, inUGC Sponsored Two-Day National Seminar on Indian Economic Turnaround: Challenges and Prospects, organized by UG & PG Depts. Of Commerce & Management Studies, Sir C.R. Reddy College, Eluru, on 10thFebruary 2017.

Paper presented on “India as a Cashless economy”, inUGC Sponsored Two-Day National Seminar on Indian Economic Turnaround: Challenges and Prospects, organized by UG & PG Depts. Of Commerce & Management Studies, Sir C.R. Reddy College, Eluru, on 10thFebruary 2017.

Paper presented on “Effects of Demonetization – Perception of Stakeholders: An Empirical Analysis with reference to Guntur City”, inUGC Sponsored Two-Day National Seminar on Indian Economic Turnaround: Challenges and Prospects, organized by UG & PG Depts. of Commerce & Management Studies, Sir C.R. Reddy College, Eluru, on 10thFebruary 2017.

Paper presented on “Consequences of Demonetization and Its Impact on Indian Economy”, inUGC Sponsored Two-Day National Seminar on Indian Economic Turnaround: Challenges and Prospects, organized by UG & PG Depts. Of Commerce & Management Studies, Sir C.R. Reddy College, Eluru, on 10thFebruary 2017.

Paper presented on “Corporate Social Responsibility for the Sustainable Development: A Study of CSR activity of Top 10 Companies in India”, in UGC – Three Day International Seminar on *Corporate Social Responsibility*, organized by Department of Human Resource Management, Acharya Nagarjuna University, Nagarjuna Nagar-522 510. A.P. during 10-12 March 2017.

Delivered a Lecture as Resource Person on “Impact of Management Information System – Government Departments/Organizations” in a Two Day Residential Training Program for different levels of State Government Employees organized by the A.P. HRDI at Bapatla on 14th March 2017.

Chairperson for Technical Session-V: “Corporate social Responsibility Practices in Service Sector” in Global Summit on CSR” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 during 29-31 March 2017.

Delivered an Invited Lecture on “Corporate Social Responsibility Practices in Banking Sector” in Global Summit on CSR” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 during 29-31 March 2017.

Presented a Paper on “The Dark side of Corporate Social Responsibility – Look back – Thinking out of the Box” in Global Summit on CSR” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510, during 29-31 March 2017.

Presented a Paper on “An Analysis on Corporate Social Responsibility Expenditure n India (A Comparative Analysis of Public and Private Sector Organizations)” in Global Summit on CSR” conducted at Department of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar-522 510 during 29-31 March 2017.

Paper presented on “Impact of Internet Marketing on Banking Sector in India – An Analysis” in an International Conference on Trends in Innovation & Entrepreneurship, organized by Department of Management Studies, Sree Padmavathi Mahila University, Tirupathi during 30th & 31st March 2017.

Invited talk as a Resource Person on “India’s Financial Markets – Emerging Trends” organized by Department of Management Studies, Narayana Engineering College, Nellore on 13th April 2017.

Participated and Presented a Paper on “Mounting of Non-Performing Assets and its Impact on the Performance of Indian Banking Sector (A Comparative Analysis on the Public & Private Sectors and Foreign Banks)” in the AAR17 New York Second American Academic Research International Conference on Global Business, Economics, Finance and Social Sciences, organized by the Greater Vision Conferences & Seminars Organizing, Dubai - UAE & SDMIMD, Mysore, India held at Wagner College, One Campus Road, Staten Island, NY 10301 USA during 28th to 30th April 2017.

Chairperson for Technical Session-VI: “Finance, Accounting and Banking” in the AAR17 New York Second American Academic Research International Conference on Global Business, Economics, Finance and Social Sciences, organized by the Greater Vision Conferences & Seminars Organizing, Dubai - UAE & SDMIMD, Mysore, India held at Wagner College, One Campus Road, Staten Island, NY 10301 USA on 29th April 2017.

Paper presented on “Challenges Faced by Women Entrepreneurs in India” in an International Conference on Entrepreneurship and Management, organized by Aditya Global Business School, Surampalem, East Godavari Dt. during 30th June & 1st July 2017.

Delivered a Lecture as Resource Person on “Information System Development – Its over view with reference to Government” in a Two Day Residential Training Program for different levels of State Government Employees organized by the A.P. HRDI in association with DoPT, Government of India at Bapatla on 2nd August 2017.

Presented a Paper on “Driving of Innovations in Digital Payments of Indian Banking Sector” in a Two Day National Seminar on Innovation Management – A Strategic Imperative for Growth organized by Dept. of Business Management at P B Sidhardha College, Vijayawada during 22-23 August 2017.

Presented a Paper on “Customers Perception on Marketing Mix of Life Insurance Products - A Study with reference to Life Insurance Corporation of India” in a National Seminar on Services Marketing in Emerging Global Economy organized by Dept. of Management Studies at Sri Venkateswara University, Tirupathi, on 28th August 2017.

Presented a Case on Amazon India: “Bezos’s Folly” or “the Billion Customer Bounty” in International Case Study Conference – 2017, organized by IBS and ICKA Foundation on Higher Education, Hyderabad, during 5-7 October 2017.

Delivered a Lecture as Resource Person on “NAAC Technicalities” in a National Seminar on Quality of Higher Education, organized by Shri Shankarlal Sundarbai Shasun Jain College of Women in association with Indian Council for Business Education, at Chennai on 9.8.2017.

Paper presented on “Amazon India:” Bezos’s Folly” Or “The Billion Customer Bounty” – A Case Study, International Conference on Interdisciplinary Innovation in Business Management Technology

organized by Annai Veiankanni's College for Women, Affiliated to Madras University, Chennai, in association with Indian Council of Business Education, on 9th August 2017.

Delivered a Guest Lecture on "Contemporary Developments in Commerce Education" for B.Com. students at Montessori Mahila Kalasala (Autonomous), (affiliated to Krishna University), Vijayawada, Andhra Pradesh on 10th October 2017.

Participated in a Two-day Faculty Development Program organized by the Indian Institute of Management Visakhapatnam, at Visakhapatnam during 3-4 February 2018.

Delivered a Lecture as Resource Person on "Principles of Natural Justice or Fairness" in a Three Day Residential Training Program for different levels of State Government Employees organized by the A.P. HRDI at Bapatla on 13th March 2018.