

Staff Profile



Contact.

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❖ Professional Attachments:

Sr.No.	Name of Professional Organization	Type of Membership	Effective From
01	Indian Accounting Association	Permanent (JBP-43)	2010-11
02	All India Commerce Association	Permanent (G-225)	2010-11

❖ Teaching Experience:

(a) Under-Graduate {B.Com. BBA}:06 Year

(b) Post- Graduate (M.Com. / MBA): 16 Years

❖ Research Specialization:

Guiding research projects of the students at P.G.Level and providing research Assistance to the students in the Internal Projects as a part of Academic Curriculum. Evaluating students' research works as and when needed.

PG Students

Sr.No.	Programme	No. of Students (Cumulative)
1	MBA	14 years at least 15 students per batch
2	M.Com.	20 students approximately every year

❖ **Other Relevant Experiences:**

- Organization: CHAITANYA DEGREE COLLEGE, SRIKAKULAM, A.P. FOR B.C.A .AND B.COM. COURSES
- Designation: Part-time Faculty *(3 Years) 1998 to 2001*
- Organization: NIHRD, SRIKAKULUM BRANCH.
- Designation: Faculty and Resource Person *(3 Years) 1998 to 2001*
- Organization: FOR SEVERAL POST GRADUATE COLLEGES UNDER ANDHRA UNIVERSITY AND JNTU.
- Designation: Guest Faculty and Resource Person

(a) TEACHING, LEARNING AND EVALUATION RELATED ACTIVITIES

Teaching with traditional and ICT enabled modes, conducting class room seminars, group discussions, role plays, case studies, paper setting, paper evaluation and moderation works etc. participating as an invigilator and assisting in the examination related activities as and when situations arise and as per the direction of the authorities. Preparation of teaching material and subject wise well typed notes are also circulated to the students. Conducting surprise tests in the subjects to the students. Home assignments are given to the students and evaluating the home assignments and suggestions are provided to the students after home assignments returned to the students.

(b) CO-CURRICULAR, EXTENSION, PROFESSIONAL DEVELOPMENT RELATED ACTIVITIES

Since the joining the present position different responsibilities have been discharged and still continued. They are:

- Discharged duty as a Coordinator of the M.B.A. Department during the academic year 2010-2011.
- Till date since joining the present position working as a member of IQAC of the college.
- Rendered services as a S.S.R. draft committee member and member of the NAAC activity committee.
- Worked as an assistant centre in-charge of RTMNU Examinations for two consecutive periods in the academic sessions 2014-16.
- Working as the Chief Editor of the College Magazine Arthsandesh since 2013-14.
- Worked as the Executive editor of the College Magazine Arthsandesh from 2011-2013.
- Rendering services to the office administration while preparing and dispatching the data and information to the authorities like UGC, AISHE, NAAC, MIS, NIRF,RUSA etc.

- Discharging services as assistant Co-ordinator of P.G.Department (M.Com.) since the academic years 2015-16 till date.
- Acting as a Co-ordinator of Research Cell of the College since 2015-16 till date.
- Rendering services as a guest faculty to the M.B.A. Department from time to time.
- Discharged duties as an in-charge of the audio-visual room of the college from 2013-14 to 2015-16.
- At present discharging duty as Co-ordinator of Commerce Lab.

(c) RESEARCH, PUBLICATIONS AND ACADEMIC CONTRIBUTIONS

1. Served as a field investigator in D.R.D.A. Project “**Evaluation Study on I.R.D.P., D.W.C.R.A., and T.R.Y.S.E.M. in Srikakulam District in 1996-97**” under the supervision of Prof. B.Ramakrishna Rao of Andhra University Campus, Srikakulam, A.P.
2. Served as a field investigator under the guidance of Prof. B.Ramakrishna Rao, Andhra University Campus, Etcherla, Srikakulam for his **I.C.S.S.R. Major Research Project entitled “Development of Handloom Industry in A.P.”** during the year 1998-99, A.P.
3. Participated in the **P.M.R.Y. Programme as resource person** in Srikakulam district of A.P. from 1998 to 2004 under the District Industries Centre, through Chaitanya Degree College, Srikakulam, A.P.
4. Guided several project works to M.B.A. students as part of the academic curriculum in the earlier appointments at A.P.
5. Recently submitted the **UGC Major Research Project on “Performance Evaluation of the Implementation of the MGNREGA in the Vidharbha Region of the Maharashtra State”**.

❖ **Research Project Completed:**

Sr.No.	Project (Minor/Major)	Project Title	Funding Agency & Sanctioned Amount	P.I. /Co.I.	Date of Initiation	Date of Completion /Settlement
01	Major Research Project	Performance Evaluation of the Implementation of the MGNREGA in the Vidharbha Region of the Maharashtra State”.	UGC 6,30,000/-	Principal Investigator	27-07-2012	19-10-2015

❖ **No. of Publications and Presentations:**

Particulars	Regional	National	International	Total
Publication of Research Papers in Seminar/Conference Proceedings	--	--	--	--
Presentation of Research Papers in Seminar/Conference Proceedings	03	28	08	39
Publication of Research Papers in Research Journals	02	--	06	08
Books	--	--	--	--

Chapter in Book	--	--	--	--
Total				47

❖ Details of Paper Publication(Seminar/Conference Proceedings):

Sr. No.	Title of paper with page Nos.	Whether Author/ Co-Author Level (S/N/L)	ISSN/ISBN No.	Organized by & Place	Period
01	Rural Development through Rural Industrialisation: A Gandhian Perspective	National Co -Author	----	ShriKrishnad as Jajoo College, Wardha	23-24 th Dec.2011

(S-State, N-National, I- International)

❖ Details of Paper Presentation (Seminar/Conference Proceedings):

Sr. No.	Title of paper	Whether Author/ Co-Author Level (S/N/L)	Organized by & Place	Period
1	Marketing of Services- Genesis and Growth	Author National Level	Ambedkar Institute of Management Studies (AIMS), Visakhapatnam	22 nd April 2005.
2	Emerging Challenges and Strategies in Insurance Sector in India	Author National Level	Department of Commerce and Management Studies, P.G.Courses, M.R. College, Vizianagaram	5 th March, 2006.
3	E-Commerce Strategies, Technologies and Applications	Author National level	K.G.R.L. College, Bhimavaram, A.P.	August 8 th and 9 th 2006
4	Rural Credit Delivery Mechanism-Multi-Agency Approach	Author National level	D.N.R. College, Bhimavaram, A.P.	16 th September 2006
5	Branding Strategy Decisions In India	Author National Level	Andhra University, Visakhapatnam	28 th to 30 th December 2006.
6	Corporate governance practices in India	Author National Level	AU Visakhapatnam	22 nd January 2007
7	Current Issues Of Indian Economy on “ Green Colour: Eco (nomy) Friendly	Author National Level	Department of Economics and Rural Development, Dr.B.R. Ambedkar University, Srikakulam	20 th December 2008
8	Women Empowerment through Entrepreneurship Development	Author National Level	Department of Economics and Rural Development, Dr.B.R. Ambedkar University, Srikakulam	20 th December 2008
9	Special Economic Zones (SEZs)	Author National Level	Department of Economics and Rural Development, Dr.B.R. Ambedkar University, Srikakulam	20 th December 2008
10	Customer Relationship in Management in Indian Banking Industry	Author National Level	Andhra University Visakhapatnam	July 19 th to 21 st 2009.
11	Gender Disparities in Managerial Decision-making	Author National Level	Dr.B.R.Ambedkar University, Srikakulam	August 10 th and 11 th 2009
12	Women in Higher Education	Author National Level	Government Degree College for Women in	9 th and 10 th September

			Srikakulam	2009
13	Corporate Philanthropy and Social Responsibility	Author National Level	Department of Business Administration, Krishna University, Machilipatnam, A.P.	10-11 th Sept. 2009
14	Total Productive Maintenance	Author National Level	Department of Management, C.V.Raman College of Engineering, Bhubaneswar	9 th to 11 th October, 2009
15	Emergence of women entrepreneurs	Author National Level	Adikavi Nannayya University, Rajahmundry, A.P.	30 th and 31 st October 2009.
16	The India Retail Market- An observation of Rural vs. Urban Markets	Author National Level	Disha Institute of Management and Technology (DIMAT) , Raipur	February 20 th and 21 st February, 2010
17	Sector wise performance evaluation of exports	Author National Level	.M.Vasant Commerce College, Nagpur	3-4 th September 2010
18	Challenges of Entrepreneurship in India	Author National Level	Goa University, Goa	1-3 rd October, 2010
19	Corporate Social Responsibility and the Role of Business Ethics	Author International Level	University of Kerala, Thiruvananthapuram	13-14 th November 2010.
20	Behavioural Changes of Consumers on Indian Organized Retailing	Author International Level	ICFAI Business School, Hyderabad	3-4 th December, 2010.
21	Corporate Philanthropy and Social Responsibility	Author International level	Nirma Institute of Management, Nirma University, Ahmedabad	06-08 th January, 2011
22	Impact of Global Economic Recession and Revival of Indian Economy	Author State Level	YMV College, Wardha	10 th January, 2011
23	Reverse Logistics In India	Author National Level	Annasaheb Gundevar College, Nagpur	22 nd January, 2011
24	Customer Relationship Management	Author National Level	G.H.Raisoni College, Nagpur.	28-29 th January, 2011
25	Rural Service Delivery System	Author International Level	Kohinoor Business School, Khandala, Pune	5 th February, 2011
26	Problems, Prospects and Measures for Effective Micro Credit Services Delivery System	Author International Level	Kohinoor Business School, Khandala, Pune	5 th February, 2011
27	Managing Sustainable Agriculture Under Ecological Diversity	Author National Level	N.M.D. College, Gondia	12 th February, 2011
28	Evaluation of Behavioural Changes among Rural Consumers	Author International Level	Datta Meghe Institute of Management Studies, Nagpur	18-19 th February, 2011
29	Role of Micro Finance & Sustainable Micro Entrepreneurship Development	Author State Level	SSNJ College, Deoli , Wardha.	26 th Feb.2011
30	Socio-economic environment and the contributions of Buddhism	Author National Level	Dhanvate National College, Nagpur	28-29 th September 2011
31	Towards transforming Rural India: Issues and Challenges of MGNREGA	Author National Level	64 th All India Commerce Conference, Pondicherry	13-15 th December, 2011
32	Role of Information Technology in E-Accounting	Co-author International	University of Rajasthan Jaipur	17-18 th December, 2011
33	Rural Development through Rural Industrialization- A Gandhian	Author National Level	Srikrishnadas Jajoo Rural Service College, Wardha	23-24 th December,

	Perspective” India Lives in its Villages–Mahatma Gandhi			2011.
34	Ethical Framework and its Relevance in Business	Author National Level	Lokmanya Tilak Institute of Management and Research, Nagpur	27 th January, 2012
35	Value creation through information technology: A tool for better Service Delivery under Knowledge Economy	Author International Level	Datta Meghe Institute Of Management studies, Nagpur	17-18 th February, 2012
36	Managerial Decision Making and the Practices of Gender Disparities	Author National Level	Datta Meghe Institute of Engineering Technology & Research, Wardha.	02 nd March, 2012
37	Impact of FDI in Retail on Medium & Small Traders in India	Author Regional level	Chintamani Academy of Management Sciences, Wardha	10 th March, 2012
38	Research: Source of Knowledge and for Self – Realization	Author National Level	R.S.Mundle Dharampeth Arts and Commerce College, Nagpur	14-15 th February, 2015
39	Role of Andhra Pradesh Grameena Vikas Bank (APGVB) in the rural economy of Andhra Pradesh.	Author National Level	G.S.College of Commerce & Economies, Nagpur	24 th February, 2015

❖ Details of Paper Publication (Peer Reviewed International and National Level Research Journals):

Sr. No.	Title of Paper with page nos.	Publication Details Whether Author/ Co-Author	Whether Peer Reviewed/ Reviewed, Level(S/N/I) and Date	ISSN No. Impact Factor
01	“ Impact of Presence of Harmful Pesticide Residues in Soft Drinks on Consumer Behaviour: A survey”. 73-77	The Human Endeavour, D.N.R. College Bhimavaram, A.P. CO-AUTHOR	Regional	----
02	Consumer Education: A Boon To The Consumer.118-123	“Prakarsha”- A Bi-Annual Journal of Chaitanya college, Warangal, A.P. AUTHOR	Regional	---
03	Socio-Economic Environment and the Contributions of Buddhism.236-241	D N College, Nagpur CO-AUTHOR	NATIONAL	ISBN 13-978-81-921416-5-7.
04	Financial Engineering in the Capital Market of India.75-79	Indian Streams Research Journal AUTHOR	NATIONAL	Volume I, Issue IX/Sept. 2011,ISSN No. 2230-7850.
05	The Role of Global Marketing in Borderless Global Markets	Global Research Thoughts- International Journal Co-author	INTERNATIONAL	Volume I, Issue.II August, 2011,ISSN No. 2231-5063
06	Emotional Marketing: An Emerging Trend in Marketing.	Elixir-2012- E-Journal	INTERNATIONAL	ISBN:978-93-81432-12-9
07	Value Creation through Information Technology: A Tool for Better Service Delivery Under Knowledge Economy.	Elixir-2012- E-Journal	INTERNATIONAL	ISBN:978-93-81432-12-9.
08	Ethical framework and its relevance in business.80-83	Lokmanya Tilak Institute of Management Studies and Research, Nagpur. International Journal “Sabdasmī” AUTHOR	INTERNATIONAL	Volume II- Issue-1- June2012, ISSN No. 2249-0051.

❖ Details of Seminar / Conference / Symposium / Workshop Attended

Sr. No.	Title of Conference / Symposium / Workshop	Level (S/N/I)	Organized by & Place	Period
01	All India Management Schools Southern Regional Conference on Management Education	National Level	Andhra University Visakhapatnam	29 th and 30 th July 2006
02	APIs and Scores for PBAS under CAS	Regional Level	Dhanvate National College, Nagpur,	09 th October, 2011
03	Workshop on New Syllabus B.Com. I,II & III	Regional Level	Vidya Vikas Arts, Commerce & Science College, Samudrapur	22/09/2014
04	Participated in the Marathi Language Conference	Regional Level	Dr. Ambedkar College, Wardha.	13-14 th December, 2014
05	One day workshop of IQAC on Use of Modern Technology in Teaching and Learning Process of Commerce and Management Faculties for Effective Teaching Practices	College Level	G.S.College of Commerce, Wardha	13 th February, 2015

❖ Orientation/Refresher Courses (Completed):

Sr.No.	Orientation/Refresher Course	Sponsored by	Organizer, Place and Duration
01	Orientation Course	UGC	UGC, ASCC, MANUU, Hyderabad A.P. 12/06/2013 TO 09/07/2013
02	Refresher Course in Business Studies	UGC	UGC,ASCC, MKU, Madurai, Tamil Nadu 07/02/14 to 27/02/2014