

CONFERENCES/ WORKSHOPS/ SEMINARS ORGANISED:

➤ National: 4

1. UGC NATIONAL SEMINAR ON “CHANGING DIMENSIONS OF INDIAN BANKING” (1998) AT S.V.U.P.G. CENTRE, KADAPA (CO-DIRECTOR).
2. UGC NATIONAL SEMINAR ON “CHANIGING DIMENSIONS OF INDIAN MARKETING” (2000) AT S.V.U.P.G. CENTRE, KADAPA (CO-DIRECTOR).
3. NATIONAL SEMINAR ON “INDIAN CAPITAL MARKETS: EMERGING ISSUES AND CHALLENGES”, (2012) S.V.UNIVERSITY, TIRUPATI.(DIRECTOR).
4. NATIONAL CONFERENCE ON INCLUSIVE GROWTH THROUGH STARTUP INDIA–STANDUP INDIA: OPPORTUNITIES AND CHALLENGES, (2017), S.V.UNIVERSITY, TIRUPATI (DIRECTOR).

➤ International: 1

1. INTERNATIONAL CONFERENCE ON CORPORATE GOVERNANCE: EMERGING ISSUES AND GLOBAL CHALLENGES,(2013) S.V.UNIVERSITY, TIRUPATI (SPONSORED BY UGC & ICSSR) (DEPUTY DIRECTOR).

NATIONAL SEMINARS ATTENDED AND PAPERS PRESENTED

Sl. No.	Name of the Seminar/Symposia/Conferences Work shop	University/Institution	Title of the paper presented	Name of the agency sponsored	Place & Date
1	District Level Seminar Review and Reflect Development of Cuddapah since Independence	Lead Bank Syndicate Bank	Unemployment Programme		Kadapa 1989
2	UGC National Seminar on Consumer Protection in India	Dept. of Commerce S.V. University	Government Polices and the Consumer Interest		Tirupati, 25 th -26 th March, 1989
3	UGC National Seminar Motivating People at work in India	Dept. of Commerce SVU PG. Centre	Motivating People at work : Some Experiences of CCI, Kadapa unit.		Kavali 29 th -30 th March, 1991
4	UGC National Seminar on Dr. B.R. Ambedkar's Economic Philosophy	Dept. of Economics Dr. B.R.Ambedkar Open University	Participated in oral discussions		Hyderabad 17 th and 18 th July, 1992
5	International Seminar on Technical & Vocational Programme through Distance Education	Dept. of Economics Dr. B.R.Ambedkar Open University	Participated in oral discussions		Hyderabad 23 rd and 25 th August 1993
6	Seminar Conducted in Connection with Orientation Programme	Academic Staff College S.V.University	Dimensions of Working Capital Management		Tirupati, 23 rd - November, 1996
7	UGC Regional Seminar on the Role of Small Scale Industries in the Economic Development of India	Dept. of Commerce SVU PG.Centre	1. Indian Small Scale Industry:The Changing Perceptions 2. Financing of Small Scale Industry -A Study of APSFC		Kavali 8 th -9 th March, 1996
8	Workshop on Development of Rayalaseema Region - Role of * * * *	Kandula School of Management KSRM Engineeering	Participated in oral discussions		Kadapa 2 nd July, 1996
9	National Seminar on Financial Services	Dr. B.R.Ambedkar Open University	Mutual Fund: An Investor Friendly Financial Instrument		Hyderabad 15 ^h -16 th March, 1997
10	National Seminar on Trends In Financial Scenario in post Economic Liberation	Chaitanya Bharathi Institute of Technology	Identity Crises of Small Scale Industry in the Context of Post Liberalization		Hyderabad 6 th -7 th November, 1997
11	Seminar Conducted in connection with refresher programme	Dept. of Commerce S.K. University	Facets of Working Capitals Management		Anantapur, 12 th December, 1997
12	Workshop on Assignment Evaluation	Dr. B.R.Ambedkar Open University	Participated in oral discussions		Tirupati, 22 nd December,

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13	UGC Seminar on Changing Dimensions of Indian Banking	Dept. of Commerce SVUPG.Centre	Changing Face of Indian Banking		Kadapa, 20 th –21 st March, 1998
14	UGC National Seminar on Risk Management as a Modern Welfare Measure in India	S.K. Institute of Management S.K.University	Crop Insurance as a Risk Reduction Measure- An Evaluation		Anantapur, 21 st –22 nd September, 1998
15	UGC National Seminar on Janma Bhoomi – A New Dimension for Rural Development	Andhra University Dr. B.R.Ambedkar Open University	Janma Bhoomi – An Innovative Programme for Development		Srikakulam 24 th –25 th September, 1998
16	UGC National Seminar on Dynamic Entrepreneurship In India	Faculty of Commerce, A.V. Arts College for Men	Role of DIC's in Entrepreneurial Development – A Case Study of DIC, Kadapa		Tirupati, 15 th – 16 th March, 1999
17	UGC National Seminar on Dimensions of Consumer protection in Changing Indian Economic Scenario	Dept. of Commerce SVUPG.Centre	Consumerism and Consumer Protection – Some Rudiments of Identifying Adulterated Food		Kavali, 15 th –16 th March, 1999
18	National Conference on Recent Trends in Software and Information Management and its impact on Commerce and Management Spheres	National College Bharathidasan University	Restructuring Management Education : Directions of Change		TirucharaPalle 15 th – 16 th May, 1999
19	UGC National Seminar on Management of Non-Performing Assets in Institutional Agencies	Dept. of Commerce, S.V. University	NPAS in Regional Rural Banks – A Study of Rayalaseema Gramena Bank		Tirupati, 18 th March, 2000
20	Seminar Conducted in connection with Refresher Programme	Academic Staff College S.V.University	Dimensions of the Working Capital Management		Tirupati, 18 th March, 2000
21	UGC National Seminar on Impact of Govt. Schemes on the Employment	Dept. of Commerce SVUPG.Centre	PMRY in Kadapa District – An Analysis		Kavali, 23 rd - 24 th March, 2001
22	The 26 th National and Conference on IAMDC and IUCBER	Vijayanagar Institute of Management Studies, Gulbarga University	Housing Finance Services		Bellari, 8 th – 9 th February, 2002
23	UGC National Seminar on “Dynamics of Industrial Entrepreneurship in the New Millenium”	Dept., of Commerce, S.V. University	Entrepreneurial Awareness for Outgoing Students – A study		Kavali, 9 th – 10 th March, 2002
24	Two-Day National Conference Organised by Canara Bank School of Management Studies	Management Colleges of Bangalore University	Indian Management Styles – An exploration		Bangalore, December, 20 th and 21 st 2002
25	One-Day National	Dept. of	1. Opportunities and Challenges to		Bangalore,

	Seminar on Changing Dimensions of Banking and Insurance Challenges and Opportunities	Commerce Bangalore University	Indian Banking Sector- A Changing Perspective 2. Liberalization of Insurance after-math		30 th January, 2003
26	National Seminar on “Synergizing the State Market & Third Sector for development”	Satish Dhawan Auditorium, Indian Institute of Science	Synergizing the state market and third sector for development		Bangalore, August, 6 th and 7 th , 2004
27	UGC National Seminar on “ Changing Dimensions of Marketing in India”	Dept. of Commerce SVUPG. Centre	1. Rural Marketing Challenges and Opportunities 2. Customer Relationship Management: some issues		Kadapa, March, 6 th and 7 th 2004
28	UGC National Seminar on “Marketing Challenges in New Millenium	Dept. of Commerce SVUPG. Centre	Rural Marketing in India ; Scope and challenges		Kavali, 12 th and 13 th March 2004
29	UGC National Seminar on Value Added Tax in India _ Opportunities and Challenges	S.V.Arts College for Men TTD	1. VAT: Oppportunities and Challenges 2. Implementation of VAT in AP- Oppportunities and Limitations		Tirupati, 22 nd and 23 rd March 2004
30	UGC National Seminar on Power Sector Reforms; Challenges and Strategies	Dept.of Management Studies S.V.University	T& D in Indian Power Sector: Some imperatives		Tirupati, March, 25 th and 26 th 2005
31	UGC National Seminar on “Dimensions of Women Empowerment”	SVUPG. Centre, Kavali	1. Programmes of Women Empowerment in India – A Perspective 2. Problems of Women Entrepreneurs in Kadapa District		Kavali, 19 th – 20 th March, 2005
32	UGC National Seminar on Financial Sector Reforms	Dept.of Commerce and Management Studies Kakatiya University, Warangal	Financial Sector reforms in India: An Approach		Warangal, 18 th – 19 th March, 2005
33	UGC National Seminar Banking Sector Reforms	Dept. of Commerce and Management Studies Nagarjuna University, Guntur	Banking Sector Reforms: A perspective		Guntur March, 2005
34	Two-Day State Level Conference Rashtriya Shikshana Samiti Trust NMKRV College for Women	Dept of Commerce Bangalore University	E- Banking : Electronic Distribution Channel – A Customer Centric Approach		Bangalore, 8 th & 9 th , February 2005
35	UGC National Seminar on Financial Engineering – An Innovative Approach for Financial Markets	Dept. of Commerce and Management Studies, Andhra University	Participated in deliberations		Vizag 4 th August, 2005
36	UGC National Seminar on Innovations in Product Development: Challenges before Banking Sector	Osmania University College for Women, Koti	Emerging products and services in banking sector – A study of SBI		Koti, Hyderabad 9 th September, 2005

37	28 th All India Accounting Conference	Osmania University College for Women, Koti	Accounting for knowledge capital: A new dimension		Koti, Hyderabad, December, 10 th – 11 th 2005.
38	UGC National Seminar on Housing Finance in India	Govt. College for Men, Puttur.	National Housing Bank- An Appraisal		16 th – 17 th August, 2006, Puttur
39	59 th All India Commerce Conference	Faculty of Commerce & Management Studies, Andhra University,	“Investors Perception towards Derivatives Products with special reference to options: An Empirical Study”		28 th & 30 th December, 2006 Visakhapatnam
40	National Level Seminar on Customers Relationship Management	Dept.of Management Studies S.V. University	Customer Relationship Management - A New Dimension		25 th February, 2007 Tirupati
41	Two- Day Workshop on SIM Open & Distance Learners	Directorate of Distance Education S.V.University	Participated in oral Discursions		30 th & 31 st March, 2007 Tirupati
42	One-Day Seminar on Micro Finance to Self-help Groups: Role of Banks	Dept. of Commerce, S.V. University, Tirupati	“Micro Finance to Self-help groups: An Analytical Study”		10 th Sept. 2007, Tiruapti
43	Two-Day National Seminar on Implementation of Knowledge Commission’s Recommendations on Enhancement of Quality Education	Government College, Rajamandry	“Quality Education : Emerging Issues”		19 th -20 th December, 2007, Rajamandry
44	Two-Day Seminar -60 th All India Commerce Conference	Dept. of Commerce, Osmania University, Hyderabad	“Challenges of Organized retailing in India		27 th -29 th Dec, 2007, Hyderabad
45	Two-Day Seminar on NAAC Accreditation Value Education	Government Degree and PG College, Sri Kalahasthi	“NAAC Accreditation-New Dimensions of Value Education”		30 th -31 st December, 2007.
46	One Day Regional Seminar on Retail Sector Challenges and Opportunities	PVKN Government College, Chittoor	“Retail Sector: The Challenges Ahead		12 th March 2008, Chittoor
47	Two day seminar on Ethical Empowerment of Poor Under Sustainable Environment	Dept. of Economics, S.V.University, Tirupati	“Globalization of Ethics		14 th -15 th March 2008
48	Two-Day UGC Seminar on Role of Commercial Banks in the Development of Weaker Sections Under the Reforms era.	Dept. of Economics, S.V. University, Tirupati	“Role of Commercial Banks for Inclusive Growth of Weaker Sections” “Weaker Sections Development Programmes :A Role of Commercial Banks in India		29 th -30 th March 2008, Tirupati

49	Two-Day Seminar on Insurance Industry : Issues and Challenges	S.K. University, Anantapur	Paper submitted on “Insurance Industry in India: Current Scenario, Challenges and Prospects		29 th -30 th March 2008, Anantapur
50	Two-Day National Seminar on Emerging Trends in consumer protection and welfare in global environment.	Dept. of Commerce, S.V. University, Tirupati	The consumers satisfaction		20 th & 21 st September 2008.
51	Two-Day National Seminar on Micro Finance and Women Empowerment	Dept. of Commerce, Yogi Vemana University, Kadapa	1. “Women Empowerment and Micro Finance: Challenges and Opportunities” 2. “Micro-Finance : A Boon for the Empowerment of Women in India” 3. “Women empowerment through SHGS an evidence from Bangalore rural district, Karnataka” “Sub Group on Innovative finance and Micro finance” 4. Women Empowerment through micro finance challenges and opportunities.		12 th -13 th March, 2009 Kadapa
52	Two-Day National Seminar	Directorate of Distance Education, S.V. University, Tirupati.	Distance Education System in India: Tools and Internet Technology.	UGC	24 th & 25 th July 2009.
53	Two-Day National Seminar	Dept. of Commerce, S.V. University, Tirupati	1. Global Financial and Economic Crisis on Indian Economy on impact. 2. Impact of Global Crisis on the Indian economy.	UGC	26 th & 27 th February, 2010.
54	Two-Day National Seminar	Dept. of Commerce, S.V. University, Tirupati	MSMEs in Global Environment Challenges and opportunities.	UGC	17 th & 18 th March 2010.
55	Two-Day National Seminar	Dept. of Economics, S.V. University, Tirupati	1. The Effect of Global Financial and Economic Crisis on Indian Economy. 2. Global Financial Crisis: Impact and Implications for India.	UGC	24 th & 25 th March 2010.
56	One day National seminar	Dept. of Economics, S.V. University, Tirupati	Global Economic Recession Affects Chinas Exports.	UGC	27 th March 2010
57	Two-Day National Seminar	Dept. of Commerce, Yogi Vemana University, Kadapa	1. Rural Women Empowerment and Entrepreneurship development 2. Women Empowerment through Entrepreneurship: Some Pragmatic studies in Kadapa District, A.P. India.	UGC	21 st & 22 nd September 2010
58	One day National seminar	Dept. of Commerce, Yogi Vemana University, Kadapa.	NREGS: Inception and Implementation in India.	UGC	3 rd October 2010
59	One day National seminar	Department of commerce SVU PG College, Anantapur.	Body Language: An Effective Tool for Communication.	UGC	November, 2010.
60	Two day National	Dept. of	Micro finance to SHGs-Issues and	UGC	27 th -28 th

	Seminar	Commerce, S.V. University, Tirupati	Challenges		March, 2011
61	Two day National Seminar	Dept. of Commerce, Govt. Degree College, palamaner	Women Entrepreneurship development	UGC	21 st -22 nd April, 2011
62	One day National seminar	P.G. Department of studies and Research in Commerce, Tumkur University, Tumkur, Karnataka,	HRM Policies and Training Imperatives in Indian banks	UGC	2 nd & 3 rd December, 2011
63	Two day National Seminar	Dept. of Commerce, S.V. University, Tirupati	Customers' perception on internet banking: A Study of State Bank of India	UGC	25 th – 26 th February 2012
64	Two day National Seminar	Dept. of Commerce, Yogi Vemana University, Kadapa.	Training and development system in Andhra Pragathi Grameena Bank – A Study,	UGC	6 th and 7 th March, 2012.
65	One day National Conference	Department of Studies and Research in Commerce, , Tumkur University, Tumkur, Karnataka	Drucker's Ideology and Innovative Entrepreneurship Development in 21 st Century	UGC	5 th May, 2012
66	Two day National Seminar	Dept. of Commerce SKU Anantapur	Women Empowerment – A role of Distance Education	UGC	27 th -28 th Sep 2012
67	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	1. E – filling Process 2. Electronic Payment Systems – A Study of Kadapa Corporation	UGC	9 th – 10 th Oct, 2012
68	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	Regulatory and Reputational Risk Management in Life Insurance Awareness of Investors in Insurance Sector- A study with reference to YSR District	UGC	22 nd – 23 rd December 2012
69	Two day National Seminar	Dept. of Commerce NTR Govt. Degree College Valmikipuram Chittoor Dist	A Role of Organisation in Consumerism- An Indian Scenario	UGC	23 rd -24 th January 2013
70	Two day national seminar	School of Management Kakatiya university Warangal	Customer service practices in banks	UGC	19 th – 20 th February, 2013.
71	Two day national seminar	Dept. of Commerce V.S.U. P.G. Centre Kavali, Nellore	1. SWOT analysis of FDI in retail sector – an Indian perspective 2. Foreign direct investment in retail sector in India: implications and recommendations	UGC	18 th -19 th March, 2013

		Dist.	3. Foreign direct investment in Indian retail sector: opportunities and threats 4. Foreign direct Investment in India retail sector: An Analysis		
72	Two day national seminar	Dept of Women's Studies Sri Padmavathi Mahila University	Causes and Effect of Gender based Violence	UGC	2013
73	Two day national seminar	Dept of Education Sri Padmavathi Mahila University	Teaching methods – an overview	UGC	2013
74	Two day national seminar	Deprat. Of business Management Vikrama Simhapuri University, Nellore	Corporate Governance is a Social Responsibility	UGC	2013
75	Two day national seminar	Dept. Women Studies S.V.University, Tirupati	Hazards faced by the working women in the ERA of globalization	UGC	2013
76	Two day national seminar	Dept. of Commerce Govt. Degree & PG College – Puttur	An overview of Socio Economic Conditions of women working in MGNREGS in Andhra Pradesh	UGC	2013
77	Two day national seminar	Dept of Commerce Vikrama Simhapuri University PG Center Kavali	An Assessment of Risk Management in Baking Sector: A Study With Special Reference to public and Private Sector Banks in India	UGC	2013
78	Two day national Conference	Dept. of Commerce V.S.U. P.G. Centre Kavali, Nellore Dist.	Risk Management in Banks: A Perspective	UGC	16-17 th November, 2013
79	Two day national seminar	Dept. of Economics S.V.University, Tirupati	Role of Human Resource Development in the promotion of Education – An Integrated approach	UGC	14 th -15 th December, 2013
80	One day national seminar	Dept. of Commerce, Indian Academy Degree College, Bangalore	Performance of Non-Performing Assets in Commercial Banks- An Analytical Study	UGC	20 th December 2013
81	Two day national seminar	Dept. of Commerce PVKN Govt. Degree & PG College – Chittoor	1. Empowering Women Through SHGs Role Of Distance Education 2. Role Of Self Help Groups In Rural Development- An Overview 3. The role of Regional Rural Banks in Microfinance	UGC	28 th -29 th December, 2013
82	Two day national semina	Dept. of	1. Micro-Credit Through RRBs- A	UGC	14 th -15 th

		Management Studies, Sree Vidyanikethan Institute of Management	Study of Saptagiri Grameena Bank With Focus on Chittoor District. 2. Women Entrepreneurship – A Case Study 3. Information Technology in the Banking Sector: An Overview 4. Disbursement of Home loans by Commercial Banks – A Case Study		February, 2014
83	Two day national seminar	Dept. of Business Management, YV University, Kadapa	1. Quality Management in Education Sector: An Overview 2. Quality Management in Housing Finance – A Study of Life Insurance Corporation 3. Customer Relationship Management for Improving Quality in Banking Services: An Overview 4. Total Quality Management in Banking Sector: An Overview 5. Role of Management Education for Improving the Quality of Human Life: An Outlook	UGC	21 st -22 nd February, 2014
84	Two day national seminar	Dept. of Adult Education, S.V. University, Tirupati	Need for Vocational Education in India	UGC	25 th -26 th February, 2014
85	Two day national seminar	Dept. of Management Studies, Sree Vidyanikethan Institute of Management	A Study on Private Equity Investment	UGC	14 th -15 th March, 2014
86	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	1. Institutional Finance to MSMEs- Role of Commercial Banks in Chittoor District 2. Micro, Small and Medium Enterprises in India: Issues and Challenges 3. Problems of Micro Small and Medium Enterprises in India 4. Women Entrepreneurship through SHG in MSME- A Study with reference to Kadapa 5. Micro, Small and Medium Enterprises in India: An Overview	UGC	22 nd -23 rd March, 2014
87.	One day national seminar	Dept. of Management Studies KMM Institute of Technology and Science	1. HRD's Initiatives For Literacy – An Outlook 2. SHG Bank Linkage Programme In YSR District The Impact of the Real Estate Sector on Indian Economy		12 th March, 2015
88.	One day national seminar	Dept. of Commerce, Government College for Men, Kadapa	E-Commerce: Its Impact on Society	UGC	13 th March, 2015
89.	One day national seminar	Dept. of Commerce,	1. Changing Face and Role of Post Offices in Indian	UGC	20 th March, 2015

		YV University, Kadapa	Service Sector 2. FDI In India's Retail Sector – An Analytical Study 3. Indian Money Market: Emerging Trends		
90.	Two day national seminar	School of Management Kakatiya University, Warangal	1. An Empirical study of Insurance Products Need for Rural India 2. Rural Insurance in India Policy Perspectives	UGC	25 th -26 th March, 2015
91.	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	1. Role of Rural Entrepreneurs In India – An Outlook 2. Role of Entrepreneurship in Indian Economy	UGC	11 th -12 th April, 2015
92.	Two day national seminar	Dept. of Commerce, VSU PG Centre, V.S.P University, Kaval	Contemporary Issues of Electronic Banking in India	UGC	5 th -6 th October, 2015
93.	One day national seminar	Dept. of Commerce and Management, St. Mary's College, Osmania University, Hyderabad	An Impact of International Financial Reporting Standards (IFRS)	ICSI	31 st October 2015
94.	Two day national conference	Department of business management, A.V. College P.G Centre, Hyderabad.	Role Banks in Insurance Sector		4 th & 5 th December 2015
95.	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	1. Role of Microfinance in Poverty Alleviation through NABARD – A Study 2. Rural Development through Microfinance, MGNREGA and Women Empowerment 3. Microfinance: Issues and Challenges 4. Evolution of Microfinance through SHG-Bank Linkage Programme in India 5. RRBs As Self Help Promotion Institutions (SHIPs)- A Comparative Study at All India Level		27 th & 28 th February 2016
96.	One day national seminar	Dept. of Commerce, Jain University, Bangalore.	E-HRM: Its Issues and Challenges	ISDC	30 th February 2016
97.	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	1	ICSSR	7 th & 8 th August, 2016
98.	Two day national seminar	Dept. of Corporate Secretaryship School of Management	Consumer Protection Act, 1986: It's Effect on Banking Sector	IIPA	15 th -16 th August, 2016

		Alagappa Univeristy, Karaukudi, Tamil Nadu			
99.	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	Start up India: It's Growth	UGC	February 10 ^h -11 th 2017
100.	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	A Study on the Service Gap Analysis of an Indian Public Sector Banks"	ICSSR	March, 17 th -18 th 2017
101	One- day national conference	Department of management studies, S.V. University, Tirupati	A study on service marketing and Customer satisfaction in Andhra Pragathi Grameena Bank	ICSSR	28 th August 2017
102	One- day national conference	Dept.of Management Studies, Commerce and HR. Sri Chandrasekarendra Saraswathi Viswa Mahavidyalaya, Enathur, Kanchipuram-631561	Professional Development of A Teachaer – A Nation Builder in India.	ICT Academy	10 th November 2017
103	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	1. Consumerism and Consumer protection : A Present Scenario 2. Consumer rights and responsibilities	UGC	January, 24-25, 2019
104	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	1. Analysis of GST and Impact on the Indian Economy. 2. "GST: It's Procedural Complexities". 3. A study on role of GST on textile sector in India	UGC	February 21 ST & 22 nd 2019
105	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	Inclusive Growth Through Navarathnalu In Andhra Pradesh: Future Prospects And Challenges	APSCHE ICSSR-SRC	November 04 th & 05 th 2019
	Two day national seminar	Dept. of Commerce, S.V. University, Tirupati	1. Navarathnalu: An Emerging Welfare Schemes By Government of Andhra Pradesh 2. Social Inclusive Growth Programmes in Andhra Pradesh 3. Welfare Schemes of the Andhra Pradesh Government Through Navarathnas (nine gems) and Their Challenges		November 4 th -5 th 2019
106	One day national seminar	Dept. of Commerce, Besant Theosophical College, Madanapalle	IFRS in India: Challenges Ahead		December 28 th 2019

107.	Two day national seminar	Dept.of Business Management, Yogi Vemana University, Kadapa	<ol style="list-style-type: none"> 1. Participation Woman in Bureau of Police Research and Development:: A Study on Problems and Prospects 2. Research and Development Activities in Educational Sectors in India. 3. A Study on Role of Women in Research and Higher Education 4. An Overview of Opportunities and Challenges for R&D of Women in The Global Research 5. An Analytical Study of The Reports of National Level Women Participation in Research Activities. 6. A Study on Innovations and Excellence for Women Empowerment in Banking Sector 	NCW	February 14 th -15 th 2020
108	Two Day National Seminar	Department of Commerce, S.G.GOV'T, Degree & PG College, Piler	<ol style="list-style-type: none"> 1. Digitalization: An initiative on Demonetarization 2. Merits and Demerits of Digital Economy 	ICSSR	March 5 th - 6 th 2020

INTERNATIONAL SEMINARS AND CONFERENCES ATTENDED/ PRESENTED

Sl. No.	Name of the Seminar/Symposia/ Conferences Work shop	University/ Institution	Title of the paper presented	Name of the agency sponsored	Place & Date
1	XXIV All India Accounting Conference & International Seminar	Tirupati Chapter on Indian Accounting and Dept. of Commerce S.V.University	Accounting Education – The challenges for 21 st century	UGC	Tirupati, 13 th – 14 th September, 2001.
2	XXVI All Indian Accounting Conference & International Seminar	Indian Accounting Association and Dept. of Commerce& Management Studies, Mahatma Gandhi Kashi Vidyapit	Value Added Tax: Vital Issues and Concerns	UGC	Varanasi, 27 th - 28 th December, 2003
3	XXVII All India Accounting Conference & International Seminar	P.G. Department of Commerce, Utkal –University Bhubaneswar & ICWAI	Mergers & Acquisitions: Maladies and Remedies	UGC	Bhubaneswar December, 18 th –19 th , 2004
4	All India Accounting Conference & International Seminar	P.G. Dept. of Commerce, Utkal University Bhubaneswar & ICWAI	Environmental Accounting- An overview	UGC	Bhubaneswar, December, 18 th –19 th , 2004
5	XXIX All India Accounting Conference and International Seminar	Indian Accounting Association Delhi Chapter Department of Commerce, University of Delhi & Sri ram College of Commerce, University of Delhi	Accounting Practices in Service Sector: A note on Software Industry	UGC	Delhi, 22 – 23 rd December, 2004
6.	XXX All India Accounting Conference and International Seminar on Accounting Education and Research	Indian Accounting Association, Jodhpur	“Transfer Pricing : Methods and Mechanics”	UGC	15 th – 16 th December 2007 Jodhpur
7.	International Conference on Business and Finance (ICBF) – 2010	IBS Hyderabad & Indian Institute of Capital Markets, Mumbai.	“ Housing Development Finance Corporation: An Evaluation”	UGC	12 th – 13 th March-2010. Hyderabad.
8	63 rd All India commerce Association Conference	Pondicherry University Pondicherry	Empirical Evidence of work life balance in Banks	UGC	19 th -21 st December, 2011
9	International conference on India inc. Innovative Management Strategies	Department of Management Studies, Don Bosco Group of institutions, Bangalore. Karnataka	Micro finance through SHG-Bank Linkage programme in India – An appraisal	UGC	5 th – 7 th January 2012
10	International conference on Corporate Governance: Emerging issues and Global challenges	Dept. of Commerce, S.V. University, Tirupati	Corporate Governance: Global Models and Mechanisms	UGC	30-31 st January, 2013
11	International conference on Innovative Management Strategies	Madanapalle Institute of Technology and Science, Madanapalle	Corporate Social Responsibility Practices in Steel Authority of India Limited – A Study	UGC	Bangalore 7 th – 8 th March, 2014
12.	One day International seminar on Emerging Strategies to Sustain Global Competition	Department of Commerce and Management, Bangalore university, Bangalore.	Financial Management: Its practices for the success of the Business Enterprises		Bangalore 30 th October , 2015
13.	6 th International seminar on Regional Network on Poverty Eradication	Dept. of Economics, S.V. University, Tirupati	Eradication of Poverty in India: Initiatives and Policy Implications	UGC and Govt. of AP	Tirupati 13 th - 15 th November, 2015
14.	Two – day International Conference on BIGDATA ANALATICS	Siva Sivani Institute of Management, Secunderabad, Telangana state	Risk Management in Commercial Banks: Issues and Challenges		Secunderabad 11 th – 12 th February 2016

15.	International conference on Multilateral Cooperation: Emerging Global Scenario	UGC centre For Southeast Asia & Pacific Studies, S.V. University, Tirupati	India – China: Bilateral and Multilateral Relations		Tirupati 22 nd -24 th February, 2016
16.	UGC –SAP International Conference on Gender and ICT: Opportunities and Challenges	Department of communication and Journalism, Sri Padmavathi Mahila Visvavidyalam, Tirupati	Information communication and Technology (ICT) for Women Empowerment in India	UGC	Tirupati 24 th – 25 th February, 2016
17.	International conference on 3i – intelligence, innovation and inclusion – Best practices for global excellence	Department of management studies, Pondicherry university Pondicherry	Business intelligence in Commercial Banks		Pondicherry 11 th – 12 th March, 2016
18.	11 th Asia-Pacific Business Research Conference	World Business Institute, Australia	An Analysis of Working Capital Management in SAIL and RINL	EASB	Singapore 24 th - 25 th October, 2016
19.	One day International Workshop	Department of Commerce and Financial Studies Bharathidasan University Tiruchirappalli	The Pathway to Successful Research Agenda	SHS	November 14 th 2018
20.	Three days- International seminar	Department of Business Management, Vikrama Simhapuri University Nellore.	Impact of Globalization on MSMEs in India.	ICSSR	29 th -31 st March 2019

WEBINARS ATTENDED

Sl. No.	Name of the webinar/Symposia/Conferences Work shop	University/Institution	National/ International	Date
1	CSR and Sustainability	Dept. of Corporate Secretaryship, Alagappa University, Karaikudi.	National	18 th May 2020
2	Coping Strategies for India's Economy during Post COVID 19	Arun Jaitley National Institute of Financial Management (NIFT), Faridabad and Adikavi Nannaya University, Rajamahendravaram.	National	23 rd May 2020
3	SWAYAM: E- Learning A Program Initiated by Government of India	Jagadguru Gangadhar College of Commerce, Hubballi	National	17 th May 2020
4	GST>Returns and Compliance	Dept.of Corporate Secretaryship, Alagappa University, Karaikudi.	National	27 th May 2020
5	NEW – AGE HR	Association of Indian Management Schools (AIMS)	National	27 th June 2020
6	Innovations in Indian Financial Markets	Dept.of Commerce, Palamuru University, Mahabubnagar, Telangana State and Finmark Trainers India Pvt.ltd	National	24 th July 2020
7	GST using Tally	Dept.o Commerce, University college of Commerce and Business Management, Osmania University, Hyderabad.	National	29 th July 2020
8	Leading Through Crisis: How great Leaders Think.	Goa Business School, Goa Univesity, Goa	National	4 th August 2020
9	Emerging Concepts in Commerce & Management Studies	The Institute of Company Secretaries of India and Adikavi Nannaya University Rajamahendravaram.	National	5 th August 2020
10	Emerging Challenges for Business, Government and Society	Dept of Business Administration, P.B.Siddhartha College of Arts & Science, Vijayawada	National	5 th August 2020
11	Emerging Trends in HRM After COVID-19	PG Dept of Commerce, Sindhi College, Chennai	National	7 th August 2020
12	National Education Policy	Association of Indian Management Schools (AIMS)	National	11 th August 2020
13	Entrepreneurship- A Key to AATMA – NIRBHAR India	G.Pullu Reddy Degree & P.G.College and Dept.of Commerce, Osmania University, Hyderabad.	National	12 th August 2020

14	Research Methodology	Dept.of Commerce, Yogi Vemana University, Kadapa	National	29 th September 2020
15	Rural management Curriculum Design	Dept.of Higher Education, Ministry of Education, Government of India	National	4 th December 2020
16	Mental Health and Quality of Life of Married Working Women (NCWNW-2020)	Dept of Psychology, Yogi Vemana University, Kadapa and National Commission for Women, New Delhi.	National	18 th December 2020
17	One day National Webinar on Research Methodology in Social Sciences - Quality Dimensions	Department of Commerce , Alagappa University, Karaikudi	National	20th Jan, 2021.
18	International Speaking Engagement on "Industry 4.0- The role of Academia"	Bhavan's Institute of Mangement Science, Kolkata in partnership with AIMS.	International	31st January, 2021
19	One day national Webinar on Current Indian Economic policy and administration	Dept. of Public Administration of Janvikas Mahavidyalaya, Bansarola.	National	8th Feb, 2021
20	Decoding Indian budget- 2021 With key focus on education sector.	Dept. of Economics, Sheth T.J. Education Society, Sheth NKTTC College of Commerce & Sheth JTT College of Arts.	National	10th Feb, 2021
21	One day national Webinar on Strategies for personal financial planing	SVM Arts, Science and Commerce College, Iljal, Karnataka	National	16th Feb, 2021
22	One day National Webinar on Strategies for managing personal Finance including mutual funds and NPS	KL University, Andhra Pradesh	National	25th Feb, 2021.
23	Leadership Qualities in Ramayana	Bhavan's Institute of Mangement Science, Kolkata.	National	27th Feb, 2021.
24	National Education Policy (NEP) 2020	IQAC, Anwarul Uloom College of Business Management.	National	03-03-2021.
25	National webinar on Financial planning and investment opportunities.	Govt. Degree College for Women, Karimnagar, Telangana	National	04-03-2021.
26	Financial planning and investment opportunities.	Central university of Kashmir.	National	09-03-2021.
27	Strategy for managing personal finance including mutual funds and NPS.	Department of Management Studies, S.V. University, Tirupati.	National	10-03-2021.
28	Financial empowerment is your right.	Mahatma Gandhi Central University.	National	13-03-2021.
29	Financial empowerment through wealth creation.	Bharathidasan govt College for Women, Pondicherry University.	National	16-03-2021.
30	Essentials of Critical Thinking.	Anwarul Uloom College of Business Management, New Mallepally, Hyderabad – 500 001, Telangana.	National	17-03-2021.

31	Financial Education is a tool for wealth and Health	National Webinar, Dept. of Physical Education & AMFI, Kishori Raman Girls (PG) College, Mathura, Uttar Pradesh	National	13th April, 2021
32	Financial Planning and Investment opportunities	Anwaral Union College of Business Management in Collaboration with AMIF	National	8th April, 2021
33	Writing of Research Article in Scientific Approach	QAC and Dept. of Commerce Pingle Govt. College for Women, warangal	National	15-04-2021
34	Strategy for Managing Personal Finance Including Mutual funds	VIT Business School, VIT University, Vellore	National	07-04-2021
35	Overview on outcome based education	IQAC, SVU, Tirupati	National	01-05-2021
36	Financial Empowerment through Wealth creation	Department of Commerce, The University of Burdwan West Bengal.	National	05-05-2021
37	Research Methodology for Social Sciences – FDP	Indian Institute of Management and Commerce, Bangalore	National	17-05-2021 to 19-05-2021
38	E-Investment Program in Collaboration with SEBI	Global Education centre for Business Management, Hyderabad	National	24-05-2021 to 29-05-2021
39	Financial Empowerment through Strategic planning : Investment in Mutual Funds.	Dept. of Management Acharya Institute of Graduate studies , Bangalore	National	31-05-2021
40	National Webinar on 'Leadership strategies in turbulent times'	AMS School of informatics, affiliated to Osmania University	National	04-06-2021.
41	National Webinar on 'Strategies for managing personal finance including mutual funds' Dept. of Management studies, University of Madras and AMFI	National Webinar on 'Strategies for managing personal finance including mutual funds' Dept. of Management studies, University of Madras and AMFI	National	12-06-2021
42	International Webinar on contemporary issues in Accounting. WIRC of ICAI and Indian Accounting Association.	WIRC of ICAI and Indian Accounting Association.	International	10-06-2021.
43	National Webinar on Role of Leader in Entrepreneurship.	Entrepreneurship Development Cell, Yogi Vemana University, Kadapa, AP, India.	National	7th & 13th July, 2021.
44	Five days National Virtual Worksop on National Educational Policy 2020 – A Road Map for Future for India. ,	Yogi Vemana University, Kadapa.	National	16 to 20 July, 2021.
45	National Level Online FDP on Financial planning and Investment avenues for Different segments of Investors.	Department of Corporate Secretaryship (Shift – 1) and IQAC, Anna Adarsh College for Women, Chennai and the Institute of Company Secretaries of	National	23-07-2021.

		India.		
46	National Webinar on Essential Digital Capabilities for Innovative Learning and Research	IQAC and Innovation Cell, Yogi Vemana University, Kadapa	National	31st July, 2021
47	"The Status of Rural Development in The light of SDGs in India"	NSS Unit -1 and 3, NSS Cell, Yogi Vemana University, Kadapa	National	12.08.2021
48	"Consumer Behaviour towards Organic Products in India"	Department of Commerce, SVU College of CM & CS, Sri Venkateswara University, Tirupati, Andhra Pradesh.	National	13th August, 2021
49	Marketing of Healthcare Services in India	Department of Commerce, SVU College of CM & CS, Sri Venkateswara University, Tirupati, Andhra Pradesh.	National	01st September, 2021
50	Sustainable Development Of India @75 Years Of Independence"	NSS Unit -1 and 3, NSS Cell, Yogi Vemana University, Kadapa	National	09.09.2021
51	"Data Analysis and Research Methodology in Social Sciences"- Acted as a Resource Person on Case Study	Department of Commerce, Aligappa University	National	13th September, 2021

Ph.Ds GUIDED

Sl.No.	Name of the Candidate	Title of the Topic	Year of Award
1.	Dr. S. Harinatha Reddy	Management working capital in Small Scale Industry in A.P.	1998
2.	Dr. S. Sudhakar Chetty	Housing Finance in India- A study with reference to Tirupati	2001
3.	Dr. G. Sudarsan Reddy	Financial Performance of Paper Industry in Andhra Pradesh	2004
4.	Dr. G. Vijayabharathi	Performance Appraisal of Cooperative Central Banks – A study of Urban Cooperative Central Bank, Kadapa	2007
5.	Dr. Y. Subbarayadu	Regional Rural Banks and Rural Development: A study of Rayalaseema Grameena Bank, Kadapa	2007
6.	Dr. P. Saritha	Marketing of Financial Services of Select Commercial Banks- A Study of Kadapa Corporation in Andhra Pradesh	2008
7.	Dr.L. Rajani	Housing Finance by Commercial Banks – A study with reference to Kadapa Corporation, Andhra Pradesh	2008
8.	Dr. D. Lakshmi Naryana Reddy	Financial Performance of Regional Rural Banks in Andhra Pradesh	2008
9.	Dr. P. Subbalakshamma	Financial Performance of APSRTC	2009
10.	Dr. P. Suneetha	Human Resource Development Practices in Indian Banking sector: A Study of Andhra Pragathi Grameena Bank.	2011
11.	Dr. G. Venkatachalam	Finances of Distance Education Centres in Andhra Pradesh	2011
12.	Dr. M. Lokanadha Reddy	Quality of Work Life in Banks: An Inter-Sectoral study	2013
13.	Dr. G. Pavan Kumar	Performance Evaluation of Commercial Banks- An Inter-Bank Study	2014
14.	Dr. K. Kalyani	Financial Performance of Select Battery Industries in Andhra Pradesh	2014
15.	Dr. K. Ramanamma	“Micro Finance Self Help Groups in Bank Linkages- A Study to Saptagiri Grameena Bank”	2016
16.	Dr. N. K. Pradeep Kumar	“Financial Performance of Indian Iron and Steel Industry”	2016
17.	Dr. S. Shoba	Financial Performance of Fertilizers Companies in Andhra Pradesh- A Study of East Godavari District	2016
18.	Dr. O. Mohammad Rafee	“Micro Finance Through SHG – Bank Linkage Programme: A Study of Select Commercial Banks in YSR District, Andhra Pradesh”	2017
19.	Dr. M.Devendra	“Asset- Liability Management of Select Commercial Banks in India”	2018
20.	Dr. G. Ramprasad Reddy	“Financial Performance of Real Estate Industry in Andhra Pradesh”	2018
21.	Dr. M. Gangadhara	Financial Analysis of Select automobiles units in India	2020

22.	Dr. V. Reddy Lakshmi	Financial Performance of Regional Rural Banks in Andhra Pradesh	2020
23.	Dr. D. Krupavathi	“Financial Performance of Indian Farmers Fertilizer Cooperative Limited”	2021
24.	Dr. V. Vasavi	“Financial Performance of Select Life Insurance Companies in India”	2021

M.Phils GUIDED

Sl.No.	Name of the Candidate	Title of the Topic	Year of Award
1.	Y.Subbarayadu	Regional Rural Banks and Rural Development – A Study of Rayalseema Grameena Bank	2000
2	G. Nazeer Begam	Marketing of Insurance Services	2011
3.	K.Kalyani	Financial performance of Amar Raja Batteries Ltd., Tirupati.	2011
4.	S.Shoba	Financial performance of Nagarjuna Fertilizers and Chemicals Ltd., Kakinada	2011
5.	M.Maheswar Reddy	Financial evaluation of BPO Companies in Bangalore	2011
6.	N.K. Pradeep Kumar	Financial Performance of Lanco Industries Limited, Chittoor district.	2012
7.	D. Krupavathi	Financial Performance of Indian Farmers Fertilizer Cooperative Ltd –A Study with Reference to the Paradeep Unit, Odisha	2015

RESEARCH PROJECTS

Ongoing: NIL Completed: Major-1, Minor-1

- Major- “FINANCES OF DISTANCE EDUCATION CENTERS OF CONVENTIONAL UNIVERSITIES IN ANDHRA PRADESH”, UGC, NEW DELHI. 2009-11 COMPLETED, RS.7.91 LACS.

- Minor- “ELECTRICITY FOR RURAL DEVELOPMENT- A STUDY OF RESCO”, ICSSR NEW DELHI. 2 YEARS COMPLETED, RS.25,000/-

VISITS ABROAD

Name of the Conference	University/ Institution	Title of the paper presented	Name of the agency sponsored	Place & Date
11th Asia-Pacific Business Research Conference	World Business Institute, Australia	An Analysis of Working Capital Management in SAIL and RINL	EASB	Singapore 24th - 25th October, 2016

LIST OF PUBLICATIONS IN JOURNALS

S. No.	Name of the faculty	Title of the Articles	Year of Publication	Name of the Journal/ Book	Vol. & P. No.	Impact factor	Citation index	National / International	ISSN Number
1	Prof. P. Mohan Reddy	Indian Paper Industry, Problems and Prospects	1989	Indian Journal of Marketing, New Delhi	PP.27-33			National	RN 16294/68
2		Government Policies and the Consumer Interest	1990	Indian Journal of Marketing, New Delhi	Vol. XX, No.5, PP. 31-32			National	RN 16294/68
3		Working of Gramodaya Scheme: An Appraisal	1990	Kurukshetra, New Delhi	Vol. XXX VIII, No.4 PP. 31-34			National	ISSN 0021-5660
4		Self-Employment to Educated Unemployed Youth Scheme – A Study	1990	Yojana, New Delhi,	Vol. 34 No. 12 PP.26-29			National	RN 949/57
5		Tandon Committee Norms and Working Capital Finance from Banks – A Study of Private Sector Enterprises	1990	Banking Finance, Kolkata	Vol. III, No 8 PP.3-6			National	RN 44184/88
6		Financing the Working Capital Needs: A Study of Selected Private Sector Enterprises	1990	Journal of Accounting and Finance, Jaipur	Vol. IV, No.2 PP.186-202			National	ISSN 0970-9029
7		Financing the Working Capital Needs: A Study of Selected Private	1990	Journal of Accounting and Finance, Jaipur	PP. 162-172			National	ISSN 0970-9029

		Sector Enterprises, Working Capital Analysis							
8		Cash Working Capital Vs Balance Sheet Working Capital	1992	Journal of Accounting and Finance, Jaipur	Vol. VI, No. 1 PP.28-39			National	ISSN 0970-9029
9		Sickness In Small Industry: An appraisal	1992	SEDME, Hyderabad	Vol. XIX, No,3 PP.25-26			National	ISSN 0970-8464
10		Indian Tyre Industry – An overview	1994	Indian Journal of Marketing, New Delhi	Vol. XXI, No.11 PP 25-26			National	RN 16294/68
11		Women and Rural Development – A Study of DWCRA in Cuddapah District	1994	Kurukshetra, New Delhi	Vol. XII, No. 12 PP.19-22			National	ISSN 0021-5660
12		Role of Agriculture in Rural Development – A Micro Study, Facets of Rural Development	1995	Delta Publishing House, Delhi	PP. 209-217			National	
13		Indian Small Scale Industry: The Changing Perceptions	1997	SEDME, Hyderabad	Vol. XXIV, No.3 PP 19-24			National	ISSN 0970-8464
14		Mutual Fund – A Boon to Small Investor	1997	Banking Finance, Kolkata	Vol. X, No. 8. PP. 36-40			National	ISSN 0971-4499
15		Industrial Financing – An Evaluation of A.P.S.F.C.	1998	Southern Economist, Bangalore	Vol. X PP.36-40			National	ISSN 0038-4046
16		Indian Banking – Retrospect	1998	Banking Finance, Kolkata	Vol. XI, No.4 PP. 3-5			National	ISSN 0971-4499

		and Prospects							
17		Institutional Finance to SSI : Role of A.P. S.F.C.	1998	SEDME, Hyderabad	Vol. XXV, No 3 PP.3-5			National	ISSN 0970-8464
18		Shares Buy Back; A new dimension of Stock Market	1999	Banking Finance, Kolkata	Vol.26 XII, No. 4 PP. 3-6			National	ISSN 0971-4499
19		Managing Working Capital in Small Scale Industry: A Study	1999	SEDME, Hyderabad	Vol.26, No.3 PP. 3-4			National	ISSN 0970-8464
20		Liquidity in Small Scale Industries: An analysis	1999	Journal of Management Perspective, Jaipur	Vol. 2 No.1 PP.45-53			National	ISSN 0972-107X
21		Credit Rating in India: Needs Improvement	1999	Banking Finance, Kolkata	Vol XII, No. 11, PP 3-5			National	ISSN 0971-4499
22		Financing of Working Capital in Small Scale Industry: An analysis	1999	Banking Finance, Kolkata	Vol. XII, No.12, PP 3-6 7-16			National	ISSN 0971-4499
23		Securitization in India – The Emerging Financial Service	2000	Banking Finance, Kolkata	Vol. XIII, No. 8, PP. 3-7			National	ISSN 0971-4499
24		Crop Insurance as a Risk Reduction Measure – An Evaluation of Crop insurance Scheme, in A.P	2000	Discovery Publishing House, New Delhi				National	ISBN 978-93-5056-1058
25		Financing Rural Development by Regional Rural	2001	Banking Finance, Kolkata	Vol. XIV, No. 7, PP 10-15.			National	ISSN 0971-4499

		Banks - A Micro Study							
26		Trade Credit Management in Small Scale Industry	2000	SEDME, Hyderabad	Vol. 27, PP. 25-35			National	ISSN 0970-8464
27		Cash Management Practices in Small Scale Industry	2001	Management Researcher, Trivendrum	Vol. VIII, No. 2 PP.30 –38			National	-
28		Non-Performing Assets in Regional Rural Banks – A Case Study	2002	Banking Finance, Kolkata	Vol.XV, No. 4, PP. 10-15			National	ISSN 0971-4498
29		Adulteration: Some Rudiments for Indian Adulterated Foods	2003	PR Communication Age, Kolkata	Vol. VI, No. 4, PP. 3 –7			National	ISSN 0972-0650
30		Working Capital Management in Paper Industry in A.P	2003	Pratibimba, Bhubaneswar	Vol. 3, Issue 2, PP. 49-65			National	ISSN 0972-5466
31		Debtors Management – A Study of A.P. Paper Industry	2003	The Management Accountant, Kolkata	Vol. 38, No. 12, PP. 810 –815			National	ISSN 0972-3528
32		Paper Industry in India : Problems and Prospects	2003	The Management Accountant, Kolkata	Vol. 38, No. 12, PP. 904-912			National	ISSN 0972-3528
33		Non Performing Assets in Regional Rural Banks - A Case Study	2003	Banking Finance, Kolkata				National	ISSN 0971-4498
34		Liquidity Management in Paper Industry- An analysis	2003	Management Researcher , Trivendrum	Vol. IX No. 3 & 4, PP. 45-58.			National	-

35		Entrepreneurial Awareness among Outgoing Students – A Study	2003	Management Researcher, Trivendrum	Vol. X, No. 1 & 2 PP. 22-32			National	-
36		Opportunities and Challenges to Indian Banking Sector in Changing Perspective	2004	Banking_Finance, Kolkata	Vol. IX VII, No.1. PP. 12-14			National	ISSN 0971-4498
37		Liberations of Insurance: Opportunities and Challenges	2004	The Insurance Times, Kolkata,	Vol. XXIV, No.3 March 2004, PP. 23-27			National	ISSN 00971-4480
38		E-Commerce: A Revolutionary Business Approach Towards Globalization – Key Role of India	2004	Indian Commerce Bulletin, Kerala	Vol VII, No. 2 Vol. VIII, No. 3 PP. 20-27			National	-
39		VAT: Issues and Concerns	2004	Management Insight , Cuttack	Vol. 4, No.3. PP 7-10.			National	-
40		BPO: An Avenue for Employment Generation	2004	P.R. Communication Age, Kolkata,	Vol. VII, No. 9, , PP 7-10			National	ISSN 0972-0650
41		Implementation of VAT In India – Benefits and Concerns	2005	Banking Finance, Kolkata	Vol. XVII, No.6, PP. 21-24			National	ISSN 0971-4498
42		VRS in Public Sector Banks: Challenges and Remedies	2005	Banking Finance, Kolkata	Vol. XVII, No. 7, PP. 8-10 and 29			National	ISSN 0971-4498
43		Financial Sector Reforms in	2005	Banking Finance, Kolkata,	Vol. XVIII, No. 8 PP. 15-			National	ISSN 0971-4498

		India – A Segmented Approach			18				
44		Bank Assurance	2005	Insurance Times, Kolkata	Vol. XXV. No.11, PP.35-37			National	ISSN 0971-4480
45		Marketing of Financial Services – The Emerging Trends	2005	Banking Finance, Kolkata	Vol. XVIII, No. 12, PP. 15-18			National	ISSN 0971-4498
46		Cash Management Practices in the selected Small Scale Industry (SII) of Peenya Industrial Estate in Bangalore	2005	Pratibimba, Bhuneswar	Vol. 5, PP. 13-21			National	ISSN 0079-2541-00052
47		Banking Sector Reforms – A Perspective	2006	Banking Finance, Kolkata	Vol.X,No.1, PP. 5 & 15.			National	ISSN 0971-4498
48		Industry Business Interaction for Quality Management Education	2006	University News, New Delhi	Vol. 44, No. 32, PP. 6-10			National	ISSN 0566-2257
49		Financing Pattern and Utilization of Fixed assets in Large Scale Paper Industry in Andhra Pradesh - A Study	2006	The Management Accountant, Kolkata	Vol.41,No.9, PP.729-736			National	ISSN-0972-3528
50		Quality Management Education: Sustainable Economic Development	2006	Pratibimba, Bhuvaneswar IMIS	Vol. 6, Issue 2, PP. 41-46			National	ISSN 0079-2541-00052
51		Consumer in Banking Sector: Some	2008	Banking Finance, Kolkata	Vol. XXI, No. 9, PP. 8-12			National	ISSN 0971-4498

		Issues							
52		Reverse Merger – Conceptual Views	2008	Banking Finance Kolkata	Vol. XXI, No.12, pp. 13-15 and 22			National	ISSN 0971- 4498
53		Micro Insurance in India – A Perspective	2008	The Insurance Times, Kolkata	Vol. XXVIII, No.12, pp. 19-25			National	ISSN 0971- 4480
54		Performance Evaluation of Cuddapah DCCB	2008	Indian Consumer Cooperator, New Delhi,	Vo. 37, No.4, pp. 10-13			National	RN 26816/7 4
55		Accounting for Knowledge Capital – A New Paradigm in 21 st century	2009 February	PR Communication Age, Kolkata	Vol. XI, No.11, p.5			National	ISSN 0972- 0650
56		Corporate Governance Reforms – An Outlook	2009 March	Banking Finance, Kolkata	Vol. XXII, No.3, pp. 13-15			National	ISSN 0971- 4498
57		Mobilisation of Housing Finance – An Empirical study	2009 1 st March	ACRM Journal of Business and Management Research, Bangalore	Vol.4 No.1 Pp 38-46			National	ISSN 0978- 3523
58	Dr. L. Rajini/ Prof. P. Mohan Reddy	Ethics and Globalization	2009 April	Mittal Publications New Delhi	pp.381-387	-	-	National	ISBN 81- 8324- 326-6
59	Dr. P. Saritha/ Prof. P. Mohan Reddy	Marketing Strategies of Financial Services in banks- A Comparative Study	2009 September	ACRM Journal of Business and Management Research Bangalore	Vol.4, No.2, p.9- 14	-	-	National	ISSN 0973- 3523
60	Dr. P. Saritha/ Prof. P. Mohan Reddy	“Customer Relationship Management and Commercial Banks: A View”,	2009 September	Indian Consumer Cooperator New Delhi	Vol.37, No.3, p.12- 17.	-	-	National	RN2681 6/74-
61	G. Vijaya Bharathi/ Prof.	New Directions of Higher Education	2009 September	University News, New Delhi	Vol.47, No.36, PP.17-22			National	ISSN 0566- 2257

	P. Mohan Reddy/ Dr. P. Harinata Reddy	in the contest of Globalization							
62	Prof. P. Mohan Reddy/ Dr. G. Vijaya Bharathi/ Dr. P. Harinata Reddy	Corporate Environment reporting in India – An Outlook	2010	Himalaya Publishing House New Delhi	p. 124-129			National	ISBN: 978-93-5051-575-4
63	Prof. P. Mohan Reddy	Knowledge Management for Organisational Excellence – A Case Study of TATA Steel	2010	Recent trends in Knowledge Management(ed.,)(The Associated Publishers, Ambala city)	PP.201-218.			National	
64	Dr. L. Rajani/ Prof. P. Mohan Reddy	A study of the Issues of Borrowers and Commercial Banks in sanctioning and recovery of housing loans	2010 December	International Journal of Research in Commerce and Management(IJCRM)	Vol. No 1, Issue No-8			International	ISSN 0976-2183
65	Dr. P. Saritha/ Prof. C. Sivarami Reddy/ Prof. P. Mohan Reddy	National Rural Employment Guarantee Scheme (NREGS): Inception and Implementation in India, Mahatama Gandhi National Rural Employees Guarantee scheme and its impact of rural	2010	Andhra Pradesh economic association Hyderabad	p. 138-145			National	

		economy							
66	M. Lokanadh Reddy/ Prof. P. Mohan Reddy	Quality of work life of employees: emerging dimensions	2011	Asian Journal of Management Research	pp.827-839			International	ISSN 2229-3795
67	M. Lokanadh Reddy/ Prof. P. Mohan Reddy	HRM Policies and Training Imperatives in Indian banks	2011	“Innovations and Challenges in Business Horizons”, (ed.,) Thumkur University	Pp47-52			National	
68	Dr.G. Vijaya Bharathi/Dr. C. Sivarami Reddy/ Prof. P. Mohan Reddy/ Dr. P. Harinatha Reddy	Entrepreneurship Development- A case study of a village in YSR district	2011 November	International journal of Research in Commerce and Management	Vol.1 Issue no.7 Pp54-57			International	ISSN 2231-4245
69	Dr. L. Rajini/ Prof. P. Mohan Reddy/ Dr. Vijaya Bharathi	Global Recession Impact on Indian Financial Markets	2012 November	Discovery Publishing House Pvt Ltd., New Delhi	Pp125-137.			National	ISBN 978-93-5056-010-5
70	G. Venkatachalam/ Prof. P. Mohan Reddy	Impact of Global Crisis on the Indian Economy	2012	Discovery Publishing House Pvt Ltd., New Delhi	Pp317-322			National	ISBN 978-93-5056-010-5
71	Dr. P. Saritha/ Prof. P. Mohan Reddy	Impact on International Financial Crisis Sources and Solutions	2012 December	Discovery Publishing House Pvt Ltd., New Delhi	pp. 41-54			National	ISBN 978-93-5056-010-5
72	M. Lokanadh Reddy/ Prof. P. Mohan Reddy	Micro finance through SHG-Bank Linkage programme in India – An	2012	India Inc. Innovative Management Strategies(ed.,) (Excel India publishers, New Delhi)	pp385-391			National	ISBN 978938206285

		appraisal							
73	M. Lokanadh Reddy/ Prof. P. Mohan Reddy	Micro finance to SHGs- Issues and Challenges	2012 February	Banking Finance, Kolkata	VOL XXV No. 02 pp 9-17.			National	ISSN 0971-4498
74	M. Lokanadh Reddy/ Dr. P. Suneetha/ Prof. P. Mohan Reddy	Training and development system in Andhra Pragathi Grameena Bank – A Study	2012 March	Management Practices in Global Perspective (ed.,) (Paramount Publishing House, New Delhi)	pp 291-297			National	ISBN 978-81-921579-0-0
75	M. Lokanadh Reddy/ Prof. P. Mohan Reddy	Drucker's Ideology and Innovative Entrepreneurship Development in 21 st Century	2012 May	Economic Growth through Innovative Entrepreneurship (Himalaya Publishing House, New Delhi)	pp 49-53			National	ISBN – 978-93-5051-575-4
76	Dr. G. Venkatachalam/ Prof. P. Mohan Reddy	Finances of Directorate of distance education	2012 November	Management Practices in Global Perspective (ed.,) (Paramount Publishing House, New Delhi)	PP.9-13			National	ISBN 978-81-921579-0-0
77	Dr.G. Vijaya Bharathi/ Prof. P. Mohan Reddy/ Dr. P. Harinatha Reddy	Risk analysis of the selected mutual funds schemes- A Study	2012	“Management Practices in Global Perspective” (ed.,)(Paramount Publishing House, New Delhi)	PP.44-47			National	ISBN 978-81-921579-0-0
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95	Prof. P. Mohan Reddy	Information Technology in Banking Sector A Synoptic View	2013	Discovery Publishing House Pvt. Ltd. New Delhi	Pp 206-215			National	ISBN 93-5056-242-1
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2	Managerial Economics	DDE, S.V.University, Tirupati	2005	-
3	Accounting for Managers	Dr. B.R. Ambedkar Open University, Hyderabad	2006	-
4	Strategic Management	DDE, Andhra University, Visakhapatnam	2008	-
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6	Marketing of Banking Financial Services	Serials Publications, New Delhi	2010	978-81-8387-375-8
7	Housing Finance by Commercial Banks	Serials Publications, New Delhi	2010	978-81-8387-
8	Regional Rural Banks and Rural Development,	Serials Publications, New Delhi	2010	978-81-8387-435-9
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10	Quality of Work Life in Indian Banks	Himalaya Publishing House, New Delhi	2014	978-93-5142-809-4
11	International Financial Management	Directorate of Distance Education, Tirupati	2014	-
12	Startup India- Standup India Opportunities and Challenges	Bonfring Publications, Coimbatore	2017	978-938-6638-15-1
13	Micro Finance Through Commercial Banks	Bonfring Publications, Coimbatore	2018	978-93-87862-12-8
14	Inclusive Growth Through Start-ups in India	Golden Era Publications, Hyderabad	2018	21-9088-305-8
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