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Assistant professor©

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ACADEMIC PROFILE:

- **Ph.D.** from Andhra University (February, 2018)
Subject : Commerce
- **M.Phil.** from Andhra University -2006-07
Subject : Commerce
- **APSET (November 2016)** : Commerce
- **M.Com.** from Andhra University - 2005
Specialization : Accounting
- **B.Com (Vocational)** from Andhra University-2003
Specialization : Accounting and Computers
- **Intermediate(Vocational)** from Board of Intermediate -1999
Specialization : Short hand, Office & Secretarial Practice

TECHNICAL SKILLS:

- Type : Higher
- Short Hand : Lower
- Packages : Tally (Accounting package)
: Windows platform and MS office

EXPERIENCE PROFILE:

1. Organization : **Andhra University Campus, Etcherla.**
Designation : Teaching Associate
From 08/08/2007 to September 2008
2. Organization : **Dr. B.R. Ambedkar University, Etcherla- Srikakulam**
Designations : Teaching Associate
From September 2008 to November 2016
: Assistant professor ©
From December 2016 to till date.

RESEARCH PROFILE:

<i>Published articles on Journals with ISSN</i>	03
<i>Published articles on edited books with ISBN</i>	03
<i>Faculty development programs (Participated)</i>	07
<i>Conferences/ workshops (Presented/ Participated)</i>	15
<i>Presentations/ Participations on Seminars</i>	15

Published Articles on Journals with ISSN:

1. Prakash babu B., (2013), "Bank as a House for Insurance". International Journal of Innovative Research and Practices Vol.1, Issue 7(1), July, ISSN 2321-2926, pp. 75-82.
2. Prakash Babu B., Dr. Viswanatham P (2013) "Corporate Governance Practices and its Impact on Indian Life Insurance Industry". International Journal of Innovative Research and Practices, Vol.1, Issue 8, August, ISSN 2321-2926, pp. 44-54.
3. Santosh Ranganath N., Prakash Babu B., (2011), "Emerging Trends in Indian Retail Sector", International Journal of Management Research and Review, Volume 1, Issue 3, October, ISSN: 2249-7196, pp. 40-47.

Published articles on edited books with ISBN:

1. Prakash Babu B., Prof. P.Viswanadham (2015), “Corporate Citizenship role of LIC of India” Chapter No.03 in “Good corporate governance in India and challenges” edited by Dr.T. Rama devi, Allied publishers Pvt. Ltd. New Delhi- ISBN: 978-2-12-345680-3, pp. 24-31.
2. Prakash Babu B., Prof. P.Viswanadham (2014), “Policy holder protection – the Role of IRDA” Chapter No. 45 in section 3 in “Emerging trends in insurance sector in India” edited by Dr. Krishna Banana, Gowthami Chandra publications, Ongole, Prakasam (Dt) Andhra Pradesh ISBN: 978-81-92990-63-3-7, pp. 179-184.
3. Santosh Ranganath N., Prakash Babu B. (2011), “Inclusive Growth in India: The Role of Financial Sector” Chapter No. 214 in “Inclusive Economic Growth in India: Issues, Challenges and Implications” edited by Ms. A. Sivanandam, Valar Pirai Publication Pvt. Ltd., Chennai, ISBN: 978-93-80371-15-3, pp. 872-875.

Faculty development programmes (Participated):

1. Participated in the tainting programme on “Capital Market Professionals” conducted by APSSDC (NSE and NCCMP TOT programme) at Andhra University Human Resource development Centre- Andhra University, During 24th September 2018 to 28th September 2018.
2. Participated in Faculty development Programme on “Microsoft Applications in Finance “organized by the school of Management Studies, University of Hyderabad During 24th and 25th March 2017.
3. Participated in training Programme on “Computer oriented program to the faculty for effective teaching and research” organized by Dr.B.R. Ambedar University – Sriakulam During 20th to 30th April 2013.

4. Participated in Faculty Development Programme on “Developing self and others: Where academics and industry meet” organized by Aurora’s Business School, Hyderabad held on 16th December 2011.
5. Participated in Faculty Development Programme on “Research Methods for Academicians, Research Scholars and Practitioners” organized by Siva Sivani Institute of Management, Secunderabad, during 6th and 7th May, 2011.
6. Participated in the Faculty Development Programme on “Teaching Methodology and Techniques for Management Teachers” conducted by Aditya Institute Technology of Management, Tekkali in association with AICTE, New Delhi. During 16th to 29th June, 2010.
7. Participated in Faculty Development Programme on “Financial Innovations” conducted by Maharajah’s post graduate college in association with AICTE, New Delhi. During 19th to 30th of March, 2010.

Conferences/ workshops (Presented/Participated):

1. Participated in one day Workshop on “Internal Quality Assurance Cell (IQAC)” organized by Dr. B.R. Ambedkar University - Srikakulam, as on 2nd December 2016.
2. Participated in one day Workshop on “Quality in education a comparative Study” organized by Department of Education Dr. B. R. Ambedkar University, Srikakulam held as on 5th November 2016.
3. Participated in one day Workshop on “Engaging children with emerging Technologies ” organized by Department of Education Dr. B. R. Ambedkar University, Srikakulam held as on 22nd March 2016.
4. Participated in an interactive Workshop on “Exploiting Opportunities and Strategies for Entrepreneurs” organized by Department of Commerce and

Management Studies – Andhra University in association with CII and CII-IWN, held as on 10th October 2014.

5. Participated in National conference on “Emerging Trends in Entrepreneurship” organized by Department of Management Studies, Maharajah’s post graduate College, Vizianagaram held on 19th and 20th of March 2012.

6. Participated in one day Workshop on “Pollution control techniques in power and Pharmaceutical sectors” organized by Sri Venkateswara College of engineering and Technology, held as on 23rd January 2012.

7. Participated in two days Workshop on “Quality Assurance in Higher Education Institutions” organized by Maharajah’s post graduate college, Vizianagaram in Association with NAAC. During 25th and 26th November, 2011.

8. Participated in one day Workshop on “Guidance and Counseling” organized by Department of Education, Dr.B.R. Ambedkar University Srikakulam, held as on 08th April 2011.

9. Participated in one day Workshop on “Researching skills for Management teachers” organized by Gurunanak Institutions Campus–Hyderabad (Ibrahimpattanam R.R District), held as on 17th March 2011.

10. Participated in the National Conference “Go Green with Technology” organized by Sri Venkateswara college of engineering and Technology – Etcherla, during 4th and 5th of March 2011.

11. Participated in the National Workshop on “on Understanding Social exclusion and Inclusive Policies” organized by Center for Study of Social exclusion and Inclusive policy, Andhra University-Visakhapatnam, during 1st and 2nd of March 2011.

12. Participated in the National Workshop on “on Entrepreneurship Development” organized by Noble institute of Science and Technology and Institute of Business Management, Visakhapatnam, during 4th, 5th, 6th and 7th of January 2010.

13. Presented an article titled “E. Reporting practices through XBRL way” in the National Conference on “E- commerce Strategies, Technologies and applications” organized by Department of Commerce and Management Studies, K.G.R.L College, Bhimavaram in Association with Department of Science and Technology held at Bhimavaram , during 8th and 9th of August 2006.

14. Participated in the AIMS Southern regional Conference “on Management Education ” organized by Department of Commerce and Management Studies, in Association with Indian Management Schools held at Visakhapatnam , during 29th and 30th of July 2006.

15. Participated in the one day Workshop on “Communication skills” organized by Sri Grandhi China Sanyasi Raju College, Rajam -Srikakulam, held as on 11th December 1999.

Presentations/Participations on National Seminars:

1. Presented a paper titled “Corporate Citizenship- Role of LIC of India” in the UGC National Seminar on Good Corporate Governance In India and Challenges, held at Sri durga Malleswara Siddhartha Mahila kalasala- Vijayawada-10, during 3rd and 4th 2015.

2. Presented a paper titled “21st Century Management Education In India: 1:2 : 3 Model ” in Seminar Conducted on the eve on Management Day (Peter F Drucker’s Birth day) in the Department of Commerce and Management Studies, dr. B. R. Ambedkar University as on 19th September 2015.

3. Presented a paper titled “ Policy holder protection and welfare- Role of IRDA” in the UGC sponsored National Seminar on Emerging Trends in Insurance Sector In

India held at Acharaya Nagarjuna University Ongole Campus – Prakasam District, during 19th and 20th 2014.

4. Presented a paper titled “Bank as a House for Insurance” in the Seminar on Nationalization of Banks: its impact on socio-Economic Development of India held at Department of Education, Dr.B.R. Ambedkar University- Srikakulam , During 16th and 17th March 2012.

5. Participated in a National seminar on “Issues and Implications of academic Stress on students” held at Department of Commerce and Management studies, Dr.B.R. Ambedkar University- Srikakulam , as on 19th July 2012.

6. Presented a paper titled “Inclusive growth in India: the role of financial sector” in the Seminar on Inclusive economic growth in India: the Role of financial sector held at Qween Mary’s college (Autonomous), Chennai-600004, as on 16th September 2011. March 2011.

7. Presented a paper titled “Claim settlement Operations In Life Insurance Company” in the UGC Sponsored National Seminar on Global Financial crisis Challenges and Strategies, held at GOVT. Degree College for men - Sriakulam During 25th and 26th October 2010.

8. Presented a paper titled “Emerging Trends in Indian Insurance Sector” in a National Seminar organized by Centre for Social Science Research & Department of Economics, Andhra University, and Visakhapatnam as on 11th March, 2010.

9. Participated in a National Seminar on “Knowledge Management” organized by Dr. N.S. Kolla School of Business, Visakhapatnam as on 22nd February, 2010.

10. Participated in UGC-SAP National Seminar on “Human Rights and Gender Justice – New Challenges” organized by Dr. B.R Ambedkar College of Law, Andhra University, and Visakhapatnam during 5th & 6th February, 2010.

11. Participated in National Seminar on “Combining Insurance with Investment” organized by IIAM Vizag, as on 28th August 2009.

12. Presented a paper on “Responsible role of media in Gender and Development” in a National Seminar conducted by Dr. B.R Ambedkar University, Srikakulam. & Rajiv Gandhi Institute of Youth development, Sriperumbudur during 10th & 11th August, 2009.

13. Presented a paper on “Corporate Governance Practices in India” in a National Seminar organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam. During 1st & 2nd August, 2007.

PROJECT REPORTS SUBMITTED:

1. Project Title: Financial analysis with reference to “Ratio Analysis”

Duration : 40 days (January & February 2005)

Organization : Sri Lakshmi Srinivasa Jute Twine Mills. Rajam

2. Dissertation: “Claim Settlement operations” with reference to Life Insurance Corporation of India, Duration: 18 Months (2005-2007)

3. **Ph.D., Thesis:** “Claim settlement, Grievance redressal procedure and Service quality” in Life Insurance Corporation of India (A study of Srikakulam District) submitted as on 27-02-2017, awarded as on 26-02-2018.

Membership:

1. Associate Member P G Board of Studies, Department of Commerce and Management, Dr. B. R. Ambedkar University, Srikakulam,

2. Life Member, Forum for Intellectual Academicians and researchers, Srikakulam, Andhra Pradesh, India.

3. Life member Andhra university alumni.

Subjects deals:

- Financial management
- Financial derivatives
- Financial markets and services
- Insurance products and management
- Information technology for business
- Managerial communication skills
- Computerized accounting (Tally)
- Motivational classes for both M.Com and M.B.A students and also other relevant subjects and related issues.

Other Academic and extracurricular activities:

- 1) Project guidance to both MBA and M.Com students since 2008
- 2) Paper valuator of both internal and external scripts of M.Com , MBA and BBM
- 3) Discharged duties as a route office for APICET -2016.
- 4) Acted as a Squad member/ route office for both UG and PG exams up to 2017.
- 5) Passion to motivate students in developing Academic, Economic and Ethical literacy

Survey reports:

Active participation in the programme “University to Common men/Society” guided and prepared for the following survey reports:

- (a) A Study of “Customer awareness and satisfaction of insurance with reference to LIC of India in the District of Srikakulam”2013-14.

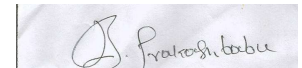
- (b) “A study on Small and Medium scale unit’s problems “with reference to Kushalpuram Industrial park Sriaulam – Andhra Pradesh 2013-14.
- (c) A survey on “public awareness on ODF with reference to D Matsyaleswram in the district of srikakulam, December, 2017.
- (d) A survey on “Customer Awareness and satisfaction with the banking services” in Etcherla mandal srikakulam, January ,2018.
- (e) A survey on Customer satisfaction and awareness on life insurance industry with reference to BEJJIPURAM in the district of Srikakulam, February, 2018.
- (f) A survey on “customer satisfaction of life insurance claim settlement services” with reference to BUDMURU in the district of Srikakulam district, February, 2018.
- (g)A survey on “Public awareness on health and health related insurance coverage’s”,with reference to SUBADRAPURAM and surrounding areas in the district of srikakulam, February, 2018.
- (h) A survey on “Socio-Economic Profile, and Perception of Farmers on Crop Insurance” with reference to ADAPAKA Village in the District of Srikakulam, March,2018.
- (i) A survey on “*Public awareness on health and satisfaction on government health services*” with reference to LAVERU Village in the district of Srikakulam, March 2018.
- (j) A survey on “*General Public health issues and the role of Government health services*”.” with reference to BUDATAVALASA and NEELAMPETA Village in the district of Srikakulam, March 2018.

PERSONAL PROFILE:

Father's name : Krishna Rao
Date of Birth : 25-06-1980
Permanent address : House No 1-51
Bomminaidu Valasa (Vill & Post)
Rajam (SO and Mandal)
Srikakulam Dist. Andhra Pradesh -532127

Address for communication : House No 13-275
Lecturer's colony
Near Vavilala gopalkrishna statue
Laveru road, Cheepurupalli (Vill, Post & Mandal)
Vizianagaram (Dist) Andhra Pradesh) - 532128

Nationality : Indian
Marital status : Married
Languages known : Telugu & English



(Dr. BANGARU PRAKASH BABU)