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Assistant professor©

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### **ACADEMIC PROFILE:**

- Ph.D. from Andhra University (April 26/04/2021)  
Subject: Commerce
- M.Phil. from Andhra University -2008-09  
Subject: Commerce
- M.Com. from Andhra University - 2006  
Specialization: Marketing
- B.Com (Computers) from Osmania University-2002  
Specialization: Accounting and Finance
- Intermediate (C.E.C) from Board of Intermediate -1999

### **TECHNICAL SKILLS:**

- Packages: Tally (Accounting package): Windows platform and MS office.

### **EXPERIENCE PROFILE:**

1. Organization: S.S.R. Degree College, Srikakulam.  
Designation: Degree Lecturer from 2006 to August 2008.
2. Organization: Dr. B.R. Ambedkar University, Srikakulam.  
Designation: Teaching Associate from 09/09/2009 to April 25/04/2021.  
: Assistant professor © From April 26/04/ 2021 to till date.

## **RESEARCH PROFILE:**

Published articles on Journals with ISSN 02

Conferences/ workshops (Presented/Participated) 15

### **Published Articles on Journals with ISSN**

1. A Study on Prospects of Rural Co-operative Marketing in India, Journal of Marketing and Sales Management Volume 5 Issue 1 ISSN: 2457-0095.
2. The Role of Co-operatives as it affects financial inclusion in India, International Journal of Innovative Research and Practices Vol.1, Issue 7(1), July 2013 ISSN 2321-2926.

### **Faulty Development Programmes (Participated)**

1. Participated in the “ 7 days Faculty Development Programme on Rural Community Engagement” held from 21-01-2019 to 27-01-2019 organised by Mahatma Gandhi National Council for Rural Education, Hyderabad in collaboration with Dr. B.R. Ambedkar University - Srikakulam, Andhra Pradesh.

### **Conferences/ workshops (Presented/Participated):**

1. Participated in the National work shop on the “Intellectual Property Rights and Patents (IPR & P) organized by College of Science, Dr. B.R. Ambedkar University - Srikakulam, Andhra Pradesh in collaboration with National Research Development Corporation (NRDC), New Delhi on 28<sup>th</sup> February 2019.
2. Participated on Two days national seminar on Privatisation of secondary education in India, issues and challenges jointly organised by Department of Education and ICSSR, New Delhi, organized by Rural Development, Dr. B.R. Ambedkar University - Srikakulam, as on 20<sup>th</sup> and 21<sup>st</sup> December 2019.
3. Participated on issues in Rural Development with special reference to Andhra Pradesh with collaboration of NABARD, Mumbai and ICSSR, New Delhi organized by Rural Development, Dr. B.R. Ambedkar University - Srikakulam, as on 11<sup>th</sup> and 12<sup>th</sup> December 2019.
4. Participated on Rural Development in India issues and challenges with special reference to Andhra Pradesh organized by Rural Development and Economics, Dr. B.R. Ambedkar University - Srikakulam, as on 30<sup>th</sup> April 2018.

5. Participated in one day Workshop on “Internal Quality Assurance Cell (IQAC)” organized by Dr. B.R. Ambedkar University - Srikakulam, as on 2nd December 2016.
6. 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.
7. 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.
8. Participated in Interactive workshop on Exploiting Opportunities and Strategies for Entrepreneurs organised by Department of Commerce and Management Studies, Andhra University in Association with CII and CII-IWN, as on 10<sup>th</sup> December 2014.
9. Participated on “Nationalisation of Banks: its impact on Socio-Economic Development of India” organised on the occasion of 44<sup>th</sup> Banks’ Nationalisation day scheduled on 19<sup>th</sup> July 2013 by the Department of Commerce and Management Studies, Dr. B. R. Ambedkar University, Srikakulam.
10. 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.
11. Participated in the National seminar on “Performance of Micro Finance Sector in India” 11<sup>th</sup> and 12<sup>th</sup> July 2011 conducted by Department of Commerce and Business Administration, Acharya Nagarjuna University, Guntur.
12. 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.
13. Presented a paper on “Emerging challenges and strategies for service sector” organized by Department of Management studies, Adikavi Nannaya university, Rajamundry, held as on 8<sup>th</sup> -10<sup>th</sup> December 2011.
14. 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.
15. Participated in the National seminar on “Dynamics of Banking Sector Reforms: Emerging Issues, Challenges and Strategies,” held during 19-21 July 2009 conducted by Department of Commerce and Managements Studies, Andhra University.

### **PROJECT REPORTS SUBMITTED:**

1. Dissertation: “Social Accounting (A Case study of Visakhapatnam Steel Plant)”  
Duration: 18 Months (2008-09).
2. Ph.D., Thesis: “Performance Evaluation of District Co-operative Central Banks-A case study on District Co-operative Central Bank Ltd., Srikakulam, Andhra Pradesh”  
submitted as on 12-11-2020, awarded as on 26-04-2021.

### **Memberships:**

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:**

- Advanced Management Accounting
- Accounting for Managers
- International Business
- International Financial Management
- Service Marketing Management
- Strategic Cost Management
- 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. Acted as a Squad member/ route office for both UG and PG exams.
4. 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:

1. A survey on “public awareness on ODF with reference to D Matsyaleswram in the district of Srikakulam, December, 2017.
2. A survey on Customer satisfaction and awareness on life insurance industry with reference to BEJJIPURAM in the district of Srikakulam, February, 2018.
3. A survey on “Public awareness on health and health related insurance coverages”,with reference to SUBADRAPURAM and surrounding areas in the district of Srikakulam, February, 2018.
4. 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: SreeRamulu

Permanent addres:

House No 4-1

Gopalapuram (Village)

Kambhampadu (post)

A.Konduru (Mandalam)

Krishna Dist.

Andhra Pradesh -521227

**Address for communication:**

House No 2-127

Aisrithalliveedhi,

Etcerla (village, post and Mandal)

Srikaulam (Dist)

Andhra Pradesh – 532410

Nationality: Indian

Marital status: Married

Languages known:Telugu, English and Hindi



**(Dr.RamjiNayak.Mudu)**