

CURRICULUM VITAE
Of
DR. (Mrs) PRASHANTA ATHMA
Professor in Commerce
Principal
UCW, Koti, Hyd.-500095
Email address: prashantaathma@gmail.com
athmaatou2000@yahoo.co.in

At a Glance

Qualification	:	M.Com. M.Phil., Ph.D.
Publications in Journals	:	66
Papers Presented in National Seminars	:	35
Research Supervisor	:	Awarded: 1 M.Phil. & 8 Ph.Ds Ongoing: 13 Ph.D.
Teaching Experience	:	29Years
Area of Specialization	:	Accounting & Finance
Research Projects	:	3 Completed (UGC, Andhra Bank & SAP) 1 UGC
Books	:	18 Published, 04 (Ongoing), 5 Edited
Fellowship	:	JRF, UGC National Merit Scholarship

BIO DATA

NAME : Dr. (Mrs) PRASHANTA ATHMA
DESIGNATION : **Professor in Commerce & Principal**
FATHER'S NAME : Late Sri G.T. ATHMA
MAILING ADDRESS : H-611, Scarlet, Rainbow Vistas @ Rock Garden, Green Hills Road, Moosapet, Kukatpally, Hyderabad - 500018
ACADEMIC QUALIFICATIONS : M.Com., M.Phil., Ph.D.

ACADEMIC RECORD

	CLASS OBTAINED	YEAR	SCHOOL/COLLEGE	%
SSC	FIRST	1978	Keys Girls High School, Sec Bad	70.20
INTERMEDIATE	FIRST	1980	St. Francis College for Women, Sec-Bad	63.00
B.Com.	FIRST	1983	Govt. College for Women, Begumpet	74.17
M.Com.	FIRST	1985	UCC & BM	63.00
M.Phil.		1988	Osmania University	
Ph.D.		1996	Osmania University	

SPECIALIZATION : Accounting and Finance
TEACHING EXPERIENCE : 29 Years
DESIGNATION AND PLACE OF WORK: Professor in Commerce & Principal UCW, Koti, Hyd.
M. PHIL. TOPIC : "Working of City Services of Andhra Pradesh State Road Transport Corporation - A Case Study of Twin Cities of Hyderabad and Secunderabad"
Ph.D. TOPIC : "Performance of Public Sector Commercial Banks - A Case Study of State Bank of Hyderabad"

Awards for Excellence in Research / Teaching

1. JRF, UGC (1985)
2. Best Commerce Faculty Award, Institute of Practical Accountancy (2005)
3. Gold Medal for the best paper presented at **61st All India Commerce Conference** for the paper on “Corporate Reporting Practices in India: An Analysis of Investors Perceptions” at Nagpur (27 -29 Dec. 2008) conferred by **Indian Commerce Association** (Professional Body)
4. Indian Commerce Association has conferred the honor of being the “**Fellow of Indian Commerce Association**” for the outstanding contribution in the field of Commerce and Management, 2008.
5. “Excellence in Profession Puraskar” at Golden Jubilee Celebrations (1963-2013), Indian Educational & Cultural Academy
6. Best Paper Award for the paper presented on “Trade Flows of SAFTA: An Analysis” at **International Conference** on “Free Trade – Opportunities & Challenges” AMS, Osmania University, Hyderabad (12-14 June 2014).
7. Best Paper Award for the paper presented on “Free Trade Agreements: An Analysis of Indian Scenario” at **International Conference** on “Free Trade – Opportunities & Challenges” AMS, Osmania University, Hyderabad (12-14 June 2014).
8. Best Paper Award for the paper presented on “Creative Accounting Practices: A Study” at **37th All India Accounting Conference** and International Seminar, University of Lucknow, Lucknow (8 – 9 Nov. 2014) conferred by **Indian Accounting Association** (Professional Body)
9. Silver Medal for the best paper presented at **67th All India Commerce Conference** for the paper on “CSR Guidelines: CPSE Vs Companies Act 2013 (A case study of Maharatna Companies)” at KIIT University, Bhubaneswar, Odisha (27-29, December 2014) conferred by **Indian Commerce Association** (Professional Body)
10. Best Paper Award for the paper presented on “Integrated Reporting in India: An Analysis of Select Companies” at **38th All India Accounting Conference** and International Seminar, Punjab University, Chandigarh (5 – 6 Dec. 2015) conferred by **Indian Accounting Association** (Professional Body)
11. Best Paper Award (Cash Award of Rs. 3,000) for the paper presented on “Implementation of IFRS in India: An Analysis” at National Seminar on IFRS and its Implications in India, Dept. of Finance, ICBM-School of Business Excellence, Hyderabad (19, November 2016).
12. Recipient of ‘**Telangana State Awards to Meritorious Teachers – 2017**’

UGC Programs: Audio Video Modules for BA (Hons.), UGC sponsored ‘GyanDarshan’ TV Channel

Chairperson, Project Report Evaluation: Yuvatarangam - 2013 & 2014 State level Best Student Study Project Award, (Govt. Degree Colleges of A.P.) Commissionerate of Collegiate Education, (CCE), Govt. of A.P.

RESEARCH

(1) Articles Published

Sl. No.	Name of the Journal	Title of the Article	Vol. No. & Date of Issue (ISSN)	Pg. No.	
1	Indian Journal of Commerce	Profitability in Nationalized Banks A Case study of State Bank of Hyderabad	Vol. No. L 190, Part I, March 1997	51-62	
2	Indian Journal of Marketing	Customer Service in Commercial Banks - Expectations and Reality	XXVII. No 5-7 May-July 1997	3-12	1.1023
3	Journal of Accounting and Finance	Branch Expansion in Commercial Banks - A Comparative Study of SBH and Andhra Bank	XI, No 2, Fall (Sept) 1997 (ISSN 0970-9029)	137-147	0.565
4	The Journal of Institute of Public Enterprise	Customer Service in State Bank of Hyderabad	Vol. 20, July, Sept, Oct, Dec. 1997	114- 124	
5	Productivity Journal	Productivity in Commercial Banks	Vol. 38, No.3, Oct-Dec 1997 (ISSN 0032-9924)	440-443	
6	Vanijya	Mobilization of Small Savings in Andhra Pradesh - Targets Vs. Achievements	Vol. 10, March 1998	39-44	
7	Indian Journal of Commerce	Performance of Metro Services of Andhra Pradesh State Road Transport Corporation	Vol. 51, No. 2-3, April – Sep. 1998	51-58	
8	Southern Economist	Small Saving Schemes of Post Office - Need to be known more	Vol. 37, No.20 Feb.15, 1999 (ISSN 0038-4046)	13-14	0.788
9	Indian Journal of Transport Management	Metro Services of Andhra Pradesh State Road Transport Corporation – Commuters Opinions	Vol. 23, No. 9 Sep. 1999 (ISSN 0970-4736)	525-536	
10	International Journal of Finance & Economics Studies	Management of Nonperforming Assets in Banks	Vol. 12, 2001	63-74	
11	Kakatiya Business Review	Agricultural Lending – Its Relevance in Deregulated Economy	Vol. 1, No. 2 September 2004	258-264	
12	Kakatiya Business Review	Garuda Services of Andhra Pradesh State Road Transport Corporation – An Analysis	Vol. 1, No. 2 September 2004	251-257	
13	Prakarsha	Weather Insurance Policy of ICICI Lombard – Study of Mahabubnagar District	Vol. III, No.1 January 2006	206-214	
14	Osmania Journal of Social Sciences	A Study on Multi Modal Transport System – Perceptions of the Commuters	Vol. VI, No. 1 Jan - June 2006	20- 26	
15	Osmania Journal of International Business Studies	Insurance Business - Role of Intermediaries	Vol. 1, No. 1 Jan – June 2006 (ISSN 00973-5372)	120-123	0.565
16	Indian Journal of Accounting	Measurement of Intellectual Capital – A Study of Select Companies	Vol. XXXVI (2) June 2006 (ISSN 0972-1479)	63- 66	0.785
17	Osmania Journal of Management	Corporate Governance – A Study of Select Units	Vol. II, Number 2, June 2006	131-137	
18	The ICAI Journal of Accounting Research	Research & Development Expenditure in India – Trends and Progress	Vol. V, No.3 July 2006 (ISSN 0972-690X)	59-65	
19	Indian Journal of Marketing	Eco Tourism in Andhra Pradesh	Vol. XXXVI, No. 8 August 2006	9-11	1.1023
20	Business Vision	Value Reporting – A Conceptual Framework	Vol. 2, No.3 July – September 2006	50-52	
21	The ICAI Journal of Risk and Insurance	An Explorative Study of Life Insurance Purchase Decision Making : Influence of Product and Non-Product Factors	Vol. IV, No. 4, October 2007 (ISSN 0972-933X)	40-48	

22	The Indian Journal of Commerce	New Horizons of Stock Broking Services – A Perceptual Study on Depository Participant Services	Vol. 61, Number 1, Jan – March 2008	15-27	
23	Osmania Journal of Social Sciences	Operational Performance of Multi Depository System in India : A Comparative Analysis	Vol. VIII, Number 1, Jan – June 2008	20-31	
24	The Indian Journal of Commerce	Corporate Reporting Practices in India: An Analysis of Investors Perceptions	Vol. 62, No.2, April – June 2009 (ISSN 0019-512X)	27-35	
25	Indian Journal of Accounting	Reverse Mortgage Loan in Andhra Pradesh – Investors Perceptions	Vol. XXXIX (2) June 2009 (ISSN 0972-1479)	28-36	0.785
26	Osmania Journal of Social Sciences	Rajiv Aarogyasri Community Health Insurance Scheme in the State of Andhra Pradesh – An Analysis	Vol. IX No. 1, Jan – June 2009 (ISSN 0970 – 0269)	26-35	
27	Global Evolution	Disclosure of Voluntary Information in India – A Case Study of Select Companies	Vol. 1, No. 1, Jan – June 2010 (ISSN 2229 – 7588)	71-77	
28	Business Vision Management & Business Journal	Foreign Institutional Investment in India – An Analysis	Vol. 6, No.2, April – June 2010	63-67	
29	Journal of Financial Services and Management	Foreign Investment in India	Vol. 1, Issue 3, Oct –Dec 2010 (ISSN 0976-1632)	19-29	
30	Asia Pacific Journal of Research in Business Management	Gold ETFs: An Emerging Investment Option	Vol. 2, Issue 1, Jan, 2011 (ISSN: 2229 – 4104)	66-78	2.135
31	Asia Pacific Journal of Research in Business Management	ETF vis-à-vis Index Funds: An Evaluation	Vol. 2, Issue 1, Jan. 2011 (ISSN: 2229 – 4104)	188-205	2.135
32	Asia Pacific Journal of Research in Business Management	Performance of Mutual Funds in India: An evaluation of select Mid-Cap Funds	Vol. 2, Issue 5, May 2011 (ISSN: 2229 – 4104)	83-92	3.32
33	Radix International Journal of Banking, Finance and Accounting	Accounting and Fundraising Ethics – A Study of Select Non-Profit Organizations	Vol. 1, Issue 2, Feb 2012 (ISSN: 2277 – 100X)	01-10	
34	The International Journal for Environmental Protection and Rural Development	Andhra Pradesh Forestry – A Study	Vol. 1, Issue 3, Jan. – March 2012 (ISSN 2249 – 4375)	26 - 32	
35	Emerging Trends in Banking and Insurance	Commercial Banking in India: Branch Expansion and Financial Inclusion	Edited Book, Paramount Publishing House, 2012 (ISBN: 978-81-921579-3-1)	69-81	2.666
36	Asian Journal of Research in Banking and Finance	APSFC: Performance since inception	Vol.2, Issue 6, June 2012 (ISSN: 2249-7323)	87-98	4.172
37	Arth Prabhand: A Journal of Economics and Management	Green Shoe Option in India: An Analysis	Vol.1 Issue 3, June 2012 (ISSN 2278-0629)	28-39	
38	International Journal of Research in Commerce & Management	Mutual Funds in India: An Analysis of Investors Perceptions	Vol.3 Issue 7, July 2012 (ISSN 0976-2183)	21-26	4.172
39	Arth Prabhand: A Journal of Economics and Management	ETFs vs. Index Funds in India: Growth and Progress	Vol.1 Issue 4, July 2012 (ISSN 2278-0629)	54-65	0.305

40	Sumedha Journal of Management	Commodity Derivatives Exchanges in India: A Study of Select Exchanges	Vol. 1, No. 3, July – Sep, 2012 (ISSN 2277-6753)	84 -100	5.099
41	Academicia	Harmonization of Accounting Standards: Indian GAAP and US GAAP	Vol. 2, Issue 10, October, 2012 (ISSN 2249-7137)	241-248	
42	Banking Industry in Housing Finance	Housing Finance in India: A Study of Housing Finance Schemes in A.P.	Edited Book, Himalaya Publishing House, 2012 (ISBN: 978-93-5097-129-1)	6 - 18	
43	Banking Industry in Housing Finance	Housing Finance in India: Role of National Housing Bank	Edited Book, Himalaya Publishing House, 2012 (ISBN: 978-93-5097-129-1)	94 – 97	2.302
44	Asian Journal of Research in Business Economics & Management (Asian Research Consortium)	Performance of Index Funds in India	Vol. 3, Issue 6, June 2013 (ISSN Online: 2249-7307)	21 - 29	3.454
45	International Journal of Marketing Financial Services and Management Research	Commodity Derivatives in India: A Study of MCX Comdex	Vol.2, No. 6, June 2013 (ISSN Online: 2277-3622)	26 - 41	4.433
46	IJRIME	Gold Investment Options: An Analysis	Vol. 3, Issue 5, June 2013 (ISSN:2249 -1619)	19 - 34	4.433
47	International Journal of Research in IT, Management and Engineering	Index Funds vs. ETFs in India- A Comparative Study	Vol. 3, Issue 5, June 2013 (ISSN:2249 -1619)	55 – 62	0.765
48	International Journal of Management Prudence	Tourism in India- An Analysis	Vol. 4, Issue 1, 2013 (ISSN:0975-8496) Summer Internship Society Publisher	25 - 35	
49	The IUP Journal of Accounting Research and Audit Practices	Integrated Reporting: Global Scenario	Vol. XII, No. 3, 2013 (ISSN:0972-690X) IUP Publications	7 - 18	2.302
50	Asian Journal of Research in Business Economics & Management (Asian Research Consortium)	Agricultural Commodity Derivatives in India: A Study of Mentha Oil Futures	Volume 3, Issue 8 (August) 2013 (ISSN: 2249-7307) Asian Research Consortium Publications	197-214	0.898
51	Journal of Commerce and Accounting Research	Accounting Standards in India: Adoption of IFRS	Volume 2 Issue 2 April 2013 (ISSN: 2277-2146)	39-45	1.5
52	International Journal of Business Economics & Management Research	Global Economic Crisis: A Study of Indian Economy	Vol.3 Issue 10, October 2013 (ISSN: 2249- 8826)	22-32	4.172
53	Arth Prabhand: A Journal of Economics and Management	Performance of Exchange Traded Funds in India	Vol. 2 Issue 11, November 2013 (ISSN 2278-0629)	26-33	3.454
54	International Journal Of Marketing, Financial Services & Management Research	Financialisation of Commodities In India	Vol.3 (3), March 2014 (ISSN 2277-3622) Online indianresearchjournals.com	30 – 48	
55	Social Entrepreneurship in India – Problems &	Social Entrepreneurship: Global Scenario	Edited Book, Zenon Academic Publishing, 2014 (ISBN: 978-	1 – 10	

	Prospects		81-926819-4-8)		
56	Global Business: Opportunities & Challenges	FDI in Global Business: A Case Study of Wal-Mart	Edited Book, Global Research Society Publications, 2014 (ISBN: 978-81-910003-0-14)	461-469	0.405
57	Indian Journal of Commerce & Management Studies	CSR u/s 135 of New Companies Act 2013: A Study of Top Ten Nifty Companies	Vol. V Issue 3(1) September 2014 (ISSN: 2249-0310)	61 – 68	0.537
58	Osmania Journal of International Business Studies	Growth of Exchange Traded Fund Industry: Global Scenario	Vol. IX Issue 1 January – June 2014 (ISSN 00973 – 5372)	16-22	3.094
59	Asian Journal of Research in Social Sciences and Humanities	Trends in State Revenues in India: An Analysis	Vol.5, No.2, February 2015 (ISSN 2249 – 7315) (Online)	01-11	
60	The Indian Journal of Commerce	CSR Guidelines: CPSE Vs Companies Act 2013 (A Case Study of Maharatna Companies)	Vol.68 No.2 April-June 2015 (ISSN 0019 – 512X)	20-27	
61	Free Trade Opportunities & Challenges (Global Research Society Publications, Hyd.)	Trade Flows of SAFTA: An Analysis	ISBN 978 – 81 – 910003 – 0 15	01 – 09	
62	Free Trade Opportunities & Challenges (Global Research Society Publications, Hyd.)	Free Trade Agreements: An Analysis of Indian Scenario	ISBN 978 – 81 – 910003 – 0 15	10 – 18	6.025
63	Elixir International Journal	Performance Evaluation of Select Growth Schemes in India	2016 (ISSN 2229-712X)	41103-41110	5.960
64	International Journal of Research in IT and Management (IJRIM)	Selection of Mutual Fund Schemes: An Analysis of Investors Preferences	Vol. 6, Issue 7, July 2016 ISSN (o): 2231-4334 ISSN (p): 2349-6517 Thomson Reuters ID: L-5236-2015	76 - 97	4.064
65	International Education and Research Journal (IERJ)	Ethics in Accounting: A Case Study of BSE 30 Companies	Vol. 3, Issue 6, June 2017 (E-ISSN 2454-9916)	185-191	
66	International Journal of Exclusive Management Research	Gold Exchange Traded Funds: Global Scenario	Vol. 7, Issue 4, August 2017 (ISSN 2249 - 8672)	38 - 49	

(2) Ph.D. Supervision**List of Ph.D. Candidates**

Sl. No.	Name of the Candidate	Ph.D. Topic (Osmania University)	Year of Regn.	Year of Completion
1	M. Prasanti (M.Phil.)	Performance of Metro Services of APSRTC – A Case Study of Hyderabad Division	1996	1999
2	Jasti Ravi Kumar	Accounting for Intangible Assets (With Special Reference to Research and Development) – A Study of Select Units	2001	2008
3	D. Sridevi	Custodial Services in India – A study on Stock Holding Corporation of India Limited	2001	2008
4	B. Sandhya Rani	Corporate Reporting Practices in India – A Study of Select Companies	2001	2009
5	Makarla Ravikanth	Performance of Depository Participants in Andhra Pradesh: A Study of Select Depository Participants	2001	2009
6	Venugopala Rao K.P.	Derivative Trading in India – An Evaluation of Commodity Trading	2001	2013
7	K. Sridevi	Social Banking in Public Sector Commercial Banks – A Case Study of State Bank of Hyderabad	2001	2014
8	Humaira Begum (CESS)	Impact of Prudential Norms on Indian Banking Sector – A Case Study of Andhra Bank	2006	2014
9	Raj Kumar	Performance Evaluation of Mutual Funds in India – A Study of Select Mutual Funds	2008	2016
10	A. Bhavani (Rayalaseema)	Reverse Mortgage Loan in India: A Case Study of Performance of Select Operators in Andhra Pradesh	2010	Ongoing
11	Vijaya Govind A (Rayalaseema)	Banking Sector Reforms	2010	Ongoing
12	K. Suchitra	Gold Exchange Traded Funds in India: An Evaluation	2010	Ongoing
13	B. Mamatha	Exchange Traded Funds vs. Index Funds in India: An Evaluation	2010	Ongoing
14	G. Nalini	Eco-Tourism in India – A Case Study of Andhra Pradesh	2010	Ongoing
15	Y. Narendar (JRF)	Corporate Social Responsibility in India (A Study of Select Companies)	2013	Ongoing
16	N. Rajyalaxmi (CESS)	BIS Certification Marks: A Study of select Marks	2014	Ongoing
17	Sabiha Sharif	Financial Inclusion – Role of Financial Institutions in the Empowerment of Rural and Urban Poor	2015	Ongoing
18	Suhasini	Green Banking: A Study of select Banks	2015	Ongoing
19	Manik Rao	Finance Area	2017	Registered
20	Somprakash Kanuganti (JRF)	Accounting & Finance	2017	Registered
21	Navatha J J	Finance	2017	Registered
22	Amathun Noor	Finance	2017	Registered

(3) Papers presented in National Seminars / Conferences: 35

Sl. No	Conferences/ Seminars/ Workshops	Title	Paper Presented	Venue	Year
1.	UGC Seminar	Changing Dimensions of Indian Banking	Profitability of Commercial Banks in India	S V University PG Center, Cuddapah	21-22 March 1998
2.	National Seminar	Accounting Millennium	Areas of Co-operation between the ICAI and the University	Department of Commerce, OU	11 Dec. 1998
3.	National Seminar	Competitiveness of Infrastructure	Infrastructure Competitiveness – A Case for Public sector Road Transport	Railway Degree College, Hyderabad	23-24 June 2000
4.	26 th All India Accounting Conference	International Seminar	Corporate Disclosure – A Case Study of Satyam Computers Services Ltd	M.G. Kasi Vidyapith, Varanasi, UP	27-28 Dec. 2003
5.	National Seminar	Trends and Challenges in Management Education	Management Education through Distance Education	at Railway Degree College, Hyderabad	28-29 Sep. 2005
6.	28 th All India Accounting Conference		Knowledge Capital Measurement – An Attempt	OUCW, Koti	10-11 Dec. 2005
7.	National Seminar	Insurance Sector Reforms in India: Challenges and Opportunities	Insurance Business - Role of Intermediaries	Nizam College, Hyderabad	18-19 August 2006
8.	National Seminar	New Horizons in Financial Services Management – Challenges and Solutions	New Horizons of Stock Broking Services: A Perceptual Study on Depositor Participant Services	Dept. of Commerce & Business Mgt., Kakatiya Univ., Warangal	25 April 2008
9.	61 st All India Commerce Conference (ICA)		Corporate Reporting Practices in India: An Analysis of Investors Perceptions	Dhanwate National College, Nagpur	27 -29 Dec. 2008
10.	63 rd All India Commerce Conference		ETFs Vis – a – Vis Index Funds: An Evaluation	Goa	1 - 3 Oct. 2010
11.	63 rd All India Commerce Conference		Gold ETFs: An Emerging Investment Option	Goa	1 - 3 Oct. 2010
12.	64 th All India Commerce Conference	Accounting & Reporting Practices: Ethical Dimensions	Accounting and Fundraising Ethics – A Study of Select Non-Profit Organizations	Pondicherry	13 - 15 Dec. 2011
13.	65 th All India Commerce Conference	Integrated Reporting: Challenges and Opportunities	Integrated Reporting: Global Scenario	K.P.B. Hinduja College of Comm, Mumbai	9 - 11 Nov. 2012
14.	65 th All India Commerce Conference	Global Turbulence : India's Preparedness	Global Economic Crisis: A Study of Indian Economy	K.P.B. Hinduja College of Commerce, Mumbai	9 - 11 Nov. 2012
15.	National Seminar	Contemporary Issues in Business	Foreign Direct Investment: Performance of BRICS – An Analysis	Department of Commerce, OU, Hyderabad	30 Nov. 2012
16.	National Seminar	Contemporary Issues in Business	Accounting Standards in India: Adoption of IFRS	Department of Commerce, OU,	30 Nov. 2012

				Hyderabad	
17.	International Conference	Managing Change in Business and Economy	Agricultural Commodity Derivatives in India: A Study of Mentha Oil Futures	Pacific University Udaipur	6 – 7 March 2013
18.	66 th All India Commerce Conference		Financialisation of Commodities in India	Department of Commerce, Bangalore Univ.	05 - 07 Dec. 2013
19.	36 th All India Accounting Conference of the Indian Accounting Association	Government Accounting	Trends in State Revenues in India – An Analysis	Department of Commerce & Mgt Studies, Andhra University, Visakhapatnam	11 - 12 January 2014
20.	One Day National Seminar	Social Entrepreneurship in India – Problems and Prospects	Social Entrepreneurship: Global Scenario	Mahatma Gandhi University, Nalgonda	29, January 2014
21.	International Conference	Global Business: Opportunities and Challenges	FDI in Global Business: A Case Study of Wal-Mart	Osmania University, Hyderabad	27 – 29 March 2014
22.	International Conference	Global Business: Opportunities and Challenges	Growth of Exchange Traded Funds: Global Scenario	Osmania University, Hyderabad	27 – 29 March 2014
23.	International Conference	Free Trade: Opportunities and Challenges	Trade Flows of SAFTA: An Analysis	AMS, Arts & Science College for Women, Hyd.	12-14 June 2014
24.	International Conference	Free Trade: Opportunities and Challenges	Free Trade Agreements: An Analysis of Indian Scenario	AMS, Arts & Science College for Women, Hyd.	12-14 June 2014
25.	37 th All India Accounting Conference and International Seminar	Technical Session-I: Creative Accounting	Creative Accounting Practices: A Study	Department of Commerce, University of Lucknow, Lucknow	8 – 9 Nov. 2014
26.	World Finance Conference & Banking Symposium	71-Seasnolity, Mutual Funds and Performances	Gold Exchange Traded Funds: Global Scenario (With a special emphasis on Indian Gold Exchange Traded Funds)	Nanyang Business School, 50 Nanyang Avenue, Singapore	12- 13 Dec 2014
27.	67 th All India Commerce Conference	International Seminar on Corporate Social Responsibility and Sustainability	CSR Guidelines: CPSE Vs Companies Act 2013 (A case study of Maharatna Companies)	KIIT University, Bhubaneswar, Odisha	27-29, Dec. 2014
28.	International Seminar	Global Financial Meltdown – Issues & Challenges	Rural Development in India: An Analysis of PMGSY	Mahatma Gandhi Univ., Nalgonda, Telangana State	3-4, Mar 2015
29.	International Seminar	Global Financial Meltdown – Issues & Challenges	Rural Development Schemes in India: An Analysis	Mahatma Gandhi Univ., Nalgonda, Telangana State	3-4, Mar 2015
30.	Two Day National Seminar	Legal Regime of Corporate Social Responsibility in India	Sec. 135 of Companies Act: An Analysis of Nifty Companies	Univ. College of Law, OU, Hyd.	14-15 Mar 2015
31.	38 th All India	Technical Session-III:	Integrated Reporting in India:	Punjab University	5 – 6,

	Accounting Conference and International Seminar	Integrated Reporting	An Analysis of Select Companies	Chandigarh	Dec. 2015
32.	National Seminar in Association with IAA – Hyd. Chapter	IFRS and its Implications in India	Implementation of IFRS in India: An Analysis	ICBM – School of Business Excellence, Dept. of Finance, Hyd	19, Nov. 2016
33.	39th All India Accounting Conference and International Seminar	Technical Session-I: GST & its Implications	Goods and Services Tax – A Comparative Analysis of the Perceptions of All India and Nalgonda Business	Bangalore University, Bangalore	16–17, Dec. 2016
34.	39th All India Accounting Conference and International Seminar	Technical Session-II: Ethical Issues in Accounting	Ethics in Accounting: A Case Study of BSE 30 Companies	Bangalore University, Bangalore	16–17, Dec. 2016
35.	39th All India Accounting Conference and International Seminar	Technical Session-III: IFRS & their Implications	IFRS in India: Financial Implications in Select Companies	Bangalore University, Bangalore	16–17, Dec. 2016

(4) Organization of Seminars / Courses / Workshops / Conferences:

Sl. No	Conferences / Seminars / Workshops / Courses	Session	Position	Title	Year
1.	Orientation Program		Coordinator	Mathematics Orientation Program for Commerce Teachers	26-30 June 2001
	62 nd All India Commerce Conference, Ajmer, Rajasthan	Technical Session II	Chairperson	E-Governance: Perspectives and Challenges	10-12 Oct. 2009
2.	International Conference, Dept. of Commerce, OU, Hyd.	Track 8: International Insurance and Banking	Chairperson	International Trade and Commerce	5–7 March 2010
3.	3 Day National Workshop, Dept. of Commerce, Govt. College for Women, Srikakulam in association with the Dept. of Commerce and Management Studies, Dr. B.R. Ambedkar University, Srikakulam, Sponsored by UGC	Re-designing of B.Com. Syllabi	Resource Person	Need for Re-designing B.Com. Syllabi	21-23 Dec. 2011
4.	Training Program, OUCW, Koti, Hyd. ICSSR-SRC Sponsored		Program Director	Research Methodology	20-22 Dec. 2012
5.	National Seminar, Dept. of Commerce, Bhavan's Vivekananda College of Science, Humanities & Commerce, Sainikpuri, Secunderabad, A.P. with ICAI, Hyderabad, sponsored by APSCE & ICSSR	Track III: Finance	Chairperson	Changing Contours and Contemporary Issues in Accounting, Banking, Insurance and Finance	13 th Sep. 2013

6.	One Day Workshop, OUCW, Koti, Hyderabad, Sponsored by ICSSR-SRC		Program Director	Project Report	17 th Dec. 2013
7.	Five Day Workshop, ICSSR-SRC Mini conference Hall, OU, Hyd.		Resource Person	Accounting Standards with special focus on International Financial Reporting Standards	16 -20 Jan 2014
8.	International Conference, Dept. of Commerce, OU, Hyd.	Track IV: International Trade / Accounting / Taxation	Chairperson	Global Business: Opportunities & Challenges	27-29 Mar 2014
9.	International Conference AMS Arts & Science College for Women, Osmania University, Hyd.	Track 2: "Free Trade – Industrial Sector – FDI Retailed	Chairperson	Free Trade: Opportunities & Challenges	12 -14 June 2014
10.	Two-Day National Seminar, OU, Hyd. Sponsored by ICSSR – UGC, New Delhi	Session II: Derivative Trading in Agriculture & Non-Agriculture Commodities	Chairperson	Commodity Derivative Trading in India – Issues and Concerns	7 – 8 Aug. 2014
11.	One Day Workshop, OUCW, Koti, Hyderabad, Sponsored by ICSSR-SRC		Program Director	Role of e-Resources in Research	22 nd Nov. 2014
12.	One Day Workshop, OUCW, Koti, Hyderabad, Sponsored by ICSSR-SRC	Review of Literature	Resource Person	Importance of Review of Literature	21st Feb. 2015
13.	World Finance Conference & Banking Symposium	Session:49-Default Risk and Recovery Modeling	Discussant	Assets & Liability Sensitivity In Indian Banks – A Study of Select Banks	12- 13 December 2014
14.	Three Day Training Program Sponsored by UGC		Program Director	Research Methodology Using SPSS	28-30 March 2016
15.	Certificate Course, UCW, Koti, Hyd.		Program Director	Three Month Certificate Course in Insurance	Sep –Nov 2016
16.	Orientation Program, Dhanwantari Institute of Science and Technology, Hyd	Teaching Orientation Program for Commerce Post Graduates	Resource Person	Corporate Accounting	19-21 June 2017 (20-06-17)
	UGC Sponsored One week National Workshop	Emerging Trends in Research Methodology in Commerce and Management	Resource Person	Research Report Writing	27-07-16 to 02-08-16 (30-07-16)

(5) Sponsored Research Projects:

1. "Customer Service in Commercial Banks" sponsored by Andhra Bank, Jan. 22, 1997 (completed)
2. "Role of Post Offices in Mobilization of Small Savings in Andhra Pradesh" sponsored by UGC, March 1998 (completed)
3. "Mutual Funds in India: An Analysis of Investors Perceptions" under DRS-II, UGC, - SAP Program in Commerce, March 2011 (completed)
4. "Mergers in Banking Sector in India: A Case Study of Select Banks" sponsored by UGC-SERO, October 2016 (Rs. 3,00,000)

Books Published

Sl. No	Title	Course	Publisher	ISBN No.	Year
1.	Cost & Management Accounting	B.Com.	Himalaya Publishing House	81-7866-143-8	2001
2.	Cost and Management Accounting	M.Com	Himalaya Publishing House	978-93-5024-934-5	2011
3.	Financial Accounting and Analysis	M.B.A.	Himalaya Publishing House	978-93-5051-483-2	2011
4.	Accounting for Intangible Assets: Research and Development Cost of Select Units	Research	Lambert Academic Publishing	978-3-659-35857-9	2013
5.	Corporate Accounting (Common Core)	B.Com.	Himalaya Publishing House	978-93-5202-743-9	2015
6.	Investment Management	M.Com	Kalyani Publishers	978-93-272-5404-4	2015
7.	Accounting Standards and Reporting	M.Com	Kalyani Publishers	978-93-272-5716-8	2015
8.	Fundamentals of Accounting (CBCS) (AU)	B.Com.	Himalaya Publishing House	978-93-5202-824-5	2015
9.	Auditing	B.Com.	Kalyani Publishers	978-93-272-5808-0	2016
10.	Corporate Accounting (CBCS) (AU)	B.Com.	Himalaya Publishing House	978-93-5362-152-1	2016
11.	Financial Accounting (CBCS) (AU)	B.Com.	Himalaya Publishing House	978-93-5202-143-7	2016
12.	Financial Accounting I (TU)	B.Com.	Himalaya Publishing House	978-93-5262-220-7	2016
13.	Financial Accounting II (TU)	B.Com.	Himalaya Publishing House	978-93-5262-411-9	2017
14.	Accounting for Service Organisations (AU)	B.Com.	Himalaya Publishing House	978-93-5262-498-0	2017
15.	Advanced Accounting (TU)	UG	Himalaya Publishing House	978-93-5273-374-3	2017
16.	Cost Accounting (AU)	UG	Himalaya Publishing House	978-93-5273-448-1	2017
17.	Financial Accounting (CBCS) (AU) Second Edition	B.Com.	Himalaya Publishing House	978-93-5273-505-1	2017
18.	Accounting for Management (TU) (OU)	M.B.A.	Himalaya Publishing House	978-93-5262-402-7	2017
19.	Financial Statement Analysis & Reporting (Orissa)	UG	Himalaya Publishing House	Agreement Entered	
20.	Financial Accounting & Analysis	B.B.A.	Himalaya Publishing House	Agreement Entered	
21.	ComET (JRF, NET, SET)	Commerce Entrance Exam	Himalaya Publishing House	Agreement Entered	

Books / Material Edited

Sl. No	Title	Course	Publisher	ISSN No.	Year
1.	Cost Accounting & Control Instruction Material	M.Com.	Prof. G. Ram Reddy, CDE		2003
2.	Cost Accounting & Management Accounting	B.Com.	Prof. G. Ram Reddy, CDE		2004
3.	Advanced Accounting	B.Com.	Mahatma Gandhi University, Nalgonda, CDE		2013
4.	Auditing	B.Com.	Taxmann Publication	ISSN : 978-93-5071-293-1	2013
5.	Cost and Management Accounting	B.Com.	Mahatma Gandhi University, Nalgonda, CDE		2014

Technical Reports / Books: Evaluated M Phil Dissertation & Ph.D. Theses
Editorial Board

Journal		Position
IUP Journal of Accounting Research and Audit Practice	ICFAI University Press Journal, Hyd.	Panel Reviewer (Referee)
Osmania Journal of International Business Studies	Osmania University (ISSN 00973-5372) (2015)	Member, Blind Review Committee
The IISU Journal of Commerce and Management	The IISU Journal, Jaipur (2015-16)	Editorial Consultant

Membership in Professional Bodies

1. Indian Commerce Association (AP 168) (Professional Body)
2. All India Accounting Association (H-49) (Professional Body)
3. APSRTC Board Meeting (1998)
4. Commissionerate of Collegiate Education (CCE), Govt. of A.P. **Chairperson**, Yuvatarangam - 2013 State level Best Student Study Project Award, (Govt. Degree Colleges of A.P.)
5. Commissionerate of Collegiate Education (CCE), Govt. of A.P. **Board Member**, Yuvatarangam - 2014 State level Best Student Study Project Award, (Govt. Degree Colleges of A.P.)
6. Member on Governing Body / Selection Committee / Subject Expert
7. Member, Working Committee, B.Com. Common Core Syllabi Revision for Universities in Telangana State (2015)
8. Vice-President, Telangana Commerce Association (Professional Body) (2016) (TCA 004)

Member, Other Bodies

9. Member on Governing Body / Selection Committee / Subject Expert
10. Member, Working Committee, B.Com. Common Core Syllabi Revision for Universities in Telangana State (2015)
11. Vice-President, Telangana Commerce Association (Professional Body) (2016)
12. Academic Council, 1995
13. Departmental Committee
14. Library Committee
15. Board of Studies
16. Member, Placement Cell, OU
17. Member, Ph.D. Admission Committee

Administrative Assignments

1. Coordinator, M.Com. Spot Valuation (2000)
2. Member, Editorial Board, Annual Report (2000-2001)
3. Coordinator, M.Com. Spot Valuation (2002)
4. Vice Principal, OUCCBM (2003-04)
5. Coordinator, M.Com. Spot Valuation (2007)

6. Coordinator, Self Financing Courses (2007-08)
7. Vice Principal, UCW, Koti, Hyd. (2009-10)
8. Core Committee Member, Directorate of Placement Services, OU (2010)
9. UGC Steering Committee Coordinator, UCW, Koti, Hyd. (2012)
10. Head, Dept. of Commerce, UCW, Koti, Hyd. (2012-13)
11. Head, Dept. of Commerce, UCW, Koti, Hyd. (2013-2014)
12. Vice Principal, UCW, Koti, Hyd. (2014-15)
13. Vice Principal, UCW, Koti, Hyd. (2015-16) (Till Date)
14. Member, Departmental Committee (2015 – 2017)
15. Coordinator, Hostel Admissions (2009-10, 2014-15, 2015-16 by virtue of being the Vice-Principal, UCW)
16. Principal, UCW, Koti, Hyd. (May 2, 2017) (Till Date)
17. Member, IQAC, OU

Extension / Outreach Activities

1. Adult Education – Anganwadi (1999)
2. Training Course in `Computers` for Degree College Teachers, 27 August – 2nd September, 2001 (**Convener**)
3. Organised Five Day “Training Program in Accounting & Computer Applications” to the Non-Teaching Staff of the Accounts Section, Nov. 22-28, 2014 (**Director**)
4. Organized / conducted coaching classes for Minorities for UGC NET / JRF Exams (2009)
5. Organized / conducted coaching classes for the students belonging to Scheduled Caste and Scheduled Tribe for UGC NET / JRF Exams (2013)
6. Organized Certificate Courses in Entrepreneurship for Women (2014-2015) (Director)
7. Tree Plantation Program, UCW, 2015
8. Convener, Vanijya-2016 South India Post Graduate Commerce Student Meet
9. Harithaharam, UCW, 2016
10. Subject Expert for “Accounting and Taxation”, Refinement of Vocational Curriculum 2017 for Vocational Courses, Commissioner of Intermediate Education Telangana State, Hyd.
11. Member, Curriculum Designing for M.Com., OU
12. Member, Curriculum Designing for B.Com., CBCS OU
13. Harithaharam, UCW, 2017 (Principal)
14. Organised a Program for promotion of Handloom and Handicrafts (2017)