



Dr. GUDIPATI SRINIVASA RAO

NCMP; M.Com; M.B.A.; CFP;
PGDCA; DBF; NET; Ph.D. (Finance);
Ph.D. (Marketing)

Associate Professor of Commerce

SEBI SMART Trainer | ISO Certified Lead Auditor
CERTIFIED FINANCIAL PLANNER^{CM} Professional
National Stock Exchange Certified Market Professional



Profile: Accounting | Finance | Taxation | Banking | Insurance | Auditing

CONTACT

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- gstrinivas@gmail.com
- www.drgudipatisrinivasarao.com

ABOUT ME

Highly accomplished academic and finance professional with dual doctorates in Finance and Marketing, more than 25 years of teaching and research experience, authorship of 21+ books, and over 20 research articles in reputed journals. Renowned as a Certified Financial Planner^{CM}, SEBI SMART Trainer, ISO Certified Lead Auditor and National Stock Exchange Certified Market Professional. Recognized with multiple state and national awards for teaching excellence and academic leadership. Experienced in curriculum design, faculty development, and digital pedagogy.

ACADEMIC BACKGROUND

- Ph.D. (Marketing): from Andhra University - 2024
- Ph.D. (Finance): from Sri Satya Sai University of Technology & Medical Sciences, Sehare, Madhya Pradesh - 2021
- Master of Business Administration (MBA - HRM) 2021-2023 from Andhra University; I Class
- Master of Commerce (M. Com Accounting Specialization) 1996-1998 from Andhra University; I Class
- Certified Financial Planner^{CM} from Financial Planning Standards Board India (FPSB) - 2010
- NCMP National Stock Exchange Certified Market Professional Level - V Certified - 2012
- NSE Certified Derivatives Pro - 2013
- DBF Diploma in Business Finance from ICAI University - 2012
- LII Licentiate from Indian Institute of Insurance - 2012
- Bachelor of Commerce (B. Com) 1993-1996 from Andhra University; I Class
- Post Graduate Diploma in Computer Applications (PGDCA) 1999 from PCE; A Grade
- Qualified in the State Level Eligibility Test in Commerce (SLET), Accredited by U.G.C. 1999
- Qualified in the National Level Eligibility Test in Commerce (NET) Conducted by U.G.C. 2012

AREAS OF EXPERTISE

- | | | | |
|------------------------------|------------------------|----------------------|-----------------------|
| Financial Accounting | Income Tax | Risk Management | Financial Management |
| Corporate Accounting | Goods and Services Tax | Stock Market | Wealth Management |
| Cost & Management Accounting | Entrepreneurship | Security Analysis | Commodity Derivatives |
| Quantitative Techniques | Financial Planning | Portfolio Management | |

CERTIFICATIONS IN FINANCE

- NISM-Series-XII: Securities Markets Foundation Certification
- NISM-Series-XIV: Commodity Derivatives Certification
- NISM-Series-V-A: Mutual Funds Distributors Certification Examination
- Certificate - Indian Institute of Banking & Finance

OTHER CERTIFICATIONS

- Computer Training Course from the Institute of Chartered Accountants of India (ICAI)
- Certificate Course in GST (Goods and Service Tax) Conducted by Andhra Pradesh on Lines
- Digital Marketing Certificate Course - Google
- Tally ERP 9 with GST Course - from Learn New Pvt.Ltd

★ COMMITTED TO ACADEMIC EXCELLENCE, RESEARCH INNOVATION & SOCIETAL IMPACT ★

ACADEMIC AND PROFESSIONAL ACHIEVEMENTS



1



Research Review and Editorial Engagement: Contributed as an active reviewer for the International Journal of Research and Innovation in Social Science (IJRISS) Journals by evaluating and reviewing **135 scholarly research articles**, supporting quality assurance and academic excellence in international research publishing, in the areas of commerce, management, finance, and social sciences.

2



Received the **Eminent Alumni Award** from the Department of Commerce and Management Studies, Andhra University, in recognition of outstanding academic and professional contributions during the University Centenary Celebrations.

3



Served as a **Jury Member** for the *AI Hackthon – AI Enhanced Research Support and Publication Platform for Government Degree Colleges*. Organised by Commissionerate of Higher Education, Andhra Pradesh on 16-04-2026

4



Served as a **Jury Member** for the *State Level Circular Economy Ideathon* organized by the State Project Director – RUSA & PM-USHA in collaboration with the Commissionerate of Higher Education, Andhra Pradesh Pollution Control Board, and Youthki R.I.S.E on 09 April 2026.

5



Nominated as a **Subject Expert** for the restructuring of the *Apprenticeship Embedded Degree Programme (AEDP)* by the Commissionerate of Higher Education, Andhra Pradesh.

6



Served as a **Jury Member** for the *Amaravati Quantum Valley Hackathon 2025* organized by the Andhra Pradesh State Council of Higher Education (APSCHE), held at Dhanekula Institute of Engineering & Technology on 06 February 2026.

7



Nominated as a **Subject Expert** by the Board of Intermediate Education, Andhra Pradesh.

8



Recognized as a **Faculty Innovation Ambassador** by the Institution's Innovation Council (IIC) for successful completion of innovation and entrepreneurship training and competency assessment.

9

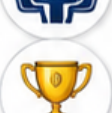


Nominated as a **Subject Expert** for the *UG Curriculum Review Committee* by the Andhra Pradesh State Council of Higher Education (APSCHE). Contributed to the curriculum design for:

- B.Com (Hons.) – General
- B.Com (Hons.) – Computer Applications
- BBA (Hons.) – Business Administration
- BBA – Digital Marketing

ACADEMIC AND PROFESSIONAL ACHIEVEMENTS



- 10  Nominated as a **Subject Expert** for the implementation of the *UG Double Major System* by APSCHE.
- 11  Nominated as a **Subject Expert** for *Community Service Project Design* by the Andhra Pradesh Commissionerate of Collegiate Education (APCCE).
- 12  Nominated as a **Subject Expert** for *Intermediate Curriculum Development (General and Vocational Streams)* by the Board of Intermediate Education, Andhra Pradesh.
- 13  Empanelled as a **Securities Market Trainer (SMART)** by the Securities and Exchange Board of India (SEBI).
- 14  Empanelled as a **Trainer** under the National Institute of Securities Markets (NISM) and National Centre for Financial Education (NCFE).
- 15  Serving as an **Academic Counsellor** for Indira Gandhi National Open University (IGNOU).
- 16  Certified as an **ISO Lead Auditor** for Quality Management Systems.
- 17  Selected by the Institute of Chartered Accountants of India (ICAI) as a **Translator** for *Panchayat Accounts and Municipal Bodies Accounts* study materials.
- 18  Serving as a **Board of Studies (BoS) Member** for the Department of Commerce and Management Studies, Andhra University.
- 19  Recipient of the **State Best Teacher Award – 2022**, presented by Y. S. Jagan Mohan Reddy on 05 September 2022.
- 20  Honoured with the **Best Commerce Teacher of the Year – 2022** award under the *Ideal Teaching Award Programme (ITAP)* on 02 October 2022.
- 21  Awarded **Best Teacher – 2021 (Zonal Level)** by Shri K. Srinivasa Rao, Superintendent of Police, Srikakulam, and Shri Petla Uma Sankar, MLA, Narsipatnam.
- 22  Secured **State 3rd Rank** in the APPSC Degree College Lecturers Recruitment Examination (Unified Andhra Pradesh) in 2011.
- 23  Secured **State 3rd Position** in UGC-NET Commerce Marks in 2012.
- 24  Secured **All India First Rank** in the Ph.D. Entrance Examination conducted by Pondicherry University in 2012.
- 25  Selected for the **National Adventure Camp (NAC)** conducted by NSS at Manali, Himachal Pradesh, in 2014.
- 26  Selected as a **Telugu Translator** for IGNOU GST Study Material.
- 27  Appointed as a **Commerce Subject Expert Committee Member** for LMS initiatives by the Commissionerate of Collegiate Education, Andhra Pradesh.

ACADEMIC AND PROFESSIONAL ACHIEVEMENTS



28



Appointed as a **Commerce Subject Expert Committee Member** by the Commissionerate of Collegiate Education, Andhra Pradesh.

29



Appointed as a **Podcast Commerce Subject Expert Committee Member** by the Commissionerate of Collegiate Education, Andhra Pradesh.

30



Served as a **Resource Person** for subjects including:

- Business Communication
- Logistics and Supply Chain Management
- Insurance Promotion
- English Medium Instruction under the Commissionerate of Collegiate Education, Andhra Pradesh.

31



Served as a **Resource Person** for the *Five-Day Faculty Development Programme on Online Teaching Tools* for Junior College Lecturers of the Government of Andhra Pradesh, organized by the Commissionerate of Collegiate Education on 18 September 2020.

32



Served as a **Resource Person** for the *Workshop on Innovative Pedagogy for Commerce Teachers* organized by the Commissionerate of Collegiate Education, Andhra Pradesh on 18 April 2021.

33



Served as a **Resource Person** for the *Workshop on Online Teaching Tools* for AP Municipal School Teachers organized by the Commissioner and Director of Municipal Administration, Government of Andhra Pradesh, on 15–16 July 2021.

34



Delivered a webinar as a **Resource Person** on the topic “*Financial Discipline in the Post COVID-19 Crisis*” organized by the Confederation of Indian Industry – Indian Women Network (IWN) on 25 April 2020.

35



Provided free coaching and mentorship to 21 APPSC Degree College Lecturer aspirants, out of which **6 candidates** were successfully selected as Government Degree College Lecturers in the 2018 APPSC DL Recruitment.

36



Served as a **NAAC Mentor** for Chaitanya Degree College for Women.

EMPLOYMENT HISTORY



2026 July 7th to till date - S.G.A. Government Degree & P.G. College (A), Yellamanchilli - Associate Professor of Commerce

 Academic Coordinator



2021 September 24 to 2026 July 6th - Dr.V.S.Krishna Government Degree & P.G. College (A), Visakhapatnam - Assistant Professor of Commerce

-  Coordinator BBA
-  JKC Coordinator
-  Institution Innovation Council (IIC) – Coordinator
-  APSSDC Coordinator
-  SWYAM - NPTEL Local Chapter Coordinator
-  Media Centre Coordinator
-  Teaching Financial Accounting, Corporate Accounting, Cost and Management Accounting, Incometax, GST, to B.Com and M.Com students



2015 – 2021 Govt. Degree & P.G. College Narsipatnam - Head of the Department of Commerce

- Teaching Financial Accounting, Corporate Accounting, Cost and Management Accounting, Taxation, Banking and financial Services, Business Organization Management to B.Com and M.Com students
-  **Additional Responsibilities** – Head of the Department of Commerce, IQAC Coordinator, NAAC Coordinator, RUSA Coordinator, Biometric Coordinator, LMS Coordinator, Nadu – Nedu Coordinator, MOOCS Coordinator, TISS Coordinator, IIT Bombay Spoken tutorial Coordinator.



2011 – 2015 – Govt. Degree College Ichapuram Srikakulam – Head of the Dept.of Commerce

- Teaching Corporate Accounting, Cost and Management Accounting, Taxation, banking and financial Services, Business Organization Management to B.Com students
-  **Additional Responsibilities held** - Head of the Department of Commerce, JKC Coordinator, Academic Coordinator, NSS Programme Officer



2010- 2011 - Financial Planning Academy Visakhapatnam -Branch Manager & CFP Trainer

- Handling CFP training activities and Financial Advisory Activities



2009- 2010 Mekelle University East Africa - Assistant Professor in Accounting and Finance

- Taught Security Analysis and Portfolio Management, International Finance and Trade, Financial Management for MS(Finance)



2008 – 2009: ICFAI National College (INC) Visakhapatnam - Faculty: Finance

- Trained **300 students** of Management in core Finance subjects as well as Finance electives
- Handled Financial Management (I & II), Accounting for Managers, Security Analysis, Portfolio Management, Personal Financial Planning, Wealth Management, Credit Management
- Successful trained a record number of **50 students** for the prestigious NCFM exams

EMPLOYMENT HISTORY



2000 – 2007: Aditya Degree College & PG College Kakinada Head of the department of Commerce & Management

- Taught *Accounting and Finance* to over 5000 graduates and postgraduates of Commerce
- Dealt Financial Accounting, Financial Management, Quantitative Methods, Cost & Management Accounting, , Security Analysis, Portfolio Management, Financial Institutions & Services
- Achieved an *enviable track record of 100% result* in Finance and Accounting
- Guided 60 students in Postgraduate Project work in Finance
- Assisted the Finance team in drafting lesson plans, session plans, allocation of work loads
- *Coordinated with the faculty members* and maintained cordial, professional atmosphere



Programme Officer NSS: Additional Responsibility

- *Worked in a team of 50* and showed excellence in conducting National Service Scheme Programs
- Built *values in young students* and developed soft skills in them through various activity and socialoriented programs
- Received *Best NSS Program Officer* for outstanding work in Social Responsibility Camps
- Organized two Camping Programs: one for flood relief and other for social service in rural areas



1998 – 2000 BVK College Visakhapatnam - Lecturer in Commerce

- Handled around 1000 graduates in the areas of Corporate Accounting, Cost and Management Accounting, Auditing, Quantitative Methods, Banking and Financial Services

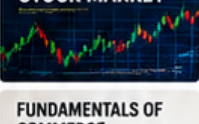




PUBLICATIONS



Books Published:

- 1**  **Dr. Gudipati Srinivasa Rao, et al. *Commerce*.** Board of Intermediate Education, Telugu and Sanskrit Academy Publication, 2026. ISBN: 9789349861282.
- 2**  **Dr. Gudipati Srinivasa Rao, et al. *Accountancy*.** Board of Intermediate Education, Telugu and Sanskrit Academy Publication, 2026. ISBN: 9789349861701.
- 3**  **Dr. Gudipati Srinivasa Rao, et al. *Applications of AI in Commerce, Business and Management*.** Divya Lakshmi Publishers & Distributors, 2026. ISBN: 978-93-48914-23-1.
- 4**  **Dr. Gudipati Srinivasa Rao, et al. *Leadership Management*.** Bluepen International Publisher, 2025. ISBN: 978-93-6940-625-8.
- 5**  **Dr. Gudipati Srinivasa Rao, et al. *Financial Accounting – I*.** Sri Publishing House, 2025. ISBN: 978-81-991881-6-7.
- 6**  **Dr. Gudipati Srinivasa Rao. *Mastering Financial Services Marketing*.** Blue Duck Publications, 2025. ISBN: 978-93-6418-436-6.
- 7**  **Dr. Gudipati Srinivasa Rao, et al. *A Journey of Entrepreneurship*.** Commissionerate of Collegiate Education, Andhra Pradesh, 2024. ISBN: 978-81-978686-6-5.
- 8**  **Dr. Gudipati Srinivasa Rao. *Marketing of Financial Products*.** Blue Duck Publications, 2024. ISBN: 9789364185479.
- 9**  **Dr. Gudipati Srinivasa Rao, et al. *Goods and Services Tax*.** Andhra Pradesh State Council of Higher Education Publication, 2023.
- 10**  **Dr. Gudipati Srinivasa Rao, et al. *Stock Market*.** Instant Publication, 2023. ISBN: 978-93-95568-34-0.
- 11**  **Dr. Gudipati Srinivasa Rao, et al. *Fundamentals of Commerce*.** Himalaya Publishing House, 2023. ISBN: 978-93-5840-073-1.
- 12**  **Dr. Gudipati Srinivasa Rao, et al. *Modern Marketing Principles and Practices*.** Scientific International Publishing House, 2023. ISBN: 978-93-5757-418.
- 13**  **Dr. Gudipati Srinivasa Rao, et al. *Current Trends in e-Marketing*.** Scientific International Publishing House, 2023. ISBN: 978-93-5757-422-8.
- 14**  **Dr. Gudipati Srinivasa Rao and H.S.N.V.S. Pavan Kumar. *Financial Accounting*.** Andhra Pradesh State Council of Higher Education Publication, 2022.



PUBLICATIONS



BOOKS PUBLISHED

- 15 Dr. Gudipati Srinivasa Rao, et al. *Logistics and Supply Chain Management*. Commissionerate of Collegiate Education, Andhra Pradesh Publication, 2022. ISBN: 978-81-978011-4-3.
- 16 Dr. Gudipati Srinivasa Rao, et al. *Insurance Promotion*. Commissionerate of Collegiate Education, Andhra Pradesh Publication, 2022. ISBN: 978-81-972999-9-5.
- 17 Dr. Gudipati Srinivasa Rao, et al. *Advanced Corporate Accounting*. Himalaya Publications, 2022. ISBN: 9789355968234.
- 18 Dr. Gudipati Srinivasa Rao. *Personal Financial Planning*. Lulu Publications, United States, 2021. ISBN: 9781716073519.
- 19 Dr. Gudipati Srinivasa Rao and H.S.N.V.S. Pavan Kumar. *Fundamental of Accounting*. Andhra Pradesh State Council of Higher Education Publication, 2021. ISBN: 978-93-91693-14-5.



RESEARCH PUBLICATIONS

- 1 “Aqua Entrepreneurship in Andhra Pradesh: Opportunities, Constraints, and Policy Pathways.” Published in *Journal of Emerging Technologies and Innovative Research (JETIR)*, Vol. 12, Issue 10, October 2025. ISSN: 2349-5162.
- 2 “Navigating the Digital Landscape: An Academic Analysis of Digital Marketing Strategies and Emerging Trends.” Published in *Journal of Emerging Technologies and Innovative Research (JETIR)*, Vol. 12, Issue 10, October 2025. ISSN: 2349-5162.
- 3 “The Impact of Digital Marketing on Youth: An Academic Analysis.” Published in *International Journal for Multidisciplinary Research (IJFMR)*, Vol. 7, Issue 5, September–October 2025. E-ISSN: 2582-2160.
- 4 “The Impact of Artificial Intelligence on Supply Chain Optimization: A Data-Driven Approach.” Published in *International Journal of Innovative Research in Technology (IJIRT)*, Vol. 12, Issue 5, October 2025. ISSN: 2349-6002.
- 5 “A Look Through Quantitative Finance Papers on Indian Budget.” Published in *Vilnius Gediminas Technical University Journal*, Vol. 22, Issue 02, 2024. ISSN: 2669-2481, eISSN: 2669-249X.
- 6 “A Study on Challenges in Commerce Education.” Presented in the *Two-Day International Seminar on New Trends in Commerce and Management Education and Employment*, Special Issue, January 2023. ISBN: 978-93-95944-38-0.
- 7 “A Study on Integration of ICT in Teaching and Learning.” Presented in the *Two-Day International Seminar on New Trends in Commerce and Management Education and Employment*, Special Issue, January 2023. ISBN: 978-93-95944-38-0.





PUBLICATIONS



15

LOGISTICS &
SUPPLY CHAIN
MANAGEMENT



Dr. Gudipati Srinivasa Rao, et al. *Logistics and Supply Chain Management.*
Commissionerate of Collegiate Education, Andhra Pradesh Publication, 2022.
ISBN: 978-81-978011-4-3.

16

INSURANCE
PROMOTION



Dr. Gudipati Srinivasa Rao, et al. *Insurance Promotion.*
Commissionerate of Collegiate Education, Andhra Pradesh Publication, 2022.
ISBN: 978-81-972999-9-5.

17

ADVANCED
CORPORATE
ACCOUNTING



Dr. Gudipati Srinivasa Rao, et al. *Advanced Corporate Accounting.*
Himalaya Publications, 2022.
ISBN: 9789355968234.

18

PERSONAL
FINANCIAL
PLANNING



Dr. Gudipati Srinivasa Rao. *Personal Financial Planning.*
Lulu Publications, United States, 2021.
ISBN: 9781716073519.

19

FUNDAMENTAL
OF
ACCOUNTING



Dr. Gudipati Srinivasa Rao and H.S.N.V.S. Pavan Kumar.
Fundamental of Accounting. Andhra Pradesh State Council of Higher Education Publication, 2021.
ISBN: 978-93-91693-14-5.



RESEARCH PUBLICATIONS

1



"Aqua Entrepreneurship in Andhra Pradesh: Opportunities, Constraints, and Policy Pathways." Published in *Journal of Emerging Technologies and Innovative Research (JETIR)*, Vol. 12, Issue 10, October 2025. ISSN: 2349-5162.

2



"Navigating the Digital Landscape: An Academic Analysis of Digital Marketing Strategies and Emerging Trends." Published in *Journal of Emerging Technologies and Innovative Research (JETIR)*, Vol. 12, Issue 10, October 2025. ISSN: 2349-5162.

3



"The Impact of Digital Marketing on Youth: An Academic Analysis." Published in *International Journal for Multidisciplinary Research (IJFMR)*, Vol. 7, Issue 5, September–October 2025. E-ISSN: 2582-2160.

4



"The Impact of Artificial Intelligence on Supply Chain Optimization: A Data-Driven Approach." Published in *International Journal of Innovative Research in Technology (IJIRT)*, Vol. 12, Issue 5, October 2025. ISSN: 2349-6002.

5



"A Look Through Quantitative Finance Papers on Indian Budget." Published in *Vilnius Gediminas Technical University Journal*, Vol. 22, Issue 02, 2024. ISSN: 2669-2481, eISSN: 2669-249X.

6



"A Study on Challenges in Commerce Education." Presented in the *Two-Day International Seminar on New Trends in Commerce and Management Education and Employment*, Special Issue, January 2023. ISBN: 978-93-95944-38-0.

7



"A Study on Integration of ICT in Teaching and Learning." Presented in the *Two-Day International Seminar on New Trends in Commerce and Management Education and Employment*, Special Issue, January 2023. ISBN: 978-93-95944-38-0.





RESEARCH PUBLICATIONS



8 “Investors’ Perception towards Marketing Mix of Financial Institutions – A Study.”

Published in *Madhya Bharti*, UGC CARE Approved, Group I, Peer Reviewed Journal, Vol. 83, No. 04, January–June 2023.

ISSN: 0974-0066.



9 “Service Quality Impact on Investors’ Satisfaction with Reference to Financial Institutions – A Connectivity Approach.”

Published in *Education and Society*, Vol. 47, Issue 01, No. 05, January–March 2023. ISSN: 2278-6864.



10 “Impact of Subscription and Redemption of Mutual Funds on Equity.”

Published in *European Chemical Bulletin* (Scopus Indexed), Vol. 12, Special Issue 04, 2023. ISSN: 2063-5346.



11 “Marketing of Financial Products: A Study on Equity Shares and Mutual Funds.”

Published in *Organization Development Journal*, Vol. 11, Issue 7, July 2023, pp. 403–411. ISSN: 0889-6402.



12 “Marketing of Equity Shares and Mutual Funds: A Comparative Analysis.”

Published in the Conference Proceedings of NCDT-2023, July 2023. ISBN: 978-93-5917-00-8.



13 “An Analysis on Financial Planning Profession in Andhra Pradesh State.”

Published in *Journal of Interdisciplinary Cycle Research*, Vol. XIII, Issue I, January 2021. ISSN: 00221945.



14 “Marketing of Financial Products in India with Special Reference to Shares and Mutual Funds.”

Published in *International Journal of Management*, Vol. 11, Issue 11, November 2020. ISSN (Print): 0976-6502; ISSN (Online): 0976-6510.



15 “Overview of Financial Planning in India.”

Published in *Journal of Advances and Scholarly Researches in Allied Education*, Vol. 16, Issue 5, April 2019. ISSN: 2230-754.



16 “Role of Financial Products through Marketing Perspective with Special Reference to Shares and Mutual Funds.”

Published in *International Journal of Management*, Vol. 10, Issue 4, 2019. ISSN (Print): 0976-6502; ISSN (Online): 0976-6510.



17 “A Detailed Study of Personal Financial Planning Professional Services: An Individual Investor Perception.”

Published in *Research World Journal of Arts, Science & Commerce*, Vol. IX, Special Issue–2, January 2018. ISSN: 2231-4172.



18 “A Study on Personal Financial Planning Profession in Andhra Pradesh.”

Published in *International Journal of Management Studies*, Vol. V, Issue 1(2), January 2018. ISSN (Print): 2249-0302; ISSN (Online): 2231-2528.



19 “Detailed Study of Personal Financial Planning Profession: Certified Financial Planners’ Perspective.”

Published in *Shanlax International Journal*, Vol. 5, Special Issue 1, March 2018. ISSN: 23214643.





RESEARCH PUBLICATIONS



20



20. "Study on English Language Learning (ELL) in a Technology Enhanced Learning (TEL) Environment."

Published in *Higher Education in the Light of Reorganisation of the State: Trends, Opportunities and Challenges*, Paramount Publishing House, 2018.

ISBN: 9789385100895.

21



"A Study on Retailers' Perception about GST."

Published in *Economic Challenger*, Issue 79, April–June 2018.

ISSN: 0975-1351.

22



"A Study on Behavioural Finance in Financial Planners' Perspective."

Published in *Recent Innovations in Commerce & Management, Skill Development and E-Commerce (CMSDE)*, PND Publishers, December 2017.

ISBN: 978-1-9812-4276-4.





EDITORIAL, REVIEWER, AND ACADEMIC CONTRIBUTIONS



- 1**  Serving as **Associate Editor** for the *SVLN GDC Multidisciplinary Journal*.
- 2**  Serving as an **Editorial Board Member** of the *International Journal of Finance, Economics and Management Studies (IJFEMS)*.
- 3**  Serving as an **Editorial Board Member** of the *International Journal of Accounting and Financial Management Research and Development (IJAFMRD)*.
- 4**  Serving as an **Editorial Board Member** of the *International Journal of Economics, Finance, and Business Management Studies (IJEEFBM)*.
- 5**  Serving as an **Editorial Board Member** of the *International Journal of Stock and Forex Trading (IJSFT)*.
- 6**  Recognized as a **Reviewer** for the *Journal of Emerging Technologies and Innovative Research (JETIR)* (ISSN: 2349-5162), Reviewer Member ID: 225475.
- 7**  Serving as a **Reviewer** for the *International Journal for Multidisciplinary Research (IJFMR)*, E-ISSN: 2582-2160.
- 8**  Serving as a **Reviewer** for the *International Journal of Innovative Research in Technology (IJIRT)*, ISSN: 2349-6002.
- 9**  Served as a **Reviewer** of Research Papers for the prestigious National Conference on “Design Thinking: Trans-Disciplinary Challenges & Opportunities” held from 07 July 2023 to 08 July 2023, organized by the Andhra University Trans-Disciplinary Research Hub.
- 10**  Served as a **Reviewer** of Research Papers for the Two-Day International Seminar on “New Trends in Commerce and Management Education and Employment” held from 24 January 2023 to 25 January 2023, organized by the Department of Commerce, Dr. V. S. Krishna Government Degree College (Autonomous).
- 11**  Served as **Editor** for the book:
Dr. Gudipati Srinivasa Rao, et al., Logistics and Supply Chain Management, published by the Commissionerate of Collegiate Education, Andhra Pradesh, 2022. ISBN: 978-81-978011-4-3.
- 12**  Participated in the “Talk the Book” Review Programme organized by APSCHE and presented a review of the book *Corporate Chanakya*, which was live telecast on 04 March 2022.
- 13**  Served as **Editor** for the book:
Dr. Gudipati Srinivasa Rao, et al., Insurance Promotion, published by the Commissionerate of Collegiate Education, Andhra Pradesh, 2022. ISBN: 978-81-972999-9-5.
- 14**  Served as **Editor** for the International Seminar Book Publication titled “A Study on Challenges in Commerce Education” presented during the Two-Day International Seminar on New Trends in Commerce and Management Education and Employment, January 2023.





TRAININGS | WORKSHOPS | SEMINARS | WEBINARS | RESOURCE PERSON ENGAGEMENTS



- 1

Conducted a **One-Day Workshop** on the New Curriculum Framework on 07 August 2025 at Samatha College.
- 2

Served as a **Resource Person** for the Securities and Exchange Board of India (SEBI) *Investor Awareness Programme (IAP)* at Dr. V. S. Krishna Government Degree & P.G. College (Autonomous) on 06 August 2025 and 15 February 2025.
- 3

Served as a **Resource Person** for the SEBI *Investor Awareness Programme (IAP)* at Sanketika Engineering College on 15 July 2025.
- 4

Served as a **Resource Person** for the SEBI *Investor Awareness Programme (IAP)* conducted at Synnat Pharma on 28 September 2024 and 30 September 2024, sponsored by National Securities Depository Limited (NSDL).
- 5

Served as a **Master Trainer** for the *One-Day Training of Trainers (ToT) Programme on Creative e-Content Generation* conducted from 08 August 2024 to 22 August 2024 at Dr. V. S. Krishna Government Degree and P.G. College and Government Degree College for Women, Visakhapatnam.
- 6

Served as a **Resource Person** for the SEBI *Investor Awareness Programme (IAP)* at Andhra University, sponsored by Central Depository Services Limited (CDSL), on 07 May 2024.
- 7

Served as a **Key Resource Person (KRP)** for the *Five-Day Non-Residential Training of Trainers (ToT) Programme on Commerce* conducted from 18 March 2024 to 22 March 2024 at Dr. V. S. Krishna Government Degree and P.G. College.
- 8

Served as a **Master Trainer** for the *Training of Trainers (ToT) Programme on English Medium of Instruction*:
 - Batch I: 05 June 2023 to 10 June 2023
 - Batch II: 12 June 2023 to 17 June 2023conducted at Dr. V. S. Krishna Government Degree and P.G. College, Visakhapatnam.
- 9

Participated as a **Resource Person** in the National Webinar titled "*Importance of Insurance*" organized by the Department of Commerce, Government Degree College on 10 March 2023.
- 10

Conducted a conference session as a **Resource Person** on "*Virtual Long-Term Internship*" at A.V.N. College on 09 March 2023.
- 11

Organized a **Two-Day International Seminar** on "*New Trends in Commerce and Management Education and Employment*" from 24 January 2023 to 25 January 2023.
- 12

Served as a **Master Trainer** for the *Five-Day Faculty Development Programme (ToT) on Insurance Promotion* conducted from 14 December 2022 to 18 December 2022 at Andhra University Human Resource Development Centre (AU HRDC).
- 13

Conducted a seminar on "*Community Service Projects and Internships*" for Degree Colleges around Gajuwaka on 01 September 2022 at St. Ann's Degree College.





TRAININGS | WORKSHOPS | SEMINARS | WEBINARS | RESOURCE PERSON ENGAGEMENTS



- 14**  Served as a **Master Trainer** for the *Five-Day Faculty Development Programme (ToT) on Business Communication* conducted from 03 August 2022 to 07 August 2022 at Dr. V. S. Krishna Government Degree and P.G. College and Government Degree College for Women, Visakhapatnam.
- 15**  Served as a **Master Trainer** for the *Five-Day Faculty Development Programme (ToT) on Logistics and Supply Chain Management* conducted from 03 August 2022 to 07 August 2022 at Government Degree College for Women, Visakhapatnam.
- 16**  Participated as a **Resource Person** for four technical sessions in the National Statutory Conference on “*NEP-2020 and the Future of Higher Education – Post COVID Scenario*” held from 07 January 2022 to 09 January 2022 at Sri Venkateswara University, organized by APGCTA, GCGTAAP, and ACTA-AP.
- 17**  Conducted a workshop on “*NAAC Accreditation Process*” on 04 October 2021 at Chaitanya Degree College for Women.
- 18**  Conducted an **International Webinar** on “*Vector Spaces over Pre A- Algebras***” on 17 September 2020.
- 19**  Conducted an **International Webinar** on “*Today’s Vision for Youth*” on 12 September 2020.
- 20**  Conducted a **Two-Day CLIA Training Programme** for LIC agents at Berhampur on 05–06 March 2020.
- 21**  Conducted a workshop on “*Personal Financial Planning*” for Brandix employees on 26 February 2020.
- 22**  Conducted a **Three-Day CLIA Training Programme** for LIC agents at Visakhapatnam from 16 February 2020 to 18 February 2020.
- 23**  Conducted a workshop on “*Personal Financial Planning*” for Asian Paints employees on 24 September 2019.
- 24**  Conducted a workshop on “*Personal Financial Planning*” for System Soft Technologies employees on 09 August 2019.
- 25**  Conducted a workshop on “*Personal Financial Planning*” for Vizag Central employees on 07 June 2019.
- 26**  Conducted *Workshop–III on Personal Financial Planning* for Concentrix BPO employees on 18 April 2019.
- 27**  Conducted a workshop on “*Digital Initiatives of Government of India in Higher Education*” at Mrs. A.V.N. College on 05 June 2019.
- 28**  Conducted *Workshop–II on Personal Financial Planning* for Concentrix Vizag BPO employees on 11 December 2018.
- 29**  Conducted *Workshop–I on Personal Financial Planning* for Concentrix Vizag BPO employees on 04 October 2018.
- 30**  Conducted a **District-Level Workshop on Commerce Project Work** on 26 September 2017 at Government Degree College.



**31****Organized a District-Level Three-Day NSS Youth Leadership Training Programme**

from 26 December 2013 to 28 December 2013
at Government Degree College.

**32****Trained 25 SBI Life Insurance agents in *Personal Financial Planning***

in 2010 under an SBI-sponsored training programme.

**33**

Trained 25 self-employed postgraduates and graduates in *Working Capital Management and Break-Even Analysis* under the Entrepreneurship Development Programme (EDP) organized by IGAIT for the *Prime Minister Employment Guarantee Programme* of the Government of India on 13 March 2009.

**34**

Conducted a **Faculty Development Programme** for 30 entrepreneurs of Visakhapatnam on *Business Plans and Financial Reporting*, organized by the Centre for Entrepreneurship Development, Hyderabad, under the aegis of the National Science & Technology Entrepreneurship Development Board (NSTEDB), Department of Science and Technology, Government of India, during December 2008.





ORIENTATION COURSES | REFRESHER COURSES | FACULTY DEVELOPMENT PROGRAMS ATTENDED



1



Participated in the **Online Faculty Development Programme on Applications of Artificial Intelligence in Commerce & Management** Conducted from 23-02-2026 to 13-03-2026, organised by Dr.V.S.Krishna Govt.Degree & P.G.College (A), Visakhapatnam, Knowledge Partner EXCEL R

2



Participated in the **Faculty Development Programme on Foundations of Quantum Computing and Applications** conducted from 18 August 2025 to 11 September 2025, jointly organized by the Electronics and ICT Academy, MNIT Jaipur, and the Andhra Pradesh State Council of Higher Education (APSCHE).

3



Participated in the **Faculty Development Programme on Innovation and Entrepreneurship**, supported by AICTE and the Ministry of Education's Innovation Cell, hosted by GITAM University from 17 March 2025 to 21 March 2025.

4



Participated in the **Faculty Development Programme on "Building Resilient EDCs: Infusing Entrepreneurship in Education"** conducted from 27 August 2024 to 31 August 2024, organized by National Institute for Micro, Small and Medium Enterprises (ni-MSME).

5



Participated in the **State-Level Subject Experts Three-Day Residential Master Trainers Training Programme on "Creative E-Content Generation"** conducted from 16 May 2024 to 18 May 2024.

6



Participated in the **Capacity Building Programme for KRPs in Single Major Subject Pattern in Commerce** conducted from 08 February 2024 to 19 February 2024, organized by UGC-Malaviya Mission Teacher Training Centre (MMTC), Jawaharlal Nehru University.

7



Participated in the **Six-Day Faculty Development Programme on "Mastering the Language of Success: From Workplace to World Stage"** conducted from 06 November 2023 to 14 November 2023, organized by the Department of English, Dr. V. S. Krishna Government Degree and P.G. College (Autonomous).

8



Participated in the **Three-Day Faculty Development Programme on "Idea Generation Methods"** conducted from 02 November 2023 to 04 November 2023 by ICT Academy.

9



Participated in the **Online Faculty Development Programme on Pedagogy for Logistics** organized by the Logistics Sector Skill Council on 14, 15, and 20 March 2023.

10



Attended the **Two-Week Refresher Course in Commerce** conducted from 31 July 2023 to 14 August 2023, organized by the Department of Commerce, Ramanujan College, University of Delhi.

11



Attended the **Training Programme for Empanelment of Securities Market Trainers (SMARTs)**





ORIENTATION COURSES | REFRESHER COURSES | FACULTY DEVELOPMENT PROGRAMS ATTENDED



12



Participated in the **Five-Day Online Faculty Development Programme** on “**NEP 2020: Paradigm Shift in Asynchronous Learning and Industry-Academic Research & Collaboration**” conducted from 12 May 2023 to 16 May 2023, organized by the Faculty of Commerce and Management, Sanjay Ghodawat University.

13



Participated in the **Capacity Building Programme in English** conducted from 10 April 2023 to 21 April 2023, organized by The English and Foreign Languages University.

14



Participated in the **Online Faculty Development Programme on Pedagogy for Logistics Courses** conducted from 01 September 2022 to 03 September 2022, organized by the Logistics Sector Skill Council.

15



Participated in the **Faculty Knowledge Sharing Programme** on 30 July 2022, organized by ICFAI Business School (IBS).

16



Attended the **Three-Day Faculty Development and Training Programme on Podcasting** conducted from 12 August 2021 to 14 August 2021, organized by APSCHE, Andhra Pradesh.

17



Attended the **Fourteen-Day Refresher Course in Commerce** conducted from 25 October 2021 to 07 November 2021 at the Human Resource Development Centre, Andhra University.

18



Attended the **Five-Day Faculty Development Programme on LMS Videos and Pedagogy** conducted from 03 August 2020 to 07 August 2020, organized by the Commissionerate of Collegiate Education, Andhra Pradesh, Vijayawada.

19



Attended the **Five-Day Faculty Development Programme in Commerce** conducted from 20 July 2020 to 24 July 2020, organized by the Commissionerate of Collegiate Education, Andhra Pradesh, Vijayawada.

20



Attended the **Three-Day Faculty Development Programme on Enterprise Applications** conducted from 01 July 2020 to 03 July 2020, organized by the Andhra Pradesh State Skill Development Corporation (APSSDC).

21



Participated in the **UGC Sponsored Refresher Course in Commerce and Management Studies** conducted from 14 October 2019 to 26 October 2019, organized by the Human Resource Development Centre, Sri Venkateswara University.

22



Participated in the **One-Week Orientation Workshop on OER, Content Development, MOOCs, and Moodle**, sponsored by the Ministry of Electronics and Information Technology, Government of India, organized by the E&ICT Academy, National Institute of Technology Warangal from 19 November 2018 to 24 November 2018.

23



Participated in the **Three-Day Residential Training Programme on “Internet of Things”**





ORIENTATION COURSES | REFRESHER COURSES | FACULTY DEVELOPMENT PROGRAMS ATTENDED



conducted from 21 September 2016 to 23 September 2016.

24



Participated in the **Refresher Course on Soft Skills for Professional Excellence** conducted from 17 June 2016 to 07 July 2016, organized by the HRDC UGC Academic Staff College, University of Hyderabad.

25



Attended the **Training Programme on “Organisational Behaviour”** conducted from 05 May 2015 to 07 May 2015, organized by Dr. Marri Channa Reddy Human Resource Development Institute.

26



Participated in the **Ten-Day National Adventure Camp** at Manali, Himachal Pradesh, conducted from 01 January 2014 to 10 January 2014, organized by the Atal Bihari Institute of Mountaineering and Allied Sports.

27



Attended the **One-Week NSS Orientation Course** conducted at Dr. B. R. Ambedkar University from 23 October 2013 to 29 October 2013, organized by Andhra University.

28



Attended the **Twenty-One-Day Refresher Course in Commerce** conducted at Andhra University from 26 June 2013 to 16 July 2013, organized by the Academic Staff College.

29



Attended the **Twenty-Eight-Day Orientation Course** conducted at University of Hyderabad from 20 September 2012 to 17 October 2012, organized by the Academic Staff College.

30



Attended the **Six-Day Induction Training Programme** conducted by Government Degree College, Rajahmundry, from 26 December 2011 to 31 December 2011.

31



Attended a **One-Day Faculty Development Programme** on 22 February 2007, organized by ICFAI.

32



Participated in the **Five-Day Refresher Course on Social Responsibility of National Service Scheme**, sponsored by the Ministry of Youth Affairs and Sports, Government of India, in October 2006.

33



Participated in the **Ten-Day Faculty Development Programme** organized by Andhra Pradesh Industrial Technical Consultancy Organization Limited (APITCO) in March 2006.

34



Participated in the **Ten-Day Orientation Course on Social Responsibility of National Service Scheme**, sponsored by the Ministry of Youth Affairs and Sports, Government of India, in August 2005.





Attended Trainings | Workshops | Seminars | Papers Presentations



1



Participated as a **Resource Person** and presented a paper titled “**Aqua Entrepreneurship in Andhra Pradesh: Opportunities, Constraints, and Policy Pathways**” in the Two-Day National Seminar on “Aqua Entrepreneurship: Opportunities and Challenges for Vikasit Andhra Pradesh” held from 16 October 2025 to 17 October 2025, organized by the Department of Commerce, SCIM Government Degree College (Autonomous), Tanuku, West Godavari District, Andhra Pradesh.

2



Participated and presented a paper titled “**The Evolution of Financial Technology and Its Impact on Commercial Practices**” in the Two-Day National Seminar on “Envisioning Swarnandhra to Twine with Viksit Bharat 2047 – Realities and Challenges” held from 24 September 2025 to 25 September 2025, organized by the Department of Commerce and Management Studies, P.R. Government College (Autonomous), Kakinada.

3



Participated in the **One-Day Capacity Building Programme** on “**Training of Faculty on AI and Its Applications**” on 25 September 2025, organized by the Visakhapatnam City Innovation Cluster at Dr. Lankapalli Bullayya College of Engineering, Visakhapatnam.

4



Participated in the **One-Day National Awareness Programme** on “**NEP 2020 @ 5 Years: Enabling Equity, Access and Empowerment**” organized by Akhil Bharatiya Rashtriya Shaikshik Mahasangh (ABRSM) on 23 August 2025.

5



Participated in the **State-Level Conclave** on “**Transforming Commerce Education: A Future-Ready Curriculum with NEP-2020**” organized by the Department of Commerce, SRR & CVR Government Degree College (Autonomous), Vijayawada, on 05 April 2025.

6



Attended and presented a paper titled “**Financial Inclusion in India: A Pathway to Economic and Social Empowerment**” in the Two-Day National Seminar on “Financial Inclusion and Social Equity: A Roadmap Towards Developed India by 2047” organized by the Department of Commerce and Management Studies (DCMS) and Centre for Study of Social Inclusion (CSSI), Andhra University, from 03 April 2025 to 04 April 2025.

7



Participated in the **International Conference on Environmental, Economic and Social Sustainability: Investigate, Implement, Inculcate (EESS-2024)** held from 12 September 2024 to 13 September 2024, organized by ni-MSME.

8



Participated in the **Three-Day Workshop for Consortium of Government Autonomous Colleges on Quality Mandate** conducted from 18 July 2024 to 20 July 2024.

9



Participated in the **International Workshop on “Research Methodology”** conducted from 06 March 2023 to 17 March 2023, organized by Eudoxia Research University, USA.

10



Participated in the **Three-Day Master Trainers Training Programme on Insurance Promotion and Entrepreneurship** conducted from 04 March 2023 to 06 March 2023, organized by NSE Academy.





Attended Trainings | Workshops | Seminars | Papers Presentations



11



11. Participated and presented a paper titled “A Study on Challenges in Commerce Education” in the **Two-Day International Seminar on “New Trends in Commerce and Management Education and Employment”** held from 24 January 2023 to 25 January 2023, organized by the Department of Commerce, Dr. V.S. Krishna Government Degree College (Autonomous), Visakhapatnam.

12



12. Participated in the **One-Day National Workshop on Digital Pedagogical Tools for Blended Learning Environment** on 22 December 2022, conducted by NIEPA, New Delhi.

13



13. Participated in the **Five-Day Master Trainers Training Programme (MTTP) on Content Delivery and Assessment Methods Pertaining to Skill Courses for I Semester** conducted from 16 November 2022 to 20 November 2022, organized by CCE at UGC-HRDC, Andhra University.

14



14. Participated in the **Teachers Conference – Empowering Educators** organized by the Institute of Company Secretaries of India on 08 September 2022.

15



15. Participated in the **LMS Workshop on “E-Content Generation”** on 25 August 2022, organized by CCE at Ch.S.D. St. Theresa’s College for Women (Autonomous), Eluru.

16



16. Participated in the **Faculty Knowledge Sharing Programme** on 30 July 2022 organized by ICAI Business School.

17



17. Participated in the **Five-Day Training Programme for Teachers on ICT (ToT on ICT)** conducted from 22 July 2022 to 26 July 2022, organized by CCE at Dr. V.S. Krishna Government Degree College (Autonomous), Visakhapatnam.

18



18. Participated in the **Five-Day Master Trainers Training Programme (MTTP) on Content Delivery and Assessment Methods for Life Skill and Skill Development Courses** conducted from 14 July 2022 to 18 July 2022 at Acharya Nagarjuna University.

19



19. Participated in the **One-Day Workshop on Apprenticeship-Based Degree Programmes** on 07 April 2022 at Acharya Nagarjuna University, organized by Sector Skill Councils.

20



20. Participated in the **Intellectual Property Awareness Training Programme** on 23 February 2022 organized by Intellectual Property Office, India.

21



21. Participated in the **Seven-Day Online Workshop on the Seven Assessment Criteria for NAAC Accreditation** conducted from 21 February 2022 to 28 February 2022, organized by IQAC, SKBR Government Degree College, Macherla.

22



22. Attended the webinar on “**Applications of Internet of Things**” held on 19 February 2022, organized by the Department of CSE, Andhra University.

23



23. Participated in the **International Virtual Conference on “Research Methodologies of Contemporary Times: Exploring English Language, Literature and Teaching”** on 05 February 2022 organized by the Department of English, SRR & CVR Government Degree College (Autonomous), Vijayawada.

24



24. Participated in the **International Workshop on Career Awareness – “Zero to Infinity”** conducted from 18 January 2022 to 22 January 2022 organized by S.U.S. Government College, Haryana.

25



25. Participated and presented a paper titled “A Study on Challenges in Commerce Education” in the **Two-Day International Seminar on “Global Competitiveness in Commerce and Management Education”** held from 22 December 2021 to 23 December 2021, organized by the Department of Commerce and Management Studies, Dr. V.S. Krishna Government Degree College (Autonomous), Visakhapatnam.





Attended Trainings | Workshops | Seminars | Papers Presentations



26



Attended the **Four-Day Workshop on “Emerging Exponential Technologies – AI, IoT, DS, AR & VR”** conducted from 20 December 2021 to 23 December 2021 organized by the Department of MBA, Kalpataru Institute of Technology, Tiptur.

27



Attended the **Five-Day Online Long-Term Training Programme (LTTP) on Business Analytics** conducted from 13 December 2021 to 17 December 2021.

28



Participated in the webinar on **“Blockchain Technology and Economy”** held on 20 November 2021 organized by the Indian Accounting Association.

29



Participated in the **National Webinar on “Science and Technology for Device Fabrication”** on 26 February 2021 organized by Government College (Autonomous), Rajahmundry.

30



Participated in the webinar on **“Intellectual Property Rights – Key for Achieving Academic Excellence”** organized by P.B. Siddhartha College of Arts & Science, Vijayawada, on 26 February 2021.

31



Attended the **Five-Day Gnan Sravanti Lecture Series** conducted from 11 October 2020 to 15 October 2020 organized by SGK Government Degree College, Vinukonda.

32



Participated in the webinar on **“Indian Capital Markets – The Road Ahead”** held on 05 October 2020 organized by P.B. Siddhartha College of Arts & Science, Vijayawada.

33



Participated in the webinar on **“New Education Policy”** held on 17 August 2020 organized by AIFUCTO.

34



Participated in the webinar on **“Filing of Income Tax Returns: Law and Procedure”** organized by P.B. Siddhartha College, Vijayawada, on 25 July 2020.

35



Participated in the webinar on **“Soft Skills”** organized by Government Degree College, Ichapuram, on 07 June 2020.

36



Participated in the **Seven-Day Online Faculty Development Programme on Revised Accreditation Framework of NAAC** conducted from 27 May 2020 to 02 June 2020 organized by IQAC, Government College (Autonomous), Rajahmundry.

37



Participated in the **National Webinar on E-Content Creation and E-Learning through MOOCs** conducted from 29 May 2020 to 30 May 2020 organized by Shivaji University, Kolhapur.

38



Participated in the **UGC Sponsored Two-Day National Webinar on Major Issues and Challenges in the Indian Economy – Post COVID-19** conducted from 29 May 2020 to 30 May 2020 organized by Government College, Rajahmundry.

39



Participated in the **UGC Sponsored Two-Day National Seminar on the Role of IQAC towards Quality Enhancement and Sustenance from the NAAC Perspective** conducted from 29 November 2019 to 30 November 2019 organized by Government College, Rajahmundry.

40



Attended the **State-Level Training Programme on Learning Management System** on 12 September 2019 organized by RUSA, Government of Andhra Pradesh.





ATTENDED TRAININGS | WORKSHOPS | SEMINARS PAPERS PRESENTATIONS



41



41. Participated and presented a paper titled **“A Study on GST Regime”** in the UGC Sponsored Two-Day National Seminar on **“The Impact of GST on the Indian Economy”** organized by Dr. V.S. Krishna Government Degree College, Visakhapatnam.

42



42. Participated and presented a paper titled **“A Study on Human Life in the Digital Era”** in the National Seminar on **“Human Future in Digital Era”** organized by the Department of Commerce and Management Studies, Andhra University, on 31 October 2018.

43



43. Participated and presented a paper titled **“A Study on English Language Learning in TEL Environment”** in the National Seminar on Higher Education System organized by AP Government College Teachers Association on 11 March 2018.

44



44. Participated in the National Conference on **“Services in Emerging Markets: Opportunities and Challenges”** organized by GITAM School of International Business, Visakhapatnam.

45



45. Participated and presented a paper titled **“Study on English Language Learning”** in the National Seminar organized by Government Degree College, Tuni, on 03 March 2018.

46



46. Participated and presented a paper titled **“A Study of Personal Financial Planning Profession in Andhra Pradesh”** in the UGC Sponsored Two-Day National Seminar on “Marketing Trends in Virtual Era” organized by SRR & CVR Government Degree College, Vijayawada, on 23–24 January 2018.

47



47. Participated and presented a paper titled **“A Study on Retailers' Perception about GST”** in the International Seminar on “GST – A Cross-Country Experience” organized by KBN College, Vijayawada.

48



48. Participated and presented a paper titled **“A Study on Behavioural Finance in Financial Planners Perspective”** in the UGC Sponsored Two-Day National Seminar on “Recent Innovations in Commerce and Management Skill Development & e-Commerce” organized by P.R. Government College, Kakinada, on 05–06 December 2017.

49



49. Participated in the Seminar on **“Prospects and Potential for Tourism in Visakhapatnam Hub”** organized by Andhra Pradesh Tourism Authority and Andhra University on 23 September 2017.

50



50. Participated and presented a paper titled **“An Empirical Study on Issues and Challenges of Digital Payments”** in the ICSSR Sponsored Two-Day National Seminar on “Issues and Challenges of Digital Payment System in India” organized by Government Degree and P.G. College, Puttur, on 18–19 August 2017.

51



51. Participated in the **International Symposium on Social Business for Sustainable Development** held from 05 January 2017 to 07 January 2017 organized by Andhra University, Visakhapatnam.

52



52. Participated and presented a paper titled **“Trends and Progress of Limited Liability Partnerships in India”** in the UGC Sponsored National Seminar on “Limited Liability Partnership – A New Opportunity” organized by Government College, Rajahmundry, during 21–22 December 2016.

53



53. Participated and presented a paper on **“Demonetization: Issues and Challenges in the UGC Sponsored National Seminar on “Demonetization in India”** organized by DNR College, Bhimavaram, on 09–10 December 2016.





ATTENDED TRAININGS | WORKSHOPS | SEMINARS | PAPERS PRESENTATIONS

54



54. Participated in the **Three-Day Residential Training Programme on Internet of Things** conducted during 21–23 September 2016 at AP HRDI, Bapatla, Guntur District.

55



55. Participated in the **UGC Sponsored International Seminar on Corporate Social Responsibility Initiatives for Inclusive and Sustainable Development** conducted from 19 February 2016 to 21 February 2016.

56



56. Participated in the **One-Day Workshop on Choice Based Credit System** on 16 October 2015 organized by Dr. V.S. Krishna Government College, Visakhapatnam.

57



57. Participated in the **Three-Day Training Programme on Organisational Behaviour** conducted from 05 May 2015 to 07 May 2015 by Dr. Marri Channa Reddy Institute, Hyderabad.

58



58. Participated in the **International Seminar on e-Governance: Problems and Prospects** conducted by Government College, Rajahmundry, on 08 March 2015.

59



59. Attended the **National Workshop on Research Methodology** conducted by Government College, Rajahmundry, on 07 March 2015.

60



60. Participated in the **One-Day Training Programme on Enhancement of Quality Administration in Higher Education** organized by Dr. V.S. Krishna College, Visakhapatnam, on 27 February 2015.

61



61. Presented a paper titled “**A Study on Rural Employment Schemes – Issues and Challenges**” in a Two-Day National Seminar organized by Government Degree College, Razole, on 23–24 February 2015.

62



62. Participated in the **National Seminar on Women Entrepreneurship in India** conducted by SKSD Mahila Kalasala, Tanuku, on 15–16 February 2015.

63



63. Participated in the **Interdisciplinary International Seminar on Contemporary Issues in Literature and Culture** organized by P.R. Government College, Kakinada, on 06–07 February 2015.

64



64. Presented a paper titled “**Credit Risk Management in Modern Banking System**” in the National Conference on “Recent Trends in Indian Banking” organized by Dr. V.S. Krishna College, Visakhapatnam, on 30 December 2014.

65



65. Presented a paper titled “**Gender Issues in Entrepreneurial Development in Visakhapatnam City**” in the International Seminar on “Gender Issues Transcending Boundaries of Culture” organized by Andhra University, Visakhapatnam, on 19–20 September 2014.

66



66. Presented a paper titled “**Wealth Management Issues and Challenges – An Empirical Study**” in the UGC Approved National Seminar on “Indian Capital Market” organized by Government Degree College, Rajampeta, on 05–06 September 2014.

67



67. Presented a paper titled “**Emergence of Innovations in Banking Sector**” in the AICTE Approved National Seminar on “Role of Banking and Finance Sectors” organized by Sree Vidyanikethan Institute of Management on 14–15 February 2014.

68



68. Participated and led the Andhra Pradesh NSS Team in the **Ten-Day National Adventure Camp** at Bhimavaram, on 16 December 2016.





ATTENDED TRAININGS | WORKSHOPS | SEMINARS | PAPERS PRESENTATIONS



Manali, Himachal Pradesh, organized by Atal Bihari Vajpayee Institute of Mountaineering and Allied Sports from 01 January 2014 to 10 January 2014.

69



69. Presented a paper titled “**Does Risk Management Eliminate Risk?**” in the **UGC Sponsored National Seminar** organized by Government Degree College, Kothapeta, on 15–16 November 2013.

70



70. Presented a paper titled “**Issues and Challenges of Financing to Fisheries Sector**” in the **UGC Sponsored National Seminar** organized by Government College, Rajahmundry, on 16 November 2013.

71



71. Participated in the **Two-Day Heritage Training Workshop** organized by INTACH on 05–06 November 2012.

72



72. Participated in a **Training Programme on Personality Development** conducted by Junior Chamber International India Trainers on 18 April 2009.

73



73. Participated in the **International Seminar on Financial Risk Management** conducted by PRIMA (USA) in association with the Institute of Public Enterprise (IPE), Hyderabad, in November 2008.

74



74. Participated in the **One-Month Faculty Development Programme in Finance** organized by INC in February 2008.



GUEST LECTURES, INVITED TALKS, AND ACADEMIC SESSIONS DELIVERED



1. Delivered a **Guest Lecture** on “*New Curriculum Design for Undergraduate Programmes*” on 02 August 2025 at PRISM Degree College.
2. Delivered a **Guest Lecture** on “*Entrepreneurship Development*” and served as a **Judge for Project Presentations** during the “*INVENCION*” programme on 07 March 2024 at Aditya Degree College.
3. Delivered a **Guest Lecture** on “*Stock Market Indices*” to MBA students of Samatha College on 18 August 2023.
4. Delivered a **Guest Lecture** on “*Industry Connect*” to the faculty members of Chaitanya Degree College for Women on 09 August 2022.
5. Delivered a **Guest Lecture** on “*Personal Financial Planning*” to MBA students of Samatha College on 19 July 2022.
6. Delivered a **Guest Lecture Series** every Monday on “*Personal Financial Planning*” to BBA students of GITAM University from 14 March 2022 to 08 July 2022.
7. Delivered a **Guest Lecture** on “*Financial Derivatives*” to MBA students of Dr. Lankapalli Bullayya College on 28 February 2022.
8. Delivered a **Guest Lecture** on “*Innovative Teaching Pedagogies*” to the faculty members of Chaitanya Degree College for Women on 24 December 2021.
9. Delivered a **Guest Lecture** on “*Startups*” to BBA students of Aditya Degree College on 06 November 2021.
10. Delivered a **Guest Lecture** on “*Statistical Modelling*” to B.Com students of SRR & CVR Government Degree College on 01 December 2020.
11. Conducted a **One-Day Intensive Session** on “*Career Opportunities in Accounting and Finance*” for MBA Finance students at Aditya College on 14 February 2020.
12. Delivered a **Guest Lecture** on “*Career Opportunities for Undergraduate Students*” at Chanakya Degree College on 11 December 2018.
13. Delivered a **Guest Lecture** on “*Career Opportunities for Undergraduate Students*” at TSR & TBK Degree College on 02 December 2018.
14. Delivered a **Guest Lecture** on “*Stock Market*” to B.Com students of Dr. V. S. Krishna Government Degree College on 07 September 2017.
15. Delivered a **Guest Lecture** on “*Career Opportunities in the Field of Commerce*” to M.Com students of Government Degree and P.G. College on 01 July 2017.
16. Delivered **Two-Day Guest Lectures** on “*Advanced Accounting and Cost & Management Accounting*” to B.Com students of Government Degree College from 12 November 2015 to 13 November 2015.





17. Delivered **Guest Lectures** on "*Commerce Education and Employment*" to B.Com students of Government Degree College on 02 December 2013.
18. Delivered **Guest Lectures** on "*Stock Market*" to B.Com students of Government Degree College on 16 November 2013.



ACADEMIC AUDITOR

1. Conducted Academic Audit for GGovernment College Autonomous Rajahmundry 06-04-2026 TO 07-04-2026
2. Conducted Academic Audit for GDC Paderu 02-04-2026
3. Conducted Academic Audit for GDC Narsipatnam 16-03-2025
4. Conducted Academic Audit for GDC S.Kota 15-03-2025
5. Conducted Academic Audit for M.R.Sanskrit College Vijayanagaram on 14-11-2023
6. Conducted Academic Audit for Govt.Degree College Thagarapuvalasa on 14-11-2023
7. Conducted Academic Audit for Govt.Degree College Narsipatnam on 27-8-2022
8. Conducted Academic Audit for Dr.V.S.Krishna Govt.Degree & P.G.College (A), Visakhapatnam from 25-2-2019 to 26-2-2019
9. Conducted Academic Audit for Govt.Degree College Madugula from 22-2-2019 to 23-2-2019



ISO AUDITOR

1. Conducted ISO AUDIT ON QUALITY MANAGEMENT for OSMANIA UNIVERSITY from 25-9- 2023 to 26-9-2023
2. Conducted ISO AUDIT ON QUALITY MANAGEMENT for ANDHRA UNIVERSITY Dr. V. S. KRISHNA LIBRARY on 6-8-2023
3. Conducted ISO AUDIT ON QUALITY MANAGEMENT for SPACES DEGREE COLLEGE TUNI On12-03-2023
4. Conducted ISO AUDIT ON QUALITY MANAGEMENT for ADITYA DEGREE COLLEGE On12-03-2023
5. Conducted ISO AUDIT ON QUALITY MANAGEMENT for ADITYA DEGREE COLLEGE (WOMEN) On12-03-2023
6. Conducted ISO AUDIT ON QUALITY MANAGEMENT for CHAITANYA DEGREE FOR 'WOMEN GAJUWAKA on 27-1-2023





BOS (BOARD OF STUDIES MEMBER) | EXTERNAL EXAMINER | PAPER SETTER



1. BOS Member MR College
2. BOS Member ANITS
3. BOS Member Government College (Autonomous), Rajahmundry
4. Attended as a Subject Expert Andhra University Nominee, Board of Studies of St. Anns Degree College for women Malkapuram on 15-03-2025
5. Attended as a Board of Studies Member for Aditya Degree College Kakinada on 11-9-2024
6. Attended as an External Examiner for M.B.A Business Analytics Project Viva voce for Gayathri Vidya Prishad College for Degree and P.G. Courses (A), Visakhapatnam
7. Attended as a BOS member for Andhra University Department of Commerce and Management Studies Board of Studies on 28-8-2023
8. Attended as a Subject Expert Andhra University Nominee, Board of Studies of St. Anns Degree College for women Malkapuram on 24-08-2024
9. Attended as a Subject Expert Adhi Kavi Nannaya University Nominee, Board of Studies of P.R. Govt. Degree College Kakinada on 2-5-2024
10. Question Paper Setter for Govt. Competitive Examinations
11. Question Paper Setter for Andhra University
12. Question Paper Setter for GITAM University
13. IGNOU MBA counsellor and MBA project evaluator





MANA TV PRESENTATIONS | LMS PRESENTATIONS | PODCAST PRESENTATIONS



MANA TV:

- 1** Commissionerate of Collegiate Education Mana TV Presentation
Given on Cost Accounting – Process Costing on 13-08-
<https://www.youtube.com/watch?v=7WPxyYWj5zw>
- 2** Commissionerate of Collegiate Education Mana TV Presentation
given on GST on 14-11-2018
https://www.youtube.com/watch?v=20J_fQzaRMk



LMS: GST ALL MODULES

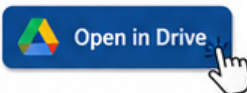
- 1.** GST VIDEO
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- 2.** GST VIDEO
<https://drive.google.com/file/d/10i8yi6CmNe39CptcLJGyCpUBDM0cXLJW/view?usp=sharing>
- 3.** GST VIDEO
<https://drive.google.com/file/d/11GF5KakM3wKHAZyBjggpE5q7G4OJYN3I/view?usp=sharing>
- 4.** GST VIDEO
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- 5.** GST VIDEO
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- 6.** GST VIDEO
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- 7.** GST VIDEO
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- 8.** GST VIDEO
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- 9.** GST VIDEO
https://drive.google.com/file/d/133sSGYhQtclvUsYCsJ9otNdCN_6lhyDX/view?usp=sharing
- 10.** GST VIDEO
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- 11.** GST VIDEO
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12 GST VIDEO

<https://drive.google.com/file/d/13ausinVTokOIQ8Fs5sZYice6h2Pyf5Ta/view?usp=sharing>



13 GST VIDEO

https://drive.google.com/file/d/13bvuQw9_y82IIHFMs5aOSpSHIHfVhTuQO/view?usp=sharing



LMS: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

1. Customer Selection Process

https://drive.google.com/file/d/18QNo59N9XF_5yTQPSbz2TcKRr4I0ejnv/view



2. Estimation of Supply Chain Management

<https://drive.google.com/file/d/18rx2p-8wLPAroK8j3XGZPGxcOtYyvNuF/view>



LMS: INSURANCE PROMOTION

1. Sales Promotional Methods

<https://drive.google.com/file/d/1RCyg3Rxx-mN-1Lvh0IS3yXUoIsR7y7v1/view?usp=sharing>



2. Finding Prospective Customers

<https://drive.google.com/file/d/1xs0Mp43t2AhJln6AWiVNPJtNxFCav44/view?usp=sharing>



3. Post Sales Services

<https://drive.google.com/file/d/11FuhHd9WqiG89qqaxrQ6UmS4XrHI7tCW/view?usp=sharing>



LMS: BUSINESS ORGANISATION

1. Private (Vs) Public Company

<https://drive.google.com/file/d/1vqZDPY1kjinRpHfShH6LYngv-rdUk5U/view?usp=sharing>



PODCAST:

1. Final Accounts

<https://drive.google.com/file/d/1md-xL8k32XRP4uFDrCCkqAdRgdYSmdl/view?usp=sharing>



2. Tally

<https://drive.google.com/file/d/1melkwN-RiYD0sm90jQvTzyQylzll8pOC/view?usp=sharing>



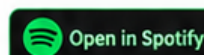
3. GST Returns

<https://drive.google.com/file/d/1mbnUcJdF4OWUPMqxeVQ7bUUtbaFSEIr8/view?usp=sharing>



4. Logistics: Estimation of Supply Chain Management

<https://podcasters.spotify.com/pod/show/drgudipati-srinivasa-rao/episodes/LOGISTICS-AND-SUPPLY-CHAIN-MANAGEMENT---MANAGING-AND-ESTIMATING-SUPPLY-CHAIN-DEMAND-e1mnv1h/a-a8dikia>



5. Insurance: Sales Promotion

https://drive.google.com/file/d/1B5oPjtY_KJ9JCJ0TncVqQV1G1IEVvyNG/view?usp=sharing



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6 Insurance: Finding Prospective Customers

<https://drive.google.com/file/d/1Gk0WBytKvcRIUgpxVLfpl0C8rpxKnwE1/view?usp=sharing>

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7 Insurance: Post Sales Services

<https://drive.google.com/file/d/1kOSzvqb7iljzcq-Kld0rO-h2DdCISrf7/view?usp=sharing>

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PODCAST PRESENTATIONS (SPOTIFY)



8



Business Organisation

<https://podcasters.spotify.com/pod/show/drgudipati-srinivasa-rao/episodes/BUSINESS-ORGANISATION---TRADE-CLASSIFICATION---AIDS-TO-TRADE-e1a8ksd/a-a6t6g27>

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Business Organisation

<https://podcasters.spotify.com/pod/show/drgudipati-srinivasa-rao/episodes/BUSINESS-ORGANISATION---CLASSIFICATION-OF-INDUSTRIES-e1a8oh5/a-a6t6que>

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Business Organisation

<https://podcasters.spotify.com/pod/show/drgudipati-srinivasa-rao/episodes/Business-Organisation---Factors-Influencing-the-Choice-of-Suitable-form-of-Organisation-e1agieg/a-a6tsr7l>

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Business Organisation

<https://podcasters.spotify.com/pod/show/drgudipati-srinivasa-rao/episodes/Business-Organisation---Features--Merits-and-Demerits-of-Sole-Proprietor-Ship-e1agigs/a-a6tss0q>

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PERSONAL DETAILS



Date of Birth : April 23, 1975



Languages Known : English, Telugu, and Hindi



Marital Status : Married



Hobbies : Playing Chess, Writing Telugu poetry

Gudipati Srinivasa Rao

(Dr. Gudipati Srinivasa Rao)



Station: Visakhapatnam



Date: _____