

## CURRICULUM VITAE OF PROF. I. ANAND PAWAR

1. Name : Prof. I. ANAND PAWAR
2. Designation : Professor & Dean, Faculty of Commerce
3. Department : Commerce
4. Institution : Dr. B. R. Ambedkar Open University
5. Contact / E-mail address: [dr.anandpawar@yahoo.com](mailto:dr.anandpawar@yahoo.com)  
[deancommerce@braou.ac.in](mailto:deancommerce@braou.ac.in)
6. Phone : (O) 040-23680441 / 23541383
7. Academic Qualifications: MBA, M.Com, M.Phil, Ph.D.
8. Areas of Interest / Specialization: General Management & Marketing
9. Teaching Experience : 20 Yrs
10. Research Experience : 15 Yrs
  - (a) Publications
    - (i) Articles (ISSN) : 68
    - (ii) Books (ISBN) : 10
    - (iii) Edited Volumes:
  - (b) Research Guidance
    - (i) M.Phil. (Awarded): 02
    - (ii) Ph.D. (Awarded) : 02
    - (iii) Post Doctoral :
  - (c) Research Projects (funded by)
    - (i) National : 01: UGC-MRP (2011-13)
    - (ii) International :
    - (iii) Any other :
  - (d) Collaborative Research:
11. Seminars/ Workshops/ Conferences/ Attended/ Participated
  - (a) International : 11
  - (b) National : 35
  - (c) Local / State Level: 02
12. Administrative Experience : 08 Yrs
13. Total Length of Service : 23 Years
14. No. of courses Edited/ Written / Co-ordinated
  - (a) Editor : 05 Courses
  - (b) Associate Editor: 55 Courses
  - (c) Writer : 06 Courses
  - (d) Co-ordinator : 24 Courses
15. Awards / Honours: IPA 'Best Commerce Faculty, 2019'.
16. Membership in Professional Organisations :
  - i) Academic Council Member, Nizam College (Autonomous & Constituent College of OU), 2020-21 to 2021-22.
  - ii) Member, Board of Studies in Commerce, Govt. Degree College for Women (Autonomous), Begumpet, Hyderabad, 2019
  - iii) Member, Board of Studies in Commerce, Loyola Academy(Autonomous), Alwal, Secunderabad, 2020
  - iv) Life Member, Indian Accounting Association, 2003
  - v) Life Member, Indian Commerce Association, 2004
  - vi) Life Member, Telangana Commerce Association, 2015
  - vii) Life Member, Telangana Management Association, 2016



*(for more information please visit detailed CV)*

## **DETAILED C.V. OF PROF. I. ANAND PAWAR**

Prof. Anand Pawar *PhD* is the Dean, Faculty of Commerce & Head, Dept of Business Management at Dr.B.R.Ambedkar Open University, Hyderabad. He obtained his Doctoral Degree (Ph.D.) in Commerce on from Osmania University, Hyderabad, Masters Degree in Business Management (MBA), Masters Degree in Commerce (M.Com) and Master of Philosophy (M.Phil) from Kakatiya University, Warangal. Prof. Pawar has guided several Doctoral and Masters' Dissertations on various issues and topics. Prof. Pawar has published 10 books in Distance Education, Contemporary Higher Education, Management, Marketing, Branding, E-Banking, Corporate Governance, Leadership, etc. He is the Editor & Associate Editor for more than 55 books on Accounting, Banking, Marketing, E-Commerce and several books relating to MBA & mba (HHCM), (published by Dr.BRAOU as course material for its learners). In terms of research publications, he has published more than 60 research articles in various Journals of International and national repute.

Further, he has presented and chaired in about 48 International and National Conferences/Seminars and Workshops. He visited foreign countries to share his expertise in the area of Open and Distance Learning (ODL) systems. He is on the Editorial Board for the Journals of International and national repute as an Associate Editor, Editorial Board Member. Prof. Pawar is associating as the life member with several Professional organizations/bodies such as, The Indian Commerce Association, Indian Accounting Association, Indian Management Association, Telangana Commerce Association, etc. Prof. Pawar also is a frequent panellist live teleconferencing programmes through DD-8 and Mana TV Channels and All India Radio and contributed to more than 100 programmes.

Prof. Pawar is one the few experts in India in the field of distance education in the areas of Marketing, Management of student support services, Collaboration and networking of ODL institutions, Future of Open Distance Learning under GATS Policy Regime. Being prolific author, Prof. Pawar contributed to rich knowledge bank in the form of books, journal, development of course material, project reports and radio and television talks and lectures.

### **PUBLICATIONS**

#### **A) RESEARCH PAPERS/ARTICLES WITH ISSN**

1. Promotion of Weaker Section in Distance Education: Dr.BRAOU Experience. University News (ISSN: 0566-2257) - A Weekly Journal of Higher Education. Association of Indian Universities. Vol. 44 (32), August, 2006. Pp. 11-17.
2. Marketing of Services in ODL: A Feedback Study on BRAOU. Indian Journal of Marketing (ISSN: 0973-8703). Vol. 38 (1), September, 2008. Pp.52-56.
3. Self-help Groups and Women Empowerment: A Study of Select Villages in Khammam District. Osmania Journal of International Business Studies ((ISSN: 00973-5372), Department of Commerce, Osmania University, Hyderabad (AP). Vol.3 (1), January – June, 2008. Pp.46-54.
4. Empowerment of Weaker Section through Distance Education. Education and Social Empowerment in India. Milind Books, New Delhi- 110060, (ISBN) 2008. pp. 295 - 299.
5. Impact of Training on University/College Teachers: An Empirical Study. University News (ISSN: 0566-2257) - A Weekly Journal of Higher Education. Association of Indian Universities. Vol. 46 (49), December, 2008. Pp. 8-13.
6. Customer Loyalty Programs in Indian Mobile Sector: A Need based Approach. GITAM Journal of Management (ISSN: 0972-740X), GITAM Institute of Management, GITAM University, Vishakhapatnam (AP). Vol. 6 (4), October – December, 2008. Pp.91-106.
7. Use of ICTs in On-demand Examination System in ODL. ICTS in Open Distance Learning, Book links Corporation, Hyderabad (AP); (ISBN: 978-8185194-91-2), 2009, pp.249-260.

8. Future of ODL under GATS Policy Regime: Issues of Concern. University News (ISSN: 0566-2257) - A Weekly Journal of Higher Education. Association of Indian Universities. Vol. 47 (44), November, 2009. Pp. 19-26 &32.
9. Collaborations and Networking in ODL Institutions. University News (ISSN: 0566-2257) - A Weekly Journal of Higher Education. Association of Indian Universities. Vol. 48 (46), November, 2010. Pp. 17-24.
10. Impact of Microfinance on Tribal Development in A.P. Macro Dynamics of Microfinance (ISBN: 978-81-7446-807-9). 2010, Pondicherry University, Pondicherry, pp. 34-45.
11. Privatization of Higher Education in India: Rationale and Perspectives. University News (ISSN: 0566-2257)- A Weekly Journal of Higher Education. Association of Indian Universities. Vol. 48 (36), September, 2010. Pp. 13-18.
12. Learner Perception of Services Offered by BRAOU and IGNOU: A Comparative Study. International Journal of Education and Research, (ISSN: 0972-1231). Vol. 43(3), July-September, 2010. Pp.326-341.
13. Meeting the Challenges and Enhancing Quality in ODL: A Learning Experience of UK. University News (ISSN: 0566-2257)- A Weekly Journal of Higher Education. Association of Indian Universities. Vol. 48 (21), May, 2010. Pp. 11-17.
14. Customer Satisfaction of Airtel Subscribers in Hyderabad City: An Empirical Investigation. Osmania Journal of International Business Studies (ISSN: 0973-5372), Department of Commerce, Osmania University, Hyderabad (AP). Vol.3 (2), January – June, 2009. Pp. 168-179.
15. Indian Banking Industry- the Challenges Ahead. Contemporary Management, Himalaya Publishing House (ISBN: 978-93-5024-658-0), Mumbai-400004, 2010. Pp.82-88.
16. Marketing of Mobile Services –A Study of C-B Perspective. WIM Journal of Management (ISSN: 0975-5063). Warangal Institute of Management, Warangal (AP). Vol. 3(1) September, 2011.pp.116-122.
17. Investor's Perception of Mutual Funds in Andhra Pradesh. Journal of Management Prudence (ISSN: 0975-6671), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 3 (1) February, 2012.pp.75-80.
18. Customer Loyalty Pattern in Mobile Telecom Sector: A Study. International Journal of Engineering & Science Research (ISSN: 2277-2685), (www.ijesr.org). Vol. 2(4), April, 2012. pp. 249-260.
19. Factors Influencing Employees Job Satisfaction: A Case Study of OGMIL. International Journal of Management Research Review, (IJMRR), (ISSN: 2249-7196), (www.ijmrr.com), (www.ijmrr.com). Vol. 2(6), June, 2012. Pp.1043-1053.
20. Impact of Advertisement on Purchase Pattern of LG ACs – A Study. International Journal of Mgt. Research Review (IJMRR), (ISSN: 2249-7196), (www.ijmrr.com). Vol. 2(7) July, 2012.pp.1155-1163.
21. Effectiveness of Workers Participation in Management: A Case Study of KTPS. WIM Journal of Management (ISSN: 0975-5063). Warangal Institute of Management, Warangal (AP). Vol. 3(1) July, 2012. pp. 97-105.
22. Brand Development Strategies: A Study of Select Companies. International Journal of Management Research Review (IJMRR), (ISSN: 2249-7196) (www.ijmrr.com). Vol. 2(8) August, 2012. Pp. 1342-1346.
23. Consumers' Perception towards FDI Initiatives in Indian Retailing. International Journal of Management Research Review (IJMRR), (ISSN: 2249-7196), ([www.ijmrr.com](http://www.ijmrr.com)). Vol. 2(9) September, 2012.pp. 1507-1519.
24. Sales promotion Strategies of Ravi Foods: A Study. South Asian Journal of Marketing & Management Research (SAJMMR), (ISSN: 2249-877X), (www.saarj.com), South Asian Academic Research Journals. Vol. 2(11) November, 2012. Pp.30-40.

25. Impact of Technology on the Effectiveness of Banking Services. *Journal of Management Prudence* (ISSN: 0975-6671), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 3 (2) October, 2012. Pp.66-73.
26. Quality Work-Life and Job Satisfaction of Employees in VTPS. *International Journal of Management Research Review (IJMRR)*, (ISSN: 2249-7196), (www.ijmrr.com). Vol. 3(3) March, 2013. Pp.2547-2556.
27. Effectiveness of Employee Welfare Measures in Steel Industry-A Case Study of VSP. *Journal of Management Prudence* (ISSN: 0975-6671), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 4(1) April, 2013. Pp.13-18.
28. Investment Pattern and Behaviour of Investors in Capital Market. *SUMEDHA Journal of Management* (ISSN: 2277-6753), CMR College of Engineering and Technology, Medchal Road, Hyderabad (AP). Vol. 2 (2) April-June, 2013. Pp. 11-21.
29. Public and Private Life Insurance in India: A Comparative Study. *International Journal of Management Research Review (IJMRR)*, (ISSN: 2249-7196) (www.ijmrr.com). Vol. 3(6) June, 2013. Pp.2947-2953.
30. Financial Performance Analysis: A Case Study of BSNL. *Journal of Management Prudence* (ISSN: 0975-6671), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 4(2) October, 2013, pp.7-14.
31. Services Marketing Strategies: A Case Study of APTDC. *Journal of Management Prudence* (ISSN: 0975-6671), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 4(2) October, 2013, pp.33-38.
32. Measuring Training Effectiveness at HDL. *Journal of Management Prudence* (ISSN: 0975-6671), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 6(1) April, 2014. Pp.39-46.
33. Impact of Employee Motivation on the higher productivity. *Journal of Management Prudence* (ISSN: 0975-6671), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 6(1) April, 2014. Pp.53-60.
34. Customer Expectations and Perceptions of banking services. *SUMEDHA Journal of Management*, (ISSN: 2277 6753) CMR College of Engineering and Technology, Medchal Road, Hyderabad (TS). Vol. 3 (2) April-June, 2014. Pp. 52-65.
35. Measuring Service Quality by using SERVQUAL Scale: A Study on CONCORD TATA Motors. *International Journal of Management Prudence* (ISSN: 0975-8496), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 6(1) July, 2014. Pp.40-46.
36. Factors Affecting Employee Turnover in Fusion Healthcare Organization. *International Journal of Mgt. Research Review (IJMRR)*, (ISSN: 2249-7196), (www.ijmrr.com). Vol. 4(9) September, 2014. Pp. 834-846.
37. Consumer Behaviour towards FMCG Products. *International Journal of Management Prudence* (0975-8496), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 6(2) December, 2014. pp.58-64.
38. Management of Fixed Assets in APGENCO- A Study. *Osmania Journal of International Business Studies* (ISSN: 0973-5372), Department of Commerce, Osmania University, Hyderabad (TS). Vol. 10(1) January-June, 2015. Pp.214-221.
39. Understanding diversified customers and marketing mantra for 21<sup>st</sup> century. *International Journal of Management Prudence* (ISSN: 0975 8496), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 7(1) September, 2015. Pp.18-22.
40. Brand Management Strategy of ICICI Bank- A Study in Hyderabad. *International Journal of Management Prudence* (ISSN: 0975 8496), Summer Internship Society, Bhopal, Madhya Pradesh. Vol. 7(1) September, 2015. Pp.33-37.
41. Service Quality and Customer Satisfaction towards Andhra Bank Services. *Journal of Marketing Vistas* (ISSN: 2249-9067). Vol.5 (2) July – December, 2015. Page: 76-87.
42. Effectiveness of Sales Promotion Strategies – A Case Study of Heritage Foods. *Osmania Journal of International Business Studies* (ISSN: 00973-5372), Department of Commerce, Osmania University, Hyderabad (TS). Vol. X (1) July – December 2015. Page: 128-136.

43. Factors Affecting Human Resource Planning- A Study on Concorde Tata Motors, Hyderabad. *Journal of Management Prudence* (ISSN: 0975-6671), Summer Internship Society, Sagar, Madhya Pradesh. Vol. 7(2) January, 2016. Pp.12-17.
44. Marketing Strategies of Health Insurance Companies in India: A Critical Evaluation. *Osmania Journal of Management* (ISSN: 0976-4208), Department of Business Management, Osmania University, Hyderabad (TS). Vol. XII (1) January –March, 2016. Page. 134-140.
45. Impact of Microfinance on Tribal Development in Telangana. *Pacific Business Review International* (ISSN: 0974-438X), Scholl of Management Studies, Pacific University, Rajasthan. Vol. 8 (11), May, 2016. Page: 63-70.
46. Job Satisfaction of Employees- A Case Study of IVRCL. *International Journal of Research in IT & Management* (ISSN: 2349-6517), Euro Asia Research & Development Association, Ramesh Nagar, New Delhi-110015. Vol. 6 (6), June, 2016. Pp.53-65.
47. Self Management for Goal Achievement. *International Journal of Management Research Review* (ISSN: 2249-7196), ([www.ijmrr.com](http://www.ijmrr.com)). Vol. 6(8) August, 2016, pp.1090-1095.
48. Customer Satisfaction towards Akbar Travel Services. *SUMEDHA Journal of Management*, (ISSN: 2277 6753) CMR College of Engineering and Technology, Medchal Road, Hyderabad (TS). Vol. 5 (3) July-October, 2016. Pp.81-92.
49. CRM Practices in ICICI Prudential Life Insurance: A Study from Insiders' Perspective. *Research Inspiration – An International Multidisciplinary e-Journal* (ISSN: 2455-443X), ([www.researchinspiration.com](http://www.researchinspiration.com)). Vol. 1 (4) September, 2016. Pp.322-330.
50. Corporate Governance and Business Ethics: Issues and Challenges. *International Journal of Management Research Review (IJMRR)*, ([www.ijmrr.com](http://www.ijmrr.com)) (ISSN: 2249-7196). Vol. 6(9) September, 2016. Pp. 1195-1203.
51. Job Satisfaction Middle Level Managers at APTRANSCO. *Emerging Trends in Commerce and Management*. Paramount Publishing House (ISBN: 978-93-85100-53-6), Hyderabad, 2016. Page- 205-211.
52. Investors' Awareness and Factors influencing the selection Mutual Fund Schemes. *JMSG- An International Multidisciplinary e-Journal* (ISSN :). Vol. 2(2) October, 2016. Pp. 298-314.
53. Impact of Employee Training on the Organizational Effectiveness in BSNL. *Research Ambition – An International Multidisciplinary e-Journal* (ISSN: 2454-8367), ([www.jmsjournals.in](http://www.jmsjournals.in)). Vol. 1 (3) November, 2016. Pp.225-237.
54. Role of Family and Purchase Decision of Two Wheeler. *Manjeera Journal for Research in Social Sciences* (ISSN: 2394-5605) Department of Commerce, Govt. Degree College, Zaheerabad (TS). Vol. 3(2), July-December, 2016. Pp. 54-61.
55. Equity Analysis of Select Commercial Banks by using CAP Model. *GITAM Journal of Management* (ISSN: 0972-740X), GITAM Institute of Management, GITAM University, Vishakhapatnam (AP). Vol. 15 (1) Jan-March, 2017. pp. 50-61.
56. Impact of Advertising on Sales of Airtel Broadband Services. *International Journal for Research in Business, Management and Accounting (IJRBMA)* (ISSN: 2455-6114). Vol. 3 (4) April, 2017. Pp.1-9.
57. Customer Perceptions towards Big Bazaar Services in Hyderabad City. *Osmania Journal of International Business Studies* (ISSN: 00973-5372), Department of Commerce, Osmania University, Hyderabad (TS). Vol. X (1) July – December, 2016. Page: 128-136.
58. Customer Relationship Management Practices in Heritage Foods- A Study. *International Journal for Research in Business, Management and Accounting (IJRBMA)* (ISSN: 2455-6114). Vol. 3 (7) July, 2017. Pp. 1-8.
59. Saving Behaviour of Rural Households in Khammam District of Telangana. *JMSG- An International Multidisciplinary e-Journal* (ISSN: 2454-8367). Vol. 3(2) October, 2017. ([www.jmsjournals.in](http://www.jmsjournals.in)) Pp.472-486.

60. Impact of Mobile Advertising on Consumer Buying Intentions. *Journal of Global Management Outlook* (ISSN: 2277-3789), Department of Business Management, Telangana University, Nizamabad (TS). Vol. 1(11), January –June, 2017. Pp: 53-61.
61. Determinants of Customer - Based Brand Equity in Banking Sector. *SUMEDHA Journal of Management*, (ISSN: 2277 6753) CMR College of Engineering and Technology, Medchal Road, Hyderabad (TS). Vol. 7 (1) January -March, 2018. Pp.47-55.
62. Consumer Perception towards Online Banking. *GITAM Journal of Management* (ISSN: 0972-740X), GITAM Institute of Management, GITAM University, Vishakhapatnam (AP). Vol. 16 (2) April-June, 2018.pp. 146-156.
63. CRM Practices in Oriental Bank of Commerce and HDFC Bank – A Comparative Study. *International Journal for Research in Business, Management and Accounting (IJRBMA)*, Vol.4 (9), pp. 10-18 (ISSN: 2455-6114), September, 2018.
64. Effectiveness of Corporate Governance Practices in an Infra Organization. *International Journal for Research in Business, Management and Accounting (IJRBMA)*, Vol.4 (9), pp. 1-9 (ISSN: 2455-6114), September, 2018.
65. Digital Transactions in Banking and its Impact on Operating Profits – A Comparative Study. *Journal of Emerging Technologies and Innovative Research (JETIR)*. Vol. 5 (11) November, 2018, (ISSN: 2349-5162) pp.294-300.
66. E-Banking Services and Performance of Select Commercial Banks. *International Journal of Information Technology and computer Sciences Perspectives (Pezzottaite Journals)*. Vol.7 (3), July- September, 2018 (ISSN: 2319-9016) pp.2731-2741.
67. Factors Influencing the Choice of Investment in Life Insurance Policy. *GITAM Journal of Management* (ISSN: 0972-740X), GITAM Institute of Management, GITAM University, Vishakhapatnam (AP). Vol. 17 (1) Jan-March, 2019.pp. 111-124.
68. Promotional Strategies of FMCGs in Urban Telangana. *Journal of Indian Institute of Management and Commerce*. December, 2019 (ISSN: 2581-6527), Vol.2 (2) pp.106-120.

#### **B) BOOKS PUBLISHED WITH ISBN**

1. **Marketing of Distance Education** (2010). Booklinks Corporation, Hyderabad. ISBN: 978-81-85194-93-6.
2. **Contemporary Management** (2011), Himalaya Publishing House, Mumbai-400 004. ISBN: 978-93-50510995.
3. **Branding Strategies** (2011), Himalaya Publishing House, Mumbai-400 004. ISBN: 978-93-50510988.
4. **Microfinance and Tribal Development** (2015), GRS Publications, Hyderabad (TS). ISBN: 978-93-8587069.
5. **HRM Strategies** (2015), GRS Publications, Hyderabad (TS). ISBN: 978-81-910003-0-13.
6. **Marketing Strategies** (2015), GRS Publications, Hyderabad (TS). ISBN: 978-81-910003-0-15.
7. **E-Banking** (2019), Bharti Publications, New Delhi, 110002
8. **Corporate Governance** (2019), Bharti Publications, New Delhi, 110002
9. **Leadership for Organizational Excellence** (2021), Bharti Publications, New Delhi, 110002
10. **Indian Banking: Insights and Perspectives** (2021), Bharti Publications, New Delhi, 110002.

**PAPERS PRESENTED IN INTERNATIONAL/NATIONAL  
SEMINARS/CONFERENCES/WORKSHOPS**

**2004**

1. "Indian Banking Sector – Reforms and After" at 2 Days National Seminar on Emerging Dimensions of Banking and Insurance Sectors, during 23-24<sup>th</sup> January, 2004 organized by the Department of Commerce & Business Management, University Arts & Science College, Kakatiya University, Warangal 506 001 (AP).

**2005**

2. "Marketing of Telecom Services at gross root level" at Today National Seminar on Sustaining India's Services Revolution on 11-12<sup>th</sup> February, 2005 organized by the Sive Sivani Institute of Management, Hyderabad (AP).
3. "Fee Concession to Weaker Sections in Dr. BRAOU- Best Practices at Two day Round Table Conference on Best Practices Realising to Quality Assurance in Distance Education: Cases in Adoption, Adaptation, Experiment and Innovation, during 10-11 December, 2005. Organized by the School of Distance learning and Continuing Education (SDLCE), Kakatiya University, Warangal - 506001 (AP).

**2006**

4. Participate in the one-day Workshop on "Reservation Policy for the Liaison Officers, at the National Institute of Public Administration, Bangalore during 9-11, March 2006.
5. Participate in the one-day Workshop on "Reservation Policy to the Officers & the Services Associations of BRAOU, organized (13/04/2006) by the Centre for Staff Training & Development (CST&D), Dr.BRAOU, Hyderabad (AP).
6. Participated in the five days Workshop on "Role of Multi-media & e-Learning in Open Distance Learning during 23-27 February, 2006 organized by the GRADE, Dr.BRAOU, Hyderabad -500 033.
7. "Empowerment of Weaker Sections through Distance Education – A Case Study of BRAOU" at the Two Day National Seminar on Education and Social Empowerment during 5-6 July 2007 organized by the Centre for Social Empowerment, Dr. BRAOU, Hyderabad-500 033.
8. "Accessibility of MANA TV Educational Channel- A Study on BRAOU Students" at 3 days International Conference during 23-25<sup>th</sup> August, 2007 on Open Distance Education: Frontiers, Challenges and Strategies organized by the Dr.BRAOU, Hyderabad-500 033.
9. "Open and Distance Education in India: Challenges and Strategies" at 3 days International Conference during 23-25<sup>th</sup> August, 2007 on Open Distance Education: Frontiers, Challenges and Strategies organized by the Dr.BRAOU, Hyderabad-500 033.

**2007**

10. "Brand Loyalty Programs in Telecom Sector: Emerging Issues" at the Two Day National Seminar on Emerging Dimensions in Service Sector Management during 20-21 January, 2007. Organized by the Department of Commerce & Business Management, Kakatiya University, Warangal -506001 (AP).
11. "Management of student support services in BRAOU: Some Concerns" at Today National Seminar on Management of change in the context of Ever-changing Frontiers of ODL- Experiences and Expectations, organized during 22-23 January, 2007 by the School of Distance learning and Continuing Education (SDLCE), Kakatiya University, Warangal - 506001 (AP).
12. "Use of ICTs in On-demand Examination System in ODL", At Two days National Seminar on Choice and Use of ICTs in ODL: Impacts, Strategies and Future Prospects organized during 29-30 March, 2007 by the GRADE, Dr.BRAOU, Hyderabad (AP).
13. "Online Marketing – A Customer Lead Approach" at the National Seminar on Modern Marketing Practices in India, organized during 15<sup>th</sup> December, 2007 by the Department of Business Management, Osmania University, Hyderabad-500 007.



## 2008

14. "Employer Branding Strategies- A Select Companies in India" at 2 Days National Seminar on Branding and Brand Metrics during 22-23<sup>rd</sup> February, 2008 organized by the ITM Business School, Warangal- 506 001 (A.P).
15. "Role of Online Marketing in New Economy" at 3 Days National Seminar on Mega Marketing Practices in New Economy, during 25-27<sup>th</sup> February, 2008, organized by the Department of Business Management, Osmania Univeristy, Hyderabad-7 (A.P).
16. "Institution - Industry Interaction for Quality Management Education" at Today National Seminar on New Paradigms of Management Education in India organized during 26-27<sup>th</sup> March, 2008 by the School of Management, University Arts & Science College, Kakatiya University, Warangal- 506001 (AP).
17. Participated in three Days Workshop on SPSS Package during 17-19<sup>th</sup> April, 2008 organized by the GRADE, Dr.BRAOU, Hyderabad in Collaboration with JNTU, Hyderabad and SPSS South Asia.
18. "Building Brands for Rural Markets – A Competitive Advantage" at the Two day National Seminar on Emerging Trends in the World of Marketing at IBS, Noida during 21-22 August, 2008.
19. Participate in Three Day National Workshop on Financial Innovations (FI-2008), during 16-18 December, 2008 organized by the Centre for Management Studies, National Institute of Technology (NIT-W), Warangal (AP).

## 2009

20. "Marketing Strategy for Diversified Customers: Some Issues" at the 2 days International Conference on Marketing & Business Strategy (ICOMBS-09) during 5-6<sup>th</sup> January, 2009 by the IBS, Hyderabad.
21. "Performance of PSBs in the Post-Reform Scenario – An Appraisal Study" at 2 days International Conference on Economics and Finance, during 8-9<sup>th</sup> January, 2009 organized by the IBS, Bangalore.
22. "Structural Dynamics in Indian Retail Market: Issues & Opportunities" at Prospects of Retailing in Indian Market: Issues & Challenges, during 21-22<sup>nd</sup> January, 2009 organized by the Warangal Institute of Management, Warangal – 506 001 (A.P).
23. "Financing of Rural Entreprise through Micro Credit: A Need based Approach" at 3 Days International Conference on Micro Finance, during 21-23<sup>rd</sup> January, 2009, organized by the Department of Commerce, Pondicherry University, Pudducherry-14.
24. "FDI in Retailing: An Empirical Study of Challenges and Prospects" at Prospects of Retailing in Indian Market: Issues & Challenges, during 21-22<sup>nd</sup> January, 2009 organized by the Warangal Institute of Management, Warangal – 506 001 (A.P).
25. "Attitude of Consumers & Organized Retailing" at Prospects of Retailing in Indian Market: Issues & Challenges, during 21-22<sup>nd</sup> January, 2009 organized by the Warangal Institute of Management, Warangal – 506 001 (A.P).
26. Customer Loyalty Pattern in Telecom Mobile Sector: An Empirical Study" at 2 days National Seminar on Customer Oriented Services Management during 5-6<sup>th</sup> March, 2009 organized by the School of Business, Institute of Public Enterprise (IPE), OU Campus, Hyderabad-500 007 (AP).
27. "Microfinance and Rural Development" at the 2 Days National Seminar on Financial Inclusion through microfinance, during 6-7<sup>th</sup> March, 2009 organized by the ITM Business School, Warangal -506 001 (A.P).
28. "Global Economic Rescission – Impact on Employee Hiring Practices: A Study on Select IT Companies in Hyderabad" at 3 Days National Seminar on Managing in an Uncertain Economic Era- Embracing Change in a Service Economy, during 3-7<sup>th</sup> November, 2009 organized by the School of Management Studies, University of Hyderabad (AP).



## 2010

29. "Investor's Perceptions towards Mutual Funds: An Empirical Analysis" at 2 Days International Conference on Economics and Finance, during 7-8<sup>th</sup> January, 2010 organized by the IBS, Bangalore.
30. "Micro finance and its Impact on Tribal Development in AP" at 3 Days International Conference on Micro Finance (ICOMFI-2010), during 22-24<sup>th</sup> January, 2010 organized by the Department of Commerce, Pondicherry University, Puducherry.
31. "Globalization and its Impact on Indian Economy: Challenges and Opportunities" at 2 Days National Seminar on Impact of Globalization on Indian Economy, during 22-23<sup>rd</sup> January, 2010 organized by the Department of Commerce SRR Govt. Degree & PG College, Satavahana University, Karimnagar (A.P).
32. "Customer Satisfaction of Airtel Mobile Services- A Study" at 3 Days International Conference on International Trade & Commerce, during 5-7<sup>th</sup> March, 2010 organized by the Department of Commerce, Osmania University, Hyderabad- 500 007 (A.P).
33. "Management of Non- Conventional Energy Resources" at National Seminar on Conservation of Energy –Alternative Strategies for Management of Non-Conventional Energy Resources, on 23<sup>rd</sup> March, 2010 organized by the Department of Business Management, Osmania University, Hyderabad -500 007 (A.P).
34. "Indian Banking Industry- The Challenges Ahead" at 2 Days National Seminar on Contemporary Management – Issues and Challenges, during 20-21<sup>st</sup> August, 2010 organised by the Department of Business Management, Osmania University, Hyderabad-500 007 (A.P)

## 2011

35. "Financial Inclusion in India: A Study on SHG's in Ranga Reddy District of AP" at the 3 days International Conference on Micro Finance during 27-29<sup>th</sup> January, 2011 organized by the Department of Commerce, Pondicherry University, Puducherry-14.
36. "Learner Perception of Services offered by BRAOU and IGNOU: A Comparative Study" at the 16<sup>TH</sup> Annual Conference, IDEA 2011 on Open and Distance Education for the future need for Innovation in Teaching-Learning Methodologies and Use of New Technologies during 26-27 March, 2011 organized by the SDLCE, Kakatiya University, Warangal-506 001(AP).
37. "Open Distance Learning Scenario in Andhra Pradesh: Challenges and Strategies" at the 16<sup>TH</sup> Annual Conference, IDEA 2011 on Open and Distance Education for the future need for Innovation in Teaching-Learning Methodologies and Use of New Technologies during 26-27 March, 2011 organized by the SDLCE, Kakatiya University, Warangal-506 001(AP).
38. "Corporate Governance and Business Ethics – Issues and Challenges" at 2 days National Seminar on Challenges of Corporate Governance in India –The Need for Proactive Approach, organized by the Department of Commerce and Business Management during 30-31<sup>st</sup> March, 2011.
39. "Marketing Strategies for 21<sup>st</sup> Century" at National Seminar on Marketing Challenges for 21<sup>st</sup> Century on 22<sup>nd</sup> October, 2011 organized by the Department of MBA, Vidya Vikas Institute of Technology, Chevella (RR Dist), A.P.

## 2013

40. "Promotional Strategies of AP State Tourism Development Corporation" at International Conference on Marketing Strategies in Globalized Economic Era: Perspectives and Challenges, during 29-30<sup>th</sup> October, 2013 organized by the Department of Management Studies, Gokaraja Rangaraju Institute of Engineering & Technology, Kukatpalli, Hyderabad- 500 072 (AP.)
41. Participated in a 4 Days Workshop on Research Methodology in Commerce during 11-15<sup>th</sup> November, 2013 organized by the Department of Commerce, Osmania University, Hyderabad-500 007 (A.P).

**2014**

42. Participated in 7 Days Workshop on “Research Methodologies & Research Support” during 02-09<sup>th</sup> December, 2016 organized by the Centre for Staff Training and Development (CSTD), Dr.BRAOU, Hyderabad -500 033 (TS).

**2016**

43. “Indian IT-BPO Sector: Challenges and Opportunities” at 2 Days National Seminar on Indian IT-BPO Industry: Prospects & Challenges during 5-6<sup>th</sup> February, 2016 organized by the Department of Commerce, Govt.Degree & Post Graduate College, Peddapalli, Karimnagar (TS). (Resource Person).
44. “Marketing Strategies of Health Insurance Companies in India: A Critical Evaluation” at 2 Days National Seminar on Role of Insurance in Financial Inclusion, during 28-29<sup>th</sup> March, 2016 organized by the Department of Commerce, Osmania University, Hyderabad-500 007 (TS).
45. “Socio-Economic Conditions of Banjara Community in India” at 2 Days National Banjara Professors’ Conference during 31<sup>st</sup> October -1<sup>st</sup> November, 2016 organized by the National Banjara Professors Association (NBPA), (Gujarat Unit), Ahmadabad, Gujarat (India).

**2017**

46. “Microfinance and Entrepreneurial Development in South India” at 2 Days International Conference on Entrepreneurship Conference during 15-16<sup>th</sup> February, 2017 organized by the School of Business, Manipal University, Dubai.

**2018**

47. Corporate Social Responsibility - Indian Perspectives. Two day National Seminar on “Corporate Social Responsibility in India: Challenges and Prospects for socio-economic Transformation” Organized during 21-22 February, 2018 by the Department of Business Management, Satavahana University, Karimnagar -505 001(TS).
48. Translation from Telugu to English for all the Teachers. Two-Day Workshop during 10<sup>th</sup> & 11<sup>th</sup> December, 2019 by CSTD, Dr.BRAOU, Hyderabad.

**TEACHER TRAINING PROGRAMMES ATTENDED**

1. Refresher Course for 3 weeks from September 3-23, 2004 at UGC-Academic Staff College, University of Hyderabad, Hyderabad.
2. Orientation Course for 4 weeks from 27/12/2007 to 25/01/2008 at UGC-Academic Staff College, Osmania University, Hyderabad-500 007.
3. Refresher Course for 4 weeks from 15/05/2009 to 04/07/2009 at UGC-Academic Staff College, Osmania University, Hyderabad-500 007.
4. Workshop for 1 week from 21/09/2012 to 27-09/2012 on “Audio-Visual Presentation and Anchoring of Educational Programmes” organized by the Centre for Staff Training and Development (CST&D), Dr.BRAOU, Hyderabad-500 033.
5. Workshop for 1 week from 27/01/2017 to 02/02/2017 on Self-learning Material for Faculty Teachers organized by the Centre for Staff Training and Development (CST&D), Dr.BRAOU, Hyderabad-500 033.

**MEMBERSHIP IN PROFESSIONAL BODIES / JOURNALS**

1. Life Member, All India Accounting Association - a professional organization of Accounting Teachers in the country, since, 2002.
2. Life Member, All India Commerce Association - a professional organization of Commerce Teachers in the country, since, 2003.
3. Life member, Osmania Journal of International Business Studies (OJIBS), (ISSN: 00973-5372), Department of Commerce, Osmania University, Hyderabad - 500 007 (TS), since, 2008.
4. Life member, Telangana Commerce Association - a professional organization of Commerce Teachers in the State, since, 2015.

5. Life Member, Telangana Management Teachers' Association - a professional organization of Management Teachers in the State, since, 2017.
6. Associate Editor for International Journal of Commerce and Management Research (IJCMR), (ISSN: 2455-1627) Since, 25<sup>th</sup> September, 2016.
7. Member, Academic Council, Nizam College (Autonomous), Hyderabad since, 2020-21.
8. Member of Board of Studies in Commerce at Govt. Degree & PG College for Women (Autonomous), Begum pet, Hyderabad (TS) since, 2019-20.
9. Member of Board of Studies in Commerce at Loyola Academy (Autonomous), Alwal, Secunderabad (TS) since, 2019-20.

## **RESEARCH SUPERVISION & DEGREES AWARDED/ DEGREES WORK IN PROGRESS**

### **Ph. D. Degrees**

1. Mr. B. Rajasekhar (2018) Awarded PhD Degree on his Thesis "E-Banking and Customer Relationship Management in Select Commercial Banks in Hyderabad".
2. Mr. S.S.Padmakar (2018) Awarded PhD Degree on his Thesis "Use of Technology in Banking and Customer satisfaction- A Study on SBI & ICICI Bank in Kurnool District".
3. Five (08) Ph.D. Research Scholars Work is in progress\*.
4. Adjudicated more than 10 Research Dissertations (M.Phil) and Theses (PhD).

### **M.PHIL Degrees**

1. Ms N.Mahitha (2011) Awarded M.Phil ((CESS) Degree in the Developmental Studies with specialization in Commerce. The dissertation titled "A Study on Quality of Work Life and Job Satisfaction of Employees in VTPS. Awarded by the Dr.BRAOU, Hyderabad-500 033 (AP), India.
2. Mr V.Sai Ratna Prasad (2014) Awarded M.Phil (MKU) Degree in International Business with specialization in Banking. The dissertation titled "Technology and Banking Services: A Study on Andhra Bank" Awarded by the Madurai Kamaraj University, Chennai (TN), India.
3. Two (03) M.Phil, Research Scholars Work is in progress\*.

\*\*\*