



CURRICULUM VITAE

1. **Name** : **Prof. V. Appa Rao**
2. **Father's Name** : V. Laxminarayana
3. **Date of Birth** : 08-04-1964
4. **Social Status/Category** : BC "B"
5. **Marital Status** : Married
6. **Languages Known** : English, Hindi and Telugu
7. **Designation** : **Professor of Commerce**
8. **Service Details/ Teaching Experience:**
 - a) Ad-hoc Service : 28-06-1989 to 18-09-1991 (02 Years)
 - b) Permanent Service : 19-09-1991 to till date (26Years)
 - c) **Total Service** : **28 Years**
9. **Place of Work** : Department of Commerce
Osmania University
Hyderabad-500 007.
10. **Address for Correspondence** : H. No.2-1-28/40, St.No. 2, Saraswathi Colony,
Uppal, Hyderabad-500 039, T.S.
Contact Phone Numbers : 040- 27205507 (R), 040- 27097693 (O)
040-27098291 (O) 098497 82193 (Mobile)
11. **Academic Qualifications** : **M.Com., M.Phil., Ph.D.**

ACADEMIC RECORD

Name of the Degree	Name of the University	Year of Pass/Award	Division/Award
B.Com.	Osmania	1985	First
M.Com.	Osmania	1987	First
M.Phil.	Osmania	1991	Awarded
Ph.D.	Osmania	2000	Awarded

12. **RESEARCH TOPICS:**

M. Phil. : *“Materials Management in Nizam Sugar Factories Ltd.
- A Case Study of Madhunagar Unit”.*

Ph. D. : *“Cost Structure and Behaviour in Sugar Industry
- A Study of Some Select Units in Andhra Pradesh”*

13. **SUBJECT SPECIALIZATION** : “Accounting & Management Accounting”

14. **SUBJECTS TAUGHT/TEACHING:**

- i) **M.Com.** : a) Accounting Standards & Reporting
b) Advanced Managerial Accounting
c) Cost Accounting and Control
d) Organization Theory and Behavior
e) Human Resource Management
f) Quantitative Techniques for Business Decisions
g) Services Marketing h) Business Environment
- ii) **B.Com.** a) Accountancy – I
b) Accountancy – II
c) Management Accounting
d) Auditing e) Company Law

15. **COMPUTER KNOWLEDGE** : M.S Office and Internet Basics are being used for class room teaching and research purpose.

16. **TECHNICAL QUALIFICATIONS** :Type Writing Both English and Telugu Higher Grade Passed.

17. **PUBLICATIONS:**

S.No.	Name of the journal	Title	Year of Issue
14.	INSPIRA- Journal of Modern Management & Entrepreneurship, A National Quarterly Refereed Journal of the Inspira Research Association, Jaipur, Rajasthan	Significant Differences Between IAS, US GAAP, And Indian GAAP	2014
13.	Elixir Management 43 (2012) 7033-7039, on line journal, Salem	Sickness Causes in Cooperative Sugar factories in Andhra Pradesh – A case study (International)	2012
12.	Satavahana Bi-Annual Journal Satavahana University, Karimnagar, A.P.	Disclosure of Critical Accounting Policies in Sony Corporation	2009
11.	Osmania Journal of International Business Studies, O.U. Hyderabad	Disclosure of Accounting Policies and Practices in Hindustan Unilever Limited	2008
10.	Osmania Journal of International Business Studies, O.U. Hyderabad	Transfer Pricing in India – Some Issues	2008
9.	Osmania Journal of Social Sciences, O.U. Hyderabad	Customer Satisfaction at ATM Centers- A Study of Select Banker’s Customers in Hyderabad	2007
8.	University News, Association of Indian Universities, New Delhi	Evaluation System in Universities – Some Issues	2007

7.	Indian Journal of Marketing New Delhi.	Customer Satisfaction at eSeva Centers	2007
6.	Osmania Journal of International Business Studies, O.U. Hyderabad	Accounting Policies and Practices in Banking Sector – A Case study of State Bank of Hyderabad	2006
5.	Osmania Journal of Management, O.U.Hyderabad	FASB Convergence with IASB	2006
4.	Research Bulletin, The ICWAI, Calcutta	Cost Reduction Areas in Sugar Factories	2002
3.	Vanijya, Dibrugar University Gowhathi, Assam.	Trade between Canada and India – Future Prospects	1994
2.	Management Accountant, The ICWAI, Calcutta	Cost Management in Airlines Industry – Some Observations	1993
1.	Research Bulletin, The ICWAI, Calcutta	Cost Trends of Materials in Nizam Sugar Factory Ltd.,-A Case Study of Madhunagar Unit.	1992

18. SEMINARS, CONFERENCES, SYMPOSIA AND WORKSHOPS ATTENDED:

29. **39th All India Accounting Conference**, Organized by Department of Commerce, Bangalore University, Bangalore, Punjab, presented paper on “**IFRS Convergence Process in India – A Study**”, 16-17th November, 2016.
28. **38th All India Accounting Conference**, Organized by University Business School, Punjab University, Chandigarh, Punjab, presented paper on “Disclosure of Accounting Policies- A Case Study of Andhra Bank”, 5-6th December, 2015.
27. **37th All India Accounting Conference**, Organized by Department of Commerce, Lucknow University, Lucknow, U.P.
26. **36th All India Accounting Conference**, Organized by Department of Commerce & Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, presented paper on “Significant Differences Between IAS, US GAAP and Indian GAAP”, January, 11-12, January, 2014.
25. **35th All India Accounting Conference**, organized by Department of Business Management, Saurashtra University, Rajkot, Gujrat State, presented paper on “**IFRS in India – Some Issues**”, January, 5-6, 2013.
24. **65th All India Commerce Conference**, organized by K.P.B. Hinduja College of Commerce, University of Mumbai, Mumbai, presented paper on “Global Financial Crisis – Its impact on Indian Economy – A Study”, November, 9-11, 2012.
23. **34th All India Accounting Conference**, Organized by Department of Accounting and Statistics, University of Rajasthan, Jaipur, presented paper on “**Direct Tax Code – Impact on Indian Economy**”, December, 17-18, 2011.

22. 63rd All India Commerce Conference, Organized by Faculty of Commerce, Goa University, Goa State, October, 1-3, 2010.
21. 62nd All India Commerce Conference, Organized by Department of Commerce, MDS University, Ajmer, Rajasthan, Presented paper on “**Analysis of Services offered at E-Seva Centres in A.P. – A Study of E-Seva Centres in Hyderabad and Secunderabad**”, October, 10-12, 2009.
20. 32nd All India Accounting Conference, Organized by Department of Commerce, Jiwaji University, Gwalior, Madhya Pradesh, November, 14-15, 2009.
19. A talk on ‘*Accounting for Financial Instruments*’, By Dr. Sanjay Kallapur, Professor of Accounting, **Indian School of Business (ISB)**, Hyderabad, organized by Indian Accounting Association Hyderabad Chapter & Department of Commerce, St. Ann’s College for Women, **Hyderabad, 25th August, 2009.**
18. National Seminar on ‘*Corporate Reporting-Ethical Practices*’, organized by Faculty of Commerce, **Osmania Univeristy, Hyderabad, 30th June, 2009.**
17. 61st All India Commerce Conference, organized by Dhanwate National College, **Nagpur, Maharashtra**, presented paper on “***Accounting Policies and Practices in Sony Corporation***”, **December, 27-29, 2008.**
16. 31st All India Accounting Conference, organized by S.D. School of Commerce, **Gujarat University, Ahmedabad**, Gujarat, presented paper on “***Disclosure of Accounting Policies and Practices in Hindustan Unilever Limited***”, **November, 22-23, 2008.**
15. 30th All India Accounting Conference, organized by Department of Accounting, Faculty of Commerce & Management Studies, JNV University, **Jodhpur, Rajasthan**, presented paper on “***Transfer Pricing in India- Some Issues***”. **December, 15 - 16, 2007.**
14. 60th All India Commerce Conference, organized by Department of Commerce, Osmania University, Hyderabad, A.P. **December, 27 - 29, 2007.**
13. 29th All India Accounting Conference, organized by Department of Commerce, **University of Delhi, New Delhi**, presented paper on “***Accounting Policies and Practices in Banking Sector - A Case Study of State Bank of Hyderabad***”, **December, 22- 23 2006.**
12. 58th, All India Commerce Conference, Mahatma Gandhi Kashi Vidyapith, **Varanasi Uttar Praddesh**, presented paper on “***Evaluation system in Universities- Some Issues***”, **December, 27-29, 2005.**
11. 28th, All India Accounting Conference, organized by Department of Commerce, University College for Women, **Osmania University, Hyderabad,(AP)**, presented paper on “***IASB Convergence with FASB***” **December 10-11, 2005.**

10. International Seminar on ‘*Contemporary issues in Commerce and Business*’, organized by Department of Commerce, **O.U., Hyderabad, 2003.**
9. National Seminar on ‘*Tax Reforms*’, organized by Department of Commerce, Nizam College, O.U. **Hyderabad, 2002.**
8. Seminar on Strategy Paper on ‘*Fiscal Reforms*’, jointly organized by Govt. of A.P., & Department of Commerce, OU, **Hyderabad, 2001.**
7. Seminar on ‘*HRM Challenges for 21st Century*’, organized by Department of Commerce, OU, **Hyderabad, 2000.**
6. Two – Day Workshop on ‘*Taxation & Computers*’, organized by Department of Commerce, University College for Women, O.U. **Hyderabad, 2000.**
5. National Seminar on ‘*Corporate Governance*’, organized by Nizam College, **Hyderabad, 1999.**
4. National Seminar on ‘*Accounting Profession*’, organized by Department of Commerce, OU, **Hyderabad, 1998.**
3. 50th All India Commerce Conference, organized by Department of Commerce, OU, **Hyderabad, 1996.**
2. National Seminar on ‘*Consumer Protection in India – Problems and Prospects*’, organized by Department of Commerce, OU, **Hyderabad, 1996.**
1. National Seminar on ‘*Capital Market Reforms in India*’ organized by Department of Commerce, OU, **Hyderabad, 1996.**

19. RESEARCH AND CONSULTANCY:

- a) **Articles:** Published (13) **thirteen articles** in recognized Journals (as mentioned above).
- b) **Course Material:** Involved in the revision of M.Com., Course material at PGRR Centre for Distance Education, O.U.
- c) **Extension Lectures:** Delivered guest/extension lectures at various constituent colleges of Osmania University, Academic Staff College, O.U., and other Universities in India.
- d) **Organization of Seminars / Workshops / Conferences:**
 - Convener,** National Seminar on “Micro Finance- Issues and Challenges”
30th March, 2010.
 - Convener,** National Seminar on “Corporate Reporting- Ethical Practices”-
30th June, 2009
 - Convener,** “Prerana -2009: B.Com (Hons) Students’ Meet”, organized by
Department of Commerce, O.U, Hyderabad 28th January, 2009.

Convener , Accommodation Committee, All India Commerce Conference held in O.U. 2007

Convener, Orientation Course for P.G. Teachers in 2006

Convener, Orientation Course in Mathematics for Commerce Teachers, organized by Dept. of Commerce, O.U. June 2001.

Convener, Hospitality Committee, All India Commerce Conference held in O.U. 1996.

- e) **M.Phil. Guidance** : Recognized Supervisor for M.Phil., course and produced **three** M.Phil., Scholars.
- f) **Ph.D. Guidance** : Recognized Supervisor for Ph.D., research course and produced **Three** Ph.D. Scholars, presently, **eight** research scholars are working.
- g) **External Examiner**: Recognized Examiner for Evaluating **Ph.D. and M.Phil**, research courses in other Universities in India.
- h) **Committee Member**: Member of various committees constituted for smooth functioning of college viz.. Finance Committee, Hand Book and Magazine Committee.

20. CONTRIBUTION TO UNIVERSITY AND ADMINISTRATIVE POSTS HELD:

- a) **Principal** : Presently, holding the position of Principal, University College of Commerce & Management, O.U.
- b) **Controller of Examinations** : Worked as Controller of Examinations, O.U.
- c) **Additional Controller of Examinations**: Worked as Additional Controller of Examinations (Confidential) O.U.
- d) **Director, B.C. Cell** : Worked as Director, B.C.Cell, O.U.
- e) **Joint Director** : Worked as Joint Director, Directorate of Admissions, O.U. from 12-04-2007 to 07-04 – 2010.
- f) **Additional Controller of Examinations**: Worked as Additional Controller of Examination, OU from 10.03.2003 to 03-08-2005
- g) **Vice-Principal**: Worked as Vice-Principal of College of Commerce and Business Management from 07.05.2001 to 06.05.2002.
- h) **General Warden**: Worked as general warden for PG College Hostel Sec-bad, OU during the year 1997-98 and also worked as Warden for Manjeera Hostel during the year 2000 – 2001.

- i) **In-charge Head** : Worked as In charge Head, Dept. of Commerce, PG College OU, Sec-bad, December, 1999 to July, 2000.
- j) **NSS Programme Officer**: Worked as NSS Programme Officer at PG Centre Karimnagar in 1993.
- k) **Coordinator for Self-Finance Courses**: Worked as Coordinator for Self-financing courses i.e., M.Com. IS, PGD E – Commerce, PGD PMIR & PGD Taxation during the academic year 2002- 2003.
- l) **M.Com., Spot Valuation Coordinator**: Worked as Coordinator for M.Com., Spot Valuation in 1999, 2000, 2002 , 2006 and 2010 (five times).
- m) **Board of Studies Member**: Worked as Member of Board of Studies in undergraduate course (B.Com.) from 2007-2009
- n) **Departmental Committee Member**: Presently, Departmental Committee Member, from 2008 onwards and involving in various decisions.
- o) **Selection Committee Member**: Member of selection committee in various university and private affiliated colleges and involving in the selection of lecturers/professors.

21. MEMBERSHIP:

- a) ***Life Membership*** : Life Member in Indian Commerce Association and Indian Accounting Association.
- b) ***Executive Member*** : Executive Member in Indian Accounting Association.
- c) ***Treasurer*** : Indian Accounting Association Hyderabad Chapter.

22. AWARDS RECEIVED:

“**Best Commerce Faculty Award**” received from the Institute of Practical Accountancy, S.D Road, Secunderabad in **2008**.

23. REFERENCES:

1. Prof. H. Venkateshwarlu, **Special Officer, Centenary Celebrations, O.U.**
Department of Commerce, O.U. Hyderabad
2. Prof. S.V. Satyanarayana, **Head, Department of Commerce, O.U. Hyderabad.**

Date: 05-07-2017

(V. APPA RAO)