

CURRICULUM VITAE

1. **Name** : **Dr. V. Usha Kiran**
2. **Designation** : **Professor of Commerce and**
Director, Directorate of Placements,
Coordinator, UGC -UPE – Bureau of
Human Resources, Placement &
Training Centre
3. **Academic Qualifications** : **M.Com., M.Phil., Ph.D. PGDCS**
4. **Social Status/Category** : **OC**
5. **Languages Known** : **Telugu, English and Hindi**
6. **Service Details/ Teaching Experience:**
1. Government Degree College : 15-12-1987 to 21-10-1988
2. University Services : 22-10-1988 on wards
7. **Total Service** : **29 Years 3 Months**
8. **Place of Work** : **Department of Commerce**
Osmania University
Hyderabad-500 007.
9. **Address for Correspondence** : **Plot No:101, Sai Ramnagar Colony,**
Champapet, Hyderabad –79
- Contact Phone Numbers** : **24070284 (R), 94402 26669 (Mobile)**
- e- mail** : usha_ou@yahoo.co.in

Academic Record

Degree	University	Year of Passing	Division
B.Com	Osmania	1983	First
M.Com	Osmania	1985	First
M.Phil	Osmania	1988	Awarded
PG Diploma in Computer Science	University of Hyderabad	1997	Second
Ph.D	Osmania	2002	Awarded

11. **Areas of Research** : **1.Finance, Marketing Management,**
Taxation and Accounting
12. **Subjects taught/teaching :**
- i) **M.Com.** : a) Principles of Marketing
b) Marketing Management
c) Cost Accounting and Control

- d) Organization Theory and Behavior
- e) Tax Planning
- f) Quantitative Techniques for Business Decisions

- ii) **B.Com.** :
- a) Accountancy – I & II
 - b) Business Statistics
 - c) Business Law & Company Law
 - d) Auditing e) Accounting Packages
 - f) Income Tax g) Business Economics

13. RESEARCH:

- a) i) M. Phil. : Loan Appraisal and Recovery Policies of APSFC
- ii) Ph. D. : Issue Management - An Analysis of Andhra Pradesh Corporate Sector
- iii) Minor Research Project (CPE –UGC) (2006) : A Study on Recruitment Trends in IT Industry

b) Research Guidance: Recognized guide for M.Phil and Ph.D. Programs

- 1. M.Phil. No. of students (completed) - 6
- 2. Ph.D No. of students (completed) - 3
- 3. Ph.D. No. of students (ongoing) - 9

14. FELLOWSHIPS/ AWARDS RECEIVED:

- 1. National Merit Scholarship (SSC on wards)
- 2. Junior Research Fellowship of UGC.
- 3. Best Commerce Faculty Award by Institute of Practical Accounting (2004)
- 4. Best Paper Presentation Award at XXXIII All India Accounting Conference, Trivandrum, Kerala (2010)
- 5. Best Research Paper Award at 39th All India Accounting Conference, Bangalore, Karnataka (2016)

15. COMPUTER KNOWLEDGE: M.S Office, Tally, C Language, DBMS

16. PUBLICATIONS:

S.No	Name of Journal / Book	Title	Year of Issue
34	Yojana Telugu ISSN : 0971-8729	Is GST a burden for common man?	August, 2017
33	Business Statistics – I ISBN: 9789385506260	Business Statistics – I	2017

32	IPE Journal of Management, ISSN No. ISSN 2249 – 9040, Vol. 7 Issue No.1, Page No. 116-127	Impact of Crisis Era on Life Insurance Business in India – A Comparative Study on Select Policies	January-June 2017
31	Indian Journal of Accounting	A study on popularity of Accounting as interdisciplinary subject in select Autonomous colleges	June, 2017
30	Yojana Telugu ISSN : 0971- 8729	Infrastructural Sector – Budget Allocations	March, 2017
29	Jamshedpur Research Review, Government Registered International Journal, ISSN No. 2320-2750, Vol. V, Issue No. XIX	“Rural Urban Migration in Andhra Pradesh and Telangana: A Study of Socio-Economic impact on Migration Farmers”,	January, 2017
28	Yojana Telugu ISSN : 0971- 8729	Indirect Tax Reforms - GST	November, 2016
27	Business Vision, Vol:12, No. 3 ISSN- 2231 -5497	GST – A comprehensive Tax Reform in India	July-Sept,2016
26	Emerging trends in Banking, Institute of Public enterprise and ISBN No. 9789-332701984, Page No. 339-350	Role of Banks in effective Implementation of MGNREG Scheme in India	2016
25	EXCEL International Journal of Multidisciplinary Management Studies , ISSN 2249- 8834 EIJMMS, Vol.5 (12), December (2015), pp. 16-25 Online available at zenithresearch.org.in 16	Workforce Diversity of Hr Practices in Infosys Ltd.: Issues and Challenges	May, 2016
24	International Journal of Business Ethics in developing economies, Vol. 4, Issues no. 1	Impact of Social Schemes on the empowerment of Aam Aadmi - A Study on MGNREGS and Food Security Bill	June, 2015
23	Management Accountant	Integrated Reporting in Indian Banks	May, 2015
22	Social Entrepreneurs in India – Problems & Prospects – ISBN NO- 978-81-926819-4-8	A Study on NGOs as a vehicle of support and network	2014
21	Global Business : Opportunities and Challenges Volume – I ISBN No – 978-81- 910003 – 0 -14	Power of Direct Marketingwith special Reference to network marketing in India	2014

20	Sumedha Journal of Commerce, ISSN NO – 2277 – 6753, Vol No 3, Issue No- 1, Jan –March 2014	A Comparative Study of MGNREGS across Five Select Populous States	2014
19	New Era Marketing Challenges ISBN No: 9788-192847825, Page Nos. 264-270	A Study of Perception of Consumers on Social Advertising”,	2014
18	The Journal of Venture Capital & Financial Services(ISSN 2249 – 8680) Volume7, No 1&2, January – December 2013	Impact of Privatization on Risk Business: A Study of Life Insurance Sector in India	2013
17	Southern Economist(0038 – 4046) Volume 52, No – 7, Agust1,2013	Performance Evaluation of MGNREGS in Andhra Pradesh	2013
16	SEDME, Hyderabad, March 2013 (ISSN.0970 – 8464)	Dealer Network Strategy for MSMEs – A Case Study of SS Fiber Tech	2013
15	Zenith International Multi Disciplinary Research Journal ISSN ONLINE: 2231-5780 VOL.2-ISSUE- 1 JAN. 2012	A Study on Business Women in Micro Enterprises (211 – 219)	2012
14	Business Vision(ISSN: 2231-5497) Vol. 8, No. 1 (Jan – March)	Lean Enterprises – An Integration of Engineering & Accounting Pg .No 86-90	2012
13	Emerging Trends in Marketing	Style Statement and Brand Preferences among Youth	2012
12	Osmania Journal of International Business Studies,Hyderabad	Urbanization- Problems and Prospects of Rural Students	2011
11	Indian Journal of Accounting	Impact of GST on Consumers	2010
10	ANU Journal of Commerce and Business Mgt.,	Structural Changes in Indirect Taxes – VAT Vs GST	2009
9	SEDME, Hyderabad	Impact of Self Help Groups as a Rural Financial Institutions – A Village level Study	2009
8	Osmania Journal of Social Sciences, O.U. Hyderabad	E- Banking – An Emerging Preference of Users and Providers	2009
7	Business Vision, Hyderabad	Margin Funding as a Financial Tool in the Indian Capital Markets	2009
6	Edited Volume ‘Innovations in Product Development – Challenges before Banking Sector’	Innovations in Product Development – Challenges before Banking Sector	2008
5	Southern Economist, Banglore	Recruitment trends in IT industry – An Analysis	2008

4	Osmania Journal of International Business Studies, Hyderabad	Adoption of International Financial Reporting System in India – Emerging Opportunities and Challenges	2008
3	Indian Journal of Accounting	Computerization of Accounting system in small and micro business enterprises	2007
2	Prakarsha Journal of Management Education and Research, Warangal	Understanding the Buying Patterns of Consumers at Malls	2007
1	Readings and Research Methodology in Commerce and Business Management	Issue Management- An Analysis of AP Corporate Sector	2003

17. SEMINARS, CONFERENCES, SYMPOSIA AND WORKSHOPS ATTENDED:

51. Co – Chairperson at International Conference on Global Insurance Practices and Outlook, Department of Commerce, O.U. July 29 – 31, 2017

50. Chaired a session in International Conference on Emerging Trends in Accounting and Finance, Department of Commerce, O.U. February, 2017

49. Chaired a session in International Conference on GST – Issues , St Ann,s College, Mehidipatnam, January, 2017

48. Organised One Day Work Shop on Demystifying Derivatives, 20th December, 2016
OU

47. All India Accounting Conference, December, 2016, Bengaluru, Karnataka

46. Chaired a session in International Conference on Emerging Business Trends, Little Flower Degree College, Hyderabad, 2016

45. 44. Chaired a session in National Conference on Fraudulent Financial Practices in Capital Markets, Department of Commerce, O.U

43. Chaired a session in National Conference on GST Issues and Implications, Nizam College, O.U. 2016

42. Chaired a session in National Conference on Emerging Trends in Insurance , Department of Commerce, 2016

41. All India Accounting Conference – Chandigarh, December 4,5 2015 – Presented Paper on Integrated Reporting Practices in Top 30 BSE Companies

40. Chaired a Technical session ‘ New Initiatives: Improving the ease of doing Business in India’ at a National Seminar ‘ Resurgent India through Fostering Innovation & Entrepreneurship ’ – March 4th 2016, Raja Bahadur Venkata Rama Reddy Institute of Technology Hyderabad

39. One day FDP on Tally, 1, July 2015, OU

38. Chaired a Technical session at a National Seminar on Insurance at Osmania University, March 2015
37. Chaired a Technical session at International Conference on Implications of IFRS for Corporate Reporting Practices at Osmania University 13 March 2015 to 15 March 2015
36. One day work shop on Commerce Laboratory, St. Ann's College for Women, 5th October, 2013, Presented a paper on Integration of Commerce Practical with Theory.
35. National Seminar on Emerging Issues in Commerce, 2012, OUCCBM, Hyderabad
34. One day Work Shop on Stock Market Trading, OUCCBM, 2012, Hyderabad
33. Seminar on Share holders' value Creation, Nizam College, 2012, Hyderabad
32. 65th All India Commerce Conference November, 2012, Mumbai, Presented a paper on Integrated reporting in Indian Banks – A model Application
31. Vipani Commerce Meet, February, 2012, Andhra Mahila Sabha, Hyderabad, Presented a paper on Export Trade Procedure and Major Exports of India
30. Emerging Trends in Marketing 2012, Nalgonda, Presented a paper on Style Statement and Brand Preferences among Youth
29. 64th All India Commerce Conference 2011 December 13-15, Pondicherry, Presented a paper on Performance Evaluation of MGNREGS – A Study on Implementation in Andhra Pradesh
- 1. Ninth Biennial Conference on Entrepreneurship, 2011, Ahemmadabad, presented a paper, A Study on Business Women in Micro Enterprises**
- 2. XXXIII All India Accounting Conference and International Seminar on Accounting Education and Research, 2010, Tiruananthapuram, Kerala, Presented a paper on Impact of GST on Consumers adjudged as the Best Paper**
- 3. One day Work Shop on Research Methodology, OUCW, 2010, Director**
- 4. International Conference on Trade and Commerce, 2010, OU presented paper on Cogitation on IFRS in India, Rapporteur**
- 5. One day Seminar on e-filing of Tax Returns in India– Problems and Prospects, 2009, OUCW, Organiser**
- 6. National Seminar on Urbanization 2008, OUCW presented a paper on Urbanization- Problems and Prospects of Rural Students**
- 7. 61st All India Commerce Conference, 2008, Nagpur, Maharashtra, presented paper on Managing Rural Financial Institutions – A Study, Rapporteur**
- 8. 60th All India Commerce Conference, 2007, OU, Cultural Committee Convenor**
- 9. Emerging Trends in Retailing, 2007, OU**
- 10. Retailing in India, 2006, FAPCI and presented a paper on Trends in Retiling**
- 11. National Seminar on Insurance, 2006, OU**
- 12. National Seminar on Entrepreneur Development, 2005, OU, Rapporteur**
- 13. 28th, All India Accounting Conference, OUCW, 2005, presented a paper on Accounting for Knowledge Capital in Universities, Convenor, Technical Sessions and Rapporteur**

14. National Seminar on Innovations in Product Development- Challenges before Banking Sector, **2005, OUCW, Seminar Director**
15. International Seminar on IT & Industry – Emerging Trends, 2003, O.U.
16. Emerging Trends in International Trade & Finance, **2003,OU, Rapporteur**
17. International Seminar on Contemporary Issues in Business, **2003, OU**
18. Seminar on Strategy Paper on ‘*Fiscal Reforms*’, jointly organized by Govt. of A.P.,& Department of Commerce, OU, **Hyderabad, 2001.**
19. National Seminar on Depository system – Problems & Prospects, **1999,OU, Rapporteur**
20. National Seminar on Corporate Governance,**1999,OU**
21. National Seminar on Accounting Profession & Commerce Education in the Next Millenium,**1998, OU**, Presented a paper on **Emerging Trends in Accounting Profession, Rapporteur**
22. Seminar on Capital Markets, **1996, OU**
23. 50th All India Commerce Conference,**1996, OU, Stage Committee**
- 24 National Seminar on Consumer Protection in India- Problems and Prospects, **1996, OU**
25. Workshop on Commerce Laboratory,**1993,OU, Organiser**, presented a paper
26. One day Seminar by **ICFAI, 1991, Hyderabad**
27. One day Seminar by **ICFAI, 1990, Hyderabad**
28. Seminar on Women Entrepreneurs, **1990,OUCW**, Presented a paper on **Women Entrepreneurs –Progress, Organiser.**

18. RESEARCH AND CONSULTANCY:

- a) **Articles/ Books:** **34**
- b) **Course Material:**
 - a. Authored lessons in i) Business Economics ii) Quantitative Techniques
 iii) BusinessLaw iv) Organisational Theory and Behaviour,
 - b. **Editor** : 1. Quantitative techniques II, Taxation, Direct and Indirect Taxes -
 PGRR Centre for Distance Education, O.U.
 2. Taxation for B. Com and Direct Taxes and Indirect Taxes, PG
 Diploma in Taxation Distance Education, Mahatma Gandhi
 University, Nalgonda
- c) **Extension Lectures:** Delivered guest/extension lectures at various constituent colleges of Osmania University, Academic Staff College, O.U. and other private colleges.
Trained Osmania University Employees in Accounts
Delivered lectures at AP Police Academy, Hyderabad.
Delivered lectures on Research Methodology at ICSSR Programs
Delivered lectures on Research Methodology, Group Behaviour, Leadership Skills, Taxation at Academic Staff College Programs

d) **Organization of Seminars / Workshops / Conferences:**

Coordinator – 21 days Refresher Course on Research Methodology at Academic Staff College November, 2012

Director, One day Work Shop on Research Methodology, OUCW, 2010

Organiser, One day Seminar on e-filing of Tax Returns in India– Problem and Prospects, 2009, OUCW

Convenor , Cultural Committee, All India Commerce Conference held in O.U. 2007

Convenor, Commerce Students (Girls) Meet, Diamond Jubilee Celebrations, OUCW, 2007

Convenor, Open House Exhibition, OUCW, 2006

Convenor, 28th, All India Accounting Conference, Technical Sessions and Rapporteur, OUCW, 2005

Director, National Seminar on Innovations in Product Development- Challenges before Banking Sector, 2005, OUCW

Member, Stage Committee, All India Commerce Conference held in O.U. 1996.

Organizer, Workshop on Commerce Laboratory, Nizam College, 1993

Organizer, Seminar on Women Entrepreneurs, 1990, OUCW

e) **M.Phil. Guidance:** Six (6) M.Phil degrees are awarded

f) **Ph.D. Guidance:** Nine (9) research scholars Including an International Scholar are working.

g) **External Examiner:** Recognized Examiner for Evaluating **Ph.D. and M.Phil**, Research courses in other Universities in India, Paper Setting and Evaluation for **PG Courses** in OU and other Universities.

18. CONTRIBUTION TO UNIVERSITY AND ADMINISTRATIVE POSTS HELD:

a) **College level Contribution:** OUCW

Member – Governing Body 2010- 2011,

Member- Academic Council 2008-2010 (2 Years)

Coordinator: Center with Potential Excellency, 2010-2011

Coordinator: IQAC, 2010 – 2011

Member- NAAC and Autonomy 2008-2011(3 years),

Convenor: Admissions – 2009 -2011(2Years)

Member- Examination Committee, Advisory Committee, Research Committee, Crisis Management Group, Anti-Ragging

Member – Advisory body, Women Study Center, OUCW, Koti

- b) **In-charge Head** : Dept. of Commerce, OUCW -2009-2011 (2Years)
PG College OU, Sec-bad 2003 -2004 (1Year)
- c) **NSS Programme Officer**: Worked as NSS Programme Officer at PG College, Sec-bad 2002-2004 (2Years)
- d) **Board of Studies**: Worked as Chairman, Board of Studies (B.Com.) in OUCW 2009-2011
Member: Board of Studies (PG) -2009 -2011, 2011 – 13 and 2015 onwards
Member: Board of Studies (UG) – 2011 – 13
- e) **Departmental Committee Member**: Presently, Departmental Committee Member, 2008 – 12
- f) **Faculty Member: 2011 onwards**
- g) **Selection Committee Member**: Member of selection committee in various university private affiliated colleges and involving in the selection of teachers .

19. MEMBERSHIP: Life Membership in Indian Commerce Association and Indian Accounting Association.

20. SOCIAL SERVICE: Member – Development Committee - Chaitanya Seva Trust, Burgula, Rangareddy Dist. Telangana
Renders social service through an Old Age Home and an Orphanage .