

S. V. Satyanarayana

Professor & Chairman BoS, Department of Commerce, Osmania University, Hyderabad -500
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Professional Experience

Teaching Experience -	34 years
Research Experience -	a) Worked as Research Director in “Research and Monitoring Wing for Essential Commodities in Andhra Pradesh” on deputation at the request of the Government of Andhra Pradesh for four years from November 1998 to October 2002.
Research Guidance -	Guided 20 Ph.D. and 10M. Phil. Scholars. At present Guiding 8 students at Doctoral level.
Administrative Experience-	Acted as Officer on Special Duty to Vice Chancellor, Osmania University (2008-2010) Acted as Coordinator, Self-Financing Courses, Department of Commerce, Osmania University. Acted as Dean, Faculty of Commerce (2012-2014) Acted as Head, Department of Commerce (2015-17)

Achievements

Minor Research Projects completed	1) UGC Minor Research Project on “Impact of Consumer Protection Act on some select Business Organizations in Andhra Pradesh” 2) Government of Andhra Pradesh Project on “Towards an Optimal Cropping Pattern
Major Research Projects completed	1) A Major Research Project awarded by UGC on “Trends in Agri-Business: A study of Rythu Bazaars in Andhra Pradesh”.
Books Published	1) “CAG Public Enterprise Interface” —Rupa Publications 2) “Price Stabilization of Essential Agricultural Commodities: An Insight into Andhra Pradesh Experience” —Published by the Government of Andhra Pradesh (co-author)

- 3) **Trends in Agri-Business:** A study of Rythu Bazaars in Andhra Pradesh, Excel Books, 2008 (co-author)
- 4) **Business Process Reengineering in Commercial Banks,** Himalaya, 2011 (co-author)
- 5) **Corporate Philanthropy-Indian Experience,** VDM publications, Germany, 2010 (co-author)
- 6) **Village Household Finances: A Micro Study.** Readworthy Publications, New Delhi. (co-author)
- 7) **Behavioral Finance: A Study of Investors' Perception,** Lambert Academic Publishing, Germany. (co-author)
- 8) FDI in automobile sector in India, Readworthy Publications, New Delhi (co-author).
- 9) Performance appraisal and job satisfaction—A study of Employees of South Central Railway, Lambert Academic Publishing, Germany (co-author)
- 10) Brand Loyalty—A study of select Newspapers, Lambert Academic Publishing, Germany (co-author).
- 11) Commodity Derivatives: Effectiveness in Price Discovery and Risk Management, Himalaya Publishing House (Co-author)
- 11) **Banking Theory and Practice**—Telugu Academy, Govt. of A.P. (co-author)
- 12) **Industrial Organization and Management:** Telugu Academy, Govt. of A.P. (co-author)

11) **Business Economics**—Telugu Academy, Govt. of A.P. (Editor)

Books edited

Edited three books for the PGR Centre for Distance Education, Osmania University:

- 1) **Quantitative Techniques-I** (B.Com.1st year—Telugu Medium)
- 2) **Entrepreneurship Development** (B. Com. II year—English Medium)
- 3) **Entrepreneurship Development** (B. Com. II year—Telugu Medium)

Edited three books for the Distance Education Programme of Mahatma Gandhi University, Nalgonada

- 4) Business Economics (English) (B.Com.I Year)
- 5) Business Economics (Telugu) (B.Com. I Year)
- 6) Accountancy (Telugu) (B.Com. I year)

Edited Four Books for Telugu Academy, Govt. of A.P.

- 7) **Business Economics (English) (B.Com. I year)** Telugu Academy
- 8) **Business Economics (Telugu) (B.Com. I year)** Telugu Academy

9) Business Economics (English) I Semester, Telugu Academy

10) Managerial Economics (English) , II Semester, Telugu Academy

11) Principles of Insurance, III Semester, Telugu Academy

12) Practice of Life Insurance IV Semester, Telugu Academy

Experience in imparting E-Learning

Resource person for Tele Conferences and Tele and Radio lessons at AP Open University on about 10 occasions for Mana TV of Government of Andhra Pradesh. Participated in teleconferences in Saptagiri Channel of Dooradarshan

Resource person

Resource person in Refresher Courses at Osmania, Andhra, Goa, Mizoram, Mysore and Dharwad Universities.

Resource person at National Training Centre for Central Excise and Customs, Hyderabad.

Technical Session Chairman

Acted as Chairman of a Technical session on **“Emerging Trends in Services Sector”** at 58th All India Commerce Conference held at Mahatma Gandhi Kashi Vidyapith, Varanasi on 27-29th December, 2005.

Acted as Chairman of a Technical sessions of National Seminars held at various Universities.

Seminars Conducted

National Seminar on **“CAG and Public Enterprises Interface”** (1990) at IPE, Hyderabad.

National Seminar on **“Emerging Trends in Banking Sector”** under the aegis of UGC Special Assistance Programme of Department of Commerce (2005).

National Seminar on HR Practices in Hospitality Industry (2013)

National Seminar on Forensic Accounting and Fraud Examination (2014)

National Seminar on Role of Insurance in Financial Inclusion (2016)

International seminar on Commerce Education—New Paradigms in Accounting and Finance (2017)

Workshops organized

5 day Research Methodology Workshop in Commerce and Management (May 2012) sponsored by ICSSR-SRC

Convenor, One day workshop on Strengthening of Research in Social Sciences (Dec 2012) organized by ICSSR-SRC.

6-Day Research Methodology course in commerce and management with special focus on Financial Econometrics (March-April 2013) sponsored by ICSSR

One day workshop on Commerce Lab (2013) sponsored by UGC

5-day workshop in Research Methodology in Commerce sponsored by ICSSR (2013)

5 day workshop on IFRS (2014)
South India Post-Graduate Commerce Students' Meet (February 26-27, 2016)

Workshop on Preparation of M.Com. Project Reports (November 23-28, 2016)

Monographs prepared

“Essential Agricultural Commodities: A Statistical Profile”—Prepared for Government of Andhra Pradesh

Research Papers Published

35 (Including 5 International Publications)

Seminars Attended:

30

Life Membership:

1) **Indian Commerce Association**
2) **Indian Accounting Association**

Positions held

Executive Member, **Indian Commerce Association**

Education

B.Com (1980), M.Com (1982) passed in distinction with University second rank, M. Phil (1987), Ph. D. (1992), Osmania University, Hyderabad, India

Specialization

Managerial Economics & Business Environment

Personal Particulars

Date of Birth: 12th June, 1959

Languages Known: English, Hindi, and Telugu