

CURRICULUM VITAE

Dr. A. PATRICK,
Asst Professor,
Department of Commerce,
University College of Commerce & Business Management
Osmania University, Hyderabad -7

Residence Address:

2-15-30/1A,
Prashant Nagar, Berrappagadda
Uppal, Hyderabad -7

Mobile No.: 9247799257

E-mail: patrick_ay@rediffmail.com, patricksush@gmail.com

CAREER OBJECTIVE: *“To carve a niche for myself in the field of Commerce and Management, by learning and imparting to the academic and industrial excellence.”*

EDUCATIONAL CREDENTIALS:

1. **Doctor of Philosophy (Ph. D)**, with topic titled **“CUSTOMER RELATIONSHIP MANAGEMENT - A DYADIC EXPLORATION IN SELECT BANKS”**, from Department of Commerce, Osmania University, Hyderabad, Andhra Pradesh, August, 2005
2. **Master of Business Administration (MBA)** from Indira Gandhi Open University (IGNOU), New Delhi, June 2003, with specialization in Financial Management, with an overall Point Grade of 4, on a 5 point scale.
3. **Master of Commerce (M.Com)** passed with Distinction from Osmania University, May 1997.
4. **Bachelor of Commerce** passed in **First Division** form Osmania University, March 1995.
5. Qualified in **State Level Eligibility Test for Lectureship (SLET)**, Commerce, July 1997 conducted by APCSC (Andhra Pradesh College Service Commission) accredited by UGC.
6. Qualified in **National Eligibility Test (NET), Management, December 2012** Conducted by UGC
7. Computer awareness: MS Windows 7, XP, MS – Office.

WORK EXPERIENCE:

FOREIGN EXPERIENCE:

1. Worked as Lecturer in Management, in the Department of Management, Faculty of Business & Economics, Arba Minch University, Ethiopia, North East Africa P.O. Box: 21, from October 2003 to July 2005.

Job Description: The job involved teaching assignment to university students in the areas of Basic Marketing, Quantitatives for Business Decisions, Marketing Research, Organizational Behavior and evaluating projects in the areas of Marketing and Social issues in Ethiopia. As a part of the workload, coordinated a team in drafting a proposal to the World Bank under the Development and Innovation Fund.

2. Worked for Badruka Institute of Foreign Education, (BIFE), as Approved Tutor for Edinburgh Business School, Heriot Watt University, U.K.,

Job Description: The job involved teaching Accountancy and Marketing modules for MBA students, designed by Heriot Watt University, U.K.,

3. Worked as visiting Faculty with APTECH LTD., Bashirbagh Branch, Hyderabad, during 1998 – 2000 as approved tutor for British Columbia Open University, Canada (O.U.B.C)

Job Description: Facilitated teaching modules in Basic Marketing, Operations & Production Management, Organizational Behavior, Micro and Macro Economics, Financial Accounting for MBA students.

EXPERIENCE IN INDIA:

1. Working currently as Assistant Professor(Sr Grade) in the Department of Commerce, College of Commerce & Business Management, Osmania University, Hyderabad – 7 since June 2007 onwards.
2. Visiting Faculty at National Institute of Fashion Technology since January 2019
Subject: Critical Thinking
3. Visiting Faculty at National Institute of Rural Development & Panchayathi Raj (NIRD & PR), Rajendernagar, for the PGDRM programme since 2008 onwards.
Subject: Managerial Accounting & Financial Management
4. Worked as Associate Professor in the Department of Management, Badruka College Post Graduate Centre, Kachiguda, Hyderabad – 27, from August 2005 to June 2007.
5. Worked as Assistant Professor in the Department of Business Management, Badruka College Post Graduate Center, Kachiguda, Hyderabad – 27, from 2001 to September 2003

6. Worked as Faculty Member in the Department of Commerce, Badruka College Post Graduate Center, Kachiguda, Hyderabad, from 1998-2001.
7. Resource person for IGNOU, Management Modules at S.D. Signodia College, Charminar Center Code: 0157
8. Visiting Faculty at University Industry Hub, Osmania University in Collaboration with Genpact.
9. Visiting Faculty for COE (Center of Excellence), Chartered Accountants, Gachibowli, Hyderabad.
10. Corporate Faculty for Symbiosis Center for Distance Learning (SCDL), Pune.
11. Guest Faculty at Department of Commerce, Osmania University Hyderabad for the part time evening P. G. Diploma courses in Taxation and Industrial Relations & Personnel Management.
12. Visiting Faculty at Department of Commerce, Osmania University Post Graduate Centre, Mahabubnagar.
13. Visiting Faculty at Department of Commerce, Osmania University Post Graduate Centre, Nalgonda.
14. Guest Faculty at Badruka Institute of Foreign Trade (BIFT) for Statistics, Operations Management and Customer Relationship Management (CRM) for MBA students.
15. Resource person for Symbiosis Center for Distance Learning (SCDL), Pune for Basic Accounting , Production and Operations Management for MBA students.
16. Guest Faculty at Bankatlal Badruka College for Information Technology (BBCIT), for Marketing Research and Information Systems for PGD-MISCA students.
17. Worked as Lecturer of Commerce with St. Joseph Degree College, Bashirbagh, Hyderabad, for a period of one year during 1997 for undergraduate students.
18. Worked as Social Studies teacher with Little Scholars Public School, Mahbubnagar, Andhra Pradesh, for a period of one year.

SUBJECTS HANDLED TILL DATE:

- BASIC MARKETING
- STATISTICS FOR MANAGEMENT
- MARKETING RESEARCH
- QUANTITATIVE TECHNIQUES
- SOFT SKILLS
- RESEARCH METHODOLOGY

- PRODUCTION AND OPERATIONS MANAGEMENT
- SUPPLY CHAIN MANAGEMENT
- FINANCIAL ACCOUNTING
- RURAL MARKETING
- CONSUMER BEHAVIOUR
- BUSINESS COMMUNICATION
- SERVICE MARKETING
- SOCIO ECONOMIC & BUSINESS ENVIRONMENT
- ORGANIZATIONAL BEHAVIOUR
- CUSTOMER RELATIONSHIP MANAGEMENT
- TAX PLANNING
- PROJECT MANAGEMENT

TRAINING & INDUSTRY EXPOSURE:

1. As a resource person for The Comptroller and Auditor General (CAG's) Regional Training Institute, Lakidikapool Hyderabad in a two-day Programme on 'Training of Trainers' on 11 and 12 March 2020. Conducted two half day workshops.
The participants comprised of 24 Gazetted Group A and B officers of The Indian Audit and Accounts Services Department (CAG).
2. Conducted an half day training programme for the Audit Officials from Hyderabad and Vizag at AG Office Hyderabad, 12-02-2020
3. Conducted an half day workshop for Senior Auditors across India, in a MDP at AG Office Hyderabad. "Communication Skills", 22-01-2020
4. Conducted an half day session in an Induction Programme for newly recruited Frontline Functionaries of Telangana State. "Goal Setting & Work Place Values", 20-01-2020. Dr. MCRHRDC, Hyderabad.
5. Conducted two Half a day training programs at Dr. MCRHRDC, Hyderabad in a MDP for participants from Lal Bahadur National Academy for Administration, Dehradun & Government Officials of Telangana State. "Leadership & Team Building". 08-01-2020
6. Had a great Opportunity & Privilege to interact with DG, DIG, Superintendent, Dy Superintendents of Prisons Department of Telangana State, @ State Institute of Correctional Administration (SICA), Chanchalguda, for their Annual Meet "Retreat", spoke on "Empower Yourself", 29-11-2019
7. Conducted training for Teaching & Non- Teaching Engineering Staff on behalf of Engineering Staff College of India, Gachibowli, Hyderabad. 3-6 Nov 2019.at Old

- Anchor Byke Resort, Cavelossim, GOA. On behalf of ESCI, Gachibowli, Hyderabad.
8. Conducted a FDP on Effective Teaching for Faculty of Sujatha Degree & PG College, Chapel Road, Hyderabad. 17-10-19
 9. Participated as a resource person in a FDP on "Effective Teaching & Teaching in a Era of Disruptive Technology" at Chaitanya Degree & PG College, Mahabubnagar. 10-10-2019
 10. Was a resource person on behalf of ESCI, Gachibowli, Hyderabad in a training at Leonia Resort for faculty from Government Engineering College, Coimbatore, 12-09-2019
 11. Conducted training programme for the Non-Teaching Staff of Government College of Technology, Coimbatore on behalf of ESCI, Hyderabad on 05-09-2019 Coimbatore.
 12. Conducted a half day training programmes at Dr. C M HRD, Jubilee Hills on 26-06-19 on "Change Management- Role of Leadership.
 13. Conducted two half day workshop at LMF resort Ooty, Tamilnadu on behalf of ESIC, Hyderabad for corporate executives on 24-26 May 2019
 14. Conducted training programmes for Engineering Faculty of SATI, Vidisha, MP, 20-22 May 2019
 15. Conducted a half day training programmes at Dr. C M HRD, Jubilee Hills on 28-01-19 on "Team Work & Motivation"
 16. Conducted a session on "Critical Thinking", in a Refresher course on Entrepreneurship Development Programme, at Academic Staff College, Osmania University, Hyderabad on 14-03-19.
 17. Conducted a half day training programmes at Dr. C M HRD, Jubilee Hills on 28-01-19 on "Team Work & Motivation"
 18. Conducted a half day training programmes at Dr. C M HRD, Jubilee Hills on 29-01-19 on "Problem Solving & Decision Making"
 19. Conducted a training programme on behalf of Engineering Staff College, Gachibowli at Port Blair, Andaman & Nicobar Islands on "Trends & Challenges in Higher and Technical Education " during 19-23 January 2019
 20. Conducted a training programme on behalf of Engineering Staff College, Gachibowli at Guwahati, Assam on "Capacity Building Training for Non-Teaching, Administrative and Finance Staff, Librarians, Lab technicians " during 8-12 January 2019
 21. Conducted a training programme on behalf of Engineering Staff College, Gachibowli at Guwahati, Assam on "Industry-Institute Partnership, Accreditation, Sponsored Research, Entrepreneurship & IPR " during 9-13 January 2019

22. Conducted a Half Day training programme on behalf of Engineering Staff College, Gachibowli , Hyderabad on “Problem Solving (PS) Why How & What ” on 08-01-2019
23. Conducted a Half Day training programme on behalf of Engineering Staff College, Gachibowli , Hyderabad on “Interpersonal Skills & Steps for Cultivating Assertiveness for Goal Attainment ” on 05-12-2018
24. Spoke at a National Workshop on Industry Institute Interaction For Indian Innovation, conducted by ESCI, Gachibowli on 02-11-18
25. Spoke at 3 days Student Workshop on *Nurturing Startup/Entrepreneurial Skills in Budding Engineers* 28-30 September 2018, held at, University College of Engineering & Technology, Vinoba Bhave University, Hazaribagh, Jharkand.
26. Conducted a two day In House training on Communication & Presentation Skills for Jr Executives of The Singerni Collieries Company Ltd. At Nargundkar Institute of Management, Ramagundum on behalf of ESCI, Gachibowli. 25-26 July 2017.
27. Conducted a half day training programme on Decision Making tools for ESCI, Gachibowli on 7th July 2017
28. Conducted a half day training programme on Decision Making to “Making effective presentation & Exploring your presentation Skills” for ESCI, Gachibowli on 28th July 2017
29. Conducted a half day training programme on Stress Coping & Management for ESCI, Gachibowli on 8th December 2016
30. Conducted a half day training programme for State Institute of Correctional Administrative, (SICA), Telangana Hyderabad. 31-8-2016 on Time and Emotional Management.
31. Conducted a half day training programme on Decision Making tools for ESCI, Gachibowli on 14th July 2016
32. Conducted a half day training programme for State Institute of Correctional Administrative, (SICA), Telangana Hyderabad. 24-6-2016 on Time and Emotional Management.
33. Conducted a Five day training programme on “Pedagogical Training for Engineering Faculties” for ESCI, Gachibowli at Bikaner, Rajasthan, during 28-9-2016 to 3-10-15
34. Conducted a half day training programme on “Entrepreneurship Development” for ESCI, Gachibowli on 16-12-2015, at AUCE Visakhapatnam.
35. Conducted a half day training programme on “Making effective presentations & Exploring your presentation Skills” for ESCI, Gachibowli on 7th August 2015
36. Conducted a half day training programme on “Interpersonal Communication: Listening and Feedback Skills” for ESCI, Gachibowli on 7th August 2015
37. Conducted a two day training programme on “Change Management” for ESCI, Gachibowli on 21 & 22 February 2015 at Srinagar, J &K

38. Conducted a half day training programme on “Role of Effective Interpersonal Communication In Managing Conflicts” for ESCI, Gachibowli on 14th Nov 2014
39. Conducted a half day training programme on “Emotional Intelligence & Transactional Analysis” for ESCI, Gachibowli on 15th May 2014
40. Conducted a half day training programme on “Ro0le of stress and time in resolving conflicts and maintaining interpersonal relations” for ESCI, Gachibowli on 12th December 2013.
41. Conducted a half day training programme on “Emotional Intelligence, Interpersonal effectiveness and Positive Thinking” for ESCI, Gachibowli on 06th December 2013
42. Conducted an half a day workshop on “**Personal Financial Management**”, for the Employees of AG office on 4th July 2013
43. Conducted an half a day workshop on “**Retirement Planning**”, for the Employees of AG office on 24th June 2013
44. Delivered a lecture on “**Personality Development and Stress Management**” in a Seven Days NSS Mega Camp held during 24th of March 2013 to 1st April 2013 by Mahatma Gandhi University, Nalgonda.
45. Conducted a training programme on “**HR Instruments & Case Study**” for Engineering Staff College of India on 17th May 2013
46. Conducted an half day training programme on “**Marketing In Service Sector**” to Telecom Executives of Railtel under the aegis of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 8th January 2013.
47. Conducted an half day training programme on “**Role of Effectiv Communication in Problem Solving**”, for Engineering Staff College of India on 8th May 2012
48. Conducted a training programme on “**HR Instruments & Case Study**” for Engineering Staff College of India on 17th May 2013
49. Conducted a training programme on “**Human Factors in Decision Making and Group Dynamic Games** ” for Engineering Staff College of India on 31st October 2011
50. Conducted a training programme on “**Barriers to Communication** ” for Engineering Staff College of India on 30th September 2011
51. Conducted a half-day training programme on “**Designing marketing channels in Supply Chain management**” at SynchroServe Global Solutions Pvt Ltd, C101,Ruhaina Apts, Beside St. Ann’s School, Tarnaka, Secunderabad-17, to senior army officials.
52. Delivered a Talk on “**Sampling Techniques**” at College of Air Warfare, 2 Sardar Patel Road, Secunderabad 3, to senior Officers of Army, Navy & Air force on 30th July 2009

53. Conducted a half-day training programme on **“Financial Strategies in BSNL Context”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 20th July 2009
54. Conducted a half-day training programme on **“RURAL MARKETING - Analysis of Consumer Behaviour & Bases of Segmentation”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 16th July 2009
55. Conducted a half-day training programme on **“Developing Strategy Map”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 24th June 2009
56. Conducted a half-day training programme on **“Strategy & Market”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 21st May 2009
57. Conducted a half-day training programme on **“Corporate Financial Management(Overview) and introduction to Budgeting”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 12th March 2009
58. Conducted a half-day training programme on **“Economics of Telecom Pricing in Indian Scenario”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 11th February 2009.
59. Conducted a half-day training programme on **“Strategy Design & Implementation”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 9th February 2009.
60. Conducted a half-day training programme on **“Strategy & Market”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 19th January 2009.
61. Conducted a half-day training programme on **“Corporate Financial Management(Overview) and introduction to Budgeting”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 29th December 2008.
62. Conducted a half-day training programme on **“Introduction and implementation of total quality management, TQM, Control & strategies to succeed with TQM”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 26th November 2008.
63. Conducted a half-day training programme on **“Activity Based Costing TQM, JIT”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 24th October 2008.

64. Conducted a half-day training programme on **“Linking of BBS to Business Strategy and Strategy Mapping”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 12th June 2008.
65. Conducted a half-day training programme on **“MIS and its Impact on Marketing”** to Postal Department Employees on behalf of Crux Consultancy, Hyderabad, NARM, Rajendernagar, Hyderabad, on 20th April 2008
66. Delivered a Foundation day lecture on 11th February, 2008 at NATFM on the occasion of its 8th Foundation day celebrations for senior executives of BSNL on the topic **“Telecom Scenario – A BSNL Perspective”**
67. Conducted a half-day training programme on **“Change Management in PSUs”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 12th July 2007.
68. Conducted a half-day training programme on **“CRM in Telecom”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 9th April 2007.
69. Conducted a half-day training programme on **“Strategic Decisions – analysis & Choices”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 21st February 2007.
70. Conducted a half-day training programme on **“Change Management”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 15th February 2007.
71. Conducted a half-day training programme on **“Balanced Score Card – Its Relevance to BSNL”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 3rd January 2007.
72. Conducted a half-day training programme on **“Balanced Score Card – Its Relevance to BSNL”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 3rd January 2007.
73. Conducted a half-day training programme on **“Marketing of Services in a Competitive Environment”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 30th November 2006.
74. Conducted a half-day training programme on **“Marketing Leadership & Balanced Business Score Card”** to Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 7th November 2006.

75. Conducted a training programme on “**Written Communication Skills**”, to senior supervisors and other Officials of Hyderabad Industries, Sanathnagar, Hyderabad on 12th September 2006
76. Conducted a half-day training programme on “**Customer Delight – in BSNL context**” to Grade II Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 30th August 2006.
77. Delivered a lecture on “**Leadership A Theoretical Framework in Indian Context**”, on 21st August 2006, at National Academy of Telecom & Financial Management, Gachibowli, Hyderabad.
78. Delivered a lecture on “**Leadership A Theoretical Framework in Indian Context**”, on 15th May 2006, at National Academy of Telecom & Financial Management, Gachibowli, Hyderabad.
79. Conducted a half-day training programme on “**Customer Delight – in BSNL context**” to Grade II Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 3rd April 2006.
80. Conducted a half-day training programme on “**Rural Marketing – in BSNL context**”, to senior Telecom Executives of BSNL at National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on 21st February 2006.
81. Handled a session on “**Customer Service Excellence and CRM**” to senior Bank Officers of Andhra Bank under the aegis of Andhra Bank Staff Training College, Jubilee Hills, Hyderabad, on 12th January 2006.
82. Conducted a Training Programme to Senior Deputy General Managers of BSNL on behalf of National Academy of Telecom Finance & Management, (NATFM), Gachibowli, Hyderabad, on topics covering “**Trend Analysis**”, “**Ratio Analysis**” and “**Non-Financial Performance metrics**”, on June 3rd 2003.
83. Presentation on “**Customer Relationship Management**” for Bhutan Telecom Officers on behalf of National Academy of Telecom Finance & Management, (NATFM) Gachibowli, Hyderabad.
84. Presentation on “**Balance Score Card as a Performance Metric**” for BSNL Officers on behalf of National Academy of Telecom Finance & Management, (NATFM) Gachibowli, Hyderabad.
85. Presentation on “**Customer Relationship Management Implementation Issues**” for Senior Executives of Bhutan Telecom Officers on behalf of National Academy of Telecom Finance & Management, (NATFM) Gachibowli, Hyderabad.
86. Delivered a lecture on “**Customer Care and Customer Support through Effective Communication**” on the occasion of annual Conference of Margadarshi Chit Funds Limited, Corporate Office, Basheerbagh, Hyderabad, on 3rd June, 2001.

GUEST LECTURES & WORKSHOPS:

1. Delivered a guest lecture at Faculty of Education, Osmania University to speak in a Ten Day Workshop on Research Methodology. "Problem Identification in Research". 03-03-2020
2. Delivered a lecture at a contact class programme for 2nd semester students of PGDPM course on Project Report Writing at Hyderabad Central University, 01-03-2020
3. Delivered a guest lecture on "Prospects of MBA" for the future aspirants of MBA at S.D. Signodia College of Arts & Commerce & PG Centre, Charminar on 24-02-2019
4. Delivered a Guest Lecture for UG students of ROOTS College, Somajiguda, Hyderabad on "Essentials of Project Report Writing". 19-02-2020
5. Delivered a Motivational lecture as a part of Commerce Day at Annie Besant Women's College, Dilsukhnagar, Hyderabad. 15-02-2020
6. Delivered a guest lecture on "Project Report Writing", with PG students of Pragathi Mahavidyalaya, Hanuman Tekidi, Hyderabad. 14-02-2020
7. Delivered a lecture for the Non-Teaching Staff of Arts College OU, on behalf of Directorate of Placements, Osmania University. "Professional Ethics". 13-02-2020
8. Delivered a lecture on "Empowering Self", for BBA students from MIT Global Peace University, Pune. @ Hotel Central Park Hyderabad. 12-02-2020
9. Conducted a half day workshop for the UG students of Pragathi Mahavidya Degree & PG College, Hanuman Tekdi, Koti, Hyderabad. "Interview Skills", 05-02-2020
10. Interacted with students of Sree Venkateshwara Commerce College. Dilsukhnagar, "Opportunities & Options for Commerce Graduates", 02—05-2019
11. Conducted a workshop on Research Methodology for the PhD students of Dr. BRAOU on 24 & 30 April 2019
12. Conducted a workshop for UG Students of S. D. Signodia Degree & PG College, Charminar on "Importance of Management Education", 29-04-2019
13. Conducted a half day workshop on Project Report Writing at Pragathi Mahavidyalaya, Hanuman Tekadi, Hyderabad, on 17-04-2019
14. Delivered a guest lecture on "Linear Programming", at Sarojini Devi Vanitha Mahavidalya, Exhibition Grounds, Nampally, 02-04-2019
15. Was a part of the Jury for the National Level, Literary Events on behalf of National Institute of Fashion Technology (NIFT)@ Gachibowli Stadium, Hyderabad. Amazing and awe-inspiring talent in Debate, Slam Poetry and Creative Writing from 16 centers across India. 27-12-19

16. Delivered a lecture on “Empowering Self”, for the students of MIT Global, Pune @ Hotel Sree Venkateshwara, Hyderabad. 16-12-19
17. Delivered a lecture at speak at a Three Day National Workshop on Research Methodology in Commerce. Dec 5-7 2019. Conducted by Department of Commerce, Osmania University. Spoke on "Tools used in Research, Report Writing & Plagiarism"
18. Delivered a Motivation lecture for the students of Dr. B R Ambedkar Degree & PG College, Baghlingampally, Hyderabad, on the Occasion of their Fresher’s Day. 30-11-19
19. Delivered a Motivation lecture for the UG students of MIT World Peace University, Pune, Maharashtra. " Empower Yourself", Hotel Central Park, Hyderguda, Hyderabad, 13-11-19
20. Interacted with UG students of Loyola Degree & PG College, Alwal, Hyderabad. 08-11-19. "Selection of Project Title & Project Report Writing". Praise God for the opportunity
21. Conducted a half day workshop on Project Report Writing at Avanthi Degree & PG College, Hyderabad on 26-09-219
22. Conducted a one day workshop on “Entrepreneurship & Innovation as a Career Opportunity” at. St. Pious X Degree & PG College for Women, Nacharam on 23-09-2019
23. Was a resource person for a “Inter Collegiate Student Development Programme”, organized by IIMC, Kharithabad on 19-09-19
24. Was a resource person in a State Level One Day Workshop on “Ideas to Spark Your Research Project” at St. Anns College, Mehdipatnam, on 17-09-2019
25. Was a resource person for a FDP Programme at IIMC College, Kharithabad on Research Methodology on 07-08-2019
26. Delivered a lecture on “Tools for Analysis”, for the PhD scholars of DR. BRAOU, on 27-07-2019
27. Delivered a lecture on “Essentials in Preparation of Project Report”, at Government Degree College for Women, Begumpet, 24-07-2019
28. Delivered a guest Lecture on “**Research Methodology in Social Sciences**” at Loyala Degree & PG College, Alwal on 26-02-19.
29. Delivered a lecture on “**Research Methodology and Project Report Writing**” at Sri Venkateshwara College, Suryapet on behalf of Mahatma Gandhi University, Nalgonda on 22-02-19
30. Delivered a lecture on “**Research Methodology and Project Report Writing**” at Jagruthi College, Bhongir, on behalf of Mahatma Gandhi University, Nalgonda on 16-02-19

31. Delivered a guest lecture on “**Probability**” at Government Degree College, Begumpet on 12-02-19.
32. Delivered a session on “**Thesis Writing**”, to Ph. D scholars at Telangana University, Dichpally on 08-02-19
33. Delivered a lecture on **Project Report Writing** at Keshav Memorial Degree & PG College on 06-02-19
34. Spoke on “**Emerging Trends in Commerce**”, at Loyola Degree & PG College, Alwal, on 02-02-19
35. Delivered a lecture on “**Data Collection & Analysis**”, at University College for Women, Koti on 01-02-19
36. Delivered a Lecture on “**Probability & Theoretical Distributions**” at St. Ann’s Degree & PG College, Mehdipatnam 19-01-19
37. Spoke on “**Use of Technology in Teaching**” in a FDP conducted by Pulla Reddy Degree & PG College, Mehdipatnam, on 10-01-19
38. Conducted a Half Day workshop on “**Vision Mission for Bright Future**” at Rockwood International School, Ghatkesar, on 15-12-18
39. Conducted a session on “**Project Report Writing**” conducted by Palamuru University on 03-12-18
40. Conducted a session on “**Business Analytics**” at Vaagdevi Group of Institutions, Bollikunta, Warangal on 29-11-18
41. Delivered a guest lecture on “**Overview of Managerial Economics**”, at City College on 09-11-18
42. Delivered a Lecture on “**Probability & Probability Distributions**” at St. Ann’s Degree & PG College, on 24 & 26 of September 2018
43. Delivered a Session on “**Evolution of GST**”, at University College for Women Koti, on 20-09-2018
44. Delivered a lecture on “**Project Report Writing and Research**” at IIMC, Khairthabad on 14-09-19
45. Conducted a Half Day Workshop at Nizam College to the Teaching a Non-Teaching Staff on “**Time Management**” on 01-09-18
46. Conducted a Half Day Workshop on “**Entrepreneurship**” at Badurka College of Arts Commerce & Sciences Degree & PG College, Kachiguda on 10-08-2018
47. Conducted a half day Programme on **Personality Development** at Saanvi Degree College for Women on 24-07-18
48. Delivered a lecture on “**Data Collection, Analysis and Interpretation**” at St. Ann’s Mehdipatnam on 16-07-18

49. Spoke on “**Business Technology & Innovation**” At Badruka Degree & PG College in a Conference hosted by Telangana Commerce Association on 07-04-18
50. Conducted a Half Day Workshop on “**Project Report Writing**” at Telangana University, Dichpally, Nizamabad on 29-03-18
51. Delivered a lecture on “**Theoretical Distributions**” at St. Ann’s Degree & PG College, Mehdipatnam on 03-03-18.
52. Delivered a guest lecture on “**Project Orientation**”, at Ashoka Business School, Choutuppal, TS on 13/04/17
53. Delivered a guest lecture at UCW, Koti on 28/3/17, 30/3/17, 31/03/17 on topics **Linear Programming, Retail Marketing, and Media Relations** respectively.
54. Delivered a lecture on **Personality Development** for the Empanelled Training Institute, for NSS unit MGU, Nalgonda on 25-02-2017
55. Delivered lectures for Commerce UG & PG teachers in **Managerial Economics** on 19-08-2016 in a FDP conducted by Department of Commerce, Osmania University.
56. Delivered lectures for Commerce UG & PG teachers in **Research Methodology and Statistical Analysis** on 23-08-2016 in a FDP conducted by Department of Commerce, Osmania University.
57. Delivered a lecture on “**Application of Tools in Research**” on 29th July 2016, at St Francis College for Women, Begumpet.
58. Delivered a lecture on “**Tools used in Research**” on 07-04-2016 at UCW, Koti
59. Delivered a lecture and participated in a panel meet on “**Examination Tips and Career Opportunities**” on 7th Feb 2016, for Agarwal Samaj, Attapur Shaka – Hyderabad
60. Delivered a lecture on “**Statistics in our Daily use**” on 18th August 2015 at Wesley Degree College.
61. Delivered a lecture on “**Personality Development**”, on 4-2-15 at S. D. Signodia College of Arts & Commerce & PG Centre
62. Spoke at a Two Day Workshop on “**Emerging Trends in Commerce Education**”, at Keshav Meomorial Institute of Commerce and Sciences, Narayanguda, Hyderabad on 16-09-2014
63. Delivered a lecture on “**Analysis and Interpretation of Financial Statements**”, at St. Mary’s College Yousufguda on 27-07-2013
64. Spoke at a One Day **Workshop on Project Work** at St. Ann’s College for Women on 25th June 2013
65. Conducted a training session on “**Stress Management**”, under the train the trainers programme for the NSS officers at University College of Science, Saifabad on 18th July 2013

66. Delivered a lecture on, “**Opportunities after B.com**”, at G. Pulla Reddy College , Mehdipatnam, on 17th July 2013
67. Delivered a lecture on “**CRM**” and “**Retirement Planning**” at UGC- Academic Staff College, University of Kerala, Thuvunathapuram, on 1st July 2013
68. Delivered a lecture on Project Report Writing in a “One Day Workshop on **Project Work**”, held on June 22nd 2013 for the students of B.Com and BBA at St. Anns College for Women, Mehdipatnam.
69. Delivered a session on **Personality Development & Stress Management** on 27-03-2013 at MGU, Nalgonda
70. Spoke at a workshop on **Project work** for B .Com (Hons) students at IIMC, Khairthabad on 24-08-2012
71. Delivered a Guest lecture on “**ANOVA & Statistical Quality Control**” at Mahatma Gandhi University, Department of Commerce & Management, Nalgonda on 14th November 2008.
72. Delivered a Guest lecture on “**Entrepreneurship & Project Management**” at University College for Women, Department of Biotechnology, Osmania University to M. Sc Students on 10th November 2008.
73. Delivered a Guest lecture on Preparation & Presentation of Seminar & Presentation of Seminar & **Project Presentations** on 18th June 2009 at Academic Staff College, Osmania University, in a Refresher Course on Research Methodology in Commerce & Management.
74. Delivered a Guest lecture on “**Tax Planning**” at Mothers College, Vidyanagar to M.Com Final Students on 23rd April 2009.
75. Delivered a Guest lecture on “**Non- Parametric Tests & Marketing Research**” at Badruka College Post Graduate Centre, Kachiguda, to MBA Final Students on 25th April 2009.
76. Delivered a Guest lecture on “**Linear Programming – Graphical Method**”at Osmania University Post Graduate Centre, Mahabubnagar, to M.Com Final Students on 2nd April 2009.
77. Delivered a Guest lecture on “**Tax Planning**” at Pragathi Mahavidyalaya, to M.Com Final Students on 30th March 2009.
78. Delivered a Guest lecture on “**Entrepreneurship & Project Management**” at University College for Women, Department of Biotechnology, Osmania University to M. Sc Students on 7th November 2008.
79. Delivered a Guest lecture on “**Probability & Theoretical Distribution**” at Sardar Patel PG College Secunderabad, to M. Com Students on 8th November 2008.
80. Delivered a Guest lecture on “**Tax Planning**” at Osmania University Post Graduate Centre, Nalgonda, to M.Com Final Students on 20th April 2008.

81. Delivered a Guest lecture on **Tax Planning** at Osmania University Post Graduate Centre, Mahabubnagar, to M.Com Final Students on 7th April 2008.
82. Delivered a Guest lecture on **“CRM & SCM”** at Telengana University, Nizamabad, on 4th April 2008.
83. Delivered a Guest lecture on **“Channel Design Decisions”** to M.Com Students on 31st March 2008.
84. Delivered a Guest lecture on **Tax Planning** at Mothers Degree College Vidyannagar, on 29th March 2008.
85. Delivered a Guest lecture on **Tax Planning** at G. M. Sanghi College, Tarnaka, on 28th March 2008.
86. Delivered a Guest lecture on **“Segmenting, Targeting & Positioning”** at G. M. Sanghi College, Tarnaka, on 28th March 2008.
87. Delivered a Guest lecture on **“Tax Planning”** at G. M. Sanghi College, Tarnaka, on 10th March 2008
88. Delivered a Guest lecture on Personality Development at Sai-Sudhir P.G.College, ECIL X Roads, Hyderabad – 62 on 30th October 2007
89. Delivered a lecture on **“Communication Skill’s”**, to the MBA students of S.D. Signodia College of Arts & Commerce & P. G. Center, Hyderabad, on 26th November 2006.
90. Delivered a lecture on **“Data analysis and use of Statistical Techniques”**, on 15th September 2006, in a workshop on “MBA Projects the Right Approach”, conducted by Centre for Management Excellence, in Collaboration with Suprabath Institute for Management & Computer Studies, Hyderabad.
91. Delivered a guest lecture on **“Customer Relationship Management”**, to M.Com(Information Systems), students at Department of Commerce Osmania University, on 23rd September 2004.
92. Delivered a guest Lecture on **“Measurement and Scaling Techniques”**, in Marketing Research at Hyderabad Presidency College, Hyderabad on 11th August 2003.
93. Delivered a guest lecture on **“Scheduling & Sequencing”**, in Production and Operations Management” on Dec 15th, 2002 at Hyderabad Presidency College, Hyderabad.
94. Delivered a lecture on **“Project Management Techniques”** at Vanitha Maha Vidyalaya College for Women.

95. Delivered a lecture on “**Job Sequencing in Production and Operations Management**” at St. Ann’s P. G. College for Women at Mehdipatnam.

SWAYAM (MOOC) Resource Person:

Provided contents for Eight modules for MOOC Courses on Critical Thinking, Analytical Skills & Learning for the Online Refresher Course in “Skills for New Educational Architecture”, Skill Development At National Resource Centre, Sant Gadge Baba Amaravati University, Amaravati, Maharashtra under Annual Refresher Programme in Teaching (ARPIT) category through **SWAYAM** platform on 26-02-2019

TV Programmes:

1. Participated in a Live Teleconference for Dr. BRAOU, Hyderabad along with Prof. K V Achalpathi. & Dr. Rabindranath Solomon for the moderation. “Determinants of Consumer Behavior”. 23-02-20202.

2. Participated in a live Teleconference on “Financial Reporting” on behalf of Dr. BRAOU, Hyderabad along with Prof. V. Appa Rao, OU on 06-10-19.

OUT REACH PROGRAMMES FOR HMA:

1. Participated in a Panel Discussion on Religious Ethics on Jan 9th 2019.
2. Participated as a panel member on “Expectations of Industry from students and Project Work” at MVSR Engineering College on 20-11-2015
3. Participated as a panel member on “Expectations of Industry from students and Project Work” at BVRIT Engineering College on 28-12-2015
4. Spoke at a forum on “Opportunities Challenges and Achievements of Women in Business World” at Stanley College, Abids on 10-3-2016
5. Conducted a Business Quiz for Management Colleges at FTAPCCI Auditorium on 04-05-2016
6. Spoke at a meet on “Rural Entrepreneurship Issues & Challenges” at Rajiv Gandhi Memorial College of Engineering & Technology Nandyal on 22-06-2016

Seminars Organized:

Coordinated a ONE WEEK NATIONAL WORKSHOP On “Application of Statistical Tools for Research in Commerce & Management” (Using Statistical Packages) (Sponsored by ICSSR-SRC) February 25th – March 2nd, 2020 conducted by the Department of Commerce, UCC& BM, OU,

Organized a one-day seminar on “**Transforming Professionals As Entrepreneur**”, in the capacity of Programme Coordinator, under the aegis of Association for Small Enterprises & Rural Technology (ASSET), supported by SIDBI on March 29th 2006, conducted at Badruka College P.G. Centre, Kachiguda, Hyderabad.

KEY NOTE SPEAKER:

Was a Key Speaker in a One Day National Seminar on Demonetization: Issues and Challenges with Special Reference to Accounting & Finance. Held on 7th July 2017 at NG College Nalgonda.

Faculty Development Programme (FDP) & Quality Improvement Programmes (QIP) attended:

1. Attended 21 day Refresher Course in “**Research Methodology in Social Sciences(Inter Disciplinary)**”, Conducted by Academic Staff College, Osmania University, during 10-11-2008 to 29-11-2008
2. Attended One Month “ **Orientation Course**”, Conducted by Academic Staff College, Osmania University, during 25 -06-2008 to 23-07-2008
3. Attended Faculty Development Programme Conducted by Department of Commerce, Osmania University, in Partnership with ICICI during 4th – 8th September 2007.
4. Attended One Month “**Orientation Programme**”, Conducted by Osmania University Centre for International Programmes, during 16th – 26th July 2007
5. Attended a Faculty Orientation Programme on “**Supply Chain Management**” during 8th and 9th March 2003, organized by Wesley Post graduate College in coordination with the Department of Business Management, Osmania University.
6. Attended a Faculty Development Programme (FDP) on “**Innovative Pedagogical Tools in Teaching Marketing Management**” sponsored by AICTE and conducted by the T.A. Pai Management Institute, (TAPMI), QIP Center, Manipal, Karnataka, during 18-22 November 2002.
7. Attended a National Seminar on “**Customer Relationship Management**”, during Nov 8th to 10th 2002 at the School of Management Studies, University of Hyderabad and presented a paper titled “**Customer Relationship Management In Financial Services Prospects and Challenges**”.
8. Participated in Quality Improvement Programme (QIP) on “**Developing Data Warehouse for Marketing, Finance and Human Resource Management**” conducted at MDI campus, Gurgaon during February 11 – 15, 2002.
9. Participated in a Quality Improvement Programme (QIP) on “**Project Management**”, conducted at MDI Campus, Gurgaon, during January 7-11, 2002.
10. Participated in a three-day Training cum Workshop on “**Quantitative Methods**” held on 27th to 29th April 2001 conducted by the Department of Business Management, Osmania University.
11. Participated in a One-Day Work shop on “**Management Education and Information Technology – Trends and Issues**”, on April 7th 2001, organized by Association of Indian Management Schools (AIMS) Andhra Pradesh Chapter.

12. Participated in Quality Improvement Programme (QIP) on “**Achievement Motivation for Competitive Success**” conducted at Management Development Institute campus, Gurgaon, during March 12th to 16th, 2001.
13. Participated in a “**Two day Workshop on Taxation & Computer Applications**”. Held on 21st and 22nd July at Osmania University College for Women, Koti, and Hyderabad.
14. Participated in the Faculty Development Programme (FDP) on “**International Business and Strategic Management**”, organized by the Institute of Chartered Financial Analysts of India at Hyderabad during April 23rd to 26th, 2000.
15. Participated in two-day programme on “**Materials Management- the Imperatives for the Future**” during August 28th & 29th, 1998 by Hyderabad Management Association.
16. Attended various Faculty Development Programmes (FDP) conducted by Hyderabad Management Association. (HMA)

RESEARCH GUIDANCE PhD:

No of students awarded: 2

1. Dr. M. Ramesh, “Rural Non-Farm Schemes of NABARD – A Case Study of Telangana Region”, awarded in March 2020
2. Dr. Babak Behnoee (Iran), “Performance Evaluation of Indian Chemical Companies – A study of Select Companies”, Awarded in February 2020

No of Students pursuing: 6

PRESENTATION OF PAPERS AND PARTICIPATION IN SEMINARS:

S. No	Year	Activity: Invited Lectures / Paper presentations (Enclose the copies of the certificates) Paper Presentations/Resource Person	
	20-02-2020	Participated as Co-Chairperson in a session on “Curriculum changes at UG Level, in the light of IND AS”	Smt. A. Shyamala Devi Degree College for Women
1	25-03-19	“Emerging Issues & Challenges in Commerce & Management”	University Arts & Science College, Warangal
2	23-03-19	Issues & Challenge in VUCA World	ICBM- School of Business Excellence, HYD
3	19-03-19	Fintech Adoption in Insurance Sector	Department of Commerce, OU, Hyd
4	02-02-19	Sectorial Participation in Different Bull Runs of Indian Stock Markets	St. Josephs Degree & PG College, Bashirbagh, Hyd
5	21-12-18	E-Tailing of Insurance – A study to Measure Customer Satisfaction	71 st All India Commerce Conference
6	12-09-18	Social Entrepreneurship: Pathway to sustainable Development in In India	PG & Research Department of Commerce Bishop Heber College, Trichy
7	06-03-18	Transforming Indian Economy: Structural Reforms	University Arts & Science College, Warangal
8	24-02-18	Leveraging of E- Marketing: A Case Study of Reliance Jio	SIBM, Hyd
9	10-02-18	Resource Constraints & Impact on Indian Economy - A Study	Pragati College of Arts & Commerce, Dombivili, Mumbai
10	09-02-18	Emotion and Its Influence on Customer Purchase Decision A study on Select Insurance Products	Christ Institute of Management, Ghaziabad.

11. Attended a one day seminar on “**HR PRACTICES IN THE HOSPITALITY INDUSTRY**”, organized by the Department of Commerce, Osmania University in collaboration with Culinary Academy of India, Hyderabad, on 19th March 2013.

12. Attended a Two Day National Workshop on Research Methods during August 21-22, 2009, Conducted by Department of Business Management, Osmania University, Hyderabad – 7.

13. Presented a paper on “**CRM & Value Chain - A Double Whammy**” at the 61st All India Commerce Conference of Indian Commerce Association, Nagpur, held during 27-29 December, 2008.

14. Attended a National Seminar on **Emerging Trends in Corporate Reporting Practices**, Organized by Department of Commerce St. Ann’s College for Women, in association with Indian Accounting Association on August 9th 2008.

15. Participated in the **60th All India Commerce Conference**, Osmania University, held during 27th to 29th December 2007 and worked in organizing the event in various committees.
16. Attended a National Seminar on **“Insurance Sector Reforms in India”** conducted by Nizam College, Department of Commerce, Osmania University, on 8th August 2007.
17. Attended a National Seminar on **“Retail Investors in India – Emerging trends”** conducted by Department of Commerce, Osmania University, on 10th August 2007.
18. Attended a National Seminar on **“Emerging Trends in Retailing”** conducted by Department of Commerce, presented a paper on **“Supply Chain Perspectives in Retailing”**, Osmania University, on 16th March 2007.
19. Presented a joint paper with Prof. K.V. Achalapathi, Dean, Faculty of Commerce in a National Seminar on **“Customer Relationship Management in Service Sector”**, conducted by CKM college, Warangal during 12-13th December 2006.
20. Attended a one-day seminar on **“Innovations in Marketing”**, conducted by Department of Commerce, Osmania University, on 24th March 2006.
21. Attended a three-day International Conference on **“Changing Paradigms in Marketing of Services”**, held during July 15-17, 2003, by School of Management Studies, University of Hyderabad.
22. Attended National Apparel Summit '03, **“Trends in Retail Industry**, on May 16th 2003, by Department of Fashion Management Studies, National Institute of Fashion Technology (NIFT), Hyderabad.
23. Attended a National Seminar on **“Customer Relationship Management”** during Nov 8th to 10th 2002 at the School of Management Studies, University of Hyderabad and presented a paper titled **“Customer Relationship Management in financial Services Prospects and Challenges”**.
24. Participated in a National Seminar on **“Corporate Governance”**, organized by The Department of Commerce, Nizam College (Autonomous), Osmania University held on 30th January 1999.
25. UGC sponsored seminar on **“Challenges to Commerce Education”**, Dec'98 organized by Pragati Mahavidyalaya, Hyderabad – presented a Paper titled **“PERSPECTIVES OF COMMERCE EDUCATION”**.
26. UGC sponsored seminar on **“Effective and Responsive Administration”**, Feb'97 Organized by Osmania University P. G. Center, Mahabubnagar – participated and presented a paper titled **“BUREACRACY AND SOCIETY”**.

27. **“50th All India Commerce Conference”** conducted by Indian Commerce Association with Osmania University, Hyderabad Dec’96 – participated and worked as volunteer.

28. National Seminar on **“CONSUMER PROTECTION IN INDIA – PROBLEMS AND PROSPECTS”**, held by Osmania University at HYDERABAD IN Oct’96 – participated and presented a paper titled **“CONSUMER PROTECTION AND LEGISLATION”**. Participated as a student representative of Osmania University P.G. Centre, Mahabubnagar.

29. **49TH All India Commerce Conference**, conducted by Indian Commerce Association, at Jaipur, in Oct’95. Participated and presented a paper titled **“POPULATION PERSPECTIVES – 2000 AD – CHALLENGES TO THE SOCIAL SCIENTISTS”**. Participated as a student representative of Osmania University P.G. Centre, Mahabubnagar.

RESOURCE PERSON AT ACADEMIC STAFF COLLEGES:

27-01-2020	Memory Techniques	92 nd Orientation Programme, UGC, - HRDC, OU, HYD
30-10-2019	Body Language	91 st Orientation Programme, UGC, - HRDC, OU, HYD
21-10-2019	Critical Thinking	91 st Orientation Programme, UGC, - HRDC, OU, HYD
19-10-2019	Memory Techniques	Refresher Course in Soft Skills for Professional Excellence Programme, UGC, - HRDC, OU, HYD
19-20 July 2019	Critical Thinking, Effective Teaching	UGC - HRDC, Sant Gadge Baba Amravati University, Amravati, Maharashtra
14.3.2019	Critical Thinking	Refresher Course in Entrepreneurship, UGC HRD, OU
21.02.19	How to Apply For Funds	Refresher Course in Entrepreneurship Development Programme, UGC HRD, OU
12.02.19	Entrepreneurial Readiness	Refresher Course in Entrepreneurship Development Programme, UGC HRD, OU
7.02.19	Mindset	Refresher Course in Soft Skills, UGC HRD, OU
7.02.19	Listening & Feedback	86 th Orientation Programme, UGC HRD, OU
16.12.17	Personality Development	40 th Orientation Programme, UGC HRDC, Sant Gadge Baba Amravati University, Amravati
15.12.17	Achieving Excellence in Higher Education	Faculty Development Cell, UGC HRDC, Sant Gadge Baba Amravati University, Amravati
16.09.17	Research Methodology	Faculty Development Cell, UGC HRDC, Sant Gadge Baba Amravati University, Amravati
15.06.17	Refresher Course in Commerce	Faculty Development Cell, UGC HRDC, Sant Gadge Baba Amravati University, Amravati
14-15 July 2016	Refresher Course in Commerce	Faculty Development Cell, UGC HRDC, Sant Gadge Baba Amravati University, Amravati
6 th Feb 2016	Refresher Course in Research Methodology in Arts & Social Sciences	UGC Staff College OU, on 6 th Feb 2016
10 th Oct 2015	Refresher Course in Commerce	Faculty Development Cell, UGC HRDC, Sant Gadge Baba Amravati University, Amravati
29 th Jan 2015	Refresher Course in Commerce	Faculty Development Cell, UGC HRDC, Sant Gadge Baba Amravati University, Amravati
09-06-14	Refresher Course in Commerce	University of Kerala, Trivandrum
19-06-13	Refresher Course in Commerce	University of Kerala, Trivandrum

PUBLICATION'S:

2019	Behavioural Finance – A study on Investors Behaviour That Affects Risk and Returns in Stock Markets	Ajanta, Volume – VIII, Issue-1, January – March -
2019	Sectoral Participation in Different Bull Runs of Indian Stock Markets	Journal of Emerging Technologies and Innovative Research, 6
2019	E- Tailing of Insurance A study to Measure Customer Satisfaction	Journal of Indian Institute of Management & Commerce, Volume -
2018	Social Entrepreneurship: Path ways to Sustainable Development in India	International Journal of Scientific Research & Review
2018	Resource Constraints & Its Impact on Indian Economy – A Study	Aarahat Multidisciplinary International Education Research Journal.
2018	“Emotion & Its Influence on Customer Purchase Decision”	International Journal of Research in Economics & Social Sciences.
2017	“Emotions & Customer Purchase Decision with reference to Insurance Products”	Osmania Journal of International Business Studies Vol. XII, No. 1,
2016	Social Media Marketing, Recruitment and Cyber Crime A case study of Hyderabad City	The Indian Journal of Commerce in Vol. 69, No.1, Jan-March 2016
2013	Communication Skills Among College Students – An Empirical Study	Business Vision, Vol 10 No. 3 & 4, July-Dec ISSN 2231-5497
2012	“Organization Citizenship Behaviour – An Empirical Study”	AADYAM , A Journal of Management, Vol.1, Issue 1, July-December 2012, ISSN: 2278-4152
2012	“Finance & Physics”	1. Business Vision, Vol:8No.3, July Sept'2012, ISSN 2231-5497

2012	“EFFICIENCY OF STOCK MARKET – COMPARING THE BEHAVIOR OF STOCK INDICES OF NSE & NYSE”	ZENITH, International Journal of Multidisciplinary Research, Vol.1, Issue 8, Dec’ 2011, ISSN 2231- 5780
2010	“CRM & Value chain - A Double Whammy”	Business Vision, Vol:6 No.2 , April June '2010, ISSN 2231-5497
2007	“Customer Relationship Management in Financial Services Prospects and Challenges”	Excel Books, New Delhi, in a book titled “CUSTOMER RELATIONSHIP MANGEMENT, A KEY TO CORPORATE SUCCESS” , authored by V. Venkata Ramana & G. Somayajulu.

AWARDS:

Institute of Practical Accountancy, Hyderabad, conferred the **IPA Best Commerce Faculty Award for 2009** during the IPA SANMAN 2009 & 10

BOOKS WRITTEN:

1. A Text Book on Business Organization for Himalaya Publishing House 2016 & 2017
2. A Text Book on Principles of Management for Himalaya Publishing House 2016.
3. A Book on **Business Statistics for B.Com students** was Published by Vagdevi publications 2013
4. A Book on **“Customer Relationship Management- A Dyadic Exploration in Select Banks”** was published by Lap-Publishing House, Germany.

BOOKS EDITED:

1. Edited a book on **“Business Organization & Management”**, published by Taxmann Publications 2013.
2. Edited a Course material on **“Project Management”** for NIRD, Rajendernagar, for a course on PG Diploma in Tribal Management 2013.

COURSE MATERIAL WRITING:

Had contributed to the course material for Center for Distance Education, Osmania University. MGU Nalgonda, Dr. BR Ambedkar Open University.

- Contributed Three Units for an Elective Course on Rural Marketing for B.Com, Second Year Semester IV Dr. B. R. Ambedkar Open University, Hyderabad
- Contributed Seven Units for the Business Environment Policy in MBA course for Dr. BR Ambedkar Open University.
- Contributed six lessons in “**Taxation**”, B.com 2013 course for the CDE, Mahatma Gandhi University, Nalgonda
- Contributed two units in “**Business Organization & Management**”, B.Com 2012, course for the CDE, Mahatma Gandhi University, Nalgonda
- Contributed eight lessons in Finance and Accounting for “**Project Management**” for NIRD, Rajendernagar, for a course on PG Diploma in Tribal Management 2013.

BOOK REVIEWS:

1. Did a review for QRR Vol4, ISSUE 1, 2019, Soctt Robinette, Clarie Brand & Vickilenz (2000). Emotion Marketing: The Hallmark way of winning Customers for Life – Book Review
2. Did a book review for Management Principles & Application for Oxford University Press
3. Did a book review for Business Communication for Oxford University Press

LIFE MEMBER OF:

- INDIAN ACCOUNTING ASSOCIATION (IAA)
- ALL INDIA COMMERCE CONFERENCE ASSOCIATION (AICCA)

ADMINISTRATIVE EXPERIENCE:

- Appointed as **Joint Director PG Admissions**, Directorate of Admissions OU on 28 May 2019
- Appointed as Vice-Principal Hostels at UCC &BM , Osmania University, from 15-05-2017
- Participated as the **Vice Chairman of the Transportation Committee** for Yuva Tarang 2012, conducted by Osmania University in collaboration with, Association of Indian Universities, New Delhi during 16th to 20th Nov 2012.
- Served as **Additional Controller of Examinations for B.Com at Exam Branch Osmania University during May 2010 to September 2011.**

- Served as **Mess Warden** at Manjeera Hostel, Osmania University during August 2008 to June 2009
- Working as **Placement Officer at Department of Commerce**, Osmania University since 2009.
- Served as **Coordinator M.Com Spot valuation** at Department of Commerce, Osmania University, during 2007-2009.

OTHER INFORMATION:

1. Stood 1st in the Inter Collegiate Debate competition conducted by Dean Students Affairs, Osmania University, Hyderabad, Dec'96.
2. Represented Osmania University in the South Zone Youth Festival 96-97, conducted by Association of Indian Universities, at Bangalore in Elocution, Debate & Quiz.
3. Conducted Inter Collegiate Quiz Competition for Badruka College Post Graduate Centre, on the occasion of "**Splash-99**" (Management Meet).
4. Conducted a District Level Inter School Quiz Competition at Mahabubnagar organized by APTECH Limited, Mahbubnagar Branch, on 14 August 1997.
5. Stood 4th in the M. Phil Examination conducted by Department of Commerce Osmania University, in August 1997.
6. Stood 1st in the M.Com batch of 1995-97 at Osmania University P.G. Centre, Mahabubnagar and overall 6th in the M.Com results in the Department of Commerce, Osmania University in 1995-1997 batch.

PERSONAL DETAILS:

1. AGE: 45 Years.
2. Date of Birth: 19-08-1974.
3. Father's Name: S. Anthony
4. Martial Status: Married
5. Nationality: Indian
6. Religion: Christian
7. Passport No.: Z1064856
8. Language Proficiency: English, Hindi, Tamil & Telugu.
9. Hobbies: Cricket, Athletics, Elocution, Debate, Quiz and Reading.

Date: 13-03-2020

(Dr. A. PATRICK)

Place: Hyderabad