



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" "Padmasali"
5. **Marital Status** : Married
6. **Languages Known** : English, Hindi and Telugu
7. **Designation** : **Professor & Dean, Faculty of Commerce, O.U.**
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 (28Years)
 - c) **Total Service** : **30 Years**
 - d) **Date of appointment as Professor:** **19-09-2008**
9. **Place of Work** : Department of Commerce, UCC & BM,
Osmania University
Hyderabad-500 007. T.S.
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), 040-27096188 (O)
098497 82193 (Mobile)
Email: varakalaa@yahoo.com
varakalaapparao@gmail.com
11. **Native Place** : **Khammam**
12. **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 |

13. 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”*

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

15. **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) Financial Accounting-I
 - b) Financial Accounting – II
 - c) Management Accounting
 - d) Auditing e) Company Law

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

17. **TECHNICAL QUALIFICATIONS:** Type Writing both English and Telugu Higher Grade Passed.

18. **PUBLICATIONS:**

| S.No. | Name of the journal | Title | Year of Issue |
|-------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|---------------|
| 21. | Journal of Management Research and Analysis | Impact difference of IFRS and IGAAP on Financial Performance of IT Sector with reference to TCS & WIPRO | 2020 |
| 20. | Indian Journal of Accounting (IJA) | Impact of Adoption of Ind-AS on Financial Statements – A Study | 2019 |
| 19. | International Journal of Management Technology and Engineering- An ISO: 7021-2008 Certified Journal | Environmental Reporting Practices of Select Companies in Telangana State | 2019 |
| 18. | Journal of Emerging Technologies and Innovative Research – An International Open Access Journal | A Study on Management Practices of Select Companies in Telangana State | 2019 |
| 17. | Journal of Emerging Technologies and Innovative Research – An International Open Access Journal | Impact difference of IFRS and IGAAP on the Financial Performance of IT Sector with reference to TCS & Infosys | 2019 |
| 16. | Journal of Management Research & Analysis, Innovative Publication, Immanuel B-School, Hyd. | Impact of Ind-AS adoption on Corporate Financial Statements – A Study | 2019 |

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|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------|
| 15. | Edited book on 'Role of Insurance in Financial Inclusion', Vrinda Publishing House, Hyderabad | Grievance Redressal Practices of Select Insurance Companies in India – A brief introspection | 2016 |
| 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. | Vaniya, 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 |

19. SEMINARS, CONFERENCES, SYMPOSIA AND WORKSHOPS ATTENDED:

43. **42nd All India Accounting Conference**, Organized by Jai Narain Vyas University, Jaswant Campus, Jodhpur , Rajasthan, on 28th & 29th December, 2019, presented paper on “Impact of Adoption of Ind-AS on Financial Statements – A Study”
42. **National Seminar on “Emerging trends in Banking, Insurance and Tourism”** organized by the Department of Commerce, O.U. Hyderabad on 28th & 29th June, 2019.
41. **2nd Annual Conference of Telangana Commerce Association on “Agriculture Marketing in Telangana”** organized by the Department of Commerce, Palamuru University, Mahabubnagar on 18th April, 2019.
40. **National Seminar on “Fin-tech Adoption in the Indian BFSI Sector – Opportunities & Challenges”** organized by the Department of Commerce, O.U. Hyderabad on 19th & 20th March, 2019.
39. **41st All India Accounting Conference**, Organized by Manipal University, Jaipur, Rajasthan State, and acted as Chairperson for one of the technical sessions on 5th and 6th January, 2019.
38. **71st All India Commerce Conference**, Organized the Department of Commerce, Osmania University, Hyderabad, during 27th to 29th December, 2018, worked as Joint Conference Secretary.
37. **National Seminar on “Contemporary Issues in Accounting & Finance”** organized by University College of Commerce & Business Management, O.U., in collaboration with Indian Accounting Association Hyderabad Chapter on 20th November, 2018.
36. **1st Annual Commerce Conference of Telangana Commerce Association on “Digital Commerce: Opportunities & Challenges”** organized by Badruka College of Commerce & Arts, Hyderabad on 7th April, 2018.
35. **National Seminar on “Indian Financial Services – A Way Ahead”** (An event of Centenary Celebrations) organized by the Department of Commerce, O.U., in collaboration with ICSSR-SRC, on 16th February, 2018.
34. **40th All India Accounting Conference**, Organized by Mohanlal Sukhadia University, Udaipur, Rajasthan, on 18th & 19th November, 2017, presented paper on “IFRS, US GAAP and Indian GAAP –A Comparative Study”
33. **70th All India Commerce Conference**, Organized by the IIS University, Jaipur, during 12th to 14 October, 2017.
32. **International Conference on “Global Insurance: Practices & Outlook”** organized by the Department of Commerce, Osmania University, Hyderabad during 29th to 31st July, 2017

31. **39th All India Accounting Conference**, Organized by Department of Commerce, Bangalore University, Bangalore, presented paper on “**IFRS Convergence Process in India – A Study**”, 16-17th November, 2016.
30. **National Seminar on “Role of Insurance in Financial Inclusion”** organized by the Department of Commerce, O.U., in collaboration with Insurance Institute of India on 28th & 29th March, 2016.
29. **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”, on 5th -6th December, 2015.
28. **37th All India Accounting Conference**, Organized by Department of Commerce, Lucknow University, Lucknow, U.P., November, 2014.
27. **National Seminar on “Emerging Trends in Commerce”** organized by the Department of Commerce, Loyola Academy Degree & PG College, Secunderabad, on 22nd and 23rd August, 2014.
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, Gujarat 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.

20. CONTRIBUTION TO UNIVERSITY AND ADMINISTRATIVE POSTS HELD:

- 1) **Executive Council Member**: Govt. of Telangana appointed (on 28-02-2020) as EC Member of Osmania University.
- 2) **Dean**: Presently working as the Dean, Faculty of Commerce, O.U., from 01-09-2019 onwards.
- 3) **Principal**: Worked as the Principal, University College of Commerce & Business Management, O.U., from 02-01-2017 to 13-03-2020
- 4) **Controller of Examinations** : Worked as Controller of Examinations, O.U. during the year 2016-2017.
- 5) **Additional Controller of Examinations (Confidential)**: Worked as Additional Controller of Examinations (Confidential) O.U., 2015-2016.
- 6) **Director, B.C. Cell** : Worked as Director, B.C. Cell, O.U., during 2014-2016.
- 7) **Joint Director** : Worked as Joint Director, Directorate of Admissions, O.U. from 12-04-2007 to 07-04 – 2010.
- 8) **Additional Controller of Examinations (UG)**: Worked as Additional Controller of Examinations (UG), O.U., from 10.03.2003 to 03-08-2005.
- 9) **Vice-Principal**: Worked as Vice-Principal of College of Commerce and Business Management from 07.05.2001 to 06.05.2002.
- 10) **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.

- 11) **In-charge Head** : Worked as In charge Head, Dept. of Commerce, PG College OU, Sec-bad, December 1999 to July 2000.
- 12) **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.
- 13) **M.Com., Spot Valuation Coordinator**: Worked as Coordinator for M.Com., Spot Valuation in 1999, 2000, 2002, 2006 and 2010 (five times).
- 14) **Board of Studies Member**: Working as Member of Board of Studies in UG (B.Com.) & PG (M.Com.)
- 15) **Departmental Committee Member**: Presently, Departmental Committee Member, from 2008 onwards and involving in various decisions.
- 16) **Selection Committee Member**: Member of selection committee in various university and private affiliated colleges and involving in the selection of lecturers/professors.
- 17) **NSS Programme Officer**: Worked as NSS Programme Officer at PG Centre Karimnagar in the year 1993.

21. RESEARCH AND CONSULTANCY SERVICES:

- a) **Articles/Papers**: Published twenty one (21) articles/papers 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/affiliated colleges of Osmania University, Academic Staff College, O.U., **C-TARA, South Central Railways, Telangana Police Academy** and other Universities in India.
- d) **Organization of Seminars /Workshops / Conferences/Consultancy services**:
 - Joint Conference Secretary***: 71st All India Commerce Conference, organized by the Department of Commerce, Osmania University during 27th to 29th December, 2019.
 - Symposium Director***: National Symposium on “Ind-AS: Its Implications and Harmonization” organized by the UCC&BM in collaboration with IAA , Hyderabad Chapter in the year 2019.

Seminar Director: National Seminar on “Contemporary Issues in Accounting & Finance”, organized by the UCC&BM in collaboration with IAA, Hyderabad Chapter in the year 2018.

Treasurer : Worked as the Treasurer, Indian Accounting Association Hyderabad Chapter during 2015 to 2019.

Coordinator: Worked as Coordinator for conducting recruitment test for the post of **Assistant Finance, Powergrid Corporation, Govt. of India**, in the year 2014.

Convener: Worked as Convener for conducting B.Com., (Hons.) Entrance test from 2012 to 2015.

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.

Coordinator: Worked as Coordinator for conducting recruitment test for the post of **JAOs in APCPDCL, Govt. of A.P.** in the year 2007.

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

Convener : Orientation Course for P.G. Teachers in the year 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 **(3) Three M.Phil., Scholars.**

f) **Ph.D. Guidance :** Recognized Supervisor for Ph.D., research course and produced **(5) Five Ph.D. Scholars,** presently, **ten** 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 by Osmania University.

22. MEMBERSHIP:

- a) *Life Membership* : Life Member of Indian Commerce Association (AP-263) and Indian Accounting Association (HYD-74)
- b) *Executive Member* : Executive Member of Indian Accounting Association.
- c) *Conference Secretary:* 43rd All India Accounting Conference to be held in Osmania University, Hyderabad in Dec-2020/Jan-2021.

23. AWARDS RECEIVED:

“Best Commerce Faculty Award” received from the Institute of Practical Accountancy (IPA), Secunderabad in **2008**.

24. REFERENCES:

1. Prof. Ch. Gopal Reddy, Registrar, Osmania University, O.U.
2. Prof. T. Krishna Kumar, Head, Department of Commerce, O.U.

Date: 24-07-2020

(V. APPA RAO)

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