



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 (29Years)
 - c) **Total Service** : **31 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.
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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) Indian Accounting Standards
c) Advanced Managerial Accounting
d) Cost Accounting and Control
e) Organization Theory and Behavior
f) Human Resource Management
g) Quantitative Techniques for Business Decisions
h) Services Marketing i) 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
23.	International Conference Proceedings of GITAM: Entrepreneurship & Social Empowerment: Converging Emerging Technologies & Growth in Business, Hyderabad	Marketing Strategies for Entrepreneurship Development	2020
22.	Journal of Management Research and Analysis, Immanuel B-School, Hyderabad	Impact difference of IFRS and IGAAP on Financial Performance of IT Sector with reference to TCS & WIPRO	2020
21.	Indian Journal of Accounting(IJA), Jaipur	Impact of Adoption of Ind-AS on Financial Statements – A Study	2019
20.	International Journal of Management Technology and Engineering- An ISO: 7021-2008 Certified Journal	Environmental Reporting Practices of Select Companies in Telangana State	2019
19.	Journal of Emerging Technologies and Innovative Research – An International Open Access Journal	A Study on Management Practices of Select Companies in Telangana State	2019
18.	Osmania Journal of International Business Studies (OJIBS), Dept. of Commerce, O.U.	Problems and Prospects of E-Learning - A Study with Reference to Higher Education in Telangana State	2019

17.	Journal of Emerging Technologies and Innovative Research – An International Open Access Journal- Research – JETIR, Gujarat	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	2018
15.	Conference Proceedings: ‘Role of Insurance in Financial Inclusion’, Dept. of Commerce, O.U., Vrinda Publishing House, Hyderabad	Grievance Redressal Practices of Select Insurance Companies in India – A brief introspection	2017
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.	KEGEES Journal of Social Science - Half-Yearly Research Journal, Kottayam, Kerala.	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 Social Science, 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.	University News, Association of Indian Universities, New Delhi	Evaluation System in Universities – Some Issues	2007
8.	Osmania Journal of Social Sciences, O.U. Hyderabad	Customer Satisfaction at ATM Centers- A Study of Select Banker’s Customers in Hyderabad	2007
7.	Indian Journal of Marketing New Delhi.	Customer Satisfaction at E-Seva 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.	Vanijsya, 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 as EC Member of Osmania University on 28-02-2020.
- 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 three (23) 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 (UGC-HRDRC) 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 Three (3) M.Phil. Scholars.**
- f) **Ph.D. Guidance** : Recognized Supervisor for Ph.D., research course and **produced Six (6) Ph.D. Scholars,** presently, **08** 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 Committee Member:* Executive Committee Member of Indian Accounting Association.
- c) *Conference Secretary:* 43rd All India Accounting Conference to be held in Osmania University, Hyderabad in the year 2021.

23. AWARDS RECEIVED:

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

24. REFERENCES:

1. **Prof. V. Usha Kiran, Head, Department of Commerce, Osmania University.**
2. **Prof. D. Chennappa, Principal, UCC & BM, Osmania University.**

Date: 21-07-2021

(V. APPA RAO)

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