



## Dr. V.V.NARSI REDDY

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### Educational Qualifications: B.Com., M.B.A., M.Phil., Ph.D.

course	Board/university	Year of passing/award	School/College	Division %
<b>SSC</b>	Board Of Secondary Education ,Hyd, AP	April 1985	ABM. High school, Ammireddigudem.	Second 54%
<b>INTER</b>	Board Of Intermediate Education ,Hyd, AP	March 1988	A.C.College, Guntur, AP.	Third 42.2%
<b>B.Com</b> (Costing & Taxation)	Nagarjuna University, Guntur, AP	March 1991	A.C.College, Guntur, AP.	<b>First</b> 62.5%
<b>M.B.A</b> (Marketing)	Andhra University, Waltair, AP	March 1994	Sir.CRR college, Eluru, AP.	<b>First</b> 61%
<b>PGDMM</b>	AP. Productivity Council, Hyd, AP	April 1998	AP.Productivity Council, Hyderabad,	<b>First</b> 62.2%
<b>M. Phill</b> (Management)	Alagappa University, Karaikudi, Tamilnadu	Dec 2004	Distance mode	Second 55.6%
<b>Ph.D</b> (Management)	Acharya Nagarjuna University, Guntur,AP	June 2011	Regular(Parttime) ANU, Guntur, AP.	<b>Awarded</b>

### Experience Summary: Teaching: 26+ Years. Industry: Nil . Total: 27+ Years

S.No.	College	University	Post held	Duration		Date of Ratification	Experience years
				From	To		
1	SSRJ college, Khammam.	Kakatiya university	Assistant Professor	June1995	May2000	---	05 years
2	KMPG College,kmm	Kakatiya university	Associate Professor	June2000	May2015	Aug2000	15 years
3	LBRCE, Mylavaram.	JNTUK	Associate Professor	June2015	Till date	18-08-2016	07+ years

### **ON LINE CERTIFICATION COURSES:**

- Got certified with **87%** from **NPTEL online certification course (12 Weeks)** on **“Entrepreneurship”** conducted by IIT Madras, (Jan-April- 2020).
- Certified with **“A”** grade in **One week online course** on **‘Research Methodology for Social Sciences’**, organized by **Indian Academic Researchers Association ([www.iaraindia.com](http://www.iaraindia.com))** from April-6<sup>th</sup> to 12<sup>th</sup> -2020.
- Got certified with **Elite** from **NPTEL online certification course (8 Weeks)** on **“Marketing management-1”** conducted by IIT Kanpur, (July-Sep- 2019).
- Got certified with **Elite + silver** from **NPTEL online certification course (4 Weeks)** on **“Management of Field Sales”** conducted by IIT Kanpur,(Jan-Feb-2019).
- Got certified with **Elite** from **NPTEL online certification course (8 Weeks)** on **“Marketing Research and Analysis”** conducted by IIT Roorkee,(Aug-Sep- 2018).
- Got certified with **Elite** from **NPTEL online certification course (8 Weeks)** on **“Research writing”** conducted by IIT Madras (April-May- 2018).

**COURSES HANDLED (UG&PG):**

<b>P.G/U.G. COURSES</b>			
<b>Subject Name</b>	<b>Course</b>	<b>Subject Name</b>	<b>Course</b>
Principles Of Management.	<b>MBA,M.com</b>	E-Business	<b>MBA</b>
Managerial economics,	<b>MBA,M.com</b>	Management Information System	<b>MBA</b>
Marketing Management,	<b>MBA,M.com</b>	E-Commerce	<b>MBA</b>
Organizational Behavior,	<b>MBA,M.com</b>	Business Environment	<b>MBA</b>
Human Resources Management.	<b>MBA,M.com</b>	Business Ethics and Corporate Governance	<b>MBA</b>
Business Laws And Ethics,	<b>MBA</b>	Marketing Management,	<b>BBM</b>
Customer Relationship Management,	<b>MBA</b>	Personnel management	<b>BBM</b>
Operations Management	<b>MBA</b>	Managerial communications	<b>BBM</b>
Production Management,	<b>MBA</b>	Management information system	<b>BBM</b>
Statistics For Management	<b>MBA</b>	Business organization	<b>BBM</b>
Organizational Structure And Personnel Management,	<b>MCA</b>	Production Management	<b>BBM</b>
Business Research Methods,	<b>MBA</b>	Business Laws	<b>BBM,B.com</b>
Consumer Behavior,	<b>MBA</b>	Business Economics	<b>BBM, B.com</b>
Rural marketing,	<b>MBA</b>	Business Environment	<b>BBM, B.com</b>
sales and distribution management,	<b>MBA</b>	Entrepreneurship Development	<b>BBM, B.com</b>
Global marketing,	<b>MBA</b>	Cost Accountancy	<b>BBM, B.com</b>
Services Marketing And Retail Management,	<b>MBA</b>	Business Statistics	<b>BBM, B.com</b>
Entrepreneurship	<b>MBA</b>	Mercantile laws	<b>BBM</b>
Industrial Relations,	<b>MBA</b>	Sales management	<b>BBM</b>
Human Resources Development,	<b>MBA</b>	Currency & Banking	<b>BBM</b>
Business Laws & Environment	<b>MBA</b>	MEFA	<b>B.Tech</b>
Advertising and brand management	<b>MBA</b>	Engineering Economics And Accountancy,	<b>B.Tech</b>
Logistics &supply chain mgt	<b>MBA</b>	Professional Ethics,	<b>B.Tech</b>
Strategic management	<b>MBA</b>	Industrial Management	<b>B.Tech</b>
Project management	<b>MBA</b>	Industrial Engineering and Management	<b>B.Tech</b>
Financial Markets and Services	<b>MBA</b>	Constitution of India	<b>B.Tech</b>
Management of Industrial relations	<b>MBA</b>		

## **Journal Publications:**

- 1) Article titled “A Study on development of Indian Retailing Industry current scenario and future perspective – The Growth of New Retail formats”. Was published in ***Zenith International Journal of Business Economics & Management Research***, Volume-02, Issue-09 Sep, 2012, **ISSN: 2249-8826**.
- 2) Article titled “Working capital practices in Pharma industry – A case study of Aurobindo Pharmaceuticals Ltd”, was published in ***Excel International Journal of Multidisciplinary Management Studies***, Volume 4(1) Jan-2014, **ISSN: 2249-8834**.
- 3) Article titled “Public and Private Partnership in Infrastructure Development in India” was published in (IJBMI) ***International Journal of Business and Management Invention***, volume-4, issue-3, March, 2015. (**p-ISSN:2319-801X**).
- 4) Article titled “Financial Performance Analysis - A Case study with special Reference to *ICICI bank*.” was published in Bi-Annual Journal “***GEC’s International Journal of Innovation Technology and Management***” volume-iii, issue-ii with **ISSN : 2394-594X** .August-2017
- 5) Article titled, Factors of Life Insurance at Household Level: A Case Study”, was published in International ***Journal Of Innovative Research Explorer***, **ISSN: 2347-6060**. volume 4, issue 6, NOV/2017(**UGC Approved ,International**)
- 6) Article titled, Trends in Agricultural Product’s Exports and Imports of Major SARRC Countries”, was published in ***International Journal of Advance Engineering and Research Development*** , **p-ISSN (P): 2348-6406**, Volume 5, Special Issue 02, Feb.-2018 (**UGC Approved ,International**)
- 7) Published an article “Degree of Competition Indian Manufacturing Firms”, in ***Asian Journal of Management***, **ISSN: 0976-495X (Print), 2321-5763(Online)**, Volume 09, Special Issue 01, January- March 2018,(**UGC Approved, International**).
- 8) Article titled, “Brand Preference of Mobile Phones among Amaravati region college students-A case study”, was published in (GJESR) ***Global Journal of Engineering Science and Researches*** ,**ISSN (P): 2348-8034**, Special Issue **ICESTM-2018**, July.-2018 (**UGC Approved ,International**)

- 9) Article titled, "Human Resources Development Practices in Singareni collieries company Ltd-A case study of kothagudem area, T.S", was published in (GJESR) **Global Journal of Engineering Science and Researches** ,ISSN (P): 2348-8034, *Special Issue ICESTM-2018, July.-2018 (UGC Approved ,International)*
- 10)Article titled "Perpetual Transition Management -The Dimensions and Strategies." was published in Bi-Annual Journal "**GEC's International Journal of Innovation Technology and Management**" volume-IV, issue-II with ISSN : 2394-594X .August-2018.
- 11)Article titled, "Performance of Life Insurance Corporation of India: A post-deregulation Experience.", was published in (IJMTAE) **International Journal of management, Technology And Engineering**. ISSN No: 2249-7455, *Volume IX,Issue-II, February.-2019 (UGC Approved ,International)*
- 12)Article titled "Social sector expenditures and their impact on Human Development in India: Empirical Evidence During 2001-02 To 2015-16", was published in (IJRTE) **International Journal of Recent Technology and Engineering**. ISSN: 2277-3878, Volume-7,Issue-6S5, April-2019.**(Scopus Indexed)**
- 13)Article titled "Macro-Economic determinants of life Insurance Business-Empirical Evidence During 2001-02 To 2015-16", was published in **(IJEAT) International Journal of Engineering and Advanced Technology** ISSN: 2249 – 8958, Volume-9 Issue-2, December, 2019 **(Scopus Indexed)**
- 14)Article titled "Determinants of Life Insurance at Household Level: An Empirical Analysis of Andhra Pradesh, India.", was published in **WAFFEN-UND KOSTUMKUNDE JOURNAL** , ISSN: 0042–9945, Volume-XI Issue-II, February, 2020 **(Web of Science Indexed)**
- 15)Article titled "A Study on Competency Mapping in Ramky Estates and Firms Ltd", was published in **OUR HERITAGE JOURNAL** ISSN: 0474 – 9030, Volume-68 Issue-30, February, 2020 **(UGC CARE Indexed)**
- 16)Article titled "A Study on Buying Preferences towards Small Cars in Vijayawada city, AP, India." was published in Bi-Annual Journal "**GEC's International Journal of Innovation Technology and Management**" volume-VI, issue-I with ISSN: 2394-594X. February, 2020.

17) Article titled "Small and Medium Enterprises (SMEs) and Inclusive Growth in the Globalization Era" was published in "***International Journal for Innovation Engineering and Management Research***" volume-09, issue-12 with **ISSN: 2456-5083**. **December, 2020**.

### **Books Published:**

- A book titled "Human Resource Development- An In depth study" was Published, with single Author- Dr.V.Venkata Narsireddy by Astha Publishers & Distributors, New Delhi-110002.(**ISBN:978-93-85330-17-9**),Edition:2018.
- A book titled "Dynamic Business Trends and Innovations in Contemporary Times" was Published, as one of the five Editors by Paramount Publishing House, Hyderabad-500072. (**ISBN:978-81-948876-3-8**),Edition:2020.

### **Conference paper proceedings / chapter publications:**

- 1) Published paper entitled "Impact of corporate Social Responsibility on Customer Satisfaction" in the proceedings of ***International Conference*** on challenges for Industrial survival & Growth in Indian & Global Perspective, Organized by Pacific Institute of Business Studies, Rajasthan. Feb22&23, 2013.
- 2) Published paper entitled "Impact of economic reforms on Indian economy" in the proceedings of ***International Conference*** on Ethics & Values in resource management, Organized by Faculty of Management Studies Pacific University, Rajasthan. Nov 1, 2014
- 3) Published paper on "Infrastructure in India – A necessary evil " in the proceedings of ***International conference*** organized by IGNTU, MP (Feb 27, 2015)
- 4) Published paper titled "Determinants of profitability of Indian commercial banks" in proceedings of ***international conference*** on Humanities sciences and management organized by Mallareddy college of engineering,HYD,on25th and 26<sup>th</sup> November,2016(**ISBN 978-93-851010-26-7**)

- 5) Published paper entitled “Factors of Life Insurance at Household Level: A Case Study” in the proceedings of **International Conference** on Advances in Humanities Sciences and Management (ICAHSM), held at Mallareddy College of Engineering, Hyderabad, November 30, 2017. **(ISBN 978-93-85100-18-5)**
- 6) Published a paper entitled “Trends in Agricultural Product’s Exports and Imports of Major SAARC Countries” in the proceedings of **International Conference** on Advances in Humanities Sciences and Management (ICAHSM), held at Mallareddy College of Engineering, Hyderabad, November 30, 2017 **(ISBN 978-93-85100-18-5)**
- 7) Published paper entitled “Brand Preference of Mobile Phones among Amaravati region college students-A case study” in the proceedings of one day **International Conference** on Engineering Science & Technology and Management (ICESTM) organized by VIKAS College of Engineering and Technology, Vijayawada. On 30<sup>th</sup>, June-2018. **(ISBN:978-93-86954-06-0)**
- 8) Published paper entitled “Human Resources Development Practices in Singareni collieries company Ltd-A case study of kothagudem area, T.S” in the proceedings of one day **International Conference** on Engineering Science & Technology and Management (ICESTM) organized by VIKAS College of Engineering and Technology, Vijayawada. On 30<sup>th</sup>, June-2018. **(ISBN 978-93-86954-06-0)**
- 9) Published a paper entitled “The Dimensions & strategies of Perpetual Transition management” in the proceedings of **International Conference** on Advances in Humanities Sciences and Management (ICAHSM), held at Malla Reddy College of Engineering, Hyderabad, 28<sup>th</sup>&29<sup>th</sup>, December-2018 **(ISBN 978-81-939386-3-8)**
- 10) Published a paper entitled “Social sector expenditures and their impact on Human Development in India: Empirical Evidence During 2001-02 To 2015-16”, in the proceedings of **International Conference** on Science, Technology and Management (ICSTM), held at SRI DURGA MALLESWARA SIDDHARTHA MAHILA KALASALA, VIJAYAWADA, 30<sup>th</sup> March-2019 , **(ISBN 978-93-86647-96-2)**
- 11) Published a paper entitled “Macro-Economic Determinants of life Insurance business- Empirical Evidence During 2001-02 To 2015-16”, in the proceedings of **International Conference** on Recent challenges & Explorations in Engineering, Technology &

science (ICRCEETS-2H19), held at Ramachandra college of Engineering, Eluru, 21<sup>st</sup> December- 2019 , **(ISBN 9781675714706)**

- 12) Published a paper entitled “Productivity of Indian commercial Banks- Post deregulation experience”, in the book “ Dynamic Business Trends and Innovations in contemporary times” was Published, as one of the five Editors by Paramount Publishing House, Hyderabad-500072. **(ISBN:978-81-948876-3-8)**,Edition:2020.

## **Papers Presented in National/International conferences:**

- 1) Presented paper titled “Impact of CSR on Customer Satisfaction” in two day **International conference** on “Challenges for Industrial survival& Growth in Indian & Global perspective” organized by Pacific Institute of Business studies during Feb-22<sup>nd</sup>&23<sup>rd</sup> ,2013.
- 2) Presented paper entitled “Impact of Economic Reforms on Indian Economy” in the **International Conference** on Ethics & Values in resource management, Organized by Faculty of Management Studies, Pacific University, Rajasthan. Nov -1<sup>st</sup>, 2014.
- 3) Presented paper entitled “Factors of life insurance at house hold level: A case study” in Two day **National seminar** on “Rural insurance in India-issues and Challenges” organized by School of Management, University Arts &Science college, Kakatiya University, Warangal (T.S).on 25<sup>th</sup>&26<sup>th</sup> ,March-2015.
- 4) Presented paper entitled “Infrastructure in India-A necessary evil.” In two days **International conference** on Infrastructure Finance Development, Organized by Indira Gandhi national tribal University, Amarkantak, M.P. on 25<sup>th</sup>&26<sup>th</sup> , February-2015.
- 5) Presented paper on “Trends in Agricultural Products Exports and Imports of major SAARC Countries” in two day **International Conference** on Advances in Humanities Sciences and Management (ICAHSM) organized by Mallareddy College of Engineering (MRCE), Hyderabad, India. On 29<sup>th</sup>&30<sup>th</sup> , November-2017.
- 6) Presented paper on “Factors of life insurance at household level” in two day **International Conference** on Advances in Humanities Sciences and Management (ICAHSM) organized by Mallareddy College of Engineering (MRCE), Hyderabad,india. On 29<sup>th</sup>&30<sup>th</sup> , November-2017.



- 7) Presented paper on “Human Resources Development Practices in Singareni collieries company Ltd-A case study of kothagudem area, T.S” in one day **International Conference** on Engineering Science & Technology and Management (ICESTM) organized by VIKAS College of Engineering and Technology, Vijayawada. On 30<sup>th</sup>, June-2018.
- 8) Presented paper on “Brand Preference of Mobile Phones among Amaravati region college students-A case study” in one day **International Conference** on Engineering Science & Technology and Management (ICESTM) organized by VIKAS College of Engineering and Technology, Vijayawada. On 30<sup>th</sup>, June-2018.
- 9) Presented paper on “The Dimensions & strategies of Perpetual Transition management” in two day **International Conference** on Advances in Humanities Sciences and Management (ICAHSM) organized by Mallareddy College of Engineering (MRCE), Hyderabad, India. On 28<sup>th</sup>&29<sup>th</sup>, December-2018.
- 10) Presented paper on “Performance of Life Insurance Corporation of India: A post-deregulation Experience.” in two day **International Conference** on International Innovations in Engineering and Management (ICIEM) organized by MVR College of Engineering and technology ,Paritala, kanchikacherla, A.P, India. On 22<sup>nd</sup> &23<sup>rd</sup> , February-2019.
- 11) Presented paper on “Social sector expenditures and their impact on Human Development in India: Empirical Evidence During 2001-02 To 2015-16”, in one day **International Conference** on Science, Technology and Management (ICSTM), organized by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada,A.P, India. On 30<sup>th</sup> , March-2019.
- 12) Presented a paper entitled “Macro-Economic Determinants of life Insurance business- Empirical Evidence During 2001-02 To 2015-16”, in the proceedings of **International Conference** on Recent challenges & Explorations in Engineering, Technology & science (ICRCEETS-2H19), held at Ramachandra college of Engineering, Eluru, 21<sup>st</sup> December-2019 .

## **Workshops Attended:**

- 1) One day **Work Shop** on Pedagogy For Management Educators, organized by Alluri Institute of Management sciences, Warangal.(June -28<sup>th</sup>, 2003)
- 2) One day **Work Shop** on Entrepreneurship Development Organized by The National Small Industries Corporation Ltd (Feb-23<sup>rd</sup>, 2013)
- 3) One day Training Program(workshop) on data analysis using Excel, Organized by RK Business School, Hyderabad (Jan-30<sup>th</sup>, 2014)
- 4) Two day **workshop** on “Outcome-Based Education” organized by Lakireddy Balireddy College of Engineering (Autonomous), Mylavaram, June-6<sup>th</sup>&7<sup>th</sup>, 2017.
- 5) Three day- National **workshop** on “Research Tools and techniques for research scholars and Faculty” from 12<sup>th</sup> to 14<sup>th</sup>, April-2018 at Sree Vidya Nikethan Institute of Management, A. Rangampet, Chittor Dist-517102.
- 6) One day national **Workshop** on “Theory Building & Publishing Research” on December, 14<sup>th</sup>, 2019. Organized by Department of management studies, Vignan’s Foundation for science, technology and Research (Deemed to be University),vadlamudi, Guntur, A.P.
- 7) Three day- online National **workshop** on “Research Methodology” from 18<sup>th</sup> to 20<sup>th</sup>, April-2020 organised by REST society for Research International(RSRI) , Krishnagiri, Tamilnadu.
- 8) One day- online **workshop** on “Future of Financial Research-A transformation” on 20<sup>th</sup>, May-2020 organised by Department of management studies, Adikavi Nannaya University MSN campus, Kakinada-533005.AP.
- 9) One day- online International level **E-seminar (workshop)** on “Invent the future: The new Normal for Hospitality & Tourism” on 27<sup>th</sup>, May-2020 organised by Faculty of Hospitality, GNA University. Punjab.
- 10) Four day online **workshop** on” covid-19: Resurgence of Entrepreneurship and startups at Indian glance” on 25<sup>th</sup> May to 28<sup>th</sup> May 2020, organized by Lakireddy Balireddy College of Engineering (Autonomous), Mylavaram. AP.

- 11) One day- online orientation program (**workshop**) on “UGC NET Examination (Management)” on 21<sup>st</sup> May-2020 organised by Department of Management, Aurora PG College, Hyderabad-500013.TS.
- 12) One day online **workshop** on “Microsoft teams usage for Teaching Faculty” on 06<sup>th</sup> June 2020, organized by Department of CSE, Lakireddy Balireddy College of Engineering (Autonomous), Mylavaram. AP.
- 13) One day online **workshop** on “Knowledge Transfer in You tube Platform” on 08<sup>th</sup> June 2020, organized by Department of CSE, Lakireddy Balireddy College of Engineering (Autonomous), Mylavaram. AP
- 14) One day online **workshop** on “Startups awareness and its significance” on 29<sup>th</sup> June 2020, organized by centre for Innovation Incubation and Entrepreneurship, Lakireddy Balireddy College of Engineering (Autonomous), Mylavaram. AP.
- 15) One day National level **E-workshop** on “Digital Forensics” on 15<sup>th</sup> July 2020, organized by Department of MBA, Sai Spurthy Institute of Technology, Sathupally, TS. In collaboration with Indian Servers.
- 16) One day National level **online workshop** on “Significance of communication skills For Effective Leadership” on 19<sup>th</sup> July 2020, organized by Santhiram Engineering College, Nadyal-518501, A.P. in collaboration with Research Stars Association.
- 17) One day National level **E-workshop** on “Entrepreneurship through Digital marketing” on 20<sup>th</sup> July 2020, organized by Department of MBA, Sai Spurthy Institute of Technology, Sathupally, TS. In collaboration with Brain-O-vision India Pvt Ltd.
- 18) One day online **workshop** on “Blended Learning (You tube Platform)” on 13<sup>th</sup> August 2020, organized by Department of CSE, Lakireddy Balireddy College of Engineering (Autonomous), Mylavaram. AP
- 19) Three days National level **virtual workshop** on “ Contemporary issues in Indian Economy” from 22<sup>nd</sup> to 24<sup>th</sup> September-2022, organized by Koneru Lakshmaiah Education Foundation, Guntur District, A.P-522302.
- 20) One day online **workshop** on “Entrepreneurship and Innovation as Career opportunity ” on 10<sup>th</sup> November-2022, organized by IIC Cell,NIT Andhra Pradesh.

## **FDPs Attended**

- 1) One week **FDP** in Quantitative Methods For Business Research, organized by School of management, Kakatiya university, Warangal, A.P. during (Oct-5<sup>th</sup> -10<sup>th</sup>, 2006)
- 2) Six day **Faculty Enablement Program-Aptitude** conducted by IEG-JKC& Globareena Technologies pvt ltd. From 07-01-08 to 12-01-08.
- 3) One day **FDP** on Equities & Derivatives Conducted by National Stock Exchange of India ltd at Bomma Institute of Science & Technology (Jan-5<sup>th</sup>, 2012)
- 4) One day **FDP** on Human Values and Professional ethics organized by KMPGC& KITS, Khammam (October-25<sup>th</sup>, 2014).
- 5) Two days **FDP** on “Effective class management and the role of communication” on 8<sup>th</sup> and 9<sup>th</sup> October-2015, organized by Department of Business and management Studies, GEC, Gudlavalleru, Krishna dist-521356.
- 6) One day **FDP** on “IPR-Patent Filing” organized by Lakireddy Balireddy College of Engineering (Autonomous), Mylavaram, December 30<sup>th</sup>, 2017.
- 7) Two day **FDP** on “ Paradigms of Education- Role of a Teacher and reflective Teaching” at LakiReddy Balireddy college of Engineering, Mylavaram, Krishna district, AP on 17<sup>th</sup> & 18<sup>th</sup> July- 2018 in Association with AIMS-AP Chapter.
- 8) One week **FDP** on “How to write & Publish a Research Paper” from Jan19<sup>th</sup> to Jan24<sup>th</sup>-2019, organized by Department of MBA, Narayana Engineering College, Nelluru, A.P.
- 9) Completed one week **FDP** in the course Management of Field Sales (Jan-Feb2019) From NPTEL-AICTE.IIT, Madras.(Roll number: NPTEL 19MG27S11960135)
- 10) One day **FDP** on “Perspectives of Research and Technical Paper writing” on 2<sup>nd</sup> March-2019, organized by Department of MBA, Ramachandra college of Engineering, Eluru, A.P.
- 11) Three day **FDP** on “GIS Professional Training” during November 06<sup>th</sup> to 08<sup>th</sup> ,2019.organized by Civil department, Lakireddy Balireddy College of Engineering, Mylavaram, A.P-521230.
- 12) Completed one week **FDP** in the course Marketing Management-1 (July-Sep 2019) From

NPTEL-AICTE.IIT, Kanpur.(Roll number: NPTEL 19MG48S22140623)

- 13) One week online **FDP** on Entrepreneurship: Research, critical thinking and innovation held on 22<sup>nd</sup> to 28<sup>th</sup> April 2020 organised by Indian Academic Researchers Association, T.N-620021
- 14) One day online **FDP** on “Be gentle with Mind and Body” on 30<sup>th</sup> April 2020, organized by faculty of science & Humanities, SRM Institute of Science & Technology, Chennai-600089.
- 15) One day online **FDP** on “Examinations in wake of COVID-19” on 08<sup>th</sup> May 2020, organized by Department of commerce, Patrician college of Arts and science, Chennai-600020.
- 16) One day online **Faculty Program** on NBA on 09<sup>th</sup> May 2020, organized by Bharati Vidyapeeth College of Engineering, Navi Mumbai-400614.
- 17) One day online **FDP** on “Research and Publications in e-Information Environment” on 14<sup>th</sup> May 2020, organized by Department of commerce, PSG college of Arts and science, Coimbatore, TN.
- 18) One day online **FDP** on “Life skill Development” on 15<sup>th</sup> May 2020, organized by Department of Accounting Finance, Shree Chandraprabhu Jain college Minjur-601203.
- 19) Three day national level online **FDP** on “New challenges in Business Management-A Strategic Approach (Pre and Post covid scenario” from 08<sup>th</sup> June to 10<sup>th</sup> June 2020, organized by Department of Business Administration, Andhra Loyola Institute of Engineering and Technology, Vijayawada-520008.AP.
- 20) Five- day national level online **FDP** on “Capacity Building and continuous Professional Development” from 15<sup>th</sup> June to 19<sup>th</sup> June 2020, organized by Department of Business management, Vageswari college of Engineering, Karimnagar-505527, TS.
- 21) Seven- day national level virtual short term programme (online **FDP**) on “Fundamentals of Education Research” from 11<sup>th</sup> July to 17<sup>th</sup> July 2020, organized by Research and Development center & IQAC, Tamilnadu Teachers Education University, Chennai-97 in collaboration with Sri Sarada college of Education (Autonomous), Salem-16.T.N.
- 22) Three day national level online **FDP** on “Effective use of ICT & E-content development” from 23<sup>rd</sup> July to 25<sup>th</sup> July 2020, organized by Department of Science and Humanities, ATMIYA University, Rajkot, Gujarat.

**23)** Five- day national level online **FDP** on “Issues and challenges in Business Management” from 22<sup>nd</sup> July to 27<sup>th</sup> July 2021, organized by Department of Business and management studies, **Gudlavalleru Engineering College** , A.P.

**24)** Five- day national level online **FDP** on “Promoting Innovations in Business Management” from 26<sup>th</sup> May to 31<sup>st</sup> May 2022, organized by Department of Master of Business Administration, **Andhra Loyola** Institute of Engineering and Technology, Vijayawada.AP

### **Seminars /Webinars Attended:**

- 1)** One day **Symposium** on “Ideas for Quality In Management Education in Telangana state” on 07-03-2015, organized by School of management, University Arts and Science College, KU, Warangal.
- 2)** Two day **International Conference** on Advances in Humanities Sciences and Management (ICAHSM) organized by Mallareddy College of Engineering (MRCE), Hyderabad, India. On 25<sup>th</sup>&26<sup>th</sup>, November-2016.
- 3)** One day **webinar** on “Challenges in Research: Publications & Ethics” on 03<sup>rd</sup> May 2020, Organised by Audisankara Group of Institutions, Gudur, AP.
- 4)** One day **webinar** on “Virtual Classroom Management Using Microsoft Teams” on 11<sup>th</sup> May 2020, Organised by department of CSE, Lakireddy balireddy college of engineering, Mylavaram, AP-521230
- 5)** One day- online **Leadership talk** **Dr. Pramod Chaudhari**, Founder, Chairman, Praj Industries Limited and **Dr. Abhay Jere**, Chief Innovation Officer MHRD Innovation Cell, 16th May 2020, by MHRD's Innovation Cell.
- 6)** One day- online **National level Symposium** on “Design Thinking in Digital Marketing” on 24<sup>th</sup> May-2020 organised by Department of Management studies, Vignan University. AP.
- 7)** One day **webinar** on “Assertiveness” on 04<sup>th</sup> May 2020, Organised by K.L.E.Societys Arts and commerce college, Gadag.
- 8)** One day **National level webinar** on “Cyber security during covid-19” on 03<sup>rd</sup> May 2020, Organised by Smt.K.G.Mittal college of Arts & Commerce.
- 9)** One day **webinar** (Digital seminar)on “MS Power point for Business Application” on

08<sup>th</sup> July 2020, Organised by viyash Holistic & JCI Coimbatore Marutham, Coimbatore-641029.

- 10) One day **webinar** on “Project Management body of knowledge” on 04<sup>th</sup> May 2020, Organised by Lakireddy Bali reddy college of engineering, Mylavaram-521230, AP.
- 11) One day **webinar** on “Skill gap analysis and Entrepreneurship Development” on 13<sup>th</sup> May 2020, Organised by Tamilnadu college of engineering, Coimbatore, TN.
- 12) One day **webinar** on “Insurance for Business Enterprise” on 15<sup>th</sup> May 2020, Organised by Kalasalingam Academy of Research and Education, Srivilliputhur, TN.
- 13) One day **webinar** on “Stress Management” on 16<sup>th</sup> May 2020, Organised by Department of business Administration, Agurchand Manmull Jain college, Chennai-600114.,TN.
- 14) One day **webinar** on “Indian Markets before and after covid-19” on 17<sup>th</sup> May 2020, Organised by A.M.Reddy college of engineering &Technology, Guntur-522601, AP.
- 15) One day **webinar** on “Corporate social Responsibility and Sustainable development: Lessons from the pandemic” on 15<sup>th</sup> May 2020, Organised by IPE, Hyd and Adikavi Nannaya University, AP.
- 16) One day **webinar** on “E-teaching tools in Google” on 15<sup>th</sup> May 2020, Organised by Department of Management studies, Shree venkateshwara Hi-Tech Engineering College, Tamilnadu-638455.
- 17) One day **International webinar** on “Impact of post covid-19 on Indian Economy” on 23<sup>rd</sup> May 2020, Organised by Department of commerce, Rathinam college of Arts and science, Coimbatore,TN-641021.
- 18) Two days **webinar** on “Computer applications on social science research” on 16<sup>th</sup> May 2020, Organised by IQAC & Department of commerce, Agurchand Manmull Jain college, Chennai-600114.,TN.
- 19) One day **webinar** on “Finding equity investment opportunities during crisis” on 23<sup>rd</sup> May 2020, Organised by IQAC & Department of Investment Management, Thakur college of science and commerce, Mumbai.
- 20) One day **webinar** on “Management Education-post covid” on 26<sup>th</sup> May 2020, Organised by School of management studies, Lakireddy balireddy college of engineering, Mylavaram, AP-521230.

- 21) One day **webinar** on “An Insight in to NAAC-RAF” on 22<sup>nd</sup> May 2020, Organised by IQAC, V.O.Chidambaram college, Thoothukudi-628008, TN.
- 22) One day **webinar** on “Analytics for Business” on 28<sup>th</sup> May 2020, Organised by Telangana social welfare residential Degree college for Women,Nalgonda,T.S-508001
- 23) One day **webinar** on “Supports to Startups and Innovation during Covid-19” on 27<sup>th</sup> May 2020, Organised by Department of Management studies & EDC, Shree venkateshwara Hi-Tech Engineering College, Tamilnadu-638455.
- 24) One day **webinar** on “Annachi shri N Periasamy memorial Endowment Lecture” on 23<sup>rd</sup> May 2020, Organised by Geetha Jeevan college of Arts and science, Tuticorin, TN-628722.
- 25) One day **webinar** on “Mode of Internship in management course during present Covid-19 scenario” on 31<sup>st</sup> May 2020, Organised by School of management studies, Lakireddy Balireddy College of engineering, Mylavaram, AP-521230.
- 26) One day **webinar** on “summer project internship for management students during present times” on 02<sup>nd</sup> June 2020, Organised by School of management studies, Lakireddy balireddy college of engineering, Mylavaram, AP-521230.
- 27) One day **International webinar** on “Conquering Chaos” on 29<sup>th</sup> May 2020, Organised by PG & Research department of commerce, Bharathidasan college of Arts and science, Erode, TN-638116.
- 28) One day **webinar** on “Covid-19: Micro Economics-India and global issues” on 03<sup>rd</sup> June 2020, Organised by Department of Economics, Sir Theagaraya college, Chennai-600021.TN.
- 29) One day **webinar** on “Skills required and career opportunities for commerce graduates in post covid-19” on 02<sup>nd</sup> June 2020, Organised by PG Department of commerce, Mar Gregorios college of Arts & science, Chennai-600037.TN.
- 30) One day **National webinar** on “Do’s and Don’ts in Social science research” on 30<sup>th</sup> May, 2020, Organised by PG & research Department of commerce & Business Administration, Padmavani Arts & science college for women, Salem-636011.TN.
- 31) One day **webinar** on “Believe in the power of mentoring” on 05<sup>th</sup> June 2020,



Organised by P.S.R. Engineering College, Sivakasi-626140, T.N.

- 32) One day **webinar** on “Strategic management for changing times” on 06<sup>th</sup> June 2020, Organised by Department of Master of business Administration, Narsaraopeta Engineering college, A.P-522601.
- 33) One day **webinar** on “Priority of incubation centers in higher education institutions” on 09<sup>th</sup> June 2020, Organised by centre for innovation Incubation and entrepreneurship, Lakireddy Balireddy College of engineering, Mylavaram, AP-521230.
- 34) One day **webinar** on “overview of intellectual property Rights” on 09<sup>th</sup> June 2020, Organised by Department of CSE, Audisankara college of engineering & Technology Gudur, A.P.
- 35) One day **National webinar** on “Impact of covid-19 on higher educational institutions” on 06<sup>th</sup> June 2020, Organised by Department of commerce and management, Abbas Khan College for women, Bengaluru. Karnataka.
- 36) One day **National webinar** on “Big Data” on 06<sup>th</sup> June 2020, Organised by Department of commerce, Ayya Nadar Janaki Ammal College, Sivakasi-626214, T.N.
- 37) One day **National webinar** on “Impact of Covid-19 on MSME’s” on 12<sup>th</sup> June 2020, Organised by Department of Business management, Vaageswari College of Engineering, Karimnagar-505527, T.S.
- 38) One day **webinar** on “Business, Supply chain and Covid-19” on 12<sup>th</sup> June 2020, Organised by Department of Business management, R.G.Kedia College of commerce, Hyderabad-500027, T.S.
- 39) One day **webinar** on “The Impact of Covid-19 on Educational institutions after lockdown” on 16<sup>th</sup> June 2020, Organised by Department of CSE, Audisankara college of engineering & Technology Gudur, A.P.
- 40) Two weeks **webinar** on “**GIST-2020**(Guidance on innovation, science & technology)” on 08<sup>th</sup> June to 23<sup>rd</sup> June 2020, Organised by MIP team of my first office.
- 41) One day **webinar** on “Indian Economy Post Covid-19” on 27<sup>th</sup> June 2020, Organised by Department of Business Management, Velagapudi Ramakrishna Siddhartha Engineering College, Vijayawada, A.P.
- 42) One day **webinar** on “Research grant opportunities” on 20<sup>th</sup> June 2020, Organised by

Research Department of Business Administration, Arumugam Pillai Seethai Ammal College, Tiruppattur, T.N.

- 43) One day **webinar(Digital seminar)** on “MS Power point for Business Application” on 08<sup>th</sup> July 2020, Jointly Organised by Viyash Holistic & JCI Coimbatore Marutham.
- 44) Two days **International webinar** on “Post Covid effects and challenges on the field of education” on 07<sup>th</sup> & 08<sup>th</sup> July 2020, Organised by Susana Methodist Girls B.Ed college, Roorkee.
- 45) One day **webinar** on “Role of youth on Nation building and National Integration” on 10<sup>th</sup> July 2020, Organised by IIIT Nagpur, NIT Rourkela, VNIT Nagpur, IIITDM Kurnool and IGNOU center Nagpur.
- 46) One day **webinar** on “Exploring the world of career opportunities for the youth” on 15<sup>th</sup> July, 2020, organised by Career guidance cell, Sri Meenakshi Government Arts College for women (A), Madurai-625002.TN.
- 47) One day **National level webinar** on “Become an Entrepreneur in Financial Market” on 15<sup>th</sup> July, 2020, Organised by Faculty of Commerce, KG college of Arts and Science, Coimbatore-6410351.TN.
- 48) One day **National level webinar** on “COVID-19 and Indian Economy” on 10<sup>th</sup> July, 2020, Organised by PG Research department of Economics, Erode Arts and Science college (Autonomous), ERODE-638009.TN.
- 49) One day **National level webinar** on “Role of online Resources in Teaching and Learning with reference to national Digital library of India” on 17<sup>th</sup> July, 2020, Organised by Department of Commerce, Angappa College Arts and Science, Coimbatore-6411051.TN.
- 50) One day **International level webinar** on “Financial Inclusion: Global & Asian Perspectives” on 17<sup>th</sup> July, 2020, Organized by Department of Management, Kanpur Institute of Technology, Kanpur.
- 51) One day **National level webinar** on “Marketing in a VUCA world” on 17<sup>th</sup> July, 2020, organized by IQAC in Association with Computer applications stream, Department of Commerce, Naipunnya Institute of Management and Information Technology, Thrissur, Kerala-680308.

- 52)** One day **National level webinar** on “How to submit a winning project proposal” on 20<sup>th</sup> July, 2020, organized by IQAC St Joseph College(Autonomous),Irinjalakuda, Thrissur, Kerala and Morningstar home science college, Ernakulum, Kerala.
- 53)** One day **National level webinar** on “Turning obstacles in to opportunities” on 18<sup>th</sup> July, 2020, organized by Mahatma Gandhi Mission’s college of Engineering and technology, Kamothe, NaviMumbai, Maharashtra-410209.
- 54)** One day **Inter National webinar** on “Lifestyle Management in Present era of Covid-19” on 08<sup>th</sup> August 2020, Organised by AIMS in association with School of management studies, Lakireddy Balireddy College of engineering, Mylavaram, AP-521230.
- 55)** One day **National level webinar** on “How to write a Research paper” on 08<sup>th</sup> August, 2020, organized by Visakha Institute of Engineering & technology, Narava, Visakhapatnam, A.P.
- 56)** One day **National level webinar** on “COVID-19: Higher Education Challenges and Responses” on 09<sup>th</sup> August, 2020, organized by PALLAVI ENGINEERING COLLEGE, HYDERABAD-501505,TELANGANA.
- 57)** One day **National level webinar** on “Commodities Derivatives market: A Complete approach” on 18<sup>th</sup> August, 2020, organized by the Department of Business Administration, Sree VidyaNikethan Institute of Management.Tirupati-517102
- 58)** One day **National level webinar** on “National Education policy-2020: It’s impact on Management Education” on 22<sup>nd</sup> August, 2020, organized by the Department of Business Administration, Assam University, Silchar, India.
- 59)** One day **International level E-Seminar /webinar** on “Invent the Future: The New normal for Hospitality & Tourism” on 27<sup>th</sup> May, 2020, organized by Faculty of Hospitality, GNA University, Punjab in Association with Indian Tourism and Hospitality congress (North India Chapter).
- 60)** One day **National webinar** on “Entrepreneurship and Start-ups: Multi dimensional perspectives on Innovation and growth” on 19<sup>th</sup> June 2021, Organised by Center for Innovation Incubation and Entrepreneurship, Lakireddy Balireddy College of engineering, Mylavaram, associated with Atal Incubation centre ,S.K University,

Anantapur.

- 61) One day **National webinar** on “Research Metrics and Software Tools” on 20<sup>th</sup> September 2021, Organised by Research and Development cell, Lakireddy Balireddy College of engineering, Mylavaram, AP-521230.
- 62) One day **National Seminar** on “Challenges in Implementing NEP in Contemporary management Education” on 26<sup>th</sup> march 2022, Organised by faculty of Commerce and management , SGT university, Gurugram, Delhi.
- 63) One day **National webinar** on “Managing Personal Finance and Wealth Creation” on 15<sup>th</sup> July-2022, Organised by Lakshmi Narain College of Pharmacy,Bhopal.
- 64) One day **National webinar** on “Basics of Questionnaire Design” on 16<sup>th</sup> July-2022, Organised by Khalsa College for Women,Amritsar
- 65) One day **National webinar** on “ Strategy for Managing Personal Finance ” on 22<sup>nd</sup> July-2022, Organised by True Life Care, Gujarat in collaboration with AMFI.
- 66) One day **National webinar** on “ Financial Empowerment Through Wealth Creation ” on 08<sup>th</sup> August-2022, Organised by ST.Mary’s college,Shillong,Meghalaya in collaboration with AMFI.( Association of mutual Fund In India)
- 67) One day **National webinar** on “Augmenting Scientific Research Writing and Publishing” on 26<sup>th</sup> November-2022, Organised by Srinivasa Ramanujan Institute of Technology, Anantapur,A.P.

### **PROJECTS SUPERVISED:**

- Till today around 150+ students was guided for their Academic projects in BBM course.
- Till today around 300+ students was guided for their Academic projects in MBA course.

### **MEMBERSHIPS:**

- Life time membership in **(ISRD)** International society for Research and Development(**Membership ID:F3140900882**)
- Life time membership in **(IAENG)** International Association of Engineers (**Membership ID:216852**)

- Life time membership in Teaching and Education Research Association (**TERA**) (**Membership ID: TERA-M110490**)
- Life time membership in International Association Of Commerce And Management (**IACM**) (**Membership ID: IACM/ISO/21/0142**)
- Reviewer in editorial board for (**JSD**) Journal of Skill Development.
- Editorial Member of the journal (**AJM**) “Asian Journal of Management”
- Editorial Board Membership in the International journal for Innovative Engineering and management Research (**IJIEMR**)-ISSN: 2456-5083.

### **AWARDS/ ACHIEVEMENTS:-**

- Received Award as **Best Teacher** in MBA department for the Academic year **2021-22** in Lakireddy Balireddy College of Engineering.Mylavaram.-521230
- Received Award as **Best Teacher** in MBA department for the Academic year **2020-21** in Lakireddy Balireddy College of Engineering.Mylavaram.-521230
- Received Award as **Best Teacher** in MBA department for the Academic year **2019-20** in Lakireddy Balireddy College of Engineering.Mylavaram.-521230
- Received Award as **Best Teacher** in MBA department for the Academic year **2018-19** in Lakireddy Balireddy College of Engineering.Mylavaram.-521230
- Received Award as **Best Researcher** in “IJIEMR-ELSEVIER SSRN RESEARCH AWARDS 2020” on March 14<sup>th</sup>, 2020, organized by International Journal for Innovative Engineering and Management Research.
- Received Award as **Best Faculty Teaching Award** in “International Faculty Awards 2020” on September 13<sup>th</sup>, 2020, organized by Amaravathi Research Academy.

### **ADVISORY AND ADMINISTRATIVE ROLES in LBRCE at present:**

- 1). Coordinator for central grievance redressal committee from July- 2015 to till date.
- 2). In charge for MBA dept Website & information cell from July- 2015 to Dec-2018.
- 3). Coordinator for MBA dept T&P cell from July- 2015 to May 2018 , 2019-20 ,2020-21 , 2021-22
- 4). Library Audit committee Member for the A.Y.2016-17.
- 5). **BOS** Member, Modular coordinator, DAC, PAC member – for MBA department from July-2015 to till date.

- 7). APEC member for auditing Self-Assessment Reports A.Y-2017-18, 2018-19
- 6). Academic audit committee member – A.Y-2017-18, A.Y- 2018-19.,A.Y-2019-20
- 8). Member Anti Ragging cell For the A.Y-2018-19.
- 9). MBA department coordinator for National level students fests LAKSHYA-2K18, LAKSHYA-2K19, LAKSHYA-2K21, LAKSHYA-2K22.
- 10).MBA Department coordinator for NBA criteria-6 & Criteria-8 (2020-21)
- 11) MBA Department coordinator for NAAC criteria (IAP, Internship, Major projects) (2020-21)

**Additional Experience:**

- Worked as a part time faculty for Business Laws ( CPT) in Sri Chaitanya CA Academy, Khammam.
- Worked as a part time faculty for NTSE in Sri Chaitanya Olympiad School, Khammam.
- Worked as a part time faculty for Reasoning ability in Sri Chaitanya IIT Academy, Khammam.
- Worked as a part time faculty for Quantitative aptitude and Reasoning ability in Institute of **Competitive Examinations**, Khammam.
- Worked as Academic Counsellor for IGNOU, Khammam study centre.
- Worked as Academic Counsellor for (DDE) Acharya Nagarjuna University, Khammam study centre.
- J.K.C trained Mentor in the areas of Quantitative Aptitude and Reasoning abilities.
- Worked as a part time faculty in various training centers (CCE, TIME, B.S.C, H.S.B, Career launcher, & JKC) to provide training in the areas of Arithmetic, Reasoning, Economy, Banking, Marketing, Data Analysis and Data sufficiency.

**OTHERS:**

- Four times MBA department Coordinator for national level management students fest
- Acted as Judge for various management events and games in various management fests.
- Paper setter for various management subjects in Different autonomous colleges.
- Paper valuer and chief examiner of different management subjects for various colleges.
- VIVA VOCE examiner for both BBM and MBA projects from last twenty years in different colleges.

## **Events organized:**

- Organized online **E-Quiz competition on “Marketing Management”** During Corona-19 lockdown period (June-2020), and received response from **3650+** respondents in a week span.
- Organized online **E-Quiz competition on “Business Quiz”** During Corona-19 lockdown period (June-2020), and received response from **6330+** respondents in a week span.
- Organized online **E-Quiz competition on “GST-Goods and Services tax”** During Corona-19 lockdown period (July-2020), and received response from **2390** respondents in a week span.
- Event convener for the National level Webinar on **“Management Education post Covid-19”** on 26-05-2020(Resource person Prof. P.Narayana reddy, ) Organized by **AIMS** in association with School of management studies, LBRCE, Mylavaram, Krishna Dist, A.P-521230.
- Event convener for the National level Webinar on **“Mode of internship in Management course during Present Covid-19 scenario”** on 31-05-2020(Resource person Prof.G.V.Chalam, former Dean, ANU, Guntur.) Organized by **AIMS** in association with School of management studies, LBRCE, Mylavaram, Krishna Dist, A.P-521230.
- Event convener for the National level Webinar on **“Project internship for MBA students during current scenario”** on 02-06-2020(Resource person Prof.P.Raghunatha reddy, Head, MBA dept, SVU, Tirupati.) Organized by **AIMS** in association with School of management studies, LBRCE, Mylavaram, Krishna Dist, A.P-521230.
- Event convener for the Inter National level Webinar on **“Life style management in Present era of Covid-19”** on 08-08-2020 (Resource person Prof . Mohammad Masood Ahmad, Former president, AIMS. Guest speaker Dr.Amiya Bhaumik, CEO&V.C, Lincoln university, Koulalumpur, Malasia. Head, MBA dept, SVU, Tirupati.) Organized by **AIMS** in association with School of management studies, LBRCE, Mylavaram, Krishna Dist, A.P-521230.

## **Personal details**

Full Name : Vemireddy Venkata narsi Reddy  
Father Name : Raghava Reddy  
Date Of Birth : 05-10-1968  
Marital Status : Married  
Nationality, Religion : Indian, Hindu  
Languages Known : Telugu, English, and Hindi  
What's Up Number : 98668 70181  
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Twitter ID : v.v.narsireddy (@drvvnarsireddy)  
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I hereby declare that the above furnished particulars are true and correct to the best of my knowledge.

**Place: Mylavaram,**

**Date : 21/03/2023.**

**(Dr. V. Venkata Narsi Reddy)**

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