

RESUME

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Lecturer,
Department of Commerce,
SRR & CVR Government Degree College
(Autonomous), Vijayawada.
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TEACHING EXPERIENCE

- Selected through Andhra Pradesh Public Service Commission (APPSC) direct recruitment in the subject of Commerce and assumed charge on 5th December 2018.
- Possess over seven years of teaching experience as Lecturer in Commerce at Government Degree College Porumamilla, YSR Kadapa District and CSTS Govt.Kalasala, Jangareddigudem, Eluru District under the Department of Collegiate Education, Government of Andhra Pradesh.
- Presently serving at SRR & CVR Government Degree College (Autonomous), Vijayawada (NTR District), Andhra Pradesh.
- Collaborative educator, with outstanding communication and interpersonal skills to cultivate and sustain strong relationships within the community.

ACADEMIC QUALIFICATIONS

- 2022-Ph.D.- Topic entitled **"Employee Motivation and Performance"** (A Study with reference to Perceptions of Employees in Visakhapatnam Port Trust, Visakhapatnam, Andhra Pradesh, India) under the Guidance of Prof.N. Kishore Babu, Dept of Commerce and Management Studies (DCMS), Andhra University, Visakhapatnam.
- 2019-M.SC. - (Psychology) from the Dept of Psychology and Parapsychology, Andhra University, Visakhapatnam.
- 2015-M.B.A- (Finance & HR) from Dept of Commerce and Management Studies (DCMS), Andhra University, Visakhapatnam.
- 2015-M.Com.-(Accounting), Acharya Nagarjuna University, Guntur.
- 2013-B.Com.-(Computer Applications),Krishna University, Machilipatnam.

ACADEMIC ACHIEVEMENTS

- Qualified National Eligibility Test (NET) in Commerce conducted by University Grants Commission (UGC), New Delhi.
- Qualified Andhra Pradesh State Eligibility Test (AP-SET) in Commerce conducted by Andhra University, Visakhapatnam.
- Qualified Telangana & Andhra Pradesh State Eligibility Test (TS & AP-SET) in Management conducted by Osmania University, Hyderabad.
- Qualified Andhra Pradesh State Eligibility Test (AP-SET) in Psychology conducted by Andhra University, Visakhapatnam.

AWARDS & RECOGNITION

- Awarded Junior Research Fellowship (JRF) in the Subject of Commerce by University Grants Commission (UGC), New Delhi.

RESEARCH PAPERS PUBLISHED IN NATIONAL AND INTERNATIONAL JOURNALS

- "Impact of Motivation on Employee Performance"**, Journal of Exclusive Management

Science (JEMS), Vol.10, No.3, March 2021, pp.1–5. ISSN: 2320-866X.

- ✍ **"Relevance of Employee Performance and Job Satisfaction for Organizational Performance"**, International Journal of Advanced Research in Science, Communication and Technology (IJARSCT), Vol.4, Issue 2, April 2021, pp.716–722. ISSN: 2581-9429.
- ✍ **"Entrepreneurship in Emerging Markets and the New Economy: Navigating Challenges and Opportunities"**, International Journal of Current Research and Academic Review, Vol.11, Supplement 1, September 2023, pp.584–593. ISSN: 2347-3215.
- ✍ **"Data Protection in the Digital Age: Strategies and Best Practice"**, International Journal of Multi Disciplinary Educational Research, Vol.12, Issue 10(1), October 2023, pp.108–113. ISSN: 2277-7881.
- ✍ **"Sustaining Talent: A Comprehensive Study on Employee Retention Strategies"**, International Journal of Multidisciplinary Educational Research, Vol.12, Issue 12(3), December 2024, pp.218–222. ISSN: 2277-7881.
- ✍ **"Transformative Forces in Finance: Exploring the Evolution, Impacts, and Future Trends of FinTech"**, Madhya Bharti – Humanities and Social Sciences, Vol.85, No.10, July–December 2024, pp.44–50. ISSN: 0974-0066.
- ✍ **"The Rise of Buy Now, Pay Later (BNPL) in India: Opportunities and Risks in the Digital Economy"**, United International Journal of Multidisciplinary Research (UIJMR), Vol.2, Issue 1, January–March 2025, pp.297–300. ISSN: 3048-6726.
- ✍ **"Impact of Digital Payments on the Performance of MSMEs in West Godavari District"**, United International Journal of Multidisciplinary Research (UIJMR), Vol.2, Issue 2, April–June 2025, pp.86–90. ISSN: 3048-6726.
- ✍ **"Emerging Green Finance Instruments and ESG Integration: Driving Sustainable Investment in the Post-Pandemic Era"**, International Journal of Creative Research Thoughts, Vol.13, Issue 8, August 2025, pp.212–222. ISSN: 2320-2882.
- ✍ **"Cyber Security Challenges in Social Media: Bridging Awareness and Action"**, Indian Journal of Computer Science, May–June 2025, pp.42–44. ISSN: 2456-4133.
- ✍ **"Understanding How AI in Portfolio Management Can Boost Investment Gains by Spotting Patterns and Trends"**, REST Journal on Banking, Accounting and Business, Vol.4, Issue 3, September 2025, pp.46–52. ISSN: 2583-4746.
- ✍ **"Next Generation GST 2.0 in India: Structural Reforms, Sectoral Impacts and Socio-Economic Implications"**, International Journal of Emerging Technologies and Innovative Research, Vol.12, Issue 10, October 2025, pp.381–389. ISSN: 2349-5162.
- ✍ **"Shrimp Farming and Export Entrepreneurship in West Godavari District"**, International Journal of Advances in Management Technology and Engineering Sciences, Volume XV, Issue XI, November 2025, pp.416-428. ISSN: 2249-7455.
- ✍ **"Assessing the Impact of Digital Teaching Tools on Pedagogical Innovation among Faculty in Undergraduate Government Degree Colleges of Andhra Pradesh: An SEM-Based Study"**, International Journal of Research and Analytical Reviews (IJRAR), Volume 13, Issue 2, April 2026, pp.17-23.(E-ISSN 2348-1269, P-ISSN 2349-5138).

EDITED BOOK CHAPTERS

- ✍ **"Role of E-Banking Services in Indian Banking"**, in Green Banking & Environment, Archers & Elevators Publishing House, Bangalore, India, 2020, pp.156–160. ISBN: 978-93-90996-08-7.
- ✍ **"New Approach of e-Governance: Governance through Technology"**, in e-Governance 'Digital India: Success to Excellence', Asian Press Books, Kolkata, West Bengal, India, November 2020, pp.119–123. ISBN: 978-93-90238-64-4.
- ✍ **"Relevance of Women Empowerment through Entrepreneurship in India"**, in Women Empowerment Challenges and Strategies, K.G.R.L. College, Bhimavaram, Andhra Pradesh, India, March 2021, pp.91–102. ISBN: 978-81-950163-5-8.
- ✍ **"The Impact of Motivation on Employee's Performance – An Overview"**, in Psycho Social Environmental Issues of Employees at Workplace, Nitya Publications, Bhopal, Madhya Pradesh, India, 2021, pp.16–25. ISBN: 978-93-90699-18-6.

- ✍ **"ICT Role on Higher Education during Covid-19", in Online Education,** A 21st Century Approach to Education, EZ Education, Ghaziabad, Uttar Pradesh, India, 2021, pp.35-44. ISBN: 978-93-91654-03-0.
- ✍ **"Waste Management in India: Issues and Challenges", in R-R-R Reduce-Reuse-Recycle, S.C.I.M. Government College, Tanuku, West Godavari District, Andhra Pradesh, India, 2022, pp.85-91. ISBN: 978-81-958823-0-4.**
- ✍ **"Problems of Women Workers – A Case Study on Construction Sites in Jangareddigudem", in Women Empowerment Through Entrepreneurship, Government College, Rajahmundry, Andhra Pradesh, India, April 2023, pp.190-200. ISBN: 978-93-340-0079-5.**
- ✍ **"Fostering Harmony in Family and Workplace: Challenges, Strategies, and Pathways to Well-Being", in Empowering Youth: Role of Human Values and Professional Ethics for a Better Tomorrow, SKR & SKR GCW(A), Kadapa, Andhra Pradesh, India, 2025, pp.64-67. ISBN: 978-81-9836314-5.**
- ✍ **"Transforming Tourism: The Power of Public-Private Partnerships in Shaping Destinations", in Eco-Tourism Sustainable Development in India: Trends, Opportunities and Challenges, SG Government Degree & PG College, Piler, Andhra Pradesh, India, 2025, pp.214-219. ISBN: 978-93-341-6007-9.**
- ✍ **"Challenges and Opportunities of AI Adoption in India", in "Indian Knowledge System: A Journey from Vedas to AI, S.V.R. Government Degree College, Nidadavole, E.G. Dist., Andhra Pradesh, India, January, 2026, Volume-1, pp. 128-130. ISBN: 978-81-985484-7-4.**
- ✍ **"Inclusivity and Social Equity in Ancient Education Systems: A Comprehensive Study of Ancient Indian Educational Practices", in Resurgence of Ancient Indian Knowledge - Treasure to Address Global Issues, JTS Publications 2025, ISBN: 978-93-344-3843-7.**

CONVENER OF THE NATIONAL SEMINAR, CONFERENCE & WORKSHOP

- ✍ Organized Two-Day National Seminar titled **"Next-Gen GST Reforms towards Viksit Bharat: Transforming Entrepreneurship, Employment and Sustainable Livelihoods in Andhra Pradesh"** held on 9th & 10th of April, 2026 **in collaboration with ICSSR.**
- ✍ Organized One Day National Conference on **"Future Challenges and Opportunities in Cyber Security"** on 07-10-2023 at CSTS Govt.Kalasala, Jangareddigudem.
- ✍ Organized One day National Workshop on **"Role of Accounting in Nation Building"** on 10-11-2023 on the eve of International Accounting Day at CSTS Govt.Kalasala, Jangareddigudem.

SUBJECT EXPERT

- ✍ Served as a Subject Expert for the curriculum revision of First-Year Intermediate Vocational Courses in Retail Management and Office Assistantship at the Board of Intermediate Education, Tadepalli.
- ✍ Functioned as a Subject Expert for Guest Faculty Recruitment in Commerce at Government Degree College, Buttaigudem.
- ✍ Served as a Subject Expert for Guest Faculty Recruitment in Commerce at Government Degree College, Kamavarapukota.
- ✍ Acted as a Subject Expert for Guest Faculty Recruitment in Commerce at Government Degree College, Chintalapudi, on 22nd February 2025.

BOARD OF STUDIES

- ✍ Member, Board of Studies, Dept of Commerce, Krishna University, Machilipatnam.
- ✍ Member, Board of Studies, Dept of Commerce, SRR & CVR Gov. Degree College (Autonomous), Vijayawada.

E-CONTENT AND MASTER TRAINER

- ✍ Acted as a Master Trainer for Learning Management System (LMS) creation at Nodal

Resource Centre, Tadepalligudem.

- ✍ E-Content Developed for Total of 06 topics in Four Quadrants and Uploaded in Learning Management System (LMS) developed by Commissioner of Collegiate Education, Amaravathi, Andhra Pradesh.

PARTICIPATION IN SEMINARS/ WORKSHOPS/CONFERENCES/ FACULTY DEVELOPMENT PROGRAMMES

- ✍ Swayam and NPTEL Certifications: 04
- ✍ Special lectures delivered : 06
- ✍ Resource Person for technical sessions in Seminars/Workshops :02
- ✍ Papers presented in National and International Seminars/Conferences : 14
- ✍ Four Weeks Orientation Courses : 02
- ✍ Two Weeks Refresher Courses : 04
- ✍ Short Term Training Programmes (STTP) : 04
- ✍ Participation in Capacity Building Programmes/FDP's/ Trainings : 38 (12 - one week and above)
- ✍ Participation in Workshops and Webinars :42
- ✍ Certificate Courses: 08
- ✍ Empanelments:04
- ✍ Editorial Board Member: 01



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