

PERSONAL PROFILE

Dr. Mukku Syam Babu

Lecturer,

Department of Commerce,

SRR & CVR Government Degree College (A),

Vijayawada.



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Educational Qualifications

| S. No | DEGREE / DIPLOMA | UNIVERSITY / INSTITUTE | YEAR | TOPIC / SPECIALIZATION |
|-------|---|---|------|---|
| 1. | M.Com | Sri Venkateswara University, Tirupathi | 2000 | M.Com., Costing and Management Accounting |
| 2. | M.Phil | Sri Venkateswara University, Tirupathi | 2006 | A Study Of Financial Management in Select Pharmaceutical Companies in Twin Cities of Andhra Pradesh |
| 3. | Ph.D. | Sri Venkateswara University, Tirupathi | 2010 | Financial Performance of Select Pharmaceutical Companies in South India |
| 4. | Others M.B.A. | Pondicherry university, Pondicherry | 2014 | Finance |
| 5 | National Eligibility Test (NET) | University Grants Commission (UGC) | | |
| 6 | Financial Markets: A Beginners' Module' | National Stock Exchange, Certification course, NCFM | | |
| 7 | Capital Market (Dealers) Module | National Stock Exchange, Certification course, NCFM | | |

Professional Experience:

| S. No | Designation | Date | | Total years and months | Type of service Govt. Aided/ Un Aided / Private/ recognized |
|-------|--|------------|------------|------------------------|--|
| | | From | To | | |
| 1 | Assistant Professor, Department of finance, IBS (IFHE) University, Hyderabad | 1-11-2009 | 23/12/2011 | 2 Years | Recognized Deemed to be University |
| 2 | Lecturer in Commerce , Govt. Degree College, Razole | 24/12/2011 | 26/05/2017 | 5 Years 5 Months | Govt. Degree College |
| 3 | Lecturer in Commerce , SRR & CVR Government Degree College (A), Vijayawada | 27/05/2017 | Till today | | Govt. Degree College |

Awards:

1. Acted as a Rapporteur for the Second Technical Session on 4th November 2019 at a UGC- Sponsored National Seminar conducted by Department of Commerce, S.V University, Tirupathi on 4th – 5th November, 2019.
2. As Organizing Secretary, conducted a **Two Day UGC Sponsored National Seminar** on “Marketing Trends in Virtual Era” held on 23rd and 24th January, 2018 at SRR & CVR Government degree College (Autonomous), Vijayawada.
3. Acted as a Rapporteur for the Second Technical Session on 4th November 2019 at a UGC- Sponsored National Seminar conducted by Department of Commerce, S.V University, Tirupathi on 21st & 22nd February, 2019.
4. As a IQAC coordinator conducted UGC Sponsored one day workshop on “ The Status of Human Rights in India” held on 10th December, 2015 at Government Degree College, Razole, East Godavari.
5. As Organizing Secretary, conducted a **Two Day UGC Sponsored National Seminar** on “Indian Rural Economy and Employment – Importance, Issues and Challenges” held on 23rd and 24th February, 2015 at Government Degree College, Razole, East Godavari.
6. As District Resource Center (DRC, East Godavari) coordinator, conducted DRC Students’ Seminar on “Indian Banking System-Innovations and Developments” held on 22nd November, 2014 at Government Degree College, Razole, East Godavari.

Text Books authored

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- (1) Co-authored for the book entitled on **“The Transforming Scenario of Indian Banking in Retrospect & Prospect”** with ISBI No. 978-93-5407-175-1, 2020, Rishi Books.
- (2) Co-authored for the book entitled on **“Indian Rural Economy and Employment – Importance, Issues and Challenges”** with ISBI No. 978-93-85100-24-6, 2015 Paramount Publishing House, New Delhi.

Papers Presented at International level Conferences:

1. Presented a research paper **“Scientific Approaches in Ramacharitmanas”** at a UGC-Sponsored International Seminar conducted by Dept. of Languages & Culture, AP, Pithapur Rajah’s Government College (A), Kakinada on 13th & 14th October, 2017.
2. Presented a research paper **“Corporate Governance in E-Governance Era”** at a UGC-Sponsored International Seminar conducted by Dept. of Commerce & Political Science, Govt. College (A), Rajahmundry on 8th March, 2015.
3. Presented a paper on **“Segment Reporting & New Required Fields of Research”** at **International Seminar** conducted by Tirupathi Chapter of Indian Accounting Association & Dept. of Commerce, S.V. University, Tirupathi on 13th-14th September 2001.

Papers Presented at National Level Conferences:

1. Presented a research paper entitled **“Evaluation of Confidential Level about Navaratnalu among the Public”** at a UGC- Sponsored National Seminar conducted by Department of Commerce, S.V University, Tirupathi on 4th - 5th November, 2019.
2. Presented a research paper entitled **“Critical Examinations of Digital payments in India”** at a Two Day National Seminar conducted by Department of International Business Studies, Acharya Nagarjuna University, Guntur on 22nd & 23th March, 2019.

3. Presented a research paper entitled **“Analysis of Effect of GST on Pharma and Health care Sector”** at a Two Day National Seminar conducted by Department of Commerce, S.V University, Tirupathi on 21st & 22nd February, 2019.
4. Presented a research paper entitled **“ICT Tools for Higher Education Teaching”** at One Day National Seminar conducted by A.P. Government College Teachers’ Association on 11th March, 2018.
5. Presented a research paper entitled **“Evaluation of Rural Customers’ Perception on Virtual Marketing”** at a Two Day UGC Sponsored National Seminar conducted by Department of Commerce, SRR & CVR Government Degree College (A), Vijayawada on 23rd & 24th January, 2018.
6. Presented a research paper entitled **“ICT-its Impact on Indian Education System”** at a Two Day UGC Sponsored National Seminar conducted by Department of Commerce, Management & e-Commerce, Pithapur Rajah’s Government College (A), Kakinada on 5th & 6th December, 2017.
7. Presented a research paper entitled **“Sustainable Agricultural Practices in India ”** at a Two Day UGC Sponsored National Seminar conducted by Department of Zoology, Sri A.S.N.M. Government College (A), Palakol on 17th & 18th March, 2017.
8. Presented a research paper entitled **“Sub Plan Schemes and its Impact among SCs and STs in India”** at a Two Day ICSSR-SRC Sponsored National Seminar conducted by Department of Commerce, Visvodaya Government Degree College, Venkatagiri on 21st & 22nd February, 2017.
9. Presented a research paper entitled **“Critical Evaluation of Children Rights in India”** at one Day State Level UGC- Sponsored Seminar conducted by Department of Commerce, Government Degree College, Ravulapalem on 25th January, 2017.
10. Presented a research paper **“Limited Liability Partnership - A way to Startup Firms”** at a UGC- Sponsored National Seminar conducted by Department of

Commerce, Government College (Autonomous), Rajahmundry, on 21st & 22nd December, 2016.

11. Presented a research paper entitled **“Smart Services of Present Banking System”** at a UGC- Sponsored National Seminar conducted by Department of Commerce, P R Govt. College, Kakinada on 23rd – 24th September, 2016.
12. Presented a research paper entitled **“Comparative Study on SHG Bank Linkage in Rural and Urban India”** at a UGC- Sponsored National Seminar conducted by Department of Commerce, S.V University, Tirupathi on 27th – 28th February, 2016.
13. Presented a research paper entitled **“Evaluation of Correlative Growth in Higher Education with FDI”** at a UGC- Sponsored National Seminar conducted by Dept of Commerce, BJR Govt. Degree College, Hyderabad on 5th – 6th , February, 2016.
14. Presented a research paper **“Student Centric Educational Approach in Choice Based Credit System”** at a UGC- Sponsored National Seminar conducted by Dept of Management and Commerce, Sri YN College (Autonomous), Narsapuram on 8th- 9th , January, 2016.
15. Presented a research paper **“Self Employment Opportunities through Milk Producers’ Cooperatives in Rural Economy”** at a UGC- Sponsored National Seminar conducted by Department of Commerce, Govt. Degree College, Razole, on 23rd ,24th, of Feb, 2015.
16. Presented a research paper entitled **“Role of Media to Protect Human Rights in India”** at a UGC- Sponsored National Seminar conducted by Dept. of Political Science, Sri.A.S.N.M. Govt. Degree College, Palakol, on 11th December, 2014.
17. Presented a research paper entitled **“Role of Micro Finance Organizations in Financial Inclusion ”** at a UGC- Sponsored National Seminar conducted by Dept of Economics, S.K.S.D. Mahila Kalasala, Tanuku, on 18th -19th , Oct, 2014.

18. Presented a research paper **"FDI in Retail Sector – Consumer Choice"** at a UGC-Sponsored National Seminar conducted by Dept.of Commerce, Krishna University, Machilipatanam, on 24th,25th, of April, 2014.
19. Presented a research paper **"Financing Opportunities in Indian Fisheries Sector"** at a UGC- Sponsored National Seminar conducted by Department of Commerce, Government College (Autonomous), Rajahmundry, on 18th November,2013.
20. Presented a research paper **"Evaluation of Productivity and Efficiency of Banks having Innovative Products"** at a UGC- Sponsored National Seminar conducted by Department of Commerce, V.K.V. Government Degree College Kothapeta, on 15th and 16th November,2013.
21. Presented a research paper **"FDI in Retail Sector- Behavioral Changes of Rural Consumer"** at a UGC- Sponsored National Seminar conducted by Rajiv Gandhi Group of Educational Institutions, Rajahmundry, on 7th and 8th December,2012.
22. Presented a research paper **"Employees' Perception in Using E-Filing and E-Payment System: Is There Any Significant Difference among Geographic Factors"** at a UGC- Sponsored National Seminar conducted by Department of Commerce, S.V University, Tirupathi on October, 9th - 10th , 2012.
23. Presented a research paper **"Financial Inclusion: A strategy to reach rural India"** at a UGC- Sponsored National Conference organized by Department of Economics, Government Degree college, Khairatabad, Hyderabad on 26th September,2012 .
24. Presented a research paper **"An Empirical Study of Villagers' Perception of Modern Banking Services"** at a UGC- Sponsored National Seminar conducted by Department of Commerce, S.V University, Tirupathi on Feb, 25th - 26th , 2012.

25. Presented a research paper **“Role of FDI in Performance Volatility of Indian Pharmaceutical Industry during Global Financial Meltdown”** at a UGC-Sponsored National Conference organized by **Shri Ram College of Commerce, University of Delhi, Delhi** on 19th - 20th Nov, 2010.
26. Presented a research paper **“Impact of global financial crisis on Indian Banking Industry”** at a UGC- Sponsored National Seminar conducted by Department of Commerce, S.V University, Tirupathi on Feb, 26th - 27th , 2010.
27. Presented a research paper **“Effective means for Reducing NPAs”** at a UGC-Sponsored National Seminar conducted by Department of Commerce, S.V University, Tirupathi on 6th -7th March, 2000.

Workshops attended

1. Participation in two day District Level Workshop on Statistical Package for Social Sciences (SPSS- 2014) conducted by Dept. of Mathematics and Statistics, P.R. Govt. College, Kakinad on 9th -10th- Dec, 2014.
2. Participation at National Workshop on “Research Methodology” conducted by Dept. of Commerce Govt.College (A), Rajahmundry on 7th March, 2015.