

Profile
of
Dr.P.Venkateswarlu

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Present Position : Lecturer in Commerce
Office Address : PSC & KVSC Government College
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Doctor of Philosophy (Ph.D.)

“Working Capital Management in Select Cement Companies of Andhra Pradesh”

Research Area Interested

1. Student Entrepreneurship
2. HRD in Collegiate Education

Research Experience:

1. 1 Year as Project Fellow under UGC Major Research Project “Management of Funds in Single Window Co- Operative Credit Delivery System in Andhra Pradesh” From 14/12/1998 to 31/12/1999. in the Dept. of Management, Sri Krishnadevaraya University, Anantapur.
2. Supervised more than 100 PG students in their Project Work as part of in the Curriculum.
3. Guided more than 500 UG students in their Project Work as part of the Curriculum.
4. Supervising the Community Service Projects, Short-term & Long-term Internships of the UG students as part of NEP 2020.

Membership in Professional Bodies

1. A Life Member of the Indian Commerce Association (Id. No. AP462)

Board of Studies

1. Member, UG BoS, Department of Commerce, KVR Government College for Women (A), Kurnool
2. Member, PG BoS, Department of Commerce, KVR Government College for Women (A), Kurnool

3. Member, UG BoS, Department of Commerce, Rayalaseema University, Kurnool
4. Member, UG BoS, Department of Commerce, KSN Government Degree College for Women (A), Anantapuramu

Academic Profile & Professional Experience

- Junior Lecturer (Direct Recruitment by APPSC): 18-01-2002 to 04-11-2010
- Lecturer (Promotion): 05-11-2010 to till now
 - A. at UG level: 13 Years
 - B. at PG. level: 8.5 Years

M.Com: 5 Years from 2016 to 2020 at Government College for Men, Kurnool

1 Year during the AY: 2021-22 at PSC & KVSC Government College, Nandyal

M.B.A.: 2 Years as Academic Counselor from 1999 to 2001 at Dr.B.R. Ambedkar Open University, Study Centre, Anantapur.

MCA: 6 Months as Teaching Assistant in the Dept. of Computer Science and Applications from January, 2000 to July, 2000 at Sri Krishnadevaraya University, Anantapur.

Articles Published : International: 07

Sl. No.	Title of the Paper	Name of the Journal	ISSN No.	Published Month & Year
1	Working Capital Management of Panyam Cements & Mineral Industries Limited (PCMIL)	IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM)	ISSN(E): 2321-886X; ISSN(P): 2347-4572	Vol. 2, Issue 10, Oct 2014, Page Nos. 25-36
2	Liquidity Management of Select Cement Companies of Andhra Pradesh – (A Comparative Study)	IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM)	ISSN(E): 2321-886X; ISSN(P): 2347-4572	Vol. 3, Issue 5, May2015, Page Nos. 31-42
3	Financing of Working Capital in Select Cement Companies of Andhra Pradesh	IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM)	ISSN(E): 2321-886X; ISSN(P): 2347-4572	Vol. 3, Issue 7, July 2015, Page Nos. 43-50
4	A Study on the HRM Role in Employee's Recruitment	Airo International Research Journal	ISSN: 2320-3714	Vol. 15, Issue 3, March 2018, Page Nos. 759-771

5	Study on the Emerging Trend of Flash Sales in Online Shopping Industry	Airo International Research Journal	ISSN:2320-3714	Vol. 15, Issue 1, April 2018, Page Nos. 1193-1205
6	Increasing Trend of Investing in Stock Market in India	Airo International Research Journal	ISSN:2320-3714	Vol. 18, Issue 3, April 2018, Page Nos. 143-153
7	Increasing Trend of Merger of Banks and its Consequences	Airo International Research Journal	ISSN:2320-3714	Vol. 19, Issue 1, July 2018, Page Nos. 89-101
8	Commerce Education in India: Challenges & Recent Trends	Edited Book Emerging Trends and Challenges In Commerce & Management Education	ISBN:978-93-90143-19-1	Page Nos. 149 - 157
9	Pandemic Impact on Employment	Edited Book Impact of Covid-19 Pandemic on MSMEs: Challenges and Opportunities	ISBN:978-93-93259-43-1	Page Nos. 263 - 265

Seminars/Conferences attended and Papers Presented

International: 02 National: 17 State Level: 02

International Level

1. Participated and presented a paper titled “E-Governance in Higher Education: Challenges and Prospects” in the UGC International Seminar organized by Departments of Commerce and Political Science, Government College(A), Rajahmundry held on 8th March, 2015.
2. Participated and presented a paper titled “Women Trafficking in India: Reasons” in the ICSSR International Seminar organized by Department of Political Science, Government College for Men, Kurnool held on 31st January & 1st February, 2019.

National Level

1. Participated and presented a paper titled “A Critical Study on the Schemes of LIC Housing Finance” in the Three-Day National Seminar, All India Commerce Congress '99, organized by Commerce Association of Kerala, at Darshana Pastoral Centre, Peechi P.O., Kerala during January 18-20, 1999.
2. Attended and presented a paper titled “The Role of Co-operatives in the Development of Consumerism in Anantapur District” in the UGC National Seminar conducted by Sri Venkateswara University Post-Graduate Centre, Kavali, during 15th-16th March, 1999.
3. Participated and presented a paper titled “Janmabhumi: People’s Participation” in the UGC National Seminar conducted by the Department of Adult, Continuing Education and Extension, Sri Krishnadevaraya University, Anantapur, held on 17th and 18th April, 2001.

4. Participated and presented a paper titled “Education and Women Empowerment in India” in the ICSSR National Seminar organized by Department of Economics, Rayalaseema University, Kurnool on 28th-29th March, 2014.
5. Participated and presented a paper titled “Food Security in India: Challenges in the New Millennium” in the UGC National Seminar organized by Departments of Economics and Economics, K.S.N. Government Degree College for Women, Anantapur held on 20th and 21st August, 2014.
6. Participated and presented a paper titled “FDI in Indian Retail Industry: Problems and Prospects” in the UGC National Seminar organized by Department of Commerce, Girraj Government College(A), Nizamabad, Telangana held on 26th and 27th September, 2014.
7. Participated and presented a paper titled “Pradhan Manthri Jandhan Yojana: An Ambitious Plan for Financial Inclusion in India” in the National Seminar organized by Departments of Economics, Commerce and Management, Osmania College(A), Kurnool held on 17th June, 2015.
8. Participated and presented a paper titled “Change Management” in the UGC National Seminar organized by the SKIM, Sri Krishnadevaraya University, Anantapuramu held during 29th – 30th November, 2015.
9. Participated in the Two-Day National Seminar on “Impact of Right to Education Act, 2009 in its 5 Years of Implementation” organized by Anuradha Educational Society, Kurnool held on 16th and 17th July, 2016.
10. Participated and presented a paper titled “Women Empowerment through Entrepreneurship” in the ICSSR National Seminar organized by Department of Political Science, Government College for Men, Kurnool held on 24th and 25th September, 2016.
11. Participated and presented a paper titled “New Paradigm Shifts in Entrepreneurship” in the ICSSR National Seminar organized by Department of Commerce, PSC & KVSC Government College, Nandyal held on 28th and 29th September, 2016.
12. Participated and presented a paper titled” Spiritual Education in India – Now and Then” in the UGC National Seminar organized by Department of Commerce, SML Government Degree College, Yemmiganur held on 5th October, 2016.
13. Participated and presented a paper titled “Limited Liability Partnership in India: A Study on Different Aspects” in the UGC National Seminar organized by Department of Commerce, Government College(A), Rajamahendravaram during 21st – 22nd December, 2016.
14. Participated and presented a paper titled “GST in India – A Review” in the National Seminar organized by Departments of Commerce & Economics, Silver Jubilee Government College (A), Kurnool held on 17th February, 2018.
15. Participated and presented a paper titled “Computer Applications in Commerce and Education: Need and Importance” in the National Seminar organized by Department of Commerce, Sri Krishnadevaraya University, Anantapuramu held on 30th April, 2018.
16. Participated and presented a paper titled “Globalisation and Women” in the National Seminar organized by KVR Government College for Women(A), Kurnool held on 28th September, 2018.

17. Participated and presented a paper titled “Cloud Computing: Mitigation, Monitoring and Intellectual Property Issues” in the National Seminar organized by KVR Government College for Women(A), Kurnool held on 15th February, 2020.
18. Participated and presented a paper titled “Pandemic Impact on Employment” in the ICSSR National Seminar organized by Department of Commerce, Government Degree College, Srisailam Project, Nandyal (District), A.P. held on 6th and 7th July, 2022.

State Level

1. Participated and presented a paper titled “Unity in Diversity in India” in the State Level Seminar on “National Integration: The Role of Hindi” organized by School of Social Sciences, Government Degree College, Srisailam Project held on 29th January, 2013.
2. Participated and presented a paper titled “Quality Enhancement in Government Degree Colleges: Role of Teachers” organized by Government College Gazetted Teachers’ Association, A.P. held on 10th October, 2015.

Academic Staff College Courses

A. Orientation Courses : 01

1. Participated in the 73rd Orientation Course organized by UGC – Academic Staff College, University of Hyderabad, Hyderabad from 18-01-2012 to 14-02-2012 and obtained Grade ‘A’

B. Refresher Courses : 04

1. Participated in the Refresher Course in “Commerce and Business Management” organized by UGC-Academic Staff College, Osmania University, Hyderabad from 08-12-2014 to 30-12-2014 and obtained Grade ‘A’
2. Participated in the Refresher Course in “Commerce & Management Studies” organized by UGC-HRD Centre, Sri Venkateswara University, Tirupati from 14-10-2019 to 26-10-2019 and obtained Grade ‘A’
3. Participated in the Refresher Course on “Research Methodology for Faculty of Social Sciences” organized by Human Resource Development Centre, University of Hyderabad during 21st July 2020 to 3rd August 2020 and obtained grade ‘C’.
4. Participated in the Refresher Course in “Commerce & Management” organized by UGC-HRD Centre, Andhra University, Visakhapatnam, from 25-10-2021 to 07-11-2021 and obtained Grade ‘A+’

Training Programmes Attended

1. Attended the 6 Day Training Programme in Commerce conducted by A.P. State Council of Higher Education from 21-02-2011 to 26-02-2011 at District Resource Centre, KVR Government College for Women, Kurnool in association with Commissionerate of Collegiate Education, A.P., Hyderabad and Sri Krishnadevaraya University, Anantapur.

2. Participated in the 10 days “Train the Trainer Program” as part of “Project Genesis”, conducted by Infosys BPO Ltd. At Hyderabad, during 3rd August – 12th August 2011
3. Attended the 3-day Induction Training Program conducted at the District Resource Centre, KVR Government College for Women, Kurnool from 21-11-2011 to 23-11-2011.
4. Attended 3-day Training Programme for Trainers organized jointly by the Commissioner of Collegiate Education and Tata Institute of Social Sciences on Introduction to “Entrepreneurship” from 17th to 19th April 2016 at P.R. Government College(A), Kakinada, E.G. District, A.P.
5. Participated in “5 Day Master Trainers Training Programme (MTTP)” on Content Delivery and Assessment methods pertaining to Skill Courses for I semester from 16th to 20th November, 2022 at UGC HRDC, Andhra University, Visakhapatnam, organized by Commissionerate of Collegiate Education, A.P, Mangalagiri.
6. Participated in the 3 Day “Master Trainers Training Program on Insurance and Promotion & Entrepreneurship” pertaining to Skill Courses for I semester students conducted jointly by NSE Academy and Commissionerate of Collegiate Education, A.P, Mangalagiri at Anantapuram, from 4th to 6th March, 2023.
7. Participated in the 6 Day Training of the Trainers Programme on “English medium of Instruction, Proficiency in English from 12th to 17th June, 2023 at Nodal Resource Centre (NRC). PSC & KVSC Government College, Nandyal organized by Commissionerate of Collegiate Education, A.P, Mangalagiri.

Workshops:

Organised

1. Organised the University level Workshop on “CBCS Pattern Syllabus and Electives” on 23-07-2017 at Government College for Men, Kurnool.
2. Organised the University level Workshop on “Project Work” on 20-09-2017 at Government College for Men, Kurnool.

Participated

1. Participated in “2 Day Workshop on Learning Management System and Innovative Pedagogies” from 28th to 29th December, 2022 at Acharya Nagarjuna University, Guntur, organized by Commissionerate of Collegiate Education, A.P, Mangalagiri.

Faculty Development Programmes:

Organised

1. Organised the University level Faculty Development Programme on “GST and Tally” on 09-02-2018 at Government College for Men, Kurnool.

Participated

2. Participated in One Week National Faculty Development Program and Online Training on “LaTeX” organized by Sanjay Ghodawat University, Kolhapur in association with Spoken Tutorial Project, IIT-Bombay (27th April to 2nd May 2020).
3. Participated in the One Week Faculty Development Programme on “ICT based tools and its applications in teaching learning process” organized by BSVS Educational Learning Centre, Nagpur held during 27th May – 02nd June 2020.
4. Participated in online Faculty Development Programme on “E-Commerce & Digital Marketing” from 12th to 27th June, 2020 organised by Andhra Pradesh State Skill Development Corporation, Government of Andhra Pradesh.
5. Participated in online Faculty Development Programme on “Enterprise Application” from 1st to 3rd July, 2020 organised by Andhra Pradesh State Skill Development Corporation, Government of Andhra Pradesh.
6. Participated in “5 Day Faculty Development Programme in Commerce” on the theme of “Atmanirbhar Bharat: “Unleashing Power of Commerce in Digital Era: Global Trade, Business Welfare, Levis, Immersive Learning Pedagogy and Business Analytics” from 20th to 24th July, 2020 organised by Commissionerate of Collegiate Education, AP, Vijayawada.

Appreciation & Recognition:

1. Appreciated by Peethadhipathi H.H 108 Sri Sushameendra Teertha Swamiji for cooperation rendered in the Plantation Ceremony “VANA MAHOTSAVA-2004” Conducted on 07-08-2004 at Mantralayam Town.
2. Appreciated by Dr.Pola Bhaskar, IAS, Commissioner of Collegiate Education, A.P. for Meritorious Service as Content Developer and Master Trainer in Insurance Promotion.

National Service Scheme (NSS):

1. Worked as Programme Officer during 2002 to 2006 at Government Junior College, Mantralayam.
2. Participated, as NSS PO, in the district level youth leadership camp held at Kurnool from 26-09-2002 to 30-09-2002.
3. Participated in Peer Educators Training Programme on HIV/AIDS under Universities Talk AIDS Project Phase-II sponsored by NSS Regional Centre, Ministry of Youth Affairs & Sports, Government of India and organized by Government Junior College, Mantralayam, Kurnool District, from 12-07-2003.
4. Participated in Youth Leadership Training Camp, sponsored by Dept. of Youth Affairs & Sports, Government of India and organized by S.K.University, Anantapuram, from 10-01-2004 to 14-01-2004 at SBSYM Degree College, Kurnool.
5. Appreciated by Peethadhipathi H.H 108 Sri Sushameendra Teertha Swamiji for cooperation rendered in the Plantation Ceremony “VANA MAHOTSAVA-2004” Conducted on 07-08-2004 at Mantralayam Town.

6. Worked as Programme Officer during 2006 to 2010 at Government Junior College, Gospadu.
7. Attended the Orientation/Refresher Training Programme for NSS Programme Officers sponsored by Ministry of Youth Affairs & Sports, Government of India and organized by NSS Training and Orientation Centre, Osmania University, Hyderabad from 18-09-2006 to 27-09-2006.
8. Worked as Programme Officer during 2010 to 2015 at Government Degree College, Banaganapalli.

Administrative Responsibilities

GDC, Banaganapalli (05-11-2010 to 02-09-2015)

1. In-charge of the Department of Commerce
2. In-charge of Computer Lab, Department of Commerce

GDC (M), Kurnool (02-09-2015 to 02-10-2021)

1. P.G. Coordinator
2. In-charge of Computer Lab, Department of Commerce
3. NAAC Steering Committee Convener
4. JKC Coordinator

GDC (PSC & KVSC), Nandyal

1. P.G. Coordinator
2. In-charge of the Department of Commerce
3. Coordinator, Academic Committee

Education Profile

Sl. No.	Qualification	Date of Award	Percentage of Marks	Name of the Board/University
1.	S,S.C	April, 1986.	62.16	Board of Secondary Education, Andhra Pradesh.
2.	Inter	March, 1988.	66.50	Board of Intermediate Education, Andhra Pradesh.
3.	Degree	April, 1991.	72.75	Sri Krishnadevaraya University, Anantapur.
4.	PG: M.Com.	July, 1993.	60.10	Sri Krishnadevaraya University, Anantapur.
	M.B.A.	April, 1996.	65.53	Sri Krishnadevaraya University, Anantapur.
6.	Ph.D.	29 th December, 2015.	58.50	Sri Krishnadevaraya University, Anantapur.
7.	NET/SLET	February, 1998.	Passed.	Andhra Pradesh College Service Commission, Hyderabad.

Personal Profile

Name : Venkateswarlu
Surname : Peddugalla
Date of Birth : June 1, 1970
Religion : Indian Hindu
Category : Scheduled Caste (Mala)
Spouse : Smt.L.V.Showbha Rani
Lecturer in Commerce
Government Degree College
Panyam, Nandyal (District),
Andhra Pradesh, India
Children (Female) : 2
Mother : Ribakamma (Late)
Father : Ankanna (Late)
Permanent Address : P.Venkateswarlu
S/o P.Ankanna
Allur (Village)
Uyyalawada (Mandal)
Kurnool (District)-518 134
Andhra Pradesh, India
Residential Address : H.No. 4-26-3-2
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Balaji Nagar
Kurnool – 518 006
Andhra Pradesh, India

(Dr.P.VENKATESWARLU)