

# Profile



## Dr.Kanigiri Lakshmana Rao

M.Com, MBA, PGDCA, AP SET, M.Phil, Ph.D, PDF

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### EDUCATIONAL QUALIFICATIONS

#### PDF (Behavioural Finance) Faculty of Commerce and Management Studies, March 2011

- ❖ *Post Doctoral Fellow* on *Mutual Funds: A Study of Investors' Perceptions*, in the Department of Commerce & Management Studies, Andhra University, Visakhapatnam.

#### Ph.D (Behavioural Finance) Faculty of Commerce and Management Studies, March 2011

- ❖ Ph.D Awarded on *Mutual Funds: A Study of Investors' Perceptions*, in the Department of Commerce & Management Studies, Andhra University, Visakhapatnam.

#### M.Phil, (Hospital Management) Faculty of Commerce and Mgt. Studies, March 2008

- ❖ M.Phil awarded on *Hospital Management: (A Study of Patient Satisfaction in Corporate Hospitals in Visakhapatnam)* in the Department of Commerce & Management Studies, Andhra University, Visakhapatnam

#### M.B.A., (Finance) August 2009

- ❖ MBA with 61 per cent from School of Distance Education, Andhra University, Visakhapatnam.

#### M.Com, (Banking) April 2004

- ❖ M.Com with 64.38 per cent from the Department of Commerce & Management Studies, Andhra University, Visakhapatnam.

#### B.Com, March 2002

- ❖ B.Com with 58 per cent from S.R.V.B.S.J.B.M.R College, Peddapuram, Andhra University

## **COMPUTER SKILLS**

- ❖ Post Graduation Diploma Computer Applications

## **CERTIFICATE COURSES**

1. Risk Management Tools and Practices from NYIF.
2. Identifying Entrepreneurial Opportunities from USMx.
3. Creating Innovative Business Models from USMx
4. Procurement and Logistics Management from ISCEA
5. Critical Thinking & Problem Solving from RITx.
6. Equity Portfolio Management from NYIF
7. Fixed Income Portfolio Management from NYIF
8. Managing Happiness from HarvardX
9. Digital Marketing Analytics: Tools and Techniques from USMx
10. Online Advertising & Social Media from USMx
11. Stress Testing and Risk Regulation – Part 2 from NYIF
12. Equity Indexes, Valuations, and Investment Vehicles from NYIF
13. Financial Markets & Products from State-Bank-of-India
14. Management - Becoming an Effective Leader from DoaneX
15. Effective Management and Communication from IUx
16. Essential Career Skills for Investment Banking and Finance from NYIF
17. Services Marketing: Concepts & Applications from IIMBx
18. Customer Relationship Management from IIMBx
19. Risk Management for Projects from AdelaideX
20. Farming Systems Approach (FSA) - English from National Institute of Agricultural Extension Management (MANAGE)
21. Heart in Governance from the Institute of Secretariat Training and Management
22. The Art of Communication from the Indian Railway Institute of Transport Management (IRITM)
23. Goal Setting from Dr Marri Chenna Reddy Human Resource Development Institute of Telangana

24. Anger Management from the Central Reserve Police Force (CRPF)
25. Heart in Governance from the Institute of Secretariat Training and Management.
26. Work Ethics from the Indian Railway Institute Of Transport Management (IRITM).
27. Code of Conduct for Government Employees from the Institute of Secretariat Training and Management.
28. Understanding Revenue Recognition Principle from the National Institute of Communication Finance.
29. Orientation Module on Mission LiFE from the Ministry of Environment, Forest and Climate Change.
30. Tress Management from Dr Marri Chenna Reddy Human Resource Development Institute of Telangana.
31. RTI And Good Governance from the National Academy of Defence Production (NADP) Nagpur.
32. Developing Effective Soft Skills from the Central Reserve Police Force (CRPF).

#### **ACHIEVEMENTS & FELLOWSHIPS**

- ❖ University grants commission, New Delhi, Rajiv Gandhi National Fellowship (JRF) January 2006
- ❖ University grants commission, New Delhi, Rajiv Gandhi National Fellowship (SRF) April 2008.
- ❖ University grants commission, New Delhi, *Post Doctoral Fellow (PDF)* 2012.

#### **AWARDS**

- ❖ Best Teacher (District Level- Republic Day) 2016.
- ❖ State Best Teacher Award - 2025

#### **WORK EXPERIENCE**

- ❖ Worked as *Assistant Professor* in the Department of Commerce & Management Studies, Berhampur University, Berhampur, Odessa. From 9-9-2012 to 31-12-2012.

- ❖ Working as *Assistant Professor* in the Department of Commerce, Government Degree College, Rampachodavaram, East Godavari, A.P. From 01-01-2013 to till Date.
- ❖ Working as *Assistant Professor* in the Department of Commerce, P.R Government College (A), Kakinada. From 23-10-2019 to till Date.

#### **ADMINISTRATIVE EXPERIENCE**

- ❖ *Head of the Department*, Department of Commerce, Govt Degree College, Rampachodavaram for 7 years.
- ❖ Study Centre *Co-ordinator* for DR. B.R Ambedkar Open University, HYD for 5 years.
- ❖ *N.S.S. Programme Officer* in Govt. Degree College Rampachodavaram for 3 years.
- ❖ *Academic Advisor* Govt Degree College, Rampachodavaram 3 years.
- ❖ College *Co-ordinator for DRC and RUSA* for 2 years.
- ❖ In charge Librarian for 4 years.
- ❖ In charge Physical director for 3 years.
- ❖ *Co-ordinator for JKC for 3 years.*
- ❖ *Co-ordinator for UGC for 3 years.*
- ❖ P.R Govt College (A) Study Centre *Co-ordinator* for DR.B.R Ambedkar Open University, From 1-08-2023 to till date.
- ❖ *Head of the Department*, Department of Commerce, P.R Govt College (A) from 2-10-2021 to till date.
- ❖ *Director – Directorate of admission*, P.R Govt College (A) Kakinada.
- ❖ *Member – Academic Monitoring Cell*

#### **RESEARCH EXPERIENCE**

- ❖ A Study of *Patient Satisfaction* in Corporate Hospitals in Visakhapatnam.
- ❖ Mutual Funds: A Study of *Investors' Perceptions*.
- ❖ A Study of *Sustainable Tribal Development* in Coastal Andhra Pradesh.

#### **ORIENTATION AND REFRESHER COURSE**

- Orientation Program (ugc-asc/oc/314/2012-13) UGC Academic Staff College, Andhra University from 19-01-2013 to 15-02-2013.
- Special Refresher Course in Commerce & Management (UGCHRDC/ SRCCM/346/2015-16) UGC Human Resource Development Centre, Andhra University from 01-07-2015 to 21-07-2015.
- Disciplinary Refresher Course in Research Methodology for Science and Social Sciences (ugc-HRDC/IDRC/373/2019-20) UGC Academic Staff College, Andhra University. From 19-08-2019 to 01-09-2019.
- Inter Disciplinary Refresher Course in Environmental Science s (ugc-HRDC/IDRC/Env.Sci./403/2022-23) UGC Academic Staff College, Andhra University from 09-06-2022 to 22-06-2022

## **FACULTY DEVELOPMENT PROGRAMS**

1. 6 Days Training of the Trainers Programme on English Medium of Instruction, Proficiency in English from 19.06.23 to 24.06.23 at Nodal Resource Centre (NRC), PR Govt. College (A), Kakinada, organized by Commissionerate of Collegiate Education, A.P., Mangalagiri.
2. Two Days National Level Online Faculty Development Programme on “Emotional Intelligence and Educator’s Mental Health” organized by the Department of Information Technology and Management, Arul Anandar College, Karumathur, Madurai, Tamil Nadu from 27.07.2020 to 28.07.2020.
3. Commissionerate Of Collegiate Education Government Of Andhra Pradesh In Association With Unesco Mgiep (Ywp), New Delhi Certificate Of Participation Inclusive Centre Initiative, For successfully completed SEEK and SEL Courses on 24/01/2024 for One Day Non Residential Training Programme (ToT) Organized by CCE & NRC, S.R.R. & C.V.R. Government Degree College (A), Vijayawada, NTR District.
4. 5 Day Faculty Development Programme in Commerce on the theme of Atmanirbhar Bharat: Unleashing Power of Commerce in Digital Era: Global Trade, Business Warfare, Levies, Immersive Learning Pedagogy and Business Analytics from 20th July, 2020 to 24th July, 2020 organised by Commissionerate of Collegiate Education, A.P., Vijayawada. Certificate No: ComG295.
5. 5 Day Faculty Development Programme in LMS Video & Pedagogy on the theme of Imaging & Shaping of Digital Education & LMS towards development of High-Quality

e-Content: Video Making - APP based end to end Editing Tools, Open Educational Resources (OER) - OBS Studio, Pedagogy and Assessment from 3rd August, 2020 to 7th August, 2020 organised by Commissionerate of Collegiate Education, A.P., Vijayawada.

## **BOOKS AUTHORED**

1. *Investor Perceptions on Mutual Funds*, ISBN - 978-3-8484-3119-9, LAMBERT Academic Publishing (2012) **GERMANY**.
2. *Sustainable Tribal Development*, ISBN- 978-81-931-489-4-5, *ROSHAN* Publications, New Delhi., INDIA.
3. *Training and Development*, ISBN Number: 978-93-5596-166-2 Himalaya Publishing House – ISO 9001-2005 Certified. Pune., India.
4. *Sales Promotion and Practice*, ISBN Number: 978-93-5596-797-8 Himalaya Publishing House – ISO 9001-2005 Certified. Pune., India.

## **PATENTS PUBLISHED IN NATIONAL AND INTERNATIONAL**

1. **E-Commerce Finance Budgetary Allocation Kiosk** - Design No.: 445756-001, Date: 27/01/2025, Date of Issue: 01/05/2025, the Patent Office, Government of India – Certificate of Registration of Design, Intellectual Property India.
2. **Data processing equipment for business risk assessment**-Design number: 6449110 Grant date: 16 June 2025, Registration date: 04 June 2025, International Design Classification: Version: 15-2025 Class: 14 recording, telecommunication or data processing equipment subclass: 02 data processing equipment as well as peripheral apparatus and devices, Adam Williams Comptroller-General of Patents, Designs and Trade Marks Intellectual Property Office The attention of the Proprietor(s) is drawn to the important notes overleaf.

## **SEMINAR, CONFERENCES AND WORKSHOPS ORGANISED**

1. Organized a workshop on the Intellectual Property Awareness Program in collaboration with RGNIIPM, Nagpur, under the National Intellectual Property Awareness Mission (NIPAM) on November 12, 2024.
2. Organised a Two Day National Seminar on “ Envisioning Swarnandhra to Twine with Viksit Bharath 2027 : the Realities and Challenges” held on 24<sup>th</sup> and 25<sup>th</sup> of September 2025.

## **ARTICLES AND BOOK CHAPTERS PUBLISHED IN NATIONAL AND INTERNATIONAL JOURNALS**

1. *Dr. K. Lakshmana Rao “Analysis of Individual Investors’ Behaviour Towards Mutual Fund Schemes (A Study on Awareness and Adoption of Educational Levels)”* JBFSIR Volume 1, Issue 7 (October, 2011) ISSN 2231-4288, Sri Krishna International Research &

Educational Consortium, the journal of Sri Krishna Research & Educational Consortium, journal on banking financial services & insurance research internationally indexed & listed referred e-journal.

2. ***Dr. K. Lakshmana Rao “Age and Educational Factors Influence on Women Leadership (With Reference to Public and Private Sectors on Andhra Pradesh)”*** ACADEMICIA Volume 3, Issue 2 (February, 2013) ISSN 2249-7137 The South Asian Academic Research Published by South Asian Academic Research Journals ACADEMICIA An International Multidisciplinary Research Journal.
3. ***Dr. K. Lakshmana Rao “Analysis of Individual Investors’ Perceptions Towards Mutual Fund AMCS (A Study on Awareness and Adoption of Educational Levels)”*** IJMMR Volume 2, Issue 11 (November, 2011) ISSN 2229-6883, Sri Krishna International Research & Educational Consortium, The Journal of Sri Krishna Research & Educational Consortium, international journal of marketing and management research, Internationally Indexed & Listed Referred e-Journal.
4. ***Dr. K. Lakshmana Rao “Analysis of Investors’ Perceptions towards Mutual Fund Schemes (With Reference on Awareness and Adoption of Personal and Family Considerations)”*** ZENITH International Journal of Multidisciplinary Research Vol.1 Issue 8, December 2011, ISSN – 2231- 5780.
5. ***Dr. K. Lakshmana Rao- “Perception of Investor Towards Different Investments”*** APJRBM, Volume 2, Issue 12 (December, 2011) ISSN 2229-4104, Sri Krishna International Research & Educational Consortium. The Journal of Sri Krishna Research & Educational Consortium, ASIA PACIFIC JOURNAL OF RESEARCH IN BUSINESS MANAGEMENT, Internationally Indexed & Listed Referred e-Journal.
6. ***Dr. K. Lakshmana Rao “Financial Factors Influence on Selection of Mutual Fund Schemes (A Study on Awareness and Adoption of Different Financial Factors)”*** IJBEMR, Volume 2, Issue 12 (December, 2011) ISSN 2229-4848, Sri Krishna International Research & Educational Consortium, The Journal of Sri Krishna Research & Educational Consortium, International Journal of Business Economics And Management Research, Internationally Indexed & Listed Referred e-Journal.
7. ***Dr. K. Lakshmana Rao “Personal and Family Factors Influence on Selection of Mutual Fund AMCS (A Study on Awareness and Adoption of Personal and Family Considerations)”*** APJRBM Volume 3, Issue 1 (January, 2012) ISSN 2229-4104 Sri Krishna International Research & Educational Consortium, The Journal of Sri Krishna Research & Educational Consortium, Asia Pacific Journal of Research in Business Management, Internationally Indexed & Listed Referred e-Journal.

8. **Dr. K. Lakshmana Rao** “*Factors Influencing Women Leadership in Different Levels and Functions of Management (With Reference to Public and Private Sectors in Andhra Pradesh)*” ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780 Vol.3 (4), April (2013).
9. **Dr. K. Lakshmana Rao** “*Income and Marital Factors Influence on Women Leadership (With Reference to Public and Private Sectors in Andhra Pradesh)*” SAJMR Spectrum: A Journal of Multidisciplinary Research Vol.2 Issue 1, January 2013, ISSN 2278-0637 Pinnacle Research Journals 4.
10. **Dr. K. Lakshmana Rao** “*Scheduled Tribes Development in Five Year Plans*” *International Journal of Multidisciplinary Empirical Research* ISSN: 2349-9656; Volume II, Issue II, July 2015.
11. **Dr. K. Lakshmana Rao** “**MGNREGA Through Tribal Livelihood (A Case Study on East Godavari District of Andhra Pradesh)**” *International Journal of Social Science and Humanities (IJSSH)* volume 2 issue 3 June 2016, ISSN (online): 2395-5996, ISSN (Print): 2454-275X.
12. **Dr. K. Lakshmana Rao** “**Comparative analysis of MCX COMDEX Index to DHAANYA index**” - *International Journal of Academic Research*, ISSN: 2348 – 7666; Vol.3, Issue – 8 (2), August, 2016. Impact factor: 3.656.
13. **Dr. K. Lakshmana Rao** “**Impact of sales tax, VAT& GST on the Profitability of Organisations**” (With reference to Andhra Pradesh) ISBN 978-1-5356-3806-5, Month of September 2016.
14. **Dr. K. Lakshmana Rao**, “**Limited Liability Partnership in India: An Overview**”, Seminar proceedings – two-day national seminar on Limited Liability Partnership- Anew Opportunity, 21-22 December 2016.
15. **Dr. K. Lakshmana Rao**, “**Periodical Development of Tribals towards Five years Plans in India**” Seminar proceedings – two-day national seminar on “National Integration: Emerging Trends in Socialisation” - ISBN 978-1-5406-5378-9, 28<sup>th</sup> and 29<sup>th</sup> November 2016.
16. **Dr. K. Lakshmana Rao** “**Transfer of Knowledge to Smart Workforce and its Impact of Industrial Relations**” - *International Journal of Multidisciplinary Advanced Research Trends*, ISSN: 2349 – 7408; Vol.IX, Issue – 2 (2), July, 2022. Impact factor: 3.5.

17. Dr. K. Lakshmana Rao, “**Digital Marketing in India**”, Seminar proceedings – two-day international seminar on Marketing strategies to go vibrant in Digital Era, 8<sup>th</sup> and 9<sup>th</sup> February 2023. ISBN: 978-93-92257-52-0.
18. Dr. K. Lakshmana Rao, “**The Management of Load Krishna: timeless lessons for the present generation**”, MEERAYAN JOURNAL (ISSN NO:2455-6033) VOLUME 24 ISSUE 8 2024.
19. Dr. K. Lakshmana Rao, ‘Enhancing the Gig Economy through IoT Integration: Optimization Strategies and Practical Applications’. *International Journal of Technische Sicherheit* ISSN: 1434- 9728/2191-0073 2024.
20. Dr. K. Lakshmana Rao, “Driving Economic Progress: The Impact of Digital India Initiative on India's growth Trajectory” ALOCHANA JOURNAL ISSN: 2231-6329 2024.
21. Dr. K. Lakshmana Rao “Optimization of Economic Growth in Stock Market Businesses Using AI Tools” LIBERTE JOURNAL ISSN: 0024-2020 VOLUME 12 ISSUE 6 2024, Page No: PAGE NO:216 -2024.
22. Dr. K. Lakshmana Rao “WOMEN ENTREPRENEURSHIP: AN ANALYSIS OF BUSINESS ENVIRONMENTIs Lace Artisans are working in safe environment: Bulletin for Technology and History Journal ISSN: 0391-6715 Volume 24, Issue 6, 2024, Page No: 325, 2024.
23. Dr. K. Lakshmana Rao “EMPLOYEE ENGAGEMENT IN ANDHRA PRADESH STATE ROAD TRANSPORT CORPORATION” Technische Sicherheit ISSN: 1434- 9728/2191-0073 Volume 24, Issue 6, 2024, PAGE NO: 144.
24. Dr. K. Lakshmana Rao” Philosophical Foundations of Ethical Practices in Higher Education Institutions” Bulletin for Technology and History Journal, ISSN No: 0391-6715.
25. Dr. K. Lakshmana Rao “Ethics and Human Life: A Philosophical Examination of Moral Choices” NOVYI MIR Research Journal, ISSN NO: 0130-7673.
26. Dr. K. Lakshmana Rao “Biochemical Foundations of Indian Commerce: Navigating the Intersection of Biology, Chemistry, and Economics” The Bioscan, an *International Quarterly Journal of Life Sciences*, 19(2): S.I (1), 417-425, 2024.
27. Dr. K. Lakshmana Rao, “Nanotechnology in Context: A Philosophical and Economic Perspective on Scientific Advancements”, Nanotechnology Perceptions ISSN 1660-6795 [www.nano-ntp.com](http://www.nano-ntp.com).
28. Dr.K. Lakshmana Rao, “Policy Frameworks and Economic Viability of Sustainable Agriculture: The Indian Context” Advances in Sustainable Agriculture and Food Systems ISBN: 978-93-342-0566-4.
29. Dr.K. Lakshmana Rao, “Nanotech Horizons: Philosophy, Progress, and Profit” OEIL RESEARCH JOURNAL (ISSN:0029-862X) VOLUME 23 ISSUE 3 2025.

30. **Dr.K. Lakshmana Rao**, “Empowering Rural Communities: Integrating Science, Technology and Commerce for Sustainable Development” © 2025 JETIR March 2025, Volume 12, Issue 3 www.jetir.org (ISSN-2349-5162).
31. **Dr.K. Lakshmana Rao**, “PHILOSOPHY OF EDUCATION: A CRITICAL STUDY” ISSN:2277-7881(Print); IMPACT FACTOR :9.014(2025); IC VALUE:5.16; ISI VALUE:2.286, Peer Reviewed and Refereed International Journal (Fulfilled Suggests Parameters by UGC), Volume:14, Issue:3(4), March: 2025, Scopus Review ID: A2B96D3ACF3FEA2A.
32. **Dr.K. Lakshmana Rao**, “Trump’s Tariff Gambit: How Trade Policies are Shaking Global Stock Markets” IJSDR2504063 International Journal of Scientific Development and Research (IJSDR) www.ijedr.org a581, ISSN:2455-2631 April 2025 IJSDR | Volume 10 Issue 4.
33. **Dr.K. Lakshmana Rao**, “The Influence of Social Media Influencers on Brand Equity” international journal of novel research and development, ISSN Approved Journal No: 2456-4184, © 2025 IJNRD | Volume 10, Issue 4 April 2025 | ISSN: 2456-4184 | IJNRD.ORG.
34. **Dr.K. Lakshmana Rao**, “Sustainable Synergies: A Novel Review of Renewable Energy Through Philosophical, Commercial, Economic, and Physical Lenses” Zhuzao/Foundry[ISSN:1001-4977] VOLUME 28 ISSUE 4, UGC Care approved Journal.
35. **Dr.K. Lakshmana Rao**, “Nurturing Success: Understanding the stages of child development”, book chapter on Holistic Child Development – Children’s Research University, Published by Registrar Children’s Research University Subhash Chandra Bose Shixan Sankul, Chh-5, Children's University, Sector 20, Gandhinagar, Gujarat.
36. **Dr. K Lakshmana Rao**, “Financial Technology (FinTech) Innovations: Transforming the Financial Services Landscape in India” 2025 JETIR April 2025, Volume 12, Issue 4 www.jetir.org (ISSN-2349-5162).
37. **Dr. K Lakshmana Rao**, “Impact of Inflation on Gold Price Fluctuations: A Time-Series Analysis” International Scientific Journal of Engineering and Management (ISJEM) ISSN: 2583-6129, Volume: 04 Issue: 04 | April – 2025 DOI: 10.55041/ISJEM03132An International Scholarly || Multidisciplinary || Open Access || Indexing in all major Database & Metadata.
38. **Dr K Lakshmana Rao** “Sustainable Synergies: A Novel Review of Renewable Energy Through Philosophical, Commercial, Economic, and Physical Lenses” Zhuzao/Foundry [ISSN:1001-4977] VOLUME 28 ISSUE 4.
39. **Dr K Lakshmana Rao**, Swarna Andhra 2047: A Critical Analysis of Deep Tech and Zero Poverty Vision, INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD ISSN(O): 2455-0620 [ Impact Factor: 9.47 ] Monthly, Peer-Reviewed, Refereed, Indexed Journal with IC Value : 86.87 Volume - 11, Issue - 07, July – 2025, DOIs:10.2015/IJIRMF/202507007.

40. Dr K Lakshmana Rao, The Role of Caste Dynamics in Shaping Andhra Pradesh's Political Landscape Post-2024 Elections, International Scientific Journal of Engineering and Management (ISJEM) ISSN: 2583-6129 Volume: 04 Issue: 07, July – 2025 DOI: 10.55041/ISJEM04742 An International Scholarly, Multidisciplinary, Open Access , Indexing in all major Database & Metadata.
41. Dr K Lakshmana Rao, P4 Model: Evaluating Participatory Governance and Poverty Eradication in Andhra Pradesh, International Journal of Innovative Research in Technology, July 2025 | IJIRT | Volume 12 Issue 2 | ISSN: 2349-6002, IJIRT 181846.
42. Dr K Lakshmana Rao, WhatsApp Revolution: Transforming E-Governance in Andhra Pradesh through Digital Platforms, International Journal of Enhanced Research in Management & Computer Applications, ISSN: 2319-7471, Volume 14 Issue 6, June 2025.
43. Dr. K. Lakshmana Rao, Education that Provides Value–Adds: Improved Educational Outcomes and Future Preparedness, Empowering Youth: Role of Human Values and Professional Ethics for A Better Tomorrow” (EROPEB – 2024) ISBN: 978–819836314–5, February 2025.
44. Dr K Lakshmana Rao “Trade war Turbulence and its impact on Indian Aquaculture exports” published in journal of advance and future research with ISSN: 2984 – 889X volume 3 issue 11, November 2025.

### ***Papers Presented in National and International Seminars***

1. Paper entitled ***Opportunities and challenges of green marketing***, in 63<sup>rd</sup> All India Commerce Conference held at Goa University, Goa from 1<sup>st</sup> to 3<sup>rd</sup> October 2010.
2. Paper entitled **Indian capital market: role of SEBI in investors perception**, held at Govt. College, Rajampeta during 5<sup>th</sup> and 6<sup>th</sup> September, 2014.
3. Paper entitled ***Opportunities and challenges of global marketing***, in 64<sup>th</sup> All India Commerce Conference held at Pondicherry University, Pondicherry from 13<sup>th</sup> to 15<sup>th</sup> December 2011.
4. Paper entitled ***Dynamics of Industrial Relations in India – Emerging Challenges and Opportunities Strategies***, held at Department of Commerce and Management Studies, Andhra University, Visakhapatnam, from 11<sup>th</sup> to 12<sup>th</sup> July 2011.
5. Paper entitled ***Direct Tax Code – An Evaluation***, in 63<sup>rd</sup> All India Commerce Conference held at Goa University, Goa from 1<sup>st</sup> to 3<sup>rd</sup> October 2010.
6. Paper entitled ***International Accounting Standards: India's Preparedness***, in 62<sup>nd</sup> All India Commerce Conference of Indian Commerce Association held at Maharishi Dayanand Saraswati University, Ajmer, from 10<sup>th</sup> to 12<sup>th</sup> October 2009.

7. Paper entitled *Accounting standards in India*, in 62<sup>nd</sup> All India Commerce Conference of Indian Commerce Association held at Maharishi Dayanand Saraswati University, Ajmer, from 10<sup>th</sup> to 12<sup>th</sup> October 2009.
8. Paper entitled *Critical issues for E-Governance in India*, in 62<sup>nd</sup> All India Commerce Conference of Indian Commerce Association held at Maharishi Dayanand Saraswati University, Ajmer, from 10<sup>th</sup> to 12<sup>th</sup> October 2009
9. Paper entitled *Global recession and its impact on Indian financial markets*, in 62<sup>nd</sup> All India Commerce Conference of Indian Commerce Association held at Maharishi Dayanand Saraswati University, Ajmer, from 10<sup>th</sup> to 12<sup>th</sup> October 2009.
10. Paper entitled *Financial Institutions and Markets aspects of Stability and Performance: Equity Markets* held at Andhra University, Visakhapatnam, from 19<sup>th</sup> to 21<sup>st</sup> July 2009.
11. Paper entitled *CRM in Financial Services Industry in India*, in 61<sup>st</sup> All India Commerce Conference of Indian Commerce Association held at Dhanwate National College, Nagpur, from 27<sup>th</sup> and 29<sup>th</sup> December 2008
12. Paper entitled *Technology in Indian banking industry* held at Andhra University, Visakhapatnam, from 25<sup>th</sup> to 26<sup>th</sup> November 2008.
13. Paper entitled *SEZ's in India*, in 61<sup>st</sup> All India Commerce Conference of Indian Commerce Association held at Dhanwate National College, Nagpur, from 27<sup>th</sup> to 29<sup>th</sup> December 2008
14. Paper entitled *Women workers participation in new economy* held at Andhra University, Visakhapatnam, from 25<sup>th</sup> to 26<sup>th</sup> September 2008.
15. Paper entitled *Insurance Sector Reforms in India Challenges and Opportunities*, Organized by Department of Commerce, Nizam College (OU) Hyderabad, from August 18 to 19, 2006
16. Paper entitled *Accounting Standards in India*, in 28<sup>th</sup> All India Accounting Conference held at Hyderabad, from December 10 to 11, 2005
17. Paper entitled *Accounting Standards in India*, in XXIX All India Accounting Conference and International Seminar on Accounting Education and Research, organized by Indian Accounting Association Delhi Chapter, in Association with Dept of Commerce and Shri Ram College of Commerce, University of Delhi, from December 22-23, 2006
18. Paper entitled *Patients perception towards hospitals in Visakhapatnam*, in International Conference on Coping with Chronic Diseases held at Department of Psychology and Parapsychology, Andhra University, Visakhapatnam, from 30<sup>th</sup> September to 1<sup>st</sup> October 2005.
19. Paper entitled *Accounting Standards in India*, in conference of accounting standards and corporate disclosure, organized by Department of Commerce and Management Studies, Andhra University, Visakhapatnam, on 9<sup>th</sup> December, 2005.

20. Paper entitled **technology in Indian banking industry in Technical Section Financial Inclusion**, held at Department of Commerce and Management Studies, Andhra University, Visakhapatnam, from 25<sup>th</sup> to 26<sup>th</sup> November 2005.
  
21. DR K LAKSHMANA RAO of PITHAPUR RAJAHS GOVERNMENT (A) coordinated in conducting the Intellectual Property Awareness program under on November 12,2024 Intellectual Property Office, India.
  
22. Commissionerate of collegiate education government of Andhra Pradesh in association with UNESCO MGIEP), New Delhi certificate of participation inclusive center initiative Dr K Lakshmana Rao, Lecturer in Commerce, PRGC (a) Kakinada, for successfully completing SEEK and SEL courses on 24/01/2024 for one day nonresidential training programme (tot) organized by CCE & NRC, S.R.R. & C.V.R. government degree college (a), Vijayawada, NTR District
  
23. Dr K Lakshmana Rao , Faculty of Pithapur Rajah's Government College (A), Kakinada has attended the National Webinar on Fund Accounting held on 12.04.2025 conducted by the Department of Commerce- Government Degree College Pithapuram.

## **PARTICIPATION IN WORKSHOPS**

- A workshop on **Case study Method** of learning in Management, Organized by Rajiv Gandhi institute of Management & Science, Kakinada, on 24<sup>th</sup> November 2009.
  
- A workshop on **HR competency for organizational effectiveness**, Organized by Rajiv Gandhi institute of management & science, Kakinada, on 26<sup>th</sup> March 2011.

## **PERSONAL INFORMATION**

- Date of Birth : 15-05-1981
  
- Nationality : Indian
  
- Religion : Hindu

## ***CONTACT INFORMATION***

***Official Address***

***Permanent Address***

**Dr. K. LAKSHMANA RAO**

*Assistant Professor*

*Department of Commerce &Mgt Studies*

*P R Govt College (A)*

*Kakinada*

*Kakinada , AP – 533001*

*E-mail Id: [lakshman.dsp@gmail.com](mailto:lakshman.dsp@gmail.com)*

*Mobile No: 9440026354,*

*6301477647*

**Dr. K. LAKSHMANA RAO**

*S/o Ram babu*

*D.No:1-33*

*Dusarapamu (v)*

*Rajavommangi (M)*

*ASR District , AP-533436*

*E-mail Id: [lakshman.dsp@gmail.com](mailto:lakshman.dsp@gmail.com)*

*Mobile No: 9440026354*

*6301477647*

### **Declaration**

I hereby declare that the information furnished is true to the best of my knowledge and belief.

**(Dr. K. LAKSHMANA RAO)**