

Profile



Mr. D S MADHU PRASAD

M.Com, MBA, MA, MPhil, LLB, APSET, (PhD)

Faculty in Commerce.

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Name : D S MADHU PRASAD

Father's Name : RAMARAO

Date of Birth : 19-12-1977

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S/o:Ramarao

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Pithapuram.

Kakinada District

Nationality : Indian

Religion : Hindu

Educational Qualifications:

Qualification(s)	Name of the University	Year of Passing	Class / Division
SSC	AKPM High school, Pithapuram	1992	Second Class
Intermediate (C.E.C)	R.R.BH.R Government Junior College. Pithapuram	1994	Second Class

B.Com., (Income Tax & Management Accounting)	PVR Trust Degree College. KAKINADA	1997	Second Class
M.Com., (Accounting)	SDE-ANDHRA UNIVERSITY	2000	Second Class
M.BA(Finance)	ANDHRA UNIVERSITY	2008	Second Class
M.Phil.,	ALAGAPPA UNIVERSITY	2004	Second Class
M.A,(PubEntion) LLB	Dr BR AMBEDKAR OPEN UNIVERSITY ANDHRA UNIVERSITY	2002	First Class
AP SET	Andhra University	2018	Qualified

Title of the Topic in M.Phil.,:

1. Micro Finance.

A Case Study on Micro Finance System.

(With special reference to Pithapuram mandal. Andhra Pradesh)

Technical Credentials:

- Type writing English
Lower Grade.

Experience: 25 years. I.e.

1.Junior Lecturer in Commerce at R.R Bh.R Govt. jr College. Pithapuram(2000-01)

2.Principal. Nava Chaitanya Jr. College, PITHAPURAM (2001-2004)

3.Lecturer in Commerce at CBR Degree College, PITHAPURAM (PT)

4.Lecturer in Commerce @at PR College(A)Kakinada. (2004to2013)

5.Councillor AU SDE (2006-13), Councillor of Dr.B.R. A.O.U, IGNOU (2006to2013)

6.Lecturer in Commerce @at GDC PITHAPURAM (2013-2016)

7.Lecturer in Commerce @at GDC (A) Tuni (2016-2020)

8.Lecturer in Commerce @at PR Government College (A) Kakinada (2020-till date)

Research.

Guided 20+ M.B.A. students so far in preparing different project reports (Finance, HR, and Marketing) for the partial fulfillment for the award of M.B.A. Degree. IGNOU. PR Govt. College (A)Kakinada

PAPERS PRESENTED AND PARTICIPATED AT WORK SHOPS /CONFERENCES / SEMINARS

1.	Enhancing the Gig Economy through IoT integrations: Technische Sicherheit
2.	Driving Economic progress:the impact of Digital India Alochana Journal
3.	Transforming E Governance in A.P:Whatsapp Revolution, ER Publications
4.	P4 modal Evaluating participatory Governance and poverty Eradication. In A.P:Innovative Research and Technology
5	The role of Caste Dynamics in Shaping of A.P:I international Scientific journal of Engineering and MANAGEMENT
6	Evaluating Participatory Governance and Poverty Eradication in Andhra Pradesh IJIRT/VOLUME 12 ISSN:2349-6002-International journal of innovative research technology - IJIRT-181846. July 2025
7	The Role of Caste Dynamics in Shaping Andhra Pradesh Political Landscape Post2024 elections.-ISJEM-Volume 4, ISSN:2583-6129, ISJEM 04742.July 2025
8	Swarna Andhra 2047:A Critical Analysis of Deep Tech and Zero Poverty Vision ISSN:2455-0620,IJRMF/202507007. July 2025 .

9	Impact of Digital Advertising on Consume food choice” A study of promotion Schemes influence ‘ IJRPR VOLUME 4, ISSUE 8.August 2023, ISSIN 2582-7421, IJRPR57321.
10	Analysing the Effective of loyalty programs in Driving food product consumptions. ISSN 2582-7421, IJRPR, August 2023.

Guest Lectures:

1. A Lecture on Amalgamation Accounting at MSN College Kakinada
2. A Lecture on CRM. at AU PG Center, Kakinada.
3. A Lecture on GST at GDC Yeleswaram.
4. A Lecture on Income Tax at GDC (A) Tuni.
5. A Guest Lecture on E- Filing at GDJaggampeta
6. A Guest Lecture on Partnership Accounts at A.S.D.Govt Women (A), Kakinada.

References:

1.	Dr. B Kuberudu, M.Com., M.B.A., Ph.D., HoD Department of Commerce & Management Studies, Andhra University, PG Center. KAKINADA
2.	Dr K Lakshmana Rao M.Com., M.B.A., Ph.D., PDF HOD Dept. of Commerce & Management Studies, PR Government College (A), Kakinada
