

# *RESUME*



## **Dr.Kanigiri Lakshmana Rao**

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

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### **CAREER GOAL**

Aspiring to utilize my knowledge and skills for the development of administration and research ambiance towards the progressiveness of better society.

### **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

### **JOB EXPERIENCE**

- ❖ Worked as **Financial Consultant** in IDBI Bank Ltd, Siripuram Branch, Visakhapatnam, from 11-7-2004 to 15-12-2005.

- ❖ Worked as **Development Officer** in Life Insurance Corporation of India, Rajahmundry Division, Gokavaram Branch, Gokavaram, from 05-11-2006 to 09-03-2008.
- ❖ 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 **HOD & Assistant Professor** in the Department of Commerce, Government Degree College, Rampachodavaram, East Godavari, A.P. From 01-01-2013 to 23-09-2021.
- ❖ Working as **HOD & Assistant Professor** in the Department of Commerce and Management Studies, P.R. Government College, Kakinada, East Godavari, A.P. From 24-09-2021 to till Date.

#### OTHER 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.**
- ❖ **Asst. Director – Admissions**, P.R. Government College, Kakinada.
- ❖ **Member – IQAC**, P.R. Government College, Kakinada.

## 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.

## 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 Management 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, (Computers) 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

## **BOOKS AUTHORED**

- ❖ ***Investor Perceptions on Mutual Funds***, ISBN - 978-3-8484-3119-9, LAMBERT Academic Publishing (2012) **GERMANY**.
- ❖ ***Sustainable Tribal Development***, ISBN- 978-81-931-489-4-5, ROSHAN Publications, New Delhi., INDIA.
- ❖ ***Training and Development***, ISBN 978-93-5596-166-2, Himalaya Publishing House – ISO 9001:2015 Certified.

## **ARTICLES 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 and S.M Reddy “Age and Educational Factors Influence on Women Leadership (With Reference To Public And Private Sectors In 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 to 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 Paper, Month of September 2016.

### ***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 1st to 3rd 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 Saraswathi 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 Saraswathi 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 Saraswathi 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 Saraswathi 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.

## **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.

## **Declaration**

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

(Dr. K. LAKSHMANA RAO)