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- Name of the Lecturer : Dr K. SATYANARAYANA
- Designation : Lecturer in Commerce
VKV Govt Degree College, Kothapeta.
- Qualifications : M.com; MBA; Ph.D; NET; PGDCA; D.Litt
 1. M.com
Specialization : Accounting
University : Andhra University
Year of pass : 1994
 2. MBA
Specialization : Finance
University : Andhra University
Year of pass : 2011
 3. Ph.D : Completed Ph.D under FDP programme
Specialization : HRM
University : Andhra University
Year of registration : 2009
Year of Award : 2013
Name of the Research Topic Ph.D : Working conditions of Sales Personnel in
Selected Retail Establishments in Visakhapatnam City.
 4. NET
Specialization : Commerce
Year of pass : 1995

5. PGDCA

GOVT of AP

Year of pass : 2001

- Date of joining in service : 21-06-2002
- Date of joining in the present station : 9-10-2021
- Orientation Courses attended : 01
- Refresher Courses attended : 03
- Short Term Courses attended : 04
- Minor Research Project completed : 01
- Number of Books Published : 02
- Number of Book Chapters Published : 01
- Number of Research Publications : 25
- Number of International Seminars attended : 13
- Number of National Seminars attended : 40
- Number of State Level Seminars attended : 02
- Number of Workshops attended : 17

LIST OF INTERNATIONAL SEMINARS

S.No.	Date	Year	Organized by	Title of the Paper presented
1.	December, 20 th & 21 st	2013	SRI SAIRAM INSTITUTE OF MANAGEMENT STUDIES, CHENNAI	Need and importance of Logistics Management in Today's Business and Society
2.	January, 11 th & 12 th	2014	Dept., of Commerce & Mgt. Studies, Andhra University & Indian Accounting Association, Vizag	"Harmonisation of Accounting Standards"
3.	January, 28 th & 29 th	2014	Al Bustan Center, Dubai - United Arab Emirates	The role of work life Balance - A case study of women employee in selected Bank in Visakhapatnam District, Andhra Pradesh - India
4.	March, 5 th & 6 th	2014	Dr.Durgabai Deshmukh Centre for Women's' Studies (UGC) Centre for Study of Social Exclusion and Inclusive Policy, Andhra University, Visakhapatnam	An Approach to Women's' Safety and Security.
5.	November, 17 th & 18 th	2014	Uniglobe College, Kathmandu, Nepal	Working conditions of Employees in selected retail establishments in Visakhapatnam City.
6.	January, 28 th & 30 th	2015	Centre for Mahayana Buddhist Studies, ANU, Guntur	Human Rights and Gender problems
7.	February, 5 th & 8 th	2015	Dept. of Human Resources, Mgt. ANU, Guntur	Sales, Personnel Attitude and Job Satisfaction in retail sector
8.	February, 5 th & 8 th	2015	Dept. of Human Resources, Mgt. ANU, Guntur	Corporate Social Responsibility and Practices of Human Resource Management.
9.	February, 11 th	2015	AMET UNIVERSITY AMET BUSINESS SCHOOL, CHENNAI - TAMILNADU	Women Entrepreneurship and Empowerment through Microfinance A Boon for Development.
10.	March,	2015	Dept., of Commerce &	E.Governance - Problems

	8th		Political Science, Govt. College (Autonomous) Rajahmundry	and prospects.
11.	October, 9 th & 10 th	2015	Sri Sai Ram Institute of Management Studies, Chennai-Tamilnadu	Mergers & Acquisitions in India – A Comprehensive View
12.	December, 16 th & 17 th	2016	Dept., of Commerce, Bangalore University, Bangalore	Attended and Participated
13.	March, 29 th & 31 st	2017	Dept. of Commerce and Business Administration, ANU Guntur	CSR Practices in Dairy Industry in India – A study on Amul Dairy

LIST OF NATIONAL SEMINARS

S.No.	Date	Year	Organized by	Title of the Paper presented
1.	January, 24 th & 25 th	2004	K.G.R.L.College, Bhimavaram, W.G.Dist.,	Attended and participated
2.	October, 8 th & 9 th	2004	Dept. of Commerce & Mgt. Studies, Andhra University	Attended and participated
3.	September, 16 th	2006	DNR College, PG Courses, Bhimavaram, W.G.Dist.,	Attended and participated
4.	July, 6 th & 7 th	2007	AIMS, Visakhapatnam	Attended and participated
5.	December, 27 th - 29 th	2007	60 th All India Commerce Conference, Osmania University, Hyderabad	Attended and participated
6.	July, 4 th & 5 th	2009	S.K.B.R.College, Amalapuram	Attended and participated
7.	October, 10-12	2009	62 nd All India Commerce Conference Maharshi Dayanand Saraswathi University, Ajmeer	E-Governance – Issues & Challenges
8.	October, 23-24	2009	SVKP & Dr.K.S.Raju Arts & Science College – Penugonda, W.G.Dist.,	Attended and participated
9.	July, 10 th & 11 th	2010	S.K.B.R.College, Amalapuram	Attended and participated
10.	November, 19-20	2010	Dept.of Commerce & Mgt. Studies, Andhra University, Vizag	Human Resource Planning Tools
11.	October, 1 st – 3 rd	2010	63 rd All India Commerce Conference Faculty of Commerce, GOA University	A study on perception of Tax professionals on new Direct Tax Code-2009 in Visakhapatnam City, Andhra Pradesh
12.	June, 11 th & 12 th	2011	Govt. Degree College, Mandapeta	Importance of Globalization on Rural Development
13.	December, 13-15	2011	64 th All India Commerce Conference Dept.of Commerce, School of Mgt.Pondicherry University, Pondicherry	MGNREGA Scheme implementation of strategies on rural areas

14.	December, 13-15	2011	64 th All India Commerce Conference Dept. of Commerce, School of Mgt. Pondicherry University, Pondicherry	Cargo Handling facilities in Visakhapatnam Port Trust
15.	November, 9-11	2012	65 th All India Commerce Conference K.P.B.Hinduja College of Commerce, Mumbai	Attended and participated
16.	November, 9-11	2012	65 th All India Commerce Conference K.P.B.Hinduja College of Commerce, Mumbai	FDI In India's Single and Multi-Brand retail
17.	December, 5-7	2013	66 th All India Commerce Conference, Bangalore University (Dept.of Commerce) Bangalore	Customer Service- The Imperative Goal Mouth of Logistics
18.	April, 30 th	2014	Dept. of Commerce & Mgt. Studies, Andhra University, Visakhapatnam	"Management Education; A Historical perspective."
19.	September, 26 th	2014	SDMIMD, Mysore	Logistics Management Information System
20.	October, 18-19	2014	Dept. of Economics SKSD Womens College, Tanuku	Women Empowerment through self help Groups
21.	December, 30 th	2014	Dept. of Commerce Dr.V.S.Krishna Govt. College & P.G. College, Visakhapatnam	Emerging Trends in Banking Sector in India
22.	February, 15 th & 16 th	2015	Dept. of Commerce, SKSD Mahila Kalasala, Tanuku	Women Entrepreneurship in Andhra Pradesh
23.	February, 23-24	2015	Dept. of Commerce, Govt. Degree College, Razole	Attended and Participated
24.	February, 28 th	2015	Dept. of Economics, Political Science, Dr.V.S. Krishna Govt. Degree & P.G. College, Visakhapatnam	Attended and participated
25.	March, 26-27	2015	Dept of Economics AKNU Rajahmundry	Inclusive Growth in India An Emphasis on Financial inclusion

26.	September, 19-20	2015	Dept of Telugu SVRP & Dr K.S. Raju Arts & Science college penugonda W.G.Dt	Dailt Impact In the writings of Dr. Bogi Bheemanna
27.	December, 5-6	2015	Organbized by Dept of History S.K.V.T. College Rajahmundry	Attended and Participated
28.	January, 8-9	2016	IQAC Y.N.College	Attended and Participated
29.	January, 9-10	2016	Pravish Rajnam centre for Mgt education New Delhi	Operational environments of employees in retail Establishments in Visakhapatnam city
30.	February, 12th	2016	DNR College Bhimavaram	Importance of Make in India
31.	February, 24th	2016	GOVT Arts College YANAM	Attended and participated
32.	August, 20-21	2016	Dept of Social Sciences & Languages. SVKP & Dr K.S.Raju Arts & Science college penugonda W.G.Dt	Human Rights in India
33.	September, 23-24	2016	Dept of commerce pithapur Rajah's Govt college Kakinada E.G.Dt	Attended and participated
34.	September, 28 th	2016	Adikavi Nannaya Univbersity Rajahmahendravaram	Attended and participated
35.	January, 25 th	2017	Dept of Commerce GOVT Degree College Ravulapalam	Globalization effects on Human rights
36.	February, 27-28	2017	Dept of History & Political Science S.K.B.R College, Amalapuram	Connotation of ethics in education
37.	March, 8 th - 9 th	2017	Dept of Economics S.K.S.D Mahila Kalasala (UG&PG) Tanuku	Role of women entrepreneurs in the make In India concept
38.	March, 17-18	2017	Dept of Commerce & mgt studies Andhara University, Visakhapatnam	Corporate Social Responsibility in seaports In Andhrapradesh
39.	March, 30-31	2017	Dept of English SKSD Mahila Kalasala (UG&PG) Tanuku	Democracy and women rights in India

LIST OF STATE LEVEL SEMINARS

S.No.	Date	Year	Organized by	Title of the paper presented
1.	September, 12 th	2004	MVNJS & RVR college, Malkipuram	Attended and participated
2.	September, 30	2015	Dept of Political Science, History & IQAC MVNJS & RVR college of Arts and Science, Malkipuram	Attended and participated

LIST OF JOURNALS & BOOK CHAPTERS

S. No.	Date & Period	Title with page No.	Journal	ISSN/ISBN No.
1.	Vol. 1 No.2 April-June 2012	Key Factors for effective Logistic Management in Visakhapatnam Port Trust (22-33)	International Journal of Marketing Financial Services	ISSN 2277-6788
2.	Vol.2 No.3 July-Sept. 2013	Employment Conditions of Retail sales personnel in Visakhapatnam City (566-573)	Pezzottaite Journals International Journal of Retailing and Rural Business perspectives A Referred Quarterly Journal	ISSN (P)2279-0934 (O)2279-0942
3.	Vol.4 Spl. Issue 2 July-Dec. 2013	Need and importance of Logistic Management in Todays Business and Society (67-71)	Annamalai Business Review Annamalai University	ISSN 0974-1690
4.	Vol.3 No.2 April-June 2014	Commitment and perception of sales personnel in selected Retail Establishment with reference to Visakhapatnam City (42-51)	Sumedha Journal of Management Referred Journal of CMR College of Eng. & Tech.,	ISSN 2277-6753
5.	Vol.I Issue 3 September, 2014	Beneficiaries perceptions on EMRI 108 Service (with reference to Visakhapatnam City) (35-42)	International Journal of Academic Research	ISSN 2348-7666
6.	Special Issue September, 2014	Logistics Management Information System (8A5)	National Conference on strategies, Innovations and paradigm chain shifts in Logistics and supply chain Management	ISB 978-93-83302-04-8
7.	Special Issue February, 2015	Women Entrepreneurship & Empowerment through Micro Finance: A Boon for Development (235-237)	International Research Conference Global Maritime Developments	ISSN 978-81-926045-2-7
8.	Special Issue February, 2015	Sales Personnel Attitude and Job Satisfaction in Retail Sector (173-178)	Contemporary Research in India A Peer-Reviewed Multi-Disciplinary International Journal	ISSN 2231-2137

9.	Vol.2 Issue 2(8) April-June 2015	Women Entrepreneurship in India Problems and prospects (36-48)	International Journal of Academic Research	ISSN 2348-7666
10.	Special Issue October, 2015	Mergers and acquisitions in India-A Comprehensive view (122-129)	Annamalai Journal of Management	ISSN 0974-0406
11.	Vol.3 Issue 1(1) January, 2016	Women Entrepreneurship; An Analysis of Business Environment (152-162)	International Journal of Academic Research	ISSN 2348-7666
12.	Vol. 5 January, 2016	Operational Environments of Employees in Retail Establishment in Visakhapatnam City (51-60)	Pravish Rajnam Journal of Studies	ISSN 2348-3652
13.	Vol.3 Issue 3(1) March, 2016	Role of SEBI in Investor's Protection at Stock Market (193-199)	International Journal of Academic Research	ISSN 2348-7666
14.	Vol.4 Issue 3(3) March, 2017	Make in India; Role of Women Entrepreneur (50-55)	International Journal of Academic Research	ISSN 2348-7666
15.	Special Issue March, 2017	CSR Practices in Dairy Industry in India; A Study on Amul Dairy (445-449)	IMRF International Publishing House	ISBN 978-93-86435- 04-0
16.	Vol.4 Issue 4(3) April, 2017	Connotation of Ethics in Education	International Journal of Academic Research	ISSN 2348-7666
17.	Vol.4 Issue 4(2) April, 2017	Dr. B.R.Ambedkar Revolutionary and Statesman of India	International Journal of Academic Research	ISSN 2348-7666
18.	February, 2015	BOOK CHAPTER Corporate Social Responsibility and Practices of Human Resource Management (291-296)	Paramount Publishing House	ISBN 978-93-85100- 05-5

LIST OF WORKSHOPS

S.No.	Date & Month	Year	Organized by	Title of the Workshop
1.	3 rd December	2010	National Human Rights Commission & Nehru Yuva Kendra Sangatham	Training of Youth on Human Rights
2.	10 th December	2010	Dr.B.R.Ambedkar College of Law, Andhra University, Vizag	One Day Training Programme on Human Rights
3.	16 th August	2014	S.K.B.R.College, Amalapuram	Entrepreneurship Development
4.	18 th October	2014	IQAC MVNJS & RVR College of Arts and Science, Malkipuram	Motivate Teachers to Acquire Class room skills.
5.	16 th November	2014	Govt. College (A) Rajahmundry	International Workshop on Stress & Resilience Techniques
6.	20 th December	2014	IQAC SKBR College, Amalapuram	Quality Enhancement Initiatives in Higher Education Institutions
7.	7 th March	2015	Govt. College (A) Rajahmundry	National Workshop on Research Methodology
8.	13 th March	2015	V.S.M. College, Ramachandrapuram	National Workshop on the changing face of financial Reporting under IFRS ERA"
9.	3 rd & 4 th September	2015	Sri DNR Govt., Degree College for Women, Palakol	Choice Based Credit system
10.	9 th September	2015	Sri Sarvepalli Radhakrishnan Govt. Arts College, Yanam	National Workshop on Human Values and Professional Ethics for the Individual & Society
11.	23 rd January	2016	IQAC Ideal College of Arts & Science(A) Kakinada	"The Required Benchmarks for quality sustenance & Quality Enhancement."
12.	29 th -30 th January	2016	Dept. of Mgt. Studies Adikavi Nannayya University	National workshop on "Research Methodology and Report Drafting - Commerce Management and Social Sciences.
13.	16 th February	2016	Dept of Commerce & Mgt(UG &PG) Ideal college of Arts and Sciences	Role of Financial Institutions & promotion of Entrepreneurship

14.	18 th -19 th April	2016	JNTUK, University college of Engineering, Vizianagaram	National workshop on Capacity Building on Research Methodology
15.	22 nd February	2017	S.K.B.R. College Amalapuram	Recent Trends in Teaching and Learning Mathematical Sciences
16.	22 nd February	2017	Depts of Economics & Commerce S.K.B.R. College, Amalapuram	National workshop on "Demonetization and Digital Economy"
17.	28 th March	2017	Faculty of Arts & IQAC MVNJS & RVR College Malkipuram	National workshop on "Women Empowerment prospects and challenges