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Dr. Rajender Katla

Dr. Amaraveni Pasunuri

Emerging Issues and Challenges in **COMMERCE AND MANAGEMENT**

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Editor
Dr. Rajender Katla



Emerging Issues and Challenges in COMMERCE AND MANAGEMENT

About the Editor



Dr. Rajender Katla born at Kothapally Gori of Warangal district in Telangana, has been working as an Associate Professor of Commerce & Business Management, Kakatiya University, Warangal. He did his M.Com., MBA., ICWA(I), Ph.D., Kakatiya University. He has been teaching in the areas of Accounting & Finance, Quantitative Methods, Operations Research & Operations Management.

He has published 40 research papers in various National & International reputed Journals. He has organised several symposiums & workshops. He has participated and presented four research papers in Indian Commerce Conferences, 38 research papers in various national seminars. His research areas are mainly in the areas of Finance. Under his Supervision 8 Ph.D's & 8 M.Phil's were awarded whereas 8 Ph.D's & 2 M.Phil's are in Progress.

He has co-authored for various books viz., Entrepreneurship Development, Liquidity Management, Quantitative Techniques. He has also authored, co-authored and edited the study material for Post-Graduate courses for the students of School of Distant Learning and Continuing Education in Kakatiya University, Warangal. He served as NSS Program Officer, Course Co-ordinator for MBA (DM), Joint Director of University Hostels Kakatiya University Warangal, Controller of Examinations, University Arts & Science College (Autonomous) Kakatiya University, Warangal and Serving as Vice-Principal, University Arts & Science College (Autonomous) Kakatiya University Warangal.



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About the Authors



Rajender Katla is an Associate Professor, Department of Commerce and Business Management, Kakatiya University, Warangal. He obtained his M. Com., MBA., and Ph.D. Degrees from Kakatiya University, Warangal and passed ICWA inter from Institute of Cost and Work Accountants of India. He has 20 years of teaching and research experience. He qualified National Eligibility Test (NET-1998) conducted by UGC, New Delhi. He has been teaching Accounting and Finance and Quantitative Techniques. He has completed one major research project sponsored by ICSSR New Delhi. He co-authored 2 books. He published 48 papers in reputed International and National Journals. He participated more than 40 National Seminars and participated in five workshops as well as FDPs. He organised three two-day National Seminars and one-day Symposium. Under his supervision, 13 M.Phils (08 in Kakatiya University and 05 in other Universities) and 9 PhDs have been awarded and currently 08 Ph.D, 03 M.Phil Scholars are working. He is a life member in the Indian Commerce Association (ICA) and Telangana Commerce Association (TCA). At present he is rendering his services as Head and Principal of University College of Commerce and Business Management, Kakatiya University (KU), Warangal as well as Director, Career & Counselling Cell, KU. He had administrative experience as Vice-Principal, Incharge Principal University Post-Graduate College, Jangaon, KU and University College of Education, KU. Controller of Examinations of University Arts and Science College (Autonomous) Kakatiya University, Warangal. NSS Programme Officer and Joint Director University Hostels, KU, Telangana State.



Dr. Amaraveni Pasunuri is an Associate Professor, University of Commerce & Business Management, Kakatiya University, Warangal, received Ph.D. degree in the year 2002 Her qualifications are M. Com., M.B.A., NET., M.Phil., PGDCMP., and Ph.D. She has 26 years of teaching experience. Under her supervision three (3) Ph.Ds were awarded and presently guiding 8 Ph.D scholars, 2 M.Phil scholars and 1 PDF scholar. She has published 42 articles in National and International Journals. She is a member of All India Commerce Association (ICA), New Delhi, and Telangana Commerce Association (TCA). She has conducted Two Day National Seminar on "Modern Initiatives in Banking Sector - Strategic Perspectives" on 20th-21st April, 2017. She is co-author of the book "Entrepreneurship Development", Kalyani Publisher, and contributed, edited course material to the School of Distance Learning and Continuing Education (SDLCE), Kakatiya University.

Over the last 30 years, corporate social responsibility (CSR) has become a household term, reflecting a combination of factors that we have come to associate with that most catch-all of terms "globalization," including the widespread popular concern with such social issues as the environmental protection, Sustainable management and corporate governance. This book provides a multidisciplinary approach to CSR which collects the different viewpoints from various stakeholders, arguing a wide-ranging understanding of the purpose of business to create value for a community, in turn, can generate a sustainable future. This book will through light on untapped areas of the concept of CSR..



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A Study of Telangana State

CORPORATE SOCIAL RESPONSIBILITY IN INDIA -EMERGING ISSUES AND CHALLENGES



Editor-in-Chief
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He has published 32 research papers in various reputed Journals like – The Chartered Accountant, The Management Accountant, Finance India, Indian Journal of Commerce, The Insurance Times and Banking Finance etc. He has participated and presented four research papers in Indian Commerce Conferences, 30 research papers in various national seminars.

His research areas are mainly in the areas of Finance. His thrust for research was ever ending 6 Ph.Ds, 7 M.Phils were awarded under his guidance and 7 Ph.Ds and 2 M.Phil are in progress.

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