

CURRICULUM VITAE

Dr. P. VARALAXMI

Professor

Department of Commerce & Business Management

University P.G Collège

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TEACHING EXPERIENCE

Total Teaching Experience **18 years**

- Presently working as Professor in Commerce & Business Mgt, University P.G. College, Kakatiya University , Khammam since 28th January, 2015.
- worked as Associate Professor in Commerce & Business Mgt, University P.G. College, Kakatiya University , Khammam since 25th January, 2009
- Worked as Assistant professor in Commerce & Business Mgt University P.G. College, Kakatiya University, Khammam since 25th January, 2007
- Worked as Lecturer in Commerce , U.G.C Scale since 28th January, 2000 to 24th January 2007 at A.S.M. Degree & PG College for Women“s, Fort Road, Warangal-2, A.P
- Worked as Lecturer in Commerce for the Academic year 1997-2000 January at Sri Rama Chandra Arts & Science College, Osmania University Campus, Adikmet, Hyderabad, A.P
- Worked as Lecturer in Commerce under F.I.P Vacancy in UGC Scale in the Academic year 1996-97 at Kasturba Gandhi College for Women, West Marredpally, Secunderabad, AP

ADMINISTRATIVE POSITION

1. Worked as Principal for Two years (06-12-2010 to 07-12-2012) at university P.G. college , Kakatiya University, Khammam, A.P

EDUCATIONAL QUALIFICATIONS

Ph.D., Department of Commerce and Business Management, Kakatiya University, Warangal awarded in the year 2005 in the area of **Marketing** with the title “Performance evaluation of NAFED” under the supervision of Prof. S. Ravi Prakash

NET Qualified in National Eligibility Test conducted by AP College Service Commissioner, Hyderabad, A.P. Accredited by. U.G.C New Delhi, in the year 1995

M.Com	Department of Commerce, Kasturba Gandhi P.G college under Osmania University, Hyderabad With specialization in Income-Tax and Cost Accounting during the academic years 1993-1995
B.Com	Department of Commerce, Indira priyadarshini Government Degree College, under Osmania University, Hyderabad With specialization in Income-Tax and Cost Accounting during the academic years 1990-1993
Intermediate	Vanitha Maha vidhyalaya under the Board of Intermediate Education, Hyderabad with Botany, Zoology, Physics, and Chemistry during the academic years 1987-1989
SSC	Government ZPPS High School under the Board of Secondary Education, Hyderabad during the academic year 1986-1987

ADDITIONAL QUALIFICATIONS

MBA	Acharya Nagarjuna University, Guntur with Financial Management as specialization during the academic years 2007-2009
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COMPUTER SKILLS

- **OS/Platform** MS-DOS, Windows, 3.1
- **Packages** WordStar, Lotus, 1-2-3,

TEACHING INTERESTS

- Financial Management
- Security Analysis and portfolio Management
- Corporate Tax planning and management
- Accounting for Managers, Management Accounting

RESEARCH SUPERVISION

Ph.D. Guidance	: Presently guiding 04 research scholars
MBA Projects	: Guided more than 60 projects

M.Phil/ Ph.D AWARDED

Ph.D. Awarded	: Four Ph.D research awarded under my guidance
M.Phil Awarded	: One M.Phil research awarded under my guidance

WORKSHOPS /FDPs etc.

1. Participated and undergone “Workshop on Quantitative Techniques program” conducted by the Department of Commerce & Business Management at Kakatiya University, Warangal, A.P. from 10th Sep. to 15th Sep. 2001
2. Participated in refresher course for collegiate teachers in Management studies conducted by Department of Commerce & Management, Kakatiya University Warangal and Commissionerate of collegiate education , A.P, Hyderabad from 19-09-2001 to 12-10-2001
3. Participated in the refresher course in Risk Management conducted by UGC , Academic staff college , Osmania University , Hyderabad from 09-02-2004 to 2-03-2004
4. Participated course in Research Methodology at Osmania University P.G centre Mahaboobnagar, dated 19th – 24th July, 2004
5. Participated in orientation course conducted by UGC , Academic staff college , JNTU , Hyderabad from 02-03-2010 to 31-03-2010
6. Participated one-day international work shop on “ Teaching Anti- Corruption In Management Programme “ jointly organized by Bangalore University canara Bank school of Management (CBSMS) and United Global compact Principles for Responsible Management Education “ on 22nd February , 2013 at Bangalore University , central college campus , Bangalore
7. Participated two week workshop on “Capacity Building programme for faculty in social sciences” organized by the Department of History & Tourism management , Kakatiya University , Warangal , sponsored by ICSSR, New Delhi from 16-01-2014 to 31-01-2014.
8. Participated in workshop on “Quality of Education in India” organised by Department of commerce & Business Management , University P.G college , Kakatiya University , Subedari , Warangal , Telangana state on 6th March, 2015
9. Participated in workshop on “Tribal economic growth and development – opportunities and challenges” organised by Department of Economics. University P.G college , Kakatiya University , Khammam , Telangana state on 6th March, 2015
10. Participated two week workshop on “Research methodology in statistical techniques using SPSS 22.00 ” organized by the ITM , Gwalior , MP sponsored by ICSSR, New Delhi from 11-05-2016 24-05-2015
11. Participated and attended one day International Faculty Development workshop for effective principles for Responsible Management Education (PRME) Implementation ,”Case writing in

Responsible Management Education” organized by Bangalore University canara Bank school of Management (CBSMS) on 04th June, 2016 at Bangalore University , central college campus , Bangalore

SESSIONS CHAIRED

1. Chaired the session in international conference conducted by Balkumari college , chitwan , Nepal , December , 2010
2. Act as president in national seminar on infrastructure development in social sector conducted by University P.G college , Kakatiya university college , Khammam
3. Acted as President & Guest of Honor in National Seminar on “Globalization and inclusive Growth in Indian Context “sponsored by UGC, KU Unit in the month of December, 2011 organized by Univ. P.G. College, KU, Khammam.
4. Chaired the session in International conference conducted by infrastructure University, Selangor , Malaysia on 22 October, 2012
5. Chaired the technical session in UGC sponsored national seminar on “ Indian IT-BPO industry prospects & challenges, organised by Government Degree & P.G college , Peddapalli , Karimnagar, Telangana state
6. Co-chaired the technical session UGC sponsored two day national seminar on “ Make in India – Issues and challenges” Department of commerce & Business Management, University college for Women, Kakatiya University , Warangal –T.S form 23rd to 24th March 2017

MEMBER SHIP IN PROFESSIONAL BODIES

1. Life membership in All India commerce Association (ICA), New Delhi.
2. Subject expert to JNTU affiliated Anurag Engineering college , Kodada
3. Subject expert to JNTU affiliated Kavitha memorial P.G college , Khammam
4. Ph.D viva –Voce examiner for Alagappa University , Karaikudi , Tamilnadu

MEMBER IN ACADEMIC BODIES

1. Member in Departmental Committee , Dept of Commerce & Business Mgt, KU, Warangal

EDITORIAL BOARD MEMBER IN JOURNALS

1. Editorial Board Member in, Journal of Kakatiya Business Review, Kakatiya University, Warangal

UGC RESEARCH PROJECTS / ACADEMIC ACTIVITIES / SEMINARS CONDUCTED

1. Conducted a UGC sponsored national seminar on “ Strategic Implications of FDI in Retailing in India “on 15th-16th March, 2012
2. Conducted a UGC sponsored national seminar on “ Contemporary trends and Innovative Business Practices in India “on 21st and 22nd March, 2016
3. **UGC Major Research project:**
Completed and Submitted UGC funded major research project entitle “Women entrepreneurship development in Andhrapradesh – A Regional comparison” amount sanction rupees 3, 23,000 for the year 2012-2014

ADMINISTRATIVE & ADDITIONAL RESPONSIBILITIES

1. Worked as the Principal of University P.G. College , Kakatiya University, Khammam from 05-12-2010 to 07-12-2012 i,e for a period of two years
2. Acted as I-CET-2011 Regional coordinator for the Khammam district conducted by Andhra University, Vishakhapatnam on behalf of APSCH Govt .of A.P
3. Acted as EAMCET -2011 Regional coordinator for the Khammam district conducted by JNTU- Hyderabad on behalf of APSCH Govt .of A.P
4. Acted as Ed.Cet -2011City coordinator for the Khammam district conducted by Osmania – Hyderabad on behalf of APSCH Govt .of A.P
5. Acting as VRO-VRA Recruitment Test -2012 Regional coordinator for the Khammam District conducted by JNTU- Hyderabad.
6. Acting as EAMCET -2012 Regional coordinator for the Khammam district conducted by JNTU- Hyderabad on behalf of APSCH Govt .of A.P
7. Acted as I-CET-2012 Regional coordinator for the Khammam district conducted by Kakatiya University Warangal on behalf of APSCH Govt .of A.P
8. Acted as Ed.Cet -2012 City coordinator for the Khammam district conducted by Andhra University, Vishakhapatnam on behalf of APSCH Govt .of A.P
9. Acted as recruitment examination Regional coordinator for the Khammam district Conducted by Andhra Pradesh Grameema Vikas Bank on behalf of Govt .of A.P
10. Acting as VBO-VABO Recruitment Test -2011 Regional coordinator for the Khammam District conducted by District cooperative central Bank LTd , Khammam
11. Acting as Recruitment Test – Assistant secretary 2012 Regional coordinator for the Khammam District conducted by APPSC, Hyderabad

12. TS Lawcet-2016 , examination superintend conducted by Kakatiya University Warangal on behalf of APSCH Govt .of Telangana state
13. EAMCET-II -2016 (Medical Examination) examination superintend conducted by Kakatiya University Warangal on behalf of APSCH Govt .of Telangana state

PAPER PRESENTATIONS

S. No.	Name of the seminar	Conducted by	Title of paper presented
1.	Business Ethics & Efficiency in new Economy	Department of Commerce & Business Mgt, K.U, Warangal	Attended
2	Globalization & its impact on Indian Economy	Department of Commerce & Business Mgt, K.U, Warangal	Attended
3.	Status of women in Post independence era	A.S.M Degree college , Warangal	Status of women in consumerism
4	Emerging trends in Banking and insurance sector	University Arts & Science College ,K.U, Warangal	Marketing of insurance products.
5	Self Employment and Government policy-Future challenges	Nizam college, Osmania university Hyd.	KVIC-Rural Employment Generation program.
6	Ethical Values in Business	Chitanaya P.G. College, Warangal	Ethical values in Business Advertising.
7	Financial Markets and services	University Arts & Science College ,K.U, Warangal	Mutual funds in India – problems & prospects.
8	Emerging Dimensions of Human Resources Management	University P.G. College , K.U.,Warangal	1. Grievance Handling in SCCL & 2.Employees welfare measures in APSRTC.
9	Post Nationalization trends in Banking	Govt. Degree College for Women ,Khammam	Customer relationship management in Banking sector through customer services –A select study.
10	Women Empowerment and globalization	University P.G. College , K.U.,Warangal	Business process out sourcing and women employment in call centers.
11	Emerging trends in service sector	All India Commerce Association	Emerging trends in services sector with

			reference to telecom sector in India.
12	Insurance in India	Nizam college, Osmania university Hyd.	Insurance business in India –Role of IRDA.
13	Service sector in India	CKM Arts & science college , Warangal	Customer perception on CRM practices by BSNL.
14	Service sector in management	Department of Commerce & Business Mgt, K.U, Warangal	Communication system in India through Radio.
15	Service sector in management	Department of Commerce & Business Mgt, K.U, Warangal	Universal obligation fund in India –An over view

S. No.	Name of the seminar	Conducted by	Title of paper presented
16	Retailing marketing in India	University Arts & Science College ,K.U, Warangal	Retailing marketing in India.
17	Insurance sector reforms in India	Nizam college, Osmania university Hyd.	Detariffing in insurance sector.
18	Vision 2020-Management challenges and competitive advantages	Vignana jyothi institute of management , Hyd.	Infrastructural development in India vis-à-vis emerging dimensions in telecom sector-A study.
19	Service sector led growth	All India commerce conference	Emerging trends in service sector with special reference to telecom industry.
20	Service sector led growth	All India commerce conference	Problems & prospects in retailing –A study.
21	Impact of micro finance	CKM Arts & science college , Warangal	Impact of Microfinance in India.
22	Management education and its challenges	University Arts & Science College ,K.U, Warangal	Curriculum development
23	Management education and its challenges	University Arts & Science College ,K.U, Warangal	. Management education and its impact.
24	New Horizons in financial markets and services.	Department of Commerce & Business Mgt, K.U, Warangal	Insurance sector in India.

25	Trends in International Management Experience(International conference)	Conducted by Vinayaka Business School , Vinayaka mission University, Chennai	Foreign investment in Indian telecommunication industry.
26	Women entrepreneurship Development a key role to national Development	UGC sponsored national seminar conducted by singareni women's college ,Kothagudem ,Khammam .A.P	Women entrepreneurship development a study on self help groups
27	62 nd All India commerce conference	Indian commerce Association	Perspective and challenges of E-banking
28	Micro finance (International conference)	Pondicherry University, Pondicherry	Inclusive growth in health security- A Rajivi Arrogya Schemes in A.P
29	International conference on Globalization and consumer protection	Kalasalingam University, Krishanan koil, T.N	Compulsive Buyer behavior toward clothing & fashion- A select study
30	International conference on Nepal International Infrastructure Finance conference	Balkumari college , Narayangarh , chitwan , Nepal	Infrastructure development in India vis –a –vis emerging dimensions in telecom industry
31	2 nd International conference on Globalization and consumer protection	Kalasalingam University, Krishanan koil, T.N	Buying behaviour and credit/ debit card indebtedness of college students – A study
32	International conference in commerce & trade	Osmania University, Hyderabad ,A.P	India's Directions to foreign Trade.
33	Conference on simulation & Modeling (COSMA)	National Institute of Technology, Calicut, Kerala	Supply chain Management in food processing Industry- A select study.
34	National seminar on innovation and creativity in tourism	Pondicherry university, Pondicherry	Tourism and economic development in India.
35	International conference in E-Governance	Indian institute of Management, Bangalore	Public health delivery system & E-governance
36	International conference on infrastructure finance	Indian institute of technology, kharaghpur	Infrastructural development in India vis-a –vis emerging dimensions in telecom sector-a study
37	International conference on substantial development	Annamalai university, Chidambaram , TN.	Supply chain management in milk dairy food processing industry- a study
38	International conference on Nepal	Balkumari college	Infrastructure development

	infrastructure development and finance	,Chitwan , Nepal	in India vis –a –vis emerging dimensions in telecom industry
39	National seminar on “ Social sector Development in Andhrapradesh “	Organised by Department of Economics , University PG college , Kakatiya University , Khammam- AP from 30 th to 31 st March , 2010	Health Insurance for construction daily wage labour – A study
40	International conference on Green Business Strategy	JK Business school Gurgaon	Customer awareness on green marketing of products
41	International conference on Agribusiness and substantial rural development	Banaras Hindu University, Varanasi , UP	Agribusiness In Indian economy
42	International conference on Globalization and consumer protection	Kalasalingam University , Tamilnadu	Buyer Behavior and credit/ debit card indebtedness of college students – A study
43	National conference on emerging paradigms in insurance Industry	Pondicherry University ,karaikal campus, Karaikal	Marketing of insurance products
44	64 th All India commerce conference	Pondicherry University ,Pondicherry	Mall –goal – mall consumer attitude towards the retail malls –A study”
45	National conference on Strategic implications of FDI in Retailing	University P.G college , KU, Khammam	FDI in Indian Retailing
46	UGC sponsored National seminar on Agricultural growth and food security –challenges in the era of Globalization	Organised by Department of Economics , Kakatiya University , Warangal, A.P on 19 th March , 2012	Revamped public distribution system –Food security in Andhrapradesh – A study “
47	International conference on Hotel and Business Management (Management-2012)	Organised by OMICS group conference at Hyderabad – International conventional centre, Hyderabad, India	presented paper on the following title “Customer awareness on green marketing”
48	National seminar on Management strategies for sustainable competitive Advantage	Global Association for continuum of Business Management in Association with Suprabath institute for management , cheeryal, keesara road ,	Performance appraisal in Public sector undertakings – A study of NTPC

		Rangareddy	
49	International conference on Business Infrastructure – “Current trends and future Directions”	Conducted by Infrastructure University , Kuala Lumpur , Malaysia	Presented papers on the following title Pricing strategies in Indian Telecom sector in India
50	International conference on Business Infrastructure – “Current trends and future Directions”	Conducted by Infrastructure University , Kuala Lumpur , Malaysia	Presented paper on Problems and prospects of e-commerce business development in India
51	International conference on global Business opportunities & challenges”	Osmania University, Hyderabad ,A.P, sponsored by ICSSR	Presented paper on “Ecommerce Business Development in India – Problems , prospects and challenges”
52	UGC sponsored National seminar on “Effects of FDI in retail markets –vis-à-vis Agriculture”	Organised by Department of Economics , Kakatiya University , Warangal, A.P on 30 th March , 2013	FDI in Indian contract cultivation its effect on Agriculture
53	National seminar on women Empowerment in India – Challenges and Road ahead	Department of Public Administration , Agrinar Anna Government Arts & Science college , Karaikal, sponsored by UGC	Presented paper on “ Women Entrepreneurship development in Andhra Pradesh – A regional comparison
54	two day national seminar on “Strategic Issues in Business management and Economics”	Organized by Department of Business Management, Osmania University Post Graduate College, Siddipet.	Presented paper on Competency Mapping – A Success tool for organizations
55	Two days International conference on “ Global Business : Opportunities and challenges	Organised by Osmania University, Hyderabad, 27 th to 29 th March , 2014	Presented paper on International Marketing in Global Business
56	Two days International conference on “ Global Business : Opportunities and challenges	Organised by Osmania University, Hyderabad, 27 th to 29 th March ,	Presented paper on “ E-commerce development n India – problems , prospects

		2014	and challenges
57	Two day national seminar on “Rural Insurance in India issues and challenges”	Organised by School of business management , University P.G College , Kakatiya University , Subedari , Warangal , Telangana State from 25 th and 26 th March , 2014	Presented paper on “ crop insurance schemes, claims and settlements India “
58	UGC sponsored National seminar on Socio economic conditions of tribal“s in India”	Organised by Department of Economics , Kakatiya University , Warangal, T.S., on 6 th February , 2015	“Tribal Education and socio-Economic development in India –A study”
59	National seminar on “ Innovative management practices for sustainable Development and Global competitiveness	Department of management studies , Pondicherry university , sponsored by ICSSR , New Delhi	Women entrepreneurship development in Andhrapradesh and Telangana state
60	International conference on Global convergence of Management education and practices	Canara Bank school of Management studies , Bangalore University , Bangalore	University Academy Institution – Industry Interface students perception – A study
61	International conference on Global convergence of Management education and practices	Canara Bank school of Management studies , Bangalore University , Bangalore	Quality of Management education In India
62	Two day joint seminar on Companies Act, 2013 – New standards for corporate Governance	Organised by Institute of Chartered Accounts of India , New Delhi & university college of commerce & Business Management	Participated and acted as Rapporteur
63	National seminar on Indian IT-BPO Industry prospects & challenges	Department of Commerce , Government Degree & P.G college , Peddapalli ,Karimnagar , T.S sponsored by UGC	IT-BPO services in selected sectors in India

64	State level seminar on Entrepreneurship Development in Telangana state – Policy problems and prospects	Organised by Department Business Management , Vaagdevi Degree & P.G college , Warangal , T.S	Women entrepreneurship development in Telangana state
65	UGC sponsored two day national seminar on “ Make in India – Issues and challenges”	Department of commerce & Business Management, University college for Women, Kakatiya University , Warangal –T.S form 23 rd to 24 th March 2017	Make in India role of small scale industries
66	ICSSR New Delhi sponsored Two day National seminar on “ Corporate social responsibility in India – Emerging issues and challenges	Department of commerce & Business Management , University Arts & Science College (Autonomous), Kakatiya University, Warangal ,T.S on 3 rd and 4 th February , 2017	Corporate social responsibility – practices in Insurance sector
67	ICSSR New Delhi sponsored Two day National seminar on “ Corporate social responsibility in India – Emerging issues and challenges	Department of commerce & Business Management , University Arts & Science College (Autonomous), Kakatiya University, Warangal ,T.S on 3 rd and 4 th February , 2017	Role Corporate social responsibility in small scale industries
68	UGC & ICSSR sponsored three days International conference on “ Global summit on corporate social responsibility “	Department of commerce and Business Administration, Acharya Nagarjuna University , Guntur , AP from 29 th to 31 st March , 2017	Corporate social responsibility practices in ITC company LTD
69	Two day International conference on 25 years of Economic reforms in India (IC 25 YERI)	Department of Economics , Kakatiya University , Warangal ,T-S on 28 th and 29 th January , 2017	India’s directions to foreign trade

PAPERS/ CHAPTERS / BOOKS PUBLISHED

Papers Published in journals:

1. Insurance Sector in India –Role of IRDA published by Osmania journal of international business studies, Osmania University, Hyderabad. (ISSN-009735372)
2. Agricultural co-operative marketing with reference to NAFED in Kakatiya Business Review Journal Published by Kakatiya University, Warangal.
3. Emerging dimensions of telecom sector in Business Analyst vol.2.no.1. Journal Published by Kakatiya University, Warangal.
4. Emerging Dimensions in Indian telecom sector- A study published by Sathavahana, Sathavahana University, Karimnagar, Vol.1. No.1. sept, 2008. Journal Published by Sathavahana University, Karimnagar.
5. Problems and prospects in Retailing –A Study published in Journal Prakarsha, vol 2. no.2, June, 2007, Journal Published by Chaitanya Degree & P.G College, Warangal.
6. Customer perceptions on CRM practices by BSNL published by Prakalpa,, Vol. 2, No. 2, August , 2008, Journal Published by C.K.M. arts & Science College, Warangal.
7. India direction to foreign trade published by Osmania journal of international Business studies, Osmania University, Hyderabad. Vol.4, no.1,(ISSN-009735372)
8. NAFED in Foreign Trade –A study published In Marketology by IMM New Delhi. April –June ,2010 (ISSN :9673-7901)
9. Customer services quality in mobile Telecom services –A study published In Marketology by IMM New Delhi. July-September ,2010 (ISSN :9673-7901)
10. India’s Foreign Trade published In Marketology by IMM New Delhi. January-march , 2011(ISSN :9673-7901)PG.NO.66,vol.6:no:1
11. India’s International trade –published in Marketing Zhyper, Lotus Institute of management publication , October 2010-June , 2011. (ISSN-09749195)
12. Infrastructure development in India with respect to telecom sector –A study , in Journal of Balkumari college , vol.2.june , 2011 published by publication cell, publication division , Balkumari college , Narayangarh, chitwan , Nepal (1st Bassak, 2068).
13. “Customer awareness on green marketing “ published in journal of Hotel and business Management and business Management (open Access) September , 2012 Vo.1, Issue2,ISSN :2169-0286, <http://dx.doi.org/10.4172/2169-0286.S1.001>

14. "Performance Appraisals at Central Public Enterprises- A study on NTPC Ramagundam " published in ITIHAS the Journal of Indian Management , volume :2, Issue :4, April-June , 2012, (ISSN : 2249-7803) , page 34-40-43
15. " Performance Appraisal system in Indian Central public enterprises- A case study of NTPC simhadri Unit" published in International Journal of Technology and Business Management ,volume :2, Issue :4, October-December -2013,(ISSN : 2319-6815), page 38-46
16. "venture capital in Andhra Pradesh- Investment proceeds of APIDC-VCL, Hyderabad published in International Journal of Technology and Business Management ,volume :2, Issue :4, October-December -2013,(ISSN : 2319-6815), page 47-52
17. Competency mapping- A Success tool for organizations- Verso experience" published in International Journal of Decision Making in Management " , volume 3: no.4: October – December , 2014 , page 15-20
18. Financial support schemes –opinion Analysis of venture capital undertakings "published in International Journal of Decision Making in Management " , volume 3: no.4: October – December , 2014 , page 58-61
19. "Human Resources Management Practices in Organized Retailing – A study of selected study "published in International Journal of Business and Administration Research Review (IJBARR) listed & Indexed in International ISSN Directory , Paris , volume :1, Issue :2, November-2013 - January, 2014, (ISSN : 2348-0653),page 63-74
20. "Risk Evaluation in venture Capital Firms" published in ITIHAS the Journal of Indian Management , volume :4, Issue :1, January- March , 2014, (ISSN : 2249-7803), page 37-43
21. "A comparative study of customer satisfaction towards select mobile service providers in Warangal , Telangana state " Published by Research journal of social science & Management , Vol.5, No.6, October 2015 , page .No. 153-161, : ISSN : 22511571
22. A comparative Analysis of Customers perception towards usage purpose of mobile services in Warangal city , Telangana state , India" published by The International Journal of Business & Management , volume IV ,issue VI, June ,2016 ,page no 424-431, ISSN:2321-8916

Chapters published in edited volume books

1. Status of women in consumerism published in the edited book by A.S.M Degree College for women, Warangal.

2. "Ethical values in advertising" in the book Ethics in Business published by prajahitha prachurnalu, Chitanya P.G College, Warangal.
3. Compulsive Buyer behaviour toward clothing & fashion –A select study published by Kalasalingam University, in association with Indian Institute of public Administration, New Delhi. (ISBN-9788190667197)
4. CRM practices by cellular services provider- A select study of BSNL published by the serial publications, New Delhi, (ISBN-9788183874335).
5. Infrastructural development in India vis-a –vis emerging dimensions in telecom Sector-a study - published by Macmillan Advanced Research Series , New Delhi, (ISBN-0230332145).
6. "Buyer Behavior and credit/ debit card indebtedness of college students – A Study" an edited book published by centre for consumer studies & Kalasalingam University, Tamilnadu, (ISBN-9788190538015)
7. Inventory and Supply chain Management in food processing industry –A select Study, to be published by the Anuragam publication, Chennai, (ISBN -9789880627250).
8. Customer awareness on green marketing of products" published by JK Business School, Gurgaon, Haryana, (ISBN NO. EBOOK. -9788190938716)
9. Marketing of Insurance products published in edited book : Emerging paradigms In Insurance Industry and Management" Published by serial publication, New Delhi, , July, 2012 , (ISBN :978-81-8387-487-8)
10. "Consumer attitude towards retail malls – A study" edited by Dr.P.Varalaxmi ,published by Himalaya publishing House , Mumbai ,2012, (ISBN-978-93-5097-349-3)
11. " Foreign direct Investment in Retail sector- Analysis of India , edited by Dr.P.Varalaxmi ,published by Himalaya publishing House , Mumbai ,2012, (ISBN-978-93-5097-349-3)
12. FDI I Retail sector advantage India , edited by Dr.P.Varalaxmi ,published by Himalaya publishing House , Mumbai ,2012, (ISBN-978-93-5097-349-3)
13. "Ecommerce Business Development in India – Problems , prospects and challenges"- A edited article in " Global Business: opportunities & challenges , Volume -2 published by Global Research Society publication , Hyderabad , (ISBN: 978-81-910003-0-14) March, 2014
14. Women entrepreneurship in Andhrapradesh – A regional comparison, published in the book " women empowerment in India " edited by R.Sri lalitha Tripura sundari and v. chandrashekarana ,," published by excel publication , new Delhi, 2014 ISBN: 9789384869502

15. IT-BPO services in selected sectors in India” published in the book “ Indian IT-BPO Industry challenges & prospects” edited by Dr. P.Rajalingam and M.santosh “ published by Global research society ,Hyderabad,2016, ISBN : No 9789385817065
16. Women entrepreneurship development in Andhrapradesh and Telangana stste , edited by Dr.K.Lavanya latha , published by Bonfring , Coimbatore , 2015, ISBN.No: 9789385477256

Papers published in conference proceedings

1. ““Supporting system for women entrepreneurship development , published by Singareni collieries women”s degree college , kothagudem , Khammam, A.P , jan,2009
2. Supply chain Management in food processing industry –A select study , conference Proceedings published National institute of technology, Calicut, Kerala , Dec,2009
3. “Emerging Trends in service sector – with reference to telecom sector in India, published by Department of commerce & Business Management , Kakatiya University , Warangal
4. “Marketing pricing strategies in Indian Telecom sector (Proceedings)in the international conference on Business Infrastructure –“current trends and future challenges” published by Infrastructure University , Kualalumpur, Malaysia , October 2012, (ISBN:978-967-10730-2-5)
5. “Problems and prospects of e-Commerce Business in India” (Proceedings) in the international conference on Business Infrastructure –“current trends and future challenges” published by Infrastructure University , Kualalumpur, Malaysia , October 2012, (SBN:978-967-10730-2-5)
6. Corporate social responsibility – practices in Insurance sector published in the National seminar proceedings “ corporate social responsibility in Indian –emerging issues and challenges “ edited by Dr.Rajender Katala (2017)., published by Paramount publishing house , Hyderabad , page. No. 236-238, ISBN: 9789385101458
7. Corporate social responsibility practices in ITC company Ltd. in the International seminar proceedings “ Global summit on corporate social responsibility – (GSCSR-2017) edited by R.Siva Rama Prasad , published by IMRF International publishing house , Vijayawada ., page.no. 392-405., ISBN: 9789386435040

Published Course material for Kakatiya University Distance Education

1. Industrial Organization & Management (course material cum text for B.com I year SDLCE) co-authored with Dr.T.Srinivas, B.Anand & Lavanaya.

2. Computer Application in Accounting (Tally) course material cum text for B.Com III Year, (SDLCE). Co-authored with Dr. T. Srinivas, and Dr. B.Anand
3. Cost & Management Accounting (course material cum text for B.Com III year, SDLCE). Co-authored with Dr.T.Srinivas, B.Anand & Lavanaya.
4. Strategic Management (course material cum text for M.Com II year SDLCE) co-Authored with Prof.S.Ravi Prakash, Dr.Rajesham, Dr.T.Srinivas Lavanaya

Books published with ISBN number:

1. Edited Book Published on “Strategic Implications of FDI in retailing in India” is published by Himalaya Publishing House, Mumbai,2012 , ISBN: 9789350973493
2. A Book on “Security Analysis and Portfolio Management is published by Paramount publishing House , Hyderabad , 2014 , ISBN:9789382163268

GENERAL ACTIVITIES

1. Attended as Chief Guest on the occasion of Dr. Sarvepally Radha Krishna Birth day Programme on 5th September, 2011 at Gayathri Degree College, Khammam
2. Attended as Chief Guest on the occasion of Induction Programme organized by Sri Kavitha P.G. College, Khammam in the month of October, 2011
3. Acted as Guest of Honour in Induction Programme conducted by GIMS, Khammam in the month of October, 2011
4. Attended as Chief Guest in the programme of “Women & Child Welfare Day” on 19th November, 2011 at TTDC Bhavan, Khammam
5. As Chief Guest in “AAVISHKAR 2K11 – A National Level Management Meet” Organized by Dept. of Business Management, Anurag Engg. College, Kodada Nalgonda Dist
6. As Chief Guest in National Level Management Meet on 3rd January, 2012 at Bomma Instt. of Technology, Khammam.

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I solemnly affirm and state the particulars mentioned above are true to the best of my knowledge information and belief.

(P. VARA LAXMI)