

PROFILE

Dr. PHANINDRA KUMAR KATAKAM
Asst. Professor
University College of Commerce & Business Management
Kakatiya University
Vidyananyapuri, Warangal.
Mobile: +91-9985314431
E-Mail: phanindrakumarkatakam@kakatiya.ac.in



Academic Research Networks ID's:

ORCID ID: 0000-0001-7629-3979

Research Gate ID: Phanindra Kumar Katakam

Web of Science ID: GPC-8685-2022

Goggle Scholar ID: Dr. Phanindra Kumar Katakam

Academia ID: PhanindrakumarKatakam

Personal Information:

Name:	Dr. Phanindra Kumar Katakam
Designation:	Asst. Professor
Department:	Commerce & Business Management
Date of Birth:	05 th March 1988
Social Status:	OC (Vysya)
E-Mail:	phanindrakumarkatakam@kakatiya.ac.in
Mobile Number:	+91-9985314431
Address for Correspondence:	H.No: 13-1-82, Papaiahpet Masjid, SVN Road, Warangal – 506002 Telangana State, INDIA

Academic Qualifications:

	Program/ Course	Year of Passing	Board / University
Bachelor's	B.Com.	2008	Bharathi Degree College, (Affiliated to Kakatiya University), Warangal
Master's	MBA	2010	Department of Commerce & Business Management, Kakatiya University, Wgl.
Doctorate	Marketing of Financial Services – A Study	Aug. 2021	Department of Commerce & Business Management, Kakatiya University, Wgl.
Diploma	PGDMM	2012	Dr. B. R. Ambedkar Open University, Hyderabad
Any other	M.Com.	2014	Sri Krishnadevaraya University, Anantapur
	APSET (Management)	November 2013	Govt. of AP, State Eligibility Test (Osmania University, Hyd)
	TSSET (Commerce)	June 2017	Govt. of Telangana, State Eligibility Test (Osmania University, Hyd)
	Online Transdisciplinary Course on “Innovation, Entrepreneurship and Venture Development”	October 2025	Centre for Skill Development – Entrepreneurship & Incubation, Sri Krishnadevaraya University, Ananthapuramu

Work Experience:

Work Experience (In Years):	Academic:	15 Years
	Research:	09 Years

Memberships in Professionals Organizations:

Memberships of Associations:	1. Life Member, All India Accounting Association (Membership No.: WR-08)	
	2. Life Member, Telangana Commerce Association (Membership No.: TCA 669)	
	3. Life Member, Education Research and Development Association (ERDA) (Membership ID – ERDA/INDLM/883/0124)	

Research Publications:

No. of Papers /Books Published (Annexure – I)	ISSN:	25
	ISBN:	32
	Book(s)	04

Participations in State / National / International Conferences / FDPs / Workshops /**Symposium:**

No. of Seminars / Conferences / FDPs / Workshops etc attended (Annexure – II)	Seminars & Conferences:	59
	FDP:	11
	Training / Refresher Programme	02
	Guest Lectures Delivered:	08
	As Resource Person /Chairperson/ Rapportuer:	06
	Symposiums:	02
	Workshops:	13
	Any other:	04

Administrative positions:

1. Camp Officer for Confidential Work in the Examination Branch of the College under the Autonomous Statute (From 2016 to 2021)
2. Member, IQAC Committee (2018), University Arts & Science College, Subedari, Warangal.
3. Member, Examination Branch Committee (2018), University Arts & Science College, Subedari, Warangal.
4. Member, IQAC Team of Kakatiya University for 4th Cycle of NAAC ACCREDITATION.
5. Convener for VIVECHANA, Kakatiya University NEWS LETTER for August 2023& January 2024.
6. Programme Officer, National Service Scheme, University College of Commerce & Business Management, Kakatiya University, Warangal (w.e.f 02.04.2024)
7. Member, Advisory Committee, Internal Quality Assurance Cell, Kakatiya University, Warangal.
8. Currently working as Asst. Coordinator, IQAC, Kakatiya University, Warangal.

Seminar Organized as Convenor / Member, Organizing Committee member:

- Two-Day National Seminar on “Emerging Dimensions in Banking Industry in India – Issues and Challenges” on 19th& 20th February 2013, organized by University Arts & Science College, Kakatiya University, Warangal.
- Two-Day National Seminar on “Rural Insurance in India – Issues and Challenges” on 25th& 26th March 2015, organized by University Arts & Science College, Kakatiya University, Warangal.
- Two-Day National Conference on “Companies Act, 2013 - New Standards for Corporate Governance” from 21st& 22nd December 2015 organized by University College of Commerce & Business Management, Kakatiya University, Warangal
- Two-Day National Seminar on “Corporate Social Responsibility in India – Emerging Issues & Challenges” on 3rd& 4th February 2017, organized by University Arts & Science College, Kakatiya University, Warangal.
- Two-Day National Seminar on “Make in India – Issues & Challenges” on 23rd& 24th March 2017 organized by University College for Women, KU., Subedari, Warangal.
- Two-Day National Seminar on “Transforming Indian Economy during 25 years of Economic Reforms” on 6th& 7th March 2018 organized by University Arts & Science College, Kakatiya University, Warangal.
- Two-Day National Seminar on “Health Insurance in India – Issues & Challenges” on 23rd & 24th March 2018 organized by Dept. of Commerce & Business Management, Kakatiya University, Wgl
- Two-Day National Seminar on “Modern Initiatives in Banking Sector – Strategic Perspectives” on 20th & 21st April 2018 organized by Dept. of Commerce & Business Management, Kakatiya University, Wgl
- Two-Day National Seminar on “Emerging Issues & Challenges in Commerce & Management” on 25th& 26th March 2019, organized by University Arts & Science College, Kakatiya University, Warangal.
- Two-Day National Seminar on “Implications of NEP 2020 on Management Education – Issues and Challenges” on 17th& 18th March 2023 organized by University College of Commerce & Business Management, KU.
- Two-Day National Seminar on “Leveraging Sustainable Finance For Economic Development – Emerging Challenges and Solutions” on 27th& 28th February 2024 Organized by University College of Commerce & Business Management, KU
- Two-Day National Seminar on “New Horizons in Commerce & Business Management during the 21st Century – Challenges and Opportunities” on 12th & 13th March 2025 organized by University College of Commerce & Business Management, Kakatiya University, Warangal

Academic:

1. Resource Person for the Five-Day Workshop on Data Analysis using Excel & SPSS, organized by Vaagdevi College of Engineering, Bollikunta from 26th – 30th June 2021.
2. Resource Person for the One-Week Workshop on “Advanced Excel” for Undergraduate Students organized by Vaagdevi Degree & PG College, Kishanpura, Hanumakonda from 24th to 30th July 2024.
3. Acted as Judge for the Pinnacle 2023 – A State Level Commerce & Management Students Meet held at Vaagdevi Degree & PG College, Kishanpura, Hanumakonda on 31st March 2023.
4. Received BEST PAPER AWARD CERTIFICATE for the paper presented in the National Seminar on “Consumer Rights –Issues and Challenges in the New Era” held on 22nd December 2023.
5. Organizing Committee Member for 12 National Seminars
6. Faculty Coordinator for State Level MEDHA – MBA Students Meet.
7. Resource Person for PRERNA – Kakatiya University Level Inter-College Commerce Fest held on 25th January 2020 at Pingle Govt. College for Women.
8. College Coordinator for COMEX 2019 orgnaized by Indian Commerce Association & Uttam Chorida Charitable Trust.
9. Acted as Rapportteur for the Technical Session in the National Seminars:
 - a. Transforming Indian Economy during 25 years of Economic Reforms (6th& 7th March 2018)
 - b. Implications of NEP 2020 on Management Education – Issues and Challenges (17th& 18th March 2023)
10. Paper Setter and Examiner for Kakatiya University, Osmania University, Dr.B.R.Ambedkar University, Telangana University, Andhra University, Govt. Pingle Degree & PG College (Autonomous), SR & BGNR College, Karimnagar, Vaagdevi Engineering College, G. Narayanamma Institute of Technology and Science, Hyderabad, MarriLaxman Reddy Inst. of Technology & Management, Hyderabad, Chaitanya Bharathi Inst. of Technology, Hyderabad., Balaji Inst. of Technology and Science, Narsampet.

**Dr. K. Phanindra Kumar**

List of Publications with ISSN Number:

Sl. No	Title of the Article	Name of the Research Journal	ISSN No.	Published Month & Year	Vol. Issue.	Page No.'s
1.	Performance Evaluation of Life Insurance Corporation of India	SUMEDHA Journal of Management	2277-6753	Oct.- Dec. 2012	1(4)	92-99
2.	Competitive & Innovative Marketing Strategies for tapping vast rural potential	International Journal of Marketing & Management Research	2229-6883	January 2013	4(1)	48-55
3.	Foreign Direct Investment: Importance, Growth & Employment Opportunities in India	Asian Journal of Research in Business Economics & Management	2249-7307	February 2013	3(2)	190-197
4.	Indian Rural Market: Opportunities & Challenges	TRANS Asian Journal of Marketing & Management Research	2279-0667	February 2013	2(2)	40-47
5.	Emerging Trends in Banking: Challenges & Opportunities	Zenith International Journal of Business Economics & Marketing Research	2249-8826	March 2013	3(3)	219-223
6.	Indian Banks: Searching for New Frontiers of Growth	SAARJ Journal of Banking & Insurance	2319-1422	March 2013	2(2)	08-16
7.	Integrated Reporting – Issues and Challenges	Radix International Journal in Banking, Finance & Accounting	2277-100X	March 2013	2(3)	01-16
8.	Indian Retail Banking Industry: Opportunities and Challenges	Asian Journal of Multidimensional Research	2278-4853	May 2013	2(5)	42-49
9.	Public & Private life insurance companies in India – A Comparative study	Asia Pacific Journal of Research in Business Research	2229-4104	May 2013	4(5)	01-07
10.	Ethical Issues in Advertising – An Indian Perspective	South Asian Journal of Marketing & Management Research	2249-877X	June 2013	3(6)	64-71
11.	Women Entrepreneurship in India – A case study of Andhra Pradesh State	Academicia – An International Multidisciplinary Research Journal	2249-7137	July 2013	3(7)	87-96
12.	An Analytical study of Life Insurance in India	Asian Journal of Multidimensional Research	2278-4853	August 2013	2(8)	47-53
13.	Innovation and Creativity in Rural Marketing in India	International Journal of Marketing & Management Research	2229-6883	August 2013	4(8)	19-25
14.	Performance of General Insurance Companies of India	International Journal of Technology & Business Management	2319-6815	Jan-Mar. 2016	1(4)	72-77
15.	Digital Economy: A new change in Indian Economy	International Journal of Research Culture Society	2456-6683	Jan 2018	2 (1)	114-119

Sl. No	Title of the Article	Name of the Research Journal	ISSN No.	Published Month & Year	Vol. Issue.	Page No.'s
16.	India's Ascent: Key Reforms for Transformation	International Journal of Research Culture Society	2456-6683	March 2018	Sp. Issue (10)	44-50
17.	Marketing of Financial Services – A Study	International Journal of Advances & Scholarly Researches in Allied Education	2230-7540	March 2019	16 (4)	1514-1518
18.	A Study on Physical & Digital Transformation of Banks	KAAV International journal of Economics, Commerce & Business Management	2348-4969	Dec. 2019	Spl. Issue P- 2	43-45
19.	Role of ICT in Enhancement of Commerce Education	International Journal of Research & Analytical Reviews	2348-1269	March 2020	7 (1)	100-104
20.	Customer Perceptions towards Service Quality in Indian Banks: A Select Study	International Journal of Advanced Multidisciplinary Research and Studies	2583-049X	July 2023	3 (3)	1104-1108
21.	A Study on Technological Trends of Indian Banking Sector (ELSEVIER – SSRN)	International Journal for Innovative Engineering and Management Research (IJEMR)	2456-5083	Aug 2023	12 (8)	230-233
22.	Climate Finance and Sustainable Urban Development in India – A Study	KAAV International journal of Economics, Commerce & Business Management	2348-4969	Jan 2024	11 (1)	96-98
23.	Challenges and Ethical Considerations in FinTech Literacy – A Study	IDEAL – An Multidisciplinary Journal	2319-359X	Mar-Aug 2024	12 (02)	07-12
24.	Cyber Security in the Age of Digital insurance: Protecting data in India's insurance sector	International Journal of Cultural Studies and Social Sciences	2347-4777	July – Dec. 2024	20 (02)	165-168
25.	Chatbots and the Customer Journey: Observations from Real-time brand interactions	Journal of Emerging Technologies and Innovative Research (JETIR)	2349-5162	Nov. 2025	12 (11)	175-180

List of Papers/Articles published:

Sl. No	Title of the Article	Name of the Book	ISBN No.	Page No.'s
1.	Effects of Multi Branding Retail in India	Strategic Implications of FDI in Retailing	ISBN BOOK 978-93-5097-349-3	189-193
2.	Working of Life Insurance in India - A Study	Role of Financial Services in Growth of Indian Economy	ISBN BOOK 978-81-92354125	182-185
3.	Rural Marketing Strategies of LIC	Global Business Operations – Strategies in the transforming scenario	ISBN BOOK 978-81-92681917	43-48
4.	Sustainability Reporting Practices in India – A study of ITC Limited.	Global Business Strategies – Touching New Horizons	ISBN BOOK 978-81-92681924	219-224
5.	Marketing Strategies of Indian Banks	Proceedings of International Conference - Next Generations Education for Entrepreneurial Engineers	ISBN BOOK 978-19-0416497	20-23
6.	Role of Internal Quality Assurance Cell (IQAC) for Enhancement in Higher Education	Quality Assurance practices in Higher Education – Issues and Challenges	ISBN BOOK 978-93-83-808-31-1	67-71
7.	Role of Information Technology in the Banking Sector	Researches in Commerce & Management	ISBN BOOK 978-81-8387-677-3	9-18
8.	Quality enhancement in Higher Education through ICT	Accreditation of Higher Educational Institutions – Issues, Challenges, Experiences and Prospectives	ISBN BOOK 978-93-8282-9-89-8	289-297
9.	Technology in Banking Services – Trends, Issues and Challenges	Business and Economics – In Search of Excellence	ISBN BOOK 978-93-84144-63-0	165-176
10.	Talent Management – Building an Integrated Strategy	Dynamics of Commerce & Management in the new millennium	ISBN BOOK 978-93-84144-65-4	111-118
11.	Use of Information & Communication Technologies in Indian Banks	Visualization of Researches in Social Sciences	ISBN BOOK 978-93-84144-64-7	67-76
12.	A study on Work Life Balance Policies and Practices	Competency Mapping among college teachers: Problems and Prospects	ISBN BOOK 978-81-929088-2-3	302-304
13.	A study on Supply Chain Management in India	Supply Chain Management – Issues and Challenges	ISBN BOOK 978-93-84935-17-7	62-66
14.	Role of Information Technology in Insurance Industry	Critical Touch Points in Human Resource Management	ISBN-E-BOOK 978-3-639-81601-3	255-264
15.	Promotion of Rural Insurance Products and Services in India	An Insight into Contemporary researches in business	ISBN-E-BOOK 978-3-639-86009-2	23-28
16.	Financial Performance of Selected Indian Banks – A	Managing Strategies and Issues in Finance	ISBN-E-BOOK 978-3-659-79261-8	61-75

Sl. No	Title of the Article	Name of the Book	ISBN No.	Page No.'s
	Study			
17.	Performance of Life Insurance Sector – A Study	Emerging Trends in Banking & Insurance Sectors	ISBN BOOK 978-93-85100-41-3	312-319
18.	Making Corporate Social Responsibility mandatory in India – Prospects & Problems	Corporate Social Responsibility in India – Emerging Issues and Challenges	978-93-85101-45-8	377-381
19.	Shifting Trends in the Micro-Finance Sector – A Study	Micro Finance in India – Growth & Impact	978-93-86238-32-0	71-80
20.	Make in India: Illusion or Possible Reality Project	Make in India – Issues & Challenges	978-93-85518-15-7	34-40
21.	A Study on Health Access to Micro Health insurance services for the Rural Poor	Rural Insurance in India – Issues & Challenges	978-93-88808-27-9	78-83
22.	A Study on Products & Polices of Health Insurance	Health Insurance in India – Issues & Challenges	978-81-910141-7-4	95-102
23.	Impact of Demonetization on India	The Political Economy of Demonetization	978-93-84845-87-2	133-136
24.	Digital India – Opportunities & Challenges	Digital India: Initiative towards Social Transformation & Empowerment	978-93-85101-46-9	212-217
25.	Marketing Strategies of Indian Banks	Emerging Issues & Challenges in Commerce & Management	978-93-53513-90-0	68-72
26.	Digital India: Opportunities & Challenges	Digital India: Initiative towards Social Transformation & Empowerment	978-93-88808-21-7	212-218
27.	Digital Transformation of Indian Insurance Industry	Advances in Commerce & Management	978-93-90781-08-9	154-164
28.	Role of Consumer Organizations in India – A Study	Consumer Rights – Issues and Challenges in the New Era	978-81-96777-80-7	107-111
29.	Role of Government Policies in Promoting BRSR adoption in Indian Companies – A Study	The Future of Global Business: Disruption, Innovation and Strategy	978-93-341-4207-5	316-322
30.	A study on the association between select cryptocurrencies and the Indian FOREX values (Scopus Indexed)	Digital Transformation and Sustainability of Business	978-10-036-0618-5	
31.	Digital Transformation and Customer Centricity in Indian Insurance Sector – A Study	Emerging Trends and Challenges in Commerce & Business Management	978-81-988107-0-0	223-228
32.	Personalization in the Digital Age: Enhancing Customer Experience through Social Media	New Horizons in Commerce & Business Management during the 21 st Century – Challenges and Opportunities	978-93-48875-65-5	253-259

List of Books Published:

Sl. No	Title of the Book	Publisher	ISBN No.	Year of Publishing
1	Marketing of Financial Services – A Study	Lambert Academic Publishing	978-62-05-49321-2	2022
2	Information Technology	-	978-93-5321-926-0	2018
3	Quantitative Techniques	SDLCE, KU	978-81-982510-6-0	2024
4	New Horizons in Commerce & Business Management – During 21 st Century – Challenges and Opportunities	Professional Books Publishers	978-93-4887-565-5	2025

List of participations/presentations in Seminars/Conferences:

Sl. No.	Name of the Seminar/ Conference	Paper Presented	Date	Level	Venue/ Organized by
1.	Organization and Working of Financial Sector in India	Information Technology in Banking Services	23 rd – 25 th September 2010	National	Alluri Institute of Management Sciences, Hanamkonda
2.	Strategic Implications of FDI in Retailing	Effects of Multi-Brand Retailing in India	15 th & 16 th March 2012	National	University Post- Graduate College, KU, Khammam.
3.	Role of Commercial Banks in Personal Finance – Problems and Issues	Mutual Funds Industry in India – Opportunities and Challenges	25 th & 26 th March 2012	National	University Post Graduate College, Kakatiya University, Warangal.
4.	65 th All India Commerce Conference	Contemporary Issues and Challenges in Integrated Reporting – A Study	9 th – 11 th November 2012	National	Indian Commerce Association at K.P.B.Hinduja College of Commerce, Mumbai
5.	Emerging Dimensions in Banking Industry in India – Issues and Challenges	Indian Retail Banking Industry – Opportunities and Challenges	19 th & 20 th February 2013	National	University Arts & Science College, Kakatiya University, Warangal.
6.	Integrated Marketing Communications	Ethical Issues in Advertising	15 th & 16 th March 2013	National	Alluri Institute of Management Sciences, Hanamkonda
7.	Foreign Direct Investment – The Indian Scenario	FDI in Retailing – Impact on Traditional Indian Kiranas	23 rd & 24 th March 2013	International	Dept. of Commerce, School of Business Management and Legal Studies, University of Kerala, Thiruvananthapuram
8.	Effects of FDI in Retail Markets Vis-à-vis Agriculture	FDI in India's Multi brand Retail – Boon or Bane	30 th March 2013	National	Department of Economics, Kakatiya University, Warangal
9.	Green Marketing – New Hopes & Challenges	Green Marketing initiatives in Indian Corporate Sector	30 th & 31 st August 2013	National	Alluri Institute of Management Sciences, Hanamkonda
10.	Accreditation in Higher Educational Institutions – Issues, Challenges, Experiences & Perspectives	Quality Enhancement in Higher Education through ICT	25 th & 26 th July 2014	National	Kakatiya Government College, Warangal
11.	Role of Financial Services in Growth of Indian Economy	Working of Life Insurance in India – A Study	26 th & 27 th September 2013	National	Alluri Institute of Management Sciences, Hanamkonda
12.	Management & Social Sciences – Its Impact on Sustainable Development	Use of ICT in Indian Banks	25 th & 26 th October 2013	National	Chaitanya Bharathi Institute of Technology, Hyderabad
13.	66 th All India Commerce Conference	Venture Capital Investments in India – A View	5 th to 7 th December 2013	National	Indian Commerce Association at Dept. of Commerce, Bangalore University, Bangalore

Sl. No.	Name of the Seminar/ Conference	Paper Presented	Date	Level	Venue/ Organized by
14.	Contemporary Issues in Leadership & Management	Green Marketing initiatives in Indian Corporate Sector – A Study of ITC limited.	17 th & 18 th January 2014	International	HansRaj Mahila Maha Vidyalaya, Jalandhar
15.	Global Business Operations – Strategies in the transforming scenario	Sustainability Reporting practices in India – A study of ITC Limited	1 st February 2014	National	SreeChaitanya Educational Institutions, Karimangar
16.	Global Business Operations – Strategies in the transforming scenario	Rural Marketing strategies of LIC	1 st February 2014	National	SreeChaitanya Educational Institutions, Karimangar
17.	Management of Higher Education – Perspectives, Challenges & Strategies	Role of ICT in Higher Education	5 th & 6 th March 2014	National	Maulana Azad National Urdu University, Hyderabad
18.	Women Empowerment – Issues & Challenges	Women Empowerment in India – Issues & Challenges	5 th & 6 th March 2014	National	University College for Women, Kakatiya University, Warangal
19.	Next Generation Education for Entrepreneurial Engineers (ICNGE ³)	Marketing Strategies of Indian Banks	10 th & 11 th March 2014	International	S.R. Engineering College, Warangal
20.	Corporate Governance: Contemporary Issues & Challenges in Indian Economic Environment	CSR practices of Indian Corporate Sector	14 th & 15 th March 2014	International	Gujarat Technological University, Gujarat
21.	Global Business: Opportunities & Challenges	An International Experience on Venture Capital	27 th & 29 th March 2014	International	Dept. of Commerce, Osmania University, Hyderabad.
22.	Competency Mapping among College Teachers – Problems & Prospects	A Study of Work Life Balance Policies and Practices	29 th & 30 th January 2015	National	Government Degree College, Siddipet.
23.	Perspectives of Development of Telangana	-- Participated --	30 th & 31 st January 2015	National	University Arts & Science College, K.U., Warangal.
24.	Rural Insurance in India – Issues and Challenges	A study on Growth of Rural Postal Life Insurance in India	25 th & 26 th March 2015	National	University Arts & Science College, Kakatiya University, Warangal.
25.	Companies Act, 2013 - New Standards for Corporate Governance	-- Participated --	21 st & 22 nd December 2015	National	University College of Commerce & Business Management, Kakatiya University, Warangal
26.	Entrepreneurship Development in	Problems and Prospects of Small	19 th March 2016	State	Vaagdevi Degree & PG College, Kishanpura,

Sl. No.	Name of the Seminar/ Conference	Paper Presented	Date	Level	Venue/ Organized by
	Telangana State	Scale Enterprises – A Study			Hanamkonda
27.	GST in India – Opportunities & Challenges	GST: Issues & Implications	22 nd October 2016	National	Dept. of Commerce, Nizam College (Autonomous), Hyd.
28.	Corporate Social Responsibility in India – Emerging Issues & Challenges	Making Corporate Social Responsibility mandatory in India – Prospects & Problems	3 rd & 4 th February 2017	National	University Arts & Science College, Kakatiya University, Warangal.
29.	Commerce Education – New paradigms in Accounting & Education	-- Participated --	27 th & 28 th February 2017	International	Dept. of Commerce Osmania University Hyderabad
30.	Make in India – Issues & Challenges	Illusion or Possible Reality Project	23 rd & 24 th March 2017	National	University College for Women, KU., Subedari, Warangal.
31.	Technology Innovations in Banking Industry in India – Challenges & prospects	Impact of Technology in Indian Banking Sector	6 th April 2017	National	Dept. of Business Management, Vaagdevi Group of Colleges, Bollikunta, Warangal
32.	Demonetization: Issues & Challenges – with special reference to Accounting & Finance	A Study on Impact of Demonetization on Select Financial Institutions	7 th July 2017	National	Bhadraka Degree College, Hyderabad.
33.	Innovations in Indian Banking & Finance – Problems & Prospects	Impact of Disruptive Technology on Indian Banking Sector	29 th September 2017	National	Kakatiya Government College, Warangal
34.	Emerging Trends in Indian Banking Sector – Innovations & inclusions	A study on Technological changes in Indian Banking Sector	8 th & 9 th February 2018	National	University Post-Graduate College, Osmania Univeristy, Secundrabad
35.	Transforming Indian Economy during 25 years of Economic Reforms	India's Ascent: Key Reforms for Transformation	6 th & 7 th March 2018	National	University Arts & Science College, Kakatiya University, Warangal.
36.	Health Insurance in India – Issues & Challenges	Problems of Health Insurance sector in India – A Study	23 rd & 24 th March 2018	National	Dept. of Commerce & Business Management, Kakatiya University, Wgl
37.	Health Insurance in India – Issues & Challenges	A Study on Products & Policies of Health Insurance	23 rd & 24 th March 2018	National	Dept. of Commerce & Business Management, Kakatiya University, Wgl
38.	Modern Initiatives in Banking Sector – Strategic Perspectives	Recent Trends in Banking Sector – A Study	20 th & 21 st April 2018	National	Dept. of Commerce & Business Management, Kakatiya University, Wgl
39.	Emerging Issues & Challenges in Commerce & Management	Marketing Strategies of Indian Banks	25 th & 26 th March 2019	National	University Arts & Science College, Kakatiya University, Warangal.
40.	Digital India:	Digital India –	28 th & 29 th June	National	Kakatiya Institute of

Sl. No.	Name of the Seminar/ Conference	Paper Presented	Date	Level	Venue/ Organized by
	Initiative towards Social Transformation & Empowerment	Opportunities and Challenges	2019		Technology & Science, Warangal.
41.	Paradigm Shift in Global Business Practices and Socio Economic Development	A study on Physical and Digital Transformation of Banks	14 th December 2019	International	Vishisht School of Management, Indore
42.	E-Content Development & OERs in Higher Education: Issues & Challenges	Role of ICT in Enhancement of Commerce Education	31 st January 2020	National	Govt. Degree College, Narsampet
43.	Impact of Information Technology on Customer Service Sector in India: Emerging Issues and Challenges	Paradigm Shift in the Indian Banking Sector – A Study	23 rd & 24 th February 2020	National	AVV Degree & PG College, Warangal
44.	Information Science, Management research and social sciences	Productivity Analysis of SBI & ICICIC Banks - A Study	18th & 19th April 2022	International	AJK College of Arts and Science in association with ISMASI, Azteca University, Mexico
45.	“Impact of Covid-19 on Service Sector with Special reference with Education Sector	Covid-19 and its impact on the Indian Education Sector	30th March 2022	National	Department of Commerce Satavahana University, Karimnagar, Telangana
46.	Implications of NEP 2020 on Management Education – Issues and Challenges	-- Participated --	17 th & 18 th March 2023	National	University College of Commerce & Business Management, KU
47.	Financial Services in India – Emerging Issues and Challenges	Marketing of Financial Services – A Study of Select Banks	9 th & 10 th November 2023	National	SR & BGNR Govt. Arts & Science College, Khammam
48.	Transformative Innovation and Sustainable Business Practices in a Multi-Polar Socio-Economic World	Climate Finance and Sustainable Urban Development in India – A Study	16 th December 2023	International	Vishisht School of Management, Indore
49.	Consumer Rights – Issues and Challenges in the New Era	Role of Consumer Organizations in India – A Study	22 nd December 2023	National	Vaagdevi Degree & PG College, Hanumakonda
50.	Role of Institutions in Promoting Women Entrepreneurship in India	Women Entrepreneurship in India – Opportunities and Challenges	8 th & 9 th January 2024	National	Pingle Govt. College for Women, Hanumakonda

Sl. No.	Name of the Seminar/ Conference	Paper Presented	Date	Level	Venue/ Organized by
51.	Leveraging Sustainable Finance For Economic Development – Emerging Challenges and Solutions	Innovating for a Sustainable Future: The Crucial Role of Technology in Financial Ecosystems	27 th & 28 th February 2024	National	University College of Commerce & Business Management, KU
52.	FINTECH Revolution – Reshaping Financial Services in the Digital Age	Ethical Considerations in the FINTECH	27 th & 28 th March 2024	National	University Arts & Science College, Kakatiya University, Warangal.
53.	Conference on “Digital Transformation and Sustainability of Business	A Study on the Association between Select Crypto currencies and the Indian FOREX Values	29 th -30 th March 2024	International	Vardhman College of Engineering, Hyderabad
54.	The Future of Global Business: Disruption, Innovation and Strategy (GBDIS-2K24)	Role of Government Policies in Promoting BRSR adoption in Indian Companies – A Study	18 th & 19 th October 2024	International	Andhra Loyola College, Vijayawada.
55.	46 th All India Accounting Conference (AIAC)	Emerging Issues and Opportunities of Sustainable Finance in India	23 rd & 24 th November 2024	National	Indian Accounting Association – South Bengal Branch
56.	Globalization, Development and Transformation: Mapping the Trajectories of Social Institutions and processes in Contemporary India	-- Participated --	28 th & 29 th November 2024	National	Department of Sociology & Social Work, Kakatiya University, Warangal.
57.	Emerging Trends and Challenges in Commerce & Business Administration	Digital Transformation and Customer Centricity in Indian Insurance Sector – A Study	7 th & 8 th January 2025	National	SRR Govt. Arts & Science College, Karimnagar
58.	Financial Literacy & Economic Empowerment of Women in India: Challenges and Opportunities	-- Participated --	30 th & 31 st January 2025	National	Pingle Govt. College for Women, Hanumakonda 2347-
59.	New Horizons in Commerce & Business Management during the 21 st Century – Challenges and Opportunities	Personalization in the Digital Age: Enhancing Customer Experience through Social Media	12 th & 13 th March 2025	National	University College of Commerce & Business Management, Kakatiya University, Warangal

Faculty Development Programme:

Sl. No.	Title of the FDP	Date	Organized by (Venue)
1.	Equities & Derivatives	12 th January, 2012	National Stock Exchange Limited (Alluri Institute of Management Sciences, Hanamkonda)
2.	Methods of teaching Accounting	7 th April, 2017	Indian Accounting Association (Indian Institute of Management & Commerce, Hyderabad)
3.	Developing Teaching Competencies in Teaching of Higher Education	13 th -19 th May 2017	Teaching Learning Centre (National Institute of Technology, Warangal.)
4.	Orientation Programme for Ph.D. Scholars of Commerce & Business Management	18 th – 24 th January 2019	University College of Commerce & Business Management, Kakatiya University, Warangal
5.	Commerce Laboratory – Connecting Theory to Practice	2 nd February 2019	St. Anna College for Women, Hyderabad
6.	Research Methodology: Tools & Techniques	18 th – 22 nd May 2020	IILM College of Engineering & Technology
7.	New Techniques in Business Management Post Covid-19 pandemic Scenario	25 th – 31 st May 2020	CMR Technical Campus, Hyderabad
8.	Emerging Trends in Business and Society	26 th June to 2 nd July 2020	Kalasalingam Academy of Research and Education
9.	Competency and Sustainability of Commerce & Management Teachers- PostCovid-19 Scenario	16 th – 22 nd July 2020	University College of Commerce & Business Management, Kakatiya University, Warangal
10.	Evolution from Offline to Online Teaching	30 th May – 3 rd June 2020	Satish Pradhan Dnyanasadhana College, Thane in Association with Dept. of IT, University of Mumbai and Microsoft
11.	Research Methodology for Social Sciences	17 th – 19 th May 2021	Indian Institute of Management and Commerce, Hyderabad
12.	NAAC Awareness and Revised Accreditation Process	31 st January 2022	Mother Theresa College of Engineering and Technology, Peddpalli.
13.	Data Analysis with Statistical Package for the Social Sciences	27 th April – 06 th May 2022	Seshadripuram Academy of Business Studies, Bangalore
14.	Amazon Web Services (AWS)	22 nd – 27 th August 2022	Gitam Deemed to be University.
15.	Digitalization in Accounting and Finance	08 th - 14 th November 2022	KG College of Arts & Science & Pioneer College of Arts & Science
16.	Learning Technological Trends in Business Management with Data Science	4 th – 8 th May 2023	Aurora's Post-Graduate College, Hyderabad
17.	Digital Marketing	27 th May to 31 st May 2024	MIT Arts, Commerce & Science College, Maharashtra & EXCEL R Edtech Pvt. Ltd.

Short-Term Training Programme:

Sl. No.	Name of the Training Programme	Date (s)	Organized by
1.	I5 – Innovation, Incubation, Intrapreneur, Invention & Intellectual Property	26 th April to 09 th May 2020	S.A College of Arts & Science, Tamil Nadu
2.	Refresher Programme on MBA – PPC (Management, Business, Administration – Present & Post Crisis)	14 th April 2020 to 04 th May 2020	S.A. College of Arts & Science, University of Madras, Tamilnadu

Workshops:

Sl. No.	Title of the Workshop	Organized by	Date
1.	Entrepreneurship Development: Personality Development for Success in Life	School of Management, Univ. Arts & Science College & Alluri Institute of Management Sciences, Hanamkonda	13 th February, 2012
2.	Role of TPO's in Managing the Aspirations & Expectations of Students"	ITM Business School, Warangal	27 th September, 2013
3.	Research Methodology in Social Sciences	Internal Quality Assurance Cell, Kakatiya Government College, Warangal	15 th April 2017
4.	Commerce Lab	Department of Commerce & Business Management, KU	30 th March 2019
5.	Data Analysis and Reporting Research	Vaagdevi Degree & PG College, Nainnagar	2 nd – 8 th July 2019
6.	Art of Writing Research Paper in Scopus Journals	Kaamadhenu Arts & Science College, Coimbatore	10 th April 2021
7.	Intellectual Property Rights (IPR)	Pingle Govt. College for Women, Wgl	05 th August 2021
8.	Research Methodology and Project Report Writing	University College of Commerce & Business Management, Kakatiya University, Warangal	5 th May 2022
9.	Transformation through NAAC Accreditation Process for Higher Educational Institutions & Health Science Institutions	Institute for Academic Excellence, Hyderabad	20 th & 21 st June 2022
10.	Career Building through Academic Social Networks	Vaagdevi Degree & PG College, Nainnagar	6 th August 2022
11.	Teaching with Simulations	LalBahadur College, P.G. Centre	14 th December 2022
12.	CHATGPT & AI Tools	SKILL Nation	2 nd November 2023
13.	Case Method of Teaching	University College of Commerce & Business Management, Kakatiya University, Warangal	8 th November 2024

Symposiums:

Sl. No.	Title of the Symposium	Organized by	Date
1	Foreign Direct Investment in Retailing in India	School of Management, Univ. Arts & Science College (KU), Warangal	19 th December 2012
2	Ideas for Quality in Management Education in Telangana State	School of Management, Univ. Arts & Science College (KU), Subedari, Warangal	07 th March, 2015

Others:

- Participated in All India Essay Writing Competition for Lecturers 2012-2013 organized by K.P.B.Hinduja College of Commerce, Mumbai on 18th January, 2013 on topic “The Truth Vs. Hype of FDI”
- Participated in Faculty Knowledge Program, organized by IBS Business School, Hyderabad at Warangal on 9th August 2016
- Attended Orientation Programme for Ph.D. Scholars of Commerce & Business Management, University College of Commerce & Business Management, Kakatiya University, Warangal from 18th – 24th January 2019.
- Attended as a Collaborator for the Genpact-College Academia Mentor Connect programme from 9th to 10th December 2024, organized by Genpact India Pvt. Limited.

Webinars attended:

Sl. No.	Title of the Webinar	Organized by	Date(s)
1.	Refresher Programme on MBA – PPC (Management, Business, Administration – Present & Post Crisis)	S.A. College of Arts & Science, University of Madras, Tamilnadu	14/04/2020 to 04/05/2020
2.	Short term training program on I5: Innovation, Incubation, Intrapreneur, Invention & Intellectual Property	S.A. College of Arts & Science, University of Madras, Tamilnadu	26/04/2020 to 09/05/2020
3.	Way Forward for Banking – Impact of COVID -19	Thakur College of Science & Commerce, Mumbai	26-04-2020
4.	Branding after COVID-19: Back to Basics	KL Business School	30-04-2020
5.	Enhancing Research Effectiveness using Scopus, Science Direct and Mendeley	Faculty Development Centre, Kurukshetra University.	01-05-2020
6.	International Webinar on Change in the World Order Post COVID - 19	SJB Institute of Technology, Bengaluru	07-05-2020
7.	The Art of Teaching is the Art of Assisting	Hindustan College of Arts & Science College, Chennai	11-05-2020
8.	International Webinar on Responding to Changing Businesses – The COVID – 19 Effect	Loyola Academy, Hyd.	11-05-2020
9.	Designing Alternative Assessment & Evaluation Models during COVID-19 Crisis	Women's Christian College, Chennai	12-05-2020
10.	Introduction to Image Quality Measures	Chennai Inst. Of Technology, Chennai	13-05-2020
11.	Social Distancing – A Marketing Challenge Post Pandemic	Dyandeep Mandal's St. Joseph College of Arts & Commerce, Mumbai	14-05-2020
12.	Basics of Machining	Chennai Inst. Of Technology, Chennai	15-05-2020
13.	Impact of COVID19 on Stock Markets	Aurora Degree & PG College, Hyd.	16-05-2020
14.	Recent Development and Future trends in Banking	Bunts Sangha's Uma Krishns Inst. of Mgmt. Studies & Research	16-05-2020
15.	COVID-19 Catastrophe: Lessons Learned & Future Directions	Dept. of History, University College of Arts & Social Science, OU	16-05-2020
16.	Programming Skills	Pingle Govt. College for Women, Wgl.	16-05-2020
17.	E-Quiz on Research Methodology & Statistical Analysis	Sr. Joseph PG College	17-05-2020
18.	Indirect Taxation in India	Sahara Professional Education	19-05-2020
19.	Throughput Accounting - Costing done differently	St. Joseph College of Arts & Commerce, Mumbai	21-05-2020