



# ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY  
(ESTD, UNDER APPRIVATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)  
Rajampet, Annamayya District, A.P-516126, INDIA

## Faculty Profile

### Basic Information:

NAME : Mr A Anjanaiah  
DESIGNATION : ASSISTANT PROFESSOR  
DEPARTMENT : MBA  
DATE OF BIRTH : 01-07-1984  
DATE OF JOINING : 09-02-2022  
EMAIL ID : anjimba03@gmail.com  
EMPLOYEE ID : 1603



### Academic Profile:

| Qualification | Name of the Board/University | YEAR     |
|---------------|------------------------------|----------|
| (PhD)         | JNTUA                        | Pursuing |
| MPhil         | S.V University               | 2010     |
| MBA           | JNTUH                        | 2007     |

### Research Details:

|                                       |                        |                                                                                                                                                                                                                         |
|---------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.Areas of Specialization             | :                      | Finance                                                                                                                                                                                                                 |
| 2.No. of Publications                 | :                      | 03                                                                                                                                                                                                                      |
| 3.Awards Received                     | :                      | ---                                                                                                                                                                                                                     |
| 4.Research Guidance                   |                        |                                                                                                                                                                                                                         |
|                                       | No. of PhD Guided:     | --                                                                                                                                                                                                                      |
|                                       | No. of MBA Guided:     | 50                                                                                                                                                                                                                      |
|                                       | No. of B.Tech. Guided: | -                                                                                                                                                                                                                       |
| 5.Details of Professional Membership: |                        | -                                                                                                                                                                                                                       |
| 6.Subjects Taught                     | :                      | 1. Management Perspective & Organization Behaviour,<br>2. Marketing Management,<br>3. Business Research Methods,<br>4. Financial Markets,<br>5. Services Marketing,<br>6. Business Environment<br>7. Retail Management. |



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|  |                                                                         |
|--|-------------------------------------------------------------------------|
|  | 8. Managerial Economics and Financial Analysis<br>9. Management Science |
|--|-------------------------------------------------------------------------|

## Publication Details:

| Title                                                                                                | Publisher                                        | Published Year |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------|----------------|
| Importance of Mutual funds in India                                                                  | European Economic Letters                        | 2024           |
| An empirical study on role and growth of small scale sector in Andhra Pradesh                        | Journal of Information and computational Science | 2024           |
| Service delivery Management in E – Governance system with reference to the users of online services. | Journal of Namibian studies                      | 2023           |

## Patent Details:

| Title of Patent | Submitted/Published/Awarded |
|-----------------|-----------------------------|
|                 |                             |