

Dr. P. SUBRAMANYAM, M.Com., M.B.A., Ph.D

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GooglescholarID-<https://scholar.google.co.in/citations?user=bEADoIAAAAAAJ&hl=en>

SCOPUSAutorID-<https://www.scopus.com/authid/detail.uri?authorId=57216651838>

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### *Academic Qualifications*

<i>Qualification</i>	<i>University / Board</i>	<i>Specialization</i>	<i>Duration</i>
Ph.D	Sri Venkateswara University, Tirupati	Finance	2008-10
M.Com	Sri Venkateswara University, Tirupati	Accounting & Finance	2005-07
M.B.A	Pondicherry University	Finance	2010-12
B.Com	S.V. University, Tirupati	Costing and Advanced Management Accounting	2002-05
Intermediate	Board of Intermediate Education, Hyderabad	Commerce, Civics, Economics	2002
SSC	Board of secondary education,	Maths, Science and Social	2000

### ***Experience 15 year 8months***

- Currently Working as Prof & Head of the Department of Business Administration at Annamacharya Institute of Technology and Sciences (**Autonomous**), Rajampet from 1.7- 2022- to till date.
- Worked as Associate Professor &HOD of the Department of Business Administration from 1.3.2017 to 30.06.2022
- Worked as Assoc. Professor in Management studies at Kuppam Engineering College, Kuppam from 17-08-2015 to 25-06-2016. (10 Months )
- Worked as Asst. Professor in Management studies at KMM Institute of Technology and Sciences, Tirupati from 24-08-2011 to 06-08-2015(4years).

### ***Ratified Service:***

Ratified as Assistant Professor in Master of Business Administration by Jawaharlal Nehru Technological University (JNTUA) Ananthapuram, Andhra Pradesh, India. From 30-01-2020

### **Subjects Taught at PG Level (MBA)**

1. Accounting for Managers
2. Financial Management
3. Project Appraisal and Finance
4. Corporate Finance
5. Securities Analysts and Portfolio Management
6. Financial Markets and services
7. Taxation
8. Managerial Economics
9. International Business
10. Financial Derivatives
11. Banking and Financial System

### **Subjects Taught at UG Level (B.Tech)**

1. Managerial Economics & Financial Analysis
2. Management Science

### **Administrative Roles:**

1. MBA-BOS Chairman from 27-06-2016 to till date
2. HOD-MBA from 27-06-2016 to till date

### **Books Published**–5(Author and Editor)

1. **Basic concepts of Human Resource Management**, Royal Book Publishing , International (partner of Eleyon Publisher)-ISBN 978-9-395-42326-7, March 2023
2. **Excellence in Business Practices in 21<sup>st</sup> century**. Published by Royal Book Publishing International (partner of Eleyon Publisher)-ISBN978-93-91131-37-1, 31-08-2021.
3. **Rudiments of Business Communication, Published** by Ecumenical Platform for Research and Advancement, ISBN: 978-81-942981-3-7.(Registered under MHRD).
4. **Essentials of Managerial Economics, published by VSRD Academic Publishing**, ISBN:97893-87610-54-5
5. **Marketing and sustainable Development published** in AIMS journals ISBN 978-194329510-4
6. **Performance and Problems of Micro and Small Industrial Units in Kadapa**, Lap Lambert Academic Publishing–Germany, ISBN–978-3-659-36886-8.
7. **Basic concepts of Human Resource Management**, Royal Book Publishing International (partner of Eleyon Publisher)-ISBN 978-9-395-42326-7, March 2023.

**Papers Published:29** (National and International)

1. **Job satisfaction on job Performance of Employees information Technology Industry,** Journal of C o n t e m p o r a r y Issues in Business and Government. VOL NO.28, No.04, 2022 P.ISSN:2204-1990, DOI:10.47750/Cbig.2022.28.04.087.
2. **Integration between Indian Stock Market and Developed Stock Markets,** Journal of contemporary issues and Government Vol.28, NO.03, 2022, PISSN:2204-199,DOI:10.47750/Cbig.2022.28.03.026.
3. **Customer satisfaction on service quality Dimensions,** journal of Management and science Vol 11 (3) September 2021. PP 35-39DOI:10.26524.JMS 11.14, ISSN: 2250-1819
4. **Impact of Retail investors opportunities on Mutual Funds in Andhra Pradesh, Turkish Online Journal of qualitative in quiry (T0JQI) Volume 12, Issue 3 June 2021 pp 3009-3017, e-ISSN 1309-6591**<https://www.tojqi.net/index.php/journal/article/view/6999>(scopus)
5. **Human capital impact for sustainable economic growth in India (scopus)** International Journal of Management (IJM)Vol 11, Issue 10, October 2020 pp 3038-3048, ISSN 0976-6510.
6. **Jeopardy and arrival of certain cement securities in India.** International journal of advanced science and Technology, vol, 29, no5, (2020) pp 3806-3820, ISSN 2005-4238 IJAST (scopus)
7. **A study on Customer Purchase Behavior towards Nerolac Paints in Kadapa Region,** Andhra Pradesh, Global Journal of Engineering Science and Researches, Volume 5, issue 12 December 2018. DOI:10.5281/zenodo.1327435.Impact Factor: 5.070. ISSN 2348-8034 pp 236-245.
8. **Impact of Sales person on Customer Purchase: A Study on Organized Retailing-in** Global Journal of Engineering Sciences and Researches, Volume 5, issue 8 August 2018. ISSN 2343-8034. DOI:10.5281/zenodo.1327435.Impact Factor: 5.070. PP 28-34.
9. **A study on Risk and Return Analysis of Selected Securities in India-**published at International journal of engineering technologies and management research DOI: 10. 5281, Vol: 5 Issue 4, Apr 2018, ISSN 2454-1907. PP 79-86.

10. **Occupational Stress and coping Strategies**, International journal of exclusive management research review Impact factor: 5.76 (icvalue) special issues Apr 2018. ISSN-2249-8672, PP 354-357.
11. **Potential challenges of higher education system in India-** published at International journal of management and social science research review Vol:1 issue 46 Apr 2018, ISSN 2349-6738, PP126-132.
12. **Impact of Financial Leverage on Firms profitability:** An Investigation from Coromandel Packaging Ltd of A. P, International journal of Scientific research and review (ISSN 2279-543X)–Vol.7, Issue1, January-2018. PP 140-146.
13. **A study on performance of SBI Blue chip fund at SBI mutual funds in India,** International journal of advance research, ideas and innovations in technology ISSN: 2454-132 XVol. 3, issue 6, PP 44-53.
14. **Micro Finance: A tool for Poverty Alleviation with reference to RASS, Tirupati,** EPRA International Journal of Economics, Business and Management studies. ISSN: 2347-4378, Vol:4 Special issue July 2016, pp 142-147.
15. **Micro Insurance and Vulnerable section of society: Analytical study,** BIMS International Journal of Social Science Research ISSN: 2455-4839 Volume: 1 Issue: 2 July 2016. Pp 30-38.
16. **“Implementing a functional ISO 9000 Quality Management system amount MSMEs in APBIMS** International Journal of Social Science Research ISSN: 2455-4839 Volume: 1 Issue: 2 July 2016. Pp 25-29.
17. **“Performance Appraisal of Indian Bank-Analytical review”** MITS International journal of business research vol: 2, Issue: 2, July–Dec 2015, ISSN: 2349-1701. pp- 84-91.
18. **“Innovation of online marketing in global scenario”.** MITS International journal of business research vol:2, Issue:2, July–Dec 2015, ISSN:2349-1701. Pp 61-67.
19. **Growth and development of regional rural banks in India-A review,** ACME Intellects international journal of research and management, ISSN-2320-2939.Vol 8, no 8, pp 121-125.
20. **Brand Awareness of Big Bazaar Hyper market and its competitor, Hyderabad,** Samzodhana Journal Management Research, Volume–I, Issue I, PP 78, Sep-2013, ISSN: 2347-4270.
21. **Comparison and performance Evaluation of IDFC mutual funds: premier sector Equity & strategic sector 50-50 plan A (Growth option),** zenith

International journal of Business Economics & management Research, Vol.3 (2) February 2013, PP 16-24, ISSN 2249-8826.

22. **Women Entrepreneurship Development In India: Challenges and measures**, Academician-AN international Multidisciplinary Research Journal, volume 3, Issue 2 February 2013 PP 1-8.ISSN2249-7137.
23. **Capacity utilization of micro and small Enterprises in Kadapa District**, Indian Journal of commerce & management studies, Vol. IV, Issue, January 2013 PP 68-72, ISSN 2249-0310.
24. **A study on Training and Development system in Andhra Pragathi Grameena Bank, Kadapa**, Academic- An international Multidisciplinary Research Journal, Vol. 3, issue 1 January 2013 PP 11-21, ISSN 2249-7137.
25. **Statistical Evaluation and comparison of IDBI Nifty Index and IDFE Nifty – Growth option**, International journal of Innovative research & Development, Vol. 1 No.11 December 2012, PP 458-471. ISSN2278-0211.
26. **Micro, small and medium Enterprises in India – An overview**, VSRD International journal of Business and Management research, Vol.2 No.11 November 2012, PP532-539. ISSN 23192194.
27. **MIS and Management**, International journal of Research in commerce, ITS Management.2 Issue 11, (November, 2012 PP, 137-146 ISSN2231-5756.
28. **Research & Development in Management**, International journal of research in computer application & management, Vol. 2 issue No.11 November 2012, PP 98-104.ISSN 2231-1009.
29. **Performance of micro and small Industrial units in Kadapa District of Andhra Pradesh**, International journal of Information Technology and management sciences, Vol. 2 issue, 1(Jan-June2012) PP149-160.ISSN:2231-6752.

**Papers Published In Edited Books with ISBN NUMBER: 15**

1. **Talent Management Practices and sustainable organizational performance in cement Industry**. Published by Royal Book Publishing – international (partner of Eleyon Publisher)-ISBN978-93-91131-37-1, 31-08- 2021.
2. **A Study on Inventory Management at Steel Manufacturing Industry in India**, Published by Emerging Management Issues and Challenges, (EPFRA) Published by Ecumenical Platform for Research and Advancement (EPFRA),

Registered Under MHRD, and Government of India [ISBN:978-81-942981-4-4] pp-89-98.

3. **Influence of Sales Person on Customer Perception and Purchase: A Study on Modern Retailing, Emerging Management Issues and Challenges**, (EPFRA) Published by Ecumenical Plat form for Research and Advancement (EPFRA), Registered Under MHRD, Government of India. [ISBN: 978-81-942981-4-4] pp 114-118.
4. **A study on the equity market by using technical analysis with respect to Wipro Limited**, Published by NTMR research and Publications, Hyderabad, ISBN: 978-81922147-9-6. Pp 136-139.
5. **A Study on customer relationship management practices at select banks, Hyderabad** (Marketing and sustainable development AIMS Journals) ISBN 978-1-94329510-4.
6. **Employment generation and poverty alleviation through self-help groups a case study in Rajampet Mandal of YSR Kadapa District**, discovery publishing house Pvt. Ltd., ISBN No: 978-935056-8682, pp 142-149.
7. **HR Management in commercial banks –Management and Technology on sustainable management** 2016, Archers and Elevators Publishing House, ISBN: 978-93-8564056-8. Pp 181-186.
8. **A Study on the Development of MSMEs in India during five year plans-problems and prospects of micro, small and medium enterprises in India. Serial publishers ISBN 978-93-80509-85-3 pp117-127.**
9. **Critical Appraisal of protection of the interest of the investors-** Management and Technology on sustainable management 2016, Archers and Elevators Publishing House, ISBN:978-93-85640-56-8. Pp77-85.
10. **Employment generation through micro and small industrial events in YSR District of Andhra Pradesh**–Indian rural economy and employment – important. Issues challenges.P.142-149, Paramount publishing House, ISBN978-93-85100-246. Pp 119-124.
11. **Some aspects of P-Notes and foreign institutional investors in stock market** – New perspectives in Indian Management-2014, Himalaya publishing house Pvt. Ltd., PP52-55, ISBN 978-93-5142-664-6. Pp52-55.

12. **An overview of financial derivatives** – International conference in Management –2015- Himalaya Publishing House Pvt. Ltd. PP 114-117, ISBN: 978-163041955-4. Pp114-117.
13. **Non-Performing assets of urban co-operative banks in India-** Recent trends in business management and tourism, SRN Adarsh Publications, PP170-172, ISBN978163102030-8pp170-171
14. **E-Banking Services in India**, Edited Book: Consumer Awareness towards banking, New Delhi: Discovery publishing House Pvt. Ltd., 2012 PP 48-57.
15. **The Impact of Recession on Indian financial system and Indian Financial Markets**, Edited Book: Global financial crisis and its impact on different sectors, New Delhi: Discovers publishing House Pvt. Ltd., 2011, PP 175-191.

**Papers Presented and Participated: 37 (National and international)**

1. **Participated 60<sup>th</sup> All India Commerce** Conference 27-29 December 2007 organized by Department of Commerce Osmania University, Hyderabad.
2. **Performance of Small Industry** Two Day National Seminar on Entrepreneurship and small industry development in India Organized by Department of Commerce S.V. University 22<sup>nd</sup> - 23<sup>rd</sup> March 2008.
3. **Emerging challenges in E-Banking**, two-day national seminar held on March 29<sup>th</sup> and 30<sup>th</sup> 2008 organized by department of commerce.
4. **Consumer Awareness: Some Aspects**; Two-day national seminar on “Emerging trends in consumer protection and welfare in global environment” held department of Commerce S.V University 20-21st September 2008.
5. **Distance education and development of human capital formation**, DEC national seminar on distance education: Quality and technology, initiatives 24-25<sup>th</sup> July 2009, S.V. University.
6. **Global financial crises and its impact on MSME sector**, National seminar on “Impact of Global Financial Melton Indian Economy” during 26-27<sup>th</sup> Feb 2010, Organized by Department of Commerce, S.V University.
7. **Entrepreneurial Issues of Micro, Small, Medium enterprises (MSME’s)**, National seminar on micro and small medium enterprises in global scenario held at the department of commerce, S.V University 17-18<sup>th</sup> March 2010.
8. **The impact of recession on Indian Financial System on Indian Financial Markets**, National Seminar on “Global economic recession and its impact on

International Trade”,Organized by the Department of econometrics SVU on 27<sup>th</sup> March 2010.

9. **Micro finance through SHGS** – A case study of bank linkage programme of NABARD, national seminar on micro finance: Issues and Implications 27<sup>th</sup>-28 March 2011 organized by the department of commerce, S.V University.
10. **Micro finance self-help group and women empowerment**–Current issues and concerns national seminar on micro finance: Issues and Implications 27<sup>th</sup> -28 March 2011 organized by the department of commerce, S.V. University.
11. **Need for and role of database in an organization**, three-day national seminar held during 19-21<sup>st</sup> January 2012 department of computer applications, S.V. University.
12. **Role of capital Market in Indian Economy**, A national level conference on business and management studies held at Balaji Institute of IT and Management on 8<sup>th</sup> Aug 2012.
13. **Brand awareness of Big bazaar hyper market and its competitors, Hyderabad**, “Redefining the DNA of business challenges and opportunities ahead “organized by Eswari engineeringcollegeChennaion 2<sup>nd</sup> Nov 2012.
14. **Electronic Banking**: Progress and prospects “Emerging Challenges in electronic banking” during 25<sup>th</sup>-26<sup>th</sup> Feb 2012 in department of commerce.
15. **Foreign Direct Investment in India**, Retail sector: Strategies issues and implications, National Seminar on “Strategic implications of FDI in Retailing’ organized by Department of commerce & Management, 15<sup>th</sup>-16<sup>th</sup> March 2012, Kakatiya University.
16. **Benefits and challenges of E-Filing and E-Payments**, organized by S.V University, Department of commerce, 9-10 October 2012.
17. **Corporate Social Responsibility – Changing Dimensions**, International conference on corporate Governance; Emerging Issues and global challenges Jan 30 -31<sup>st</sup> 2013, national seminar on micro finance: Issues and Implications 27<sup>th</sup>-28<sup>th</sup> March 2011 organized by the Department of commerce, S.V. University.
18. **Foreign Direct investment in Retail sector: SWOT Analysis**, Foreign Direct investment (FDI) in retail sector: issues and concerns for India held at VSU.post-graduate Centre, Kavali, March 18-19<sup>th</sup> 2013.

19. **The Role of Government in Tourism Development**-A case of A.P tourism development- , National conference on Eco and Rural Tourism in India. Prospects & Problems held on 13-14 July at Vikrama Simhapuri University, Nellore.
20. **Micro finance and strategies to deepen and broaden outreach**, National seminar on impact of micro finance on self-help groups and Bank linkage program me on rural women 28<sup>th</sup> & 29<sup>th</sup> December 2013, Dept. of Commerce, PVKN Govt. College, Chittoor.
21. **Financial innovation in Indian banking sector**, A national seminar on A role of banking sector and finance sector in Turbulent global senior organized by department of management studies, SVTM during 14 & 15<sup>th</sup> feb. 2017.
22. **Implementing and functional ISO 9000 quality management system among MEME** in AP. A National seminar on service sector and quality management in India. Feb 21<sup>st</sup> & 22<sup>nd</sup>, 2014, Department of Business Management, Yogi Vemana University, Kadapa.
23. **Venture capital** – an overview, AICTE National seminar on 11th contemporary issues in venture capital and private equity financing in India “organized by department of management studies 14 & 15 the March 2014.
24. **Venture capital** – need for small investors, AICTE National seminar on 11<sup>th</sup> contemporary issues in venture capital and private equity financing in India “organized by department of management studies 14 & 15<sup>th</sup> march 2014.
25. **A Study on development of MSME** during five years plan UGC seminar “problems and prospects on micro, small and medium enterprises in India, organized by Department of Commerce SV University 22 & 23<sup>rd</sup> March 2014.
26. **Non-Performance assets of urban co-operative banks in India**, international conference on recent trends in business, management and tourism. SRN adhrass group of institutions, Bangalore 30<sup>th</sup> April 2014.
27. **Some aspects of P-Notes and foreign institutional investors in stock market** – New perspectives in Indian Management M S Ramaiah Institute of Technology and Sciences at Bangalore -2014.
28. **A Critical appraisal of protection of the interest of the investors**, national symposium on pioneering management in 21st century, department on management studies KIMMITS on 12<sup>th</sup> march 2015. **An overview of Financial Derivatives– international conference** on management challenges, Department of

MBA, SSSB ON 26-4-2014.

29. **Employment generation and poverty alleviation through self-help groups**-A Case study In Rajampet Mandal of YSR Kadapa District, national seminar on “Poverty alleviation through micro finance” role NABARD and other institutions. 27&28<sup>th</sup>feb 2- 016, department of commerce SV university. **Mergers and acquisitions** – an overview, a national seminar on “mergers and acquisitions in Global environment “organized by the department of management studies, KMM held on 24<sup>th</sup> march 2016.
30. **Micro Insurance and Vulnerable section of society**: Analytical study, national conference on: management and technology on sustainable development, organized by Bangalore institute of management studies, Bangalore 30<sup>th</sup> march 2016.
31. **Emerging Trends Venture Capital Financing India** a problem and prospective two days national seminar on “Marketing of financial services” trends and strategies during 18 & 19<sup>th</sup> march 2017, organized by department of commerce at SV University.
32. **A Study on customer relationship management practices at select banks**, Hyderabad (Marketing and sustainable development) organized by department of business administration, AITS on 13 & 14<sup>th</sup> Oct 2017.
33. **E-Business- An overview**, National seminar on Digitalization in Business Management: Impact of challenges, organized by KMMITS, Tirupati, March 14, 2018.
34. **A study on the Equity Market by using technical analysis Wipro ltd**, International seminar on management education, SSSB, Puttaparthi, November 12019 to 3-11-2019.
35. **Implementation of Navaratnalu at gross root level**, National seminar, conducted by Department of commerce, SV University, 4-11-2019to5-11-2019.
36. **Business beyond boundaries** one day international seminar on contemporary issues in Management and Technology, Sambharam College of Hotel Management in association with University of Bolton : 10-02-2021.
37. **Indian startup Ecosystem-issues, challenges and opportunities**, 3-day international conference on Glass ceiling: issues and challenges on Women career development in educational institutions, Annamacharya institute of technology and sciences, Tirupati. 25-03-2021to27-03-2021.

38. Talent Management Practices and sustainable organizational performance in cement industry. National conference on Excellence in Business Practices in 21<sup>st</sup> century. From 10-8-2021 to 11-08-2021. Conducted by Annamacharya Institute of Technology and Sciences, Rajampet.
39. Impact of Knowledge Management on Organizational performance and sustainability with reference to IT Sector conducted by the Siva Shivani Institute of Management, Hyderabad from 11-02-2023 to 12-02-2023.

**Attended Workshop / FDP:**

1. Workshop on introduction research methodology, conducted by Indian Institute of Technology, Bombay from 20<sup>th</sup> June to 04<sup>th</sup> July 2012.
2. Faculty development on consultancy services—organized by department of management studies and ITCOT consultancy service Ltd., SV University from 16<sup>th</sup> March 2013.
3. Crafting powerful questions, One day workshop, organized by JNTU Anantapur on 16<sup>th</sup> July 2016. Participated one week Entrepreneurship Awareness Camp (EAC) Organized by Andhra Pradesh productivity council association with Entrepreneurship Development Institute of India (EDII), Gujarat From 21-3-2016 to 26-3-2016.
4. Participated 3-day Workshop on Structural Equation Modelling, conducted by Department of Business Management, Yogi Vemana University, from 7-9-2018 to 9-9-2018.
5. Participated One-Week FDP On Digital Marketing & Personal Branding from 20-1-2020 to 25-1-2020 conducted by Narayana Engineering College, Nellore.
6. Participated One-week FDP on New Challenges in Business Management post covid-19 pandemic scenario, from 25-5-2020 to 31-05-2020, conducted by CMR Technical Campus, Hyderabad.
7. Participated One-week Online FDP on Recent advances in Business Studies from 07-08-2020 to 13-08-2020, conducted by Karpagam Academy of Higher Education, Tamilnadu.
8. Participated five-day workshop on “Discerning Behavioural Finance and Commodity Derivatives” from 04-10-2021 to 08-10-2021, conducted by Sree Vidyanikethan Institute of Management, Tirupathi.

### **Personal Niceties**

Full Name : Dr.P.Subramanyam  
Date of Birth : 06-06-1982  
Sex : Male  
Father's Name : P. Chinnaobaiah  
Marital Status : Married  
Nationality : Indian  
Languages known : English, Telugu & Hindi

### **Permanent Address:**

Dr. P. Subramanyam  
S/o P.Chinnaobaiah  
Naravakatipalli (VI & PO) Vontimitta (Mandal)  
YSR Kadapa District – 516360

### **Declaration**

I hereby declare that all the information furnished above is true and genuine to the best of my knowledge.

Place: Rajampet

Date: 30-01-2024

**(Dr. P. Subramanyam)**