

BRIEF RESUME & ACADEMIC PERFORMANCE INDICATORS (UGC-API) SCORESHEET
Prof. TALLURI SREEKRISHNA, Professor & Head of the Department
Department of Management Sciences, RVR & JC College of Engineering,
Affiliated to Acharya Nagarjuna University
Guntur-522019, Andhra Pradesh, INDIA

PERSONAL DETAILS:

Full Name	Prof. TALLURI SREEKRISHNA
Date of Birth	14-08-1966
Gender	Male
Minority Community	No
Marital Status	Married
Spouse's Name	TALLURI GIRIJA
Father's / Husband's Name	TALLURI SITARAMA DAS
Mother Name	TALLURI HYMAVATHI
Email	tsreekrishna@gmail.com
Alternate Email	t.sreekrishna@rediffmail.com
Mobile	09490187889
Address for Correspondence	Permanent Address
HNO:08-22-86(OLD), 40-10-418(NEW), FIRST-LINE, SIRARAMA NAGAR, BEHIND MEDICAL -REP-BHAVAN, KOTTA PETA-POST OFFICE City: GUNTUR, District: Andhra Pradesh, Pin Code:522002, Country: India.	HNO:08-22-86(OLD),40-10-418(NEW) FIRST LINE, SIRARAMA NAGAR, BEHIND MEDICAL -REP-BHAVAN, KOTTA PETA-POST OFFICE City: GUNTUR, District: Andhra Pradesh, Pin Code:522001 Country: India.

1. ACADEMIC DETAILS

Educational Qualifications							
S. No	Degree/ Exam	Year	Board/ University	Institution	Class/ Division	Percentage/ Grade	Major Subjects & Areas
1	SSC	1981	BSE AP	ZPH SCHOOL	SECOND	59.8	MATHS, SCIENCE, SOCIAL, TELUGU, ENGLISH, HINDI.
2	INTERMEDIATE	1984	BIE AP	AC COLLEGE	THIRD	46.7	BIPC
3	BA	1987	ACHARYA NAGARJUNA UNIVERSITY	AC COLLEGE	THIRD	46.2	ECONOMICS, POLITICS, HISTORY
4	MBA	1990	ACHARYA NAGARJUNA UNIVERSITY	TJPS COLLEGE	FIRST	62.08	MARKETING PLUS MANAGEMENT CORE SUBJECTS
5	SLET(UGC)LECTURER SHIP	1998	APCSC(ACCREDITED BY UGC)	APCSC	QUALIFIED	LECTURERSHIP	BUSINESS MANAGEMENT
6	M.Phil (JNTUH)	2002	JNTUH	JNTUH	AWARDED	57.5	MANAGEMENT SCIENCE
7	PhD (JNTUH)	2005	JNTUH	JNTUH	AWARDED	60.0	MANAGEMENT SCIENCE

2. EXPERIENCE

Employment Details-Total Teaching Experience (University Ratified Service): 25 YEARS - 2 MONTHS							
(As a Professor & HOD Continue, As an Associate Professor 14 Years - 10 Months Completed & As an Assistant Professor 10 Years - 3 Months Completed)							
S.No	From	To	Institution	Designation	Nature of Employment	Pay Scale	Duration (In Months)
1	01-08-2021	Till Date	DEPT.OF MANAGEMENT SCIENCES, RVR&JC COLLEGE OF ENG	PROFESSOR & HOD	Permanent	37400 AGP10000	Continue
2	19/10/2020	31-07-2021	DEPT. OF MANAGEMENT SCIENCES, RVR&JC COLLEGE OF ENG	ASSOCIATE PROFESSOR & I/c HOD	Permanent	37340- AGP8000	108 (9years 30days)
	01-07-2012	31-07-2021		RENAME AS A ASSOCIATE PROFESSOR			
3	01-10-2011	30-06-2012	DEPT. OF MANAGEMENT SCIENCES, RVR&JC COLLEGE OF ENG	SENIOR ASSISTANT PROFESSOR	Permanent	14940 14940-420- 18300	9 Months
4	01-10-2006	30-09-2011	DEPT.OF MANAGEMENT SCIENCES, RVR&JC COLLEGE OF ENG	ASSISTANT PROFESSOR	Permanent	12000 12000-420- 18300	60 (5Years)
5	25-06-2004	30-09-2006	DEPT.OF MANAGEMENT SCIENCES, RVR&JC COLLEGE OF ENG	SENIOR LECTURER	Permanent	10000 10000- 325- 15200	27 (2years 3Months)
6	26-06-1996	25-06-2004	DEPT. OF MANAGEMENT SCIENCES, RVR&JC COLLEGE OF ENG	LECTURER	Permanent	2200 2200-75-2800- KB-100-4000	96 (8 years)

TEACHING EXPERIENCE - BEFORE PH.D. DEGREE

A. Before Ph.D. Degree (After acquiring necessary minimum qualification)

S.No	From	To	Position	Nature of Experience	Institution	PG/UG	Duration (In Months)
1	25-06-2004	30-09-2006	SENIOR LECTURER	Permanent	RVR & JC College of Engineering,(Autonomous), Affiliated by ANU	MBA- PG	27 (2 Years 3Months)
2	26-06-1996	25-06-2004	LECTURER	Permanent	RVR & JC College of Engineering,(Autonomous) Affiliated by ANU	MBA- PG	96 (8 Years)

Ph.D. DETAILS

	Date of Registration	Date of Submission	Date of Award	Title of Thesis	Awarding Institution and Department
PhD	22-06-2001	30-05-2005	13-12-2005	The problems and prospects of Small Scale Industrial Enterprises in Andhra Pradesh with Special Reference to Guntur District	JNTUH
MPhil	27-1-1998	19-05-2001	08-01-2002	Development of Small Scale Industries in Andhra Pradesh with Special Reference to Guntur District	JNTUH

RESEARCH EXPERIENCE									
S.No	From	To	Institution	Mentor	No. of Ph.D.'s Awarded under my Guidance	No. of Ph.D.'s Submitted under my Guidance	No. of M.B.A/ M.Phil Guidance	No. of Publications	Duration (In Months)
1	08-01-2002	Till Date	Department of Management Sciences RVR&JCCollege of Engg.	Research Supervisor	9	2	160	64	235 (19 years 7 Months)

NATIONAL/ STATE LEVEL EXAMINATION QUALIFIED FOR ELIGIBILITY OF TEACHING POSITION (ASSISTANT PROFESSOR)				
S.No	Exam	Agency	Year	Subject
1	UGC-SLET(LECTURERSHIP), REGD NO:427019	APCSC(ACCREDITED BYUGC)	1998	BUSINESS MANAGEMENT

3. MEMBERSHIP/REGISTRATION OF PROFESSIONAL BODIES/SOCIETIES

	MEMBERSHIP	INSTITUTION / INDUSTRY/REGD.NO.
1	BOARD OF STUDY MEMBER, COMMERCE ANDBUSINESS ADMN, ACHARYA NAGARJUNA UNIVERSITY, GUNTUR	ANU-ACAD-BOS(PG)COURSE-2015 No .ANU / Ac ad / BOS(PG) Course / 2015, Dt.26-09-2015
2	CHAIRMAN, BOARD OF STUDY'S, DEPT OF MANAGEMENT SCIENCES, ACHARYA NAGARJUNAUNIVERSITY, GUNTUR	ANU-AFFILIATED--RVR&JCC- PG(COURSES)-AUTONOMOUS STATUS-2017, Dt:19-10-2020
3	MEMBER OF EDITORIAL BOARD, INTERNATIONAL JOURNAL OF BUSINESS MANAGEMENT AND ALLIED SCIENCES, UGC APPROVED JURNAL NO 43335, SL NO. 293, 2018.	INTERNATIONAL JOURNAL OF BUSINESS, MANAGEMENT, AND ALLIED SCIENCES. Dt: 03-03-2018
4	REVIEWER IN BUSINESS AND MANAGEMENT RESEARCH JOURNAL	INTERNATIONAL RESEARCH JOURNALS 2021.
5	MEMBER OF THE MARKETING ADVISORY BODY	SRI KALI INDUSTRIES, Dt:04-01-2021
6	INDIAN COUNCIL FOR BUSINES EDUCATION	NO.25, BANGALURU
7	ACADEMIC COUNSELLOR, IGNOU.	No .IG / RCV / AC / MP / 2010 / 606.
8	APICET ADMISSIONS COMMITTEE MEMBER	G.O.Ms.No.59 HIGHER EDUN DEPT(APSCH),Dt:01.12.2021

ORCID ID:
<https://orcid.org/0000-0001-8663-0908>

SCOPUS ID: Scopus Author ID: 57343078100
<https://www.scopus.com/authid/detail.uri?authorId=57343078100>

Google Scholar ID:
<https://scholar.google.com/citations?hl=en&user=JkLg8PgAAAJ>

VIDWAN ID:
Profile URL: <https://vidwan.inflibnet.ac.in/profile/198494>

RESEARCH GATE ID:
https://www.researchgate.net/profile/Talluri_Sreekrishna

GOOGLE BOOKS

link:https://www.google.com/search?q=msme&rlz=1C1RLNS_enIN698IN698&sxsrf=ALeKk012oKplyGLnC9PDt5v9CRo7FB_1-FQ:1613118527544&source=lnms&tbn=bks&sa=X&ved=2ahUKEwiO-sHm9uPuAhV28XMBHRXiDbcQ_AUoA3oECBgQBQ&biw=1517&bih=730

Shodhganga: 7 PhD.s awarded under my guidance. Out of Seven, Two Ph. D.s dissertations work were joined in Shodhganga a reservoir of Indian theses @ INFLIBNET (Information & Library Network Centre, UGC, New Delhi).
https://shodhganga.inflibnet.ac.in/browse?type=author&value=Talluri%2C+Sreekrishna&value_lang=

MICROSOFT ACADEMIC

[https://academic.microsoft.com/author/2902203957/publication/search?q=Talluri%20Sreekrishna&qe=Composite\(AA.Auld%253D29_02203957\)&f=&orderBy=0&paperId=2902849151](https://academic.microsoft.com/author/2902203957/publication/search?q=Talluri%20Sreekrishna&qe=Composite(AA.Auld%253D29_02203957)&f=&orderBy=0&paperId=2902849151)

SEMENTIC SCHOLAR

<https://www.semanticscholar.org/paper/Study-on-Views-of-Customers-on-Retail-Banking-of-in-Babu-Sreekrishna/5068317987b11b655c5968f687ef525a959aa694>

ACADEMIA

<https://rvjce.academia.edu/TalluriSreekrishna>

164.100.160.102/adminis/applicant/ISBNDetails.aspx?app_id=166638&langid=1



Raja Rammohun Roy National Agency for ISBN
Department of Higher Education, Ministry of Human Resource Development
Government of India



Date Time:17-02-2021|13:30:43

FOUR BOOKS PUBLISHED: SL NO.

1	BANKING AWARENESS
4	MICRO SMALL AND MEDIUM ENTERPRISES MSME
5	THE PRIMARY AGRICULTURAL CREDIT SOCIETIES PACS
51	RETAIL BANKING SERVICES

URL LINK:

<http://www.kypublications.com/Raja%20Rammohun%20Roy%20National%20Agency%20for%20ISBN,%20Department%20of%20Higher%20Education,%20MHRD,%20Government%20of%20India.html>

ACADEMIC PERFORMANCE INDICATORS (UGC-API) SCORESHEET
Prof. TALLURI SREEKRISHNA, Professor & Head of the Department Dept. of
Management Sciences, RVR & JC College of Engineering, Affiliated to
Acharya Nagarjuna University,
Guntur-522019, Andhra Pradesh, INDIA.

TOTAL API SCORE

Category	I	II	III	IV	V	Total API
Score	931	150	87	610	125	1903

PART – II/ B

COMPUTATION OF API SCORE (ACADEMIC PERFORMANCE INDICATOR : UGC-API

BOOKS PUBLISHED-5

1. MICRO SMALL AND MEDIUM ENTERPRISES- ISBN NO:978-93-87769-03-8 –UGC Approved List SI.No.293 -2018-KY Publications
2. BANKING AWARENESS-- ISBN NO:978-93-87769-007- UGC Approved List SI.No.293-2018 - KY Publications
3. RETAIL BANKING SERVICES-- ISBN NO:978-93-87769-50-2-UGC Approved List SI.No.293-2018-KY Publications
4. THE PRIMARY AGRICULTURAL CREDIT SOCIETIES(PACS)- ISBN NO 978-93-87769-04-5- UGC Approved List SI.No.293-201-KY Publications- 2018
5. INTRODUCTION TO COMPUTERS AND MIS-LESSON WRITER -- CDE-ACHARYA NAGARJUNA UNIVERSITY-2008

PhD. DEGREES AWARDED UNDER MY GUIDANCE -10, from ACHARYA NAGARJUNA UNIVERSITY

1. A study on Problems and Prospects of the Primary Agricultural Credit Societies in Andhra Pradesh with Special references to Guntur District –GODAVARTHY NAGESWARA RAO- 09-11-2015, from ACHARYA NAGARJUNA UNIVERSITY, Andhra Pradesh.
2. Problems and Prospects of Women Entrepreneurs (An imperial study on Rayalaseema Region, Andhra Pradesh, India-ELIA THAGARAM—13-02-2017, from ACHARYA NAGARJUNA UNIVERSITY. Andhra Pradesh.
3. A study on Performance & Sickness in Micro, Small and Medium Enterprises in Andhra Pradesh with special reference to Guntur District—MATURI BALAKRISHNA RAO—29-08-2017, from ACHARYA NAGARJUNA UNIVERSITY, Andhra Pradesh.
4. Women Empowerment and its impact on small-scale enterprises in Andhra Pradesh: YESU RAJUNEELAPALA- 29/8/2017, From ACHARYA NAGARJUNA UNIVERSITY, Andhra Pradesh.
5. The impact of Globalization of Micro, Small, and Medium Enterprises (MSME) (A Case study DIC Units, Khammam Dt, Telangana State): AVULA HARIPRASAD -- 18/11/2018, from ACHARYA NAGARJUNA UNIVERSITY, Andhra Pradesh.
6. A Comparative Study on Retail Banking Products of Banking Industry (A Case Study of Selected Banks in Krishna District)- KARLAPUDI RAMESH BABU – 10/02/2019, from ACHARYA NAGARJUNA UNIVERSITY, Andhra Pradesh.
7. A study on the performance of Equity Investment of Select IT Stocks in India – KOKKILIGADDA BABURAO - 07/03/2020 from ACHARYA NAGARJUNA UNIVERSITY, Andhra Pradesh.
8. Customer Satisfaction and Managerial effectiveness in Banks (A Case Study of Guntur Dt) – CHEVOLA NARASIMAIHA RAJU – 24/07/2021, from ACHARYA NAGARJUNA UNIVERSITY, Andhra Pradesh.
9. Role of Primary Agriculture Credit Societies in Andhra Pradesh with special reference to Krishna Dt – V.S RAMAKRISHNA GOGULAMUD – 09/08/2021, from ACHARYA NAGARJUNA UNIVERSITY, Andhra Pradesh.
10. Customer Satisfaction on Online Shopping and Traditional shopping – A Comparative Study with Selected with the area of Krishna District, Andhra Pradesh-KOTESWARA RAO CHILKA-19/10/2021, from ACHARYA NAGARJUNA UNIVERSITY, Andhra Pradesh.

I. Research Papers in Peer-Reviewed or UGC Approved Journals & UGC Care & Scopus List Journals.

	Title of the Paper	Journal Name	Year	Vol. No.	Page No.	ISSN/ ISBN No.	UGC Ref. No.	Discipline	Impact Factor	Author	API
1	A STUDY ON LEADERSHIP IN THE DIGITAL AGE	IJBMAS	2018	5	108	2349463 8	43335 UGC APPRO VED JOURN AL 2017	Management & related Disciplines	Between 2 to 5	Two Authors	21
2	A CRITICAL REVIEW ON INTERNET USAGE IN INDIA	IJBMAS	2018	5	128	2349463 8	43335 UGC APPRO VED JOURN AL 2017	Management & related disciplines	Between 2 to 5	Two Authors	21
3	GROWTH OF INTERNET ADOPTION IN INDIA	IJBMAS	2018	5	204	2349463 8	43335 UGC APPRO VED JOURN AL 2017	Management & related disciplines	Between 2 to 5	Two Authors	21

4	ONLINE CUSTOMER BEHAVIOUR AN IMPACT ON ONLINE SHOPPING	IJBMAS	2018	5	1	23494638	43335 UGC APPROVED JOURNAL 2017	Management & related disciplines	Between 2 to 5	Two Authors	21
5	A STUDY ON RETAIL INVESTORS INVESTMENT BEHAVIOR TOWARDS EQUITIES IN INDIA	JAMR	2018	6	416	23939664	PEER REVIEWED	Management & related disciplines	Between 2 to 5	Two Authors	21
6	CUSTOMER RELATIONSHIP MANAGEMENT IN SERVICE SECTOR	IJMETMR	2017	6	101	23484845	PEER REVIEWED	Management & related disciplines	Between 2 to 5	Two Authors	21
7	CUSTOMER RELATIONSHIPS IN BANKS	IJBMAS	2017	7	25	22312463	43335 UGC APPROVED JOURNAL 2017	Management & related disciplines	Between 2 to 5	Two Authors	21
8	A STUDY ON MANAGERIAL EFFECTIVENESS IN SELECTED NATIONALIZED AND PRIVATE BANKS	IJMSRR	2017	1	110	2349-6738	PEER REVIEWED	Management & related disciplines	Between 2 to 5	Two Authors	21

9	CUSTOMER SATISFACTION IN SELECTED BANKS	IJBMAS	2017	4	42	23494638	43335 UGC APPROVED JOURNAL 2017	Management & related disciplines	Between 1 to 2	Two Authors	17.5
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10	FINANCIAL INCLUSION FOR SELF HELP GROUPS	IJTSRD	2017	1	833	2456-6470	OPEN ASSES S JOURNAL	Management & related disciplines	Between 2 to 5	Two Authors	21
11	A STUDY ON VIEWS OF EXECUTIVES ON RETAIL BANKING PRODUCTS OF THE BANKING INDUSTRY	IJBMSS	2017	4	20	23494638	43335 UGC APPROVED JOURNAL 2017	Management & related disciplines	Between 2 to 5	Two Authors	21
12	PERCEPTION OF UNINSURED PEOPLE TOWARDS LIFE INSURANCE WITH SPECIAL REFERENCE TO URBAN-RURAL AND TRIBAL PEOPLE IN GUNTUR	IJMSRR	2017	1	11	2349-6738	PEER REVIEWED	Management & related disciplines	Between 2 to 5	Two Authors	21
13	THE EFFECT OF DEMONETIZATION ON VARIOUS SECTORS	IJTSRD	2017	1	384	24566470	OPEN ASSES S JOURNAL	Management & related disciplines	Between 2 to 5	Two Authors	21
14	PERCEPTION OF PEOPLE TOWARDS LIFE INSURANCE WITH SPECIAL REFERENCE TO GUNTUR	IJMER	2017	6	1	2277-7881	41602 UGC APPROVED JOURNAL 2017	Management & related disciplines	Between 2 to 5	Two Authors	21
15	STUDY ON VIEWS OF CONSUMERS ON RETAIL BANKING PRODUCTS OF THE BANKING INDUSTRY	IJTSRD	2017	1	277	24566470	OPEN ASSES S JOURNAL	Management & related disciplines	Between 2 to 5	Two Authors	21
16	BUILDING COMPETITIVE ADVANTAGE A STRATEGIC TOOL FOR GLOBAL COMPETITION	IJBMAS	2017	4	20	23494638	43335 UGC APPROVED JOURNAL 2017	Management & related disciplines	Between 2 to 5	Two Authors	21
17	INVESTMENT PATTERNS AND PORTFOLIOS IN THE PRESENT BUSINESS SCENARIO	IJBMAS	2017	4	409	23494638	43335 UGC APPROVED JOURNAL 2017	Management & related disciplines	Between 2 to 5	Two Authors	21

18	INDUSTRIAL SICKNESS OF MSME UNITS	IJAIEM	2016	5	61	23194847	OPEN ASSES S JOURNAL	Management & related disciplines	Less than 1	Two Authors	14
19	GROWTH AND PERFORMANCE OF MSME IN INDIA	IJMSRR	2016	1	110	23496738	PEER REVIEWED	Management & related disciplines	Between 2 to 5	Two Authors	21

20	CO-OPERATIVE MOMENT IN RURAL PROGRESS	IJDR	2016	6	1	22309926	OPEN ASSES S JOURNAL	Management & related disciplines	Between 2 to 5	Two Authors	21
21	EQUITY INVESTMENT ANALYSIS OF TOP-FIVE IT COMPANIES USING TECHNICAL ANALYSIS	IRJMST	2016	7	78	22501959	47959 UGC APPROVED JOURNAL 2017	Management & related disciplines	Between 2 to 5	Two Authors	21
22	WOMEN EMPOWERMENT THROUGH MSMES IN INDIA	IJBARR	2016	1	21	2348-0653	PEER REVIEWED	Management & related disciplines	Between 2 to 5	Two Authors	21
23	WOMEN ENTREPRENEURSHIP IN INDIA	IJMSRR	2016	1	33	2349-6738	PEER REVIEWED	Management & related disciplines	Between 2 to 5	Two Authors	21
24	IMPACT OF DEMOGRAPHIC VARIABLES OF CONSUMERS ON INTERNET BANKING	IJBARR	2015	2	52-58	2347-856x	PEER REVIEWED	Management & related disciplines	Less than 1	Two Authors	14

25	A STUDY ON PROBLEMS AND PROSPECTS OF THE PRIMARY AGRICULTURE SOCIETIES IN AP	JEMS	2015	4	1-10	2277-5684	PEER REVIEWED	Management & related disciplines	Between 2 to 5	Two Authors	21
26	A SUSTAINABLE STUDY ON THE SICKNESS OF SSI ENTERPRISES UGC-4335	IJBMAS	2015	2	20-21	2349-4638	43335 UGC APPROVED JOURNAL 2017	Management & related disciplines	Between 1 to 2	Two Authors	17.5
27	INSTITUTION SUPPORT OF SSC ENTERPRISES	IJLESS	2015	2	72-74	2394-9724	PEER REVIEWED	Management & related disciplines	Between 5 to 10	Two Authors	24.5
28	EFFECTIVENESS OF TRAINING AND DEVELOPMENT ON ORGANIZATIONAL PERFORMANCE	IJBMS	2015	5	39-44	22497463	PEER REVIEWED	Management & related disciplines	Less than 1	Two Authors	14
29	SIX SIGMA DATA-DRIVEN APPROACH	IJBMAS	2014	1	45	23494638	43335 UGC APPROVED JOURNAL 2017	Management & related disciplines	Refereed Journals without Impact Factor	Two Authors	10.5

30	STUDY OF ASSET-LIABILITY MANAGEMENT IN RECOGNISED INDIAN PUBLIC AND PRIVATE BANKS	IJKLR	2014	1	1	23481463	OPEN ASSES S JOURNAL	Management & related disciplines	Refereed Journals without Impact Factor	Two Authors	10.5
31	SIX SIGMA IS A CONTEMPORARY NOT OF METHODOLOGY INNOVATION AND IMPLEMENTATION	IJRBI	2014	2	67	23215615	PEER REVIEWED	Management & related disciplines	Between 1 to 2	Two Authors	17.5
32	CUSTOMER SATISFACTION IN PRIVATE AND PUBLIC SECTOR BANKS IN INDIA	ICMRR	2014	2	52	23471670	OPEN ASSES S JOURNAL & PEER REVIEWED	Management & related disciplines	Less than 1	Two Authors	14
33	GLOBAL RETAILING	ANU journal	2012	4	181	09760867	UGC APPROVED JOURNAL 2012	Management & related disciplines	Refereed Journals without Impact Factor	Single Author	15
34	ROLE OF FINANCIAL INSTITUTIONS; A COMPLETE EVIDENCE FROM THE INDIAN ECONOMY	PARISHODH JOURNAL	2020 MARCH	VOL-IX	7967	23476648	UGC CARE LIST GROUP I	Management & related disciplines	6.3	Two Authors	25
35	BUSINESS MATHEMATICS; A CONTEMPORARY ISSUE OF MANAGING BUSINESS OPERATIONS AND DEALS IN THE WORLD ECONOMY	PARISHODH JOURNAL	2020 MARCH	VOL-IX	8384		UGC CARE LIST GROUP I	Management & related disciplines	6.3	Two Authors	25
36	TRAINING&DEV PRACTICES IN THE SERVICES SECTOR- A SELECT STUDY ON HEALTH SERVICES IN AP-INDIA	JOURNAL OF XIDIAN UNIVERSITY	2020	VOL-14	1384	1001-2400	SCOPUS & UGC CARE GROUP II	Management & related disciplines	5.4	Two Authors	25
37	TRAINING & DEV IS A PHILOSOPHY & PRACTICES OF PERFECT MEASUREMENT SYSTEM: AN ANALYTICAL INCREASE IN ORGANIZATIONAL CAPABILITIES, PERFORMANCE, IN THE WORLD ECONOMY	JOURNAL OF XIDIAN UNIVERSITY	2020	VOL-14	265	1001-2400	SCOPUS & UGC CARE GROUP II	Management & related disciplines	5.4	Two Authors	25

38	QUANTITATIVE TECHNIQUES FOR MANAGERIAL DECISIONS: AN ADVANTAGE OF MANAGER TO ADOPT A MINIMUM RISK PLAN IN LOGICAL DECISION-MAKING PROCESS	JOURNAL OF XIDIAN UNIVERSITY	2020	VOL-14	389	1001-2400	SCOPUS & UGC CARE GROUP II	Management & related disciplines	5.4	Two Authors	25
39	ENTREPRENEURS HIP DEV: A POWERFUL AND SYSTEMATIC INNOVATION IN THE CURRENT INDIAN CONTEXT	JOURNAL OF SOCIAL SCIENCES	JULY 2020	VOL-48(3)	3969	0975-8935	SCOPUS & UGC CARE GROUP II	Management & related disciplines	6.1	Two Authors	25
40	MICRO FINANCE IN INDIA: A BREAKTHROUGH IN THE PHILOSOPHY AND PRACTICES OF POVERTY ERADICATION, ECONOMIC EMPOWERMENT AND INCLUSIVE GROWTH	JOURNAL OF SOCIAL SCIENCES	OCT 2020	Vol 48(3)	2031	0975-8935	SCOPUS & UGC CARE GROUP II	Management & related disciplines	6.1	Single Author	25
41	SURVEY ON GROWTH OF BUSINESS USING DATA ANALYTICS FOR BUSINESS INTELLIGENCE IN A REAL-TIME WORLD	GORTERIA	Dec 2020	Vol 33 Issue 12	407	0017 - 2294	SCOPUS & UGC CARE GROUP II	Management & related disciplines	5.3	Second Author	25
42	A STUDY ON IMPACT OF TRAINING AND DEVELOPMENT TO IMPROVE THE PERFORMANCE OF EMPLOYEES OF COAL INDUSTRY	GIS Science Journal	Jan 21	Vol VIII ISSUE No 1	214	1869 - 9391	SCOPUS & UGC CARE GROUP II	Management & related disciplines	6.1	First author	25
43	CONSUMER PSYCHOLOGICAL MOTIVATIONS: AN AFFECT THE ONLINE SHOPPING BEHAVIOUR IS TO DECIDE TO BUY ONLINE THROUGHOUT THE WORLD	International Journal of Psychosocial Rehabilitation	Feb 2021	Vol 25 ISSUE No 2	1025-1033	1475-7192	SCOPUS & UGC CARE GROUP II	Management & related disciplines	1.12	First author	25

44	CUSTOMER RELATIONSHIP MANAGEMENT: A CHANGING DIMENSIONS OF FINANCIAL SERVICES MARKET	Journal of XI'AN University of Architecture & Technology	July 2021	Vol XIII ISSUE VII	665	1006- 7930	SCOPUS & UGC CARE GROUP II	Management & related disciplines	3.7	First author	25
45	Perception of consumers towards dairy products in guntur district	Natural Volatiles and Essential Oils	Dec 2021	8(4),	321-329	21489637	SCOPUS & UGC CARE GROUP II	Management & related disciplines	Between 1 to 2	Second Author	25

API: 931

II . PUBLICATIONS (OTHER THAN RESEARCH PAPERS)

(a) Books Authored which are Published by National Publisher

	Title of the Books/ Chapters	Publication Type	Year	ISSN/ ISBN No.	Publisher Name	Author	API
1	Microfinance in Economic Empowerment	Chapter in Edited Book	2019	9789387769656	Indian publications	Two Authors	5
2	Employees Empowerment	Chapter in Edited Book	2019	9789387769656	Indian publications	Single Author	5
3	Microfinance in SHG in massive Bank linkage program	Chapter in Edited Book	2019	9789387769656	Indian publications	Two Authors	5
4	the FDI a Contemporary note of Retail Modernization in India	Chapter in Edited Book	2019	9789387769717	Indian publications	Single Author	5
5	Microfinance is a powerful tool of low-cost credit	Chapter in Edited Book	2019	9789387769717	Indian publications	Single Author	5
6	Financial institutions a promotional and development activity	Chapter in Edited Book	2019	9789387769717	Indian publications	Two Authors	5
7	Customer Relationship Management	Chapter in Edited Book	2019	9789387769717	Indian publications	Two Authors	5
8	The Role of HRM in Managing Organizational Change	Chapter in Edited Book	2018	9789386501721	Indian publications	Single Author	5
9	Micro, Small and Medium Enterprises-MSME	Book Published by National Publisher	2018	6903897893877	KY Publications	Two Authors	10
10	Banking Awareness	Book Published by National Publisher	2018	9739387769007	KY Publications	Two Authors	10
11	Primary Agricultural Credit Societies	Book Published by National Publisher	2018	9789387769045	KY Publications	Two Authors	10
12	Retail Banking Services	Book Published by National Publisher	2018	9789387769502	KY Publications	Two Authors	10
13	A study on the importance of CSR and its issues	Chapter in Edited Book	2017	9789386501721	Indian Publications	Single Author	5
14	Importance of CSR issues and challenges	Chapter in Edited Book	2017	9789384124540	Indian publications	Two Authors	5
15	Effective analysis of Performance Appraisal	Chapter in Edited Book	2016	9789385100543	Paramount Publications hyd	Two Authors	5
16	Value orientation of MGT Edun towards Entrepreneurship	Chapter in Edited Book	2016	9789350568064	Discovery Publishing house New Delhi	Single Author	5
17	A study on the Privatization of Edun	Chapter in Edited Book	2015	9789385108273	Jayam Publications	Two Authors	5
18	A study on Consumer Behaviour in Rural Markets	Chapter in Edited Book	2015	9789385100185	Paramount Publications-HYD	Two Authors	5
19	Value-Based Corporate Responsibility towards MGT Edun-industry	Chapter in Edited Book	2015	9789385100598	Paramount Publications-HYD	Single Author	5
20	Present Scenario Retail Management in India	Chapter in Edited Book	2014	9789382163947	Paramount Publications-HYD	Single Author	5
21	Entrepreneurial Development	Chapter in Edited Book	2012	9789381075821	BS Publications	Two Authors	5
22	Stress Management	Chapter in Edited Book	2012	9788192313412	VRSEC-Vijayawada	Two Authors	5

2 3	Introduction to Computers and MIS	Book Published by National Publisher	2008	97889387769502	Distance Education, ANU	Two Authors	10
2 4	Rationalization a Competitive advantage	Chapter in Edited Book	2006	8183560482	Discovery Publishing house	Two Authors	5
2 5	Knowledge Management in Academia	Chapter in Edited Book	2006	8183560555	Discovery Publishing house	Two Authors	5

API: 150

III. CREATION OF ICT MEDIATED TEACHING-LEARNING PEDAGOGY AND CONTENT AND DEVELOPMENT OF NEW AND INNOVATIVE COURSES AND CURRICULA ALONG WITH E-CONTENT & E-LEARNING

(b) E-Content & E-Learning

	Participation in	Title	Platform	Year	Credit	Modules	Role	Modules Handled	Q1	Q2	Q3	Q4	API
1	E-Content (Developed in 4 Quadrants) per Module	FOUNDATION PROGRAMME IN ICT EDUCATION	IIT BOMBAY-IIT REMOTE CENTER ID 1353	2018	4	4	Content Writer	4	True	True	True	True	12
2	E-Content Module (Developed in 4 Quadrants)	PEDAGOGY FOR ONLINE AND BLENDED TEACHING-LEARNING PROCESS	IIT BOMBAY-REMOTE CENTER ID 1353	2018	4	4	Content Writer	4	True	True	True	True	12
3	WEBINAR NATIONAL	SPANCO-SALES FRAMEWORK	ST.MARTINS ENGG COLLEGE	2020 MAY 20			E-LEARNING	1 DAY					3
4	WEBINAR NATIONAL	DATA ANALYSIS MGT RESEARCH	ST.MARTINS ENGG COLLEGE	2020 MAY 24			E-LEARNING	1 DAY					3
5	E CONFERENCE NATIONAL	EMERGING MGT PRACTICES IN POST COVID ERA	PENDANT I INSTITUTE OF MGT	2020 MAY 27-28			E-LEARNING	2 DAYS					6
6	UGC SPONSORED WEBINAR NATIONAL	IMPACT OF LOCKDOWN ON THE CAREER OPPORTUNITIES OF MGT & ENGG STUDENT	KBN COLLEGE	2020 MAY 28			E-LEARNING	1 DAY					3
7	WEBINAR NATIONAL	LEADERSHIP THE MILITARY	GATES INSTITUTE OF MGT&SCIENCES	2020 MAY 29			E-LEARNING	1 DAY					3

8	NATIONAL LEVEL QUIZ ON MCOVID-19 NCSTC GOVT OF INDIA	NATIONAL LEVEL QUIZ ON MCOVID-19 NCSTC GOVT OF INDIA	TAMIL NADU STATE COUNCIL FOR SCIENCE & TECHNOLOGY	2020 MAY 11			ONLINE QUIZ	1 DAY										3
9	E-LEARNING	FDP	ST.MARTINS ENGG COLLEGE	2020 MAY 28-30			FDP ON BUSIN ESSAN CHORS	3 DAYS										9

10	E-LEARNING	M- QUEST 2020	St.MARYS GROUP OF INSTITUTIONS GNT	2020 JUNE 4			M-QUEST 2020	1 DAY										3
11	E-LEARNING	AUTOMOBILE QUIZ	GODAVARI INSTITUTE OF ENGG&MGT	2020 JUNE 8			AUTOMOBILE QUIZ	1 DAY										3
12	INTERNATIONAL WEBINAR	FUTURE PERSPECTIVE	NEHRU INSTITUTE OF IT&MGT	2020 JUNE 10-12			E-LEARNING	2 DAYS										6
13	WEBINAR NATIONAL	ROLE OF MKT IN TIMES OF PANDEMIC	Mc Graw Hill	2020 JUNE 11			E-LEARNING	1 DAY										3
14	NATIONAL ONLINE QUIZ	BUSINESS MANAGEMENT	REGENT EDUN & RESEARCH FOUNDATION, KOLKATA	2020 JUNE 6			E-LEARNING	1 DAY										3

15	NATIONAL ONLINE QUIZ	BUSINESS MANAGEMENT	NRI INSTITUTE OF TECHNOLOGY	2020 JUNE 6			E-LEARNING	1 DAY										3
16	WEBINAR NATIONAL	FUTURE OF EDUN POST-COVID	Mc Graw Hill	2020 JUNE 18			E-LEARNING	1 DAY										3
17	WEBINAR NATIONAL	ROLE OF LEADER IN ENTERPRIS E NEURSHIP	YOGI VEMANA UNIVERSITY	2021 JULY 7&13			E-LEARNING	2 DAYS										6
18	WEBINAR NATIONAL	ROLE OF A LEADER IN ENTEEPRE NEURSHIP	YOGI VEMANA UNIVERSITY	2021 JULY 16			E-LEARNING	1 DAY										3

IV. RESEARCH GUIDANCE/ RESEARCH PROJECTS

(c) Research Guidance

	Particulars	Role	Number of Students	API
1	Ph.D. Degree Awarded	Sole Supervisor	10	100
2	Ph.D. Thesis Submitted	Sole Supervisor	1	5
3	M.Phil./ P.G. Dissertation	Sole Supervisor	190	485

API: 610

Ph.D. DEGREES AWARDED UNDER MY GUIDANCE-10, from ACHARYA NAGARJUNA UNIVERSITY.

1. A study on Problems and Prospects of the Primary Agricultural Credit Societies in Andhra Pradesh with Special references to Guntur District –GODAVARTHY NAGESWARA RAO- 09-11-2015, from Acharya Nagarjuna University, Andhra Pradesh.
2. Problems and Prospects of Women Entrepreneurs (An imperial study on Rayalaseema Region, Andhra Pradesh, India- ELIA THAGARAM—13-02-2017, from Acharya Nagarjuna University, Andhra Pradesh.
3. A study on Performance & Sickness in Micro, Small and Medium Enterprises in Andhra Pradesh with special reference to Guntur District—MATURI BALAKRISHNA RAO—29-08-2017, from Acharya Nagarjuna University, Andhra Pradesh.
4. Women Empowerment and its impact on small scale enterprises in Andhra Pradesh: YESU RAJU NEELAPALA- 29/8/2017, from Acharya Nagarjuna University, Andhra Pradesh.
5. The impact of Globalization of Micro, Small and Medium Enterprises (MSME) (A Case study DIC Units, Khammam Dt, Telangana State): AVULA HARIPRASAD -- 18/11/2018, from Acharya Nagarjuna University,
6. A Comparative Study on Retail Banking Products of Banking Industry (A Case Study of S Andhra Pradesh.elected Banks in KrishnaDistrict)- KARLAPUDI RAMESH BABU – 10/02/2019, from Acharya Nagarjuna University,
7. A study on the performance of Equity Investment of Select IT Stocks in India – KOKKILIGADDA BABURAO -07/03/2020 from Acharya Nagarjuna University, Andhra Pradesh.
8. Customer Satisfaction and Managerial effectiveness in Banks (A Case Study of Guntur Dt) – CHEVOLA NARASIMAIH RAJU – 24/07/2021, from Acharya Nagarjuna University, Andhra Pradesh.
9. Role of Primary Agriculture Credit Societies in Andhra Pradesh with special reference to Krishna Dt – V.S RAMAKRISHNA GOGULAMUD – 09/08/2021, from Acharya Nagarjuna University, Andhra Pradesh.
- 10.Customer Satisfaction on Online Shopping and Traditional shopping – A Comparative Study with Selected with the area of Krishna District, Andhra Pradesh-KOTESWARA RAO CHILKA-19/10/2021, from ACHARYA NAGARJUNA UNIVERSITY, Andhra Pradesh.

V.INVITED LECTURES/ RESOURCE PERSON/ PAPER PRESENTATION IN SEMINARS/ CONFERENCES/ FULL PAPER IN CONFERENCE PROCEEDINGS

	Title	Level	Participation	Conference/ Seminar Details	Duration (In Months)	API
1	GLOBALIZATION COMPETITIVE ADVANTAGE	National	Presentation	KBN COLLEGE, VIJAYAWADA	1 day 22-02-2004	3
2	RATIONALIZATION COMPETITIVE ADVANTAGE	National	Presentation	RVR & JC CE GNT	1 DAY 11-12 MARCH 2004	3
3	E-GOVERNANCE AND ITS EMERGENCE IN THE INDIAN SCENARIO	National	Presentation	RVR & JC CE GNT	1 day 11-12 MARCH 2004	3
4	INDIAN CAPITAL MARKET	National	Presentation	ANU GNT	1 DAY 10 FEBRUARY 2006	3
5	INVESTOR BEHAVIOUR & INVESTMENT PATRON OFFER CAPITA HOLDERS	National	Presentation	GOA UNIVERSITY	1 DAY 1 – 3 OCTOBER 2010	3

6	EMPLOYEE RETENTION STRATEGIES OF LIC THROUGH TRAINING & DEVELOPMENT	National	Presentation	P.B.SIDDHARDH A COLLEGE, VIJAYAWADA	1 DAY 8 JANUARY 2011	3
7	ENTREPRENEURIAL DEVELOPMENT IS AN INDIGENOUS OF ECONOMIC AND COMPETITIVE ADVANTAGE	National	Presentation	T.J.P.S COLLEGE GUNTUR	1 DAY 4 FEBRUARY 2012	3
8	MICROFINANCE A SUPPORTING TO SELF HELP GROUPS FOR SMALL BUSINESS	National	Presentation	KRISHNA UNIVERSITY MACHILIPATNAM	1 DAY 17-18 FEBRUARY 2012	3
9	MICROCREDIT A RAPID PENETRATION OF SHG MOVEMENT	National	Presentation	KRISHNA UNIVERSITY MACHILIPATNAM	1 DAY 17-18 FEBRUARY 2012	3
10	ROLE OF INFORMATION TECHNOLOGY IN THE CURRENT ENTREPRENEURIAL BUSINESS OPERATIONS	National	Presentation	P.B.SIDDHARTHA COLLEGE VIJAYAWADA	1 DAY 9-10 MARCH 2012	3
11	INDIAN HOUSEHOLDS CONSUMPTION A CHANGING PATTERN OF QUALITY PRODUCTS AND THE REALIZATION	National	Presentation	P.B.SIDDHARTHA COLLEGE VIJAYAWADA	1 DAY 9-10 MARCH 2012	3
12	PERFORMANCE MANAGEMENT IS A NEED AND INDEED OF ORGANIZATIONAL GOALS	National	Presentation	P.B.SIDDHARTHA COLLEGE VIJAYAWADA	1 DAY 29 MARCH 2012	3
13	A ROLE OF KNOWLEDGE MANAGEMENT IN SPIRITUALLY concerning HUMAN VALUES	National	Presentation	A.N.U GUNTUR	1 DAY 28-29 MARCH 2012	3
14	STRESS MANAGEMENT IS A VITAL TOOL FOR ORGANIZATIONAL EFFECTIVENESS	National	Presentation	V.R SIDDHARTHA COLLEGE VIJAYAWADA	1 DAY 11 APRIL 2012	3
15	CHANGING SCENARIO OF HR IN INDIAN RURAL WOMEN	National	Presentation	DEPT OF HRM ANU	1 DAY 18-19 OCTOBER 2012	3
16	MICROFINANCE FOR SELF HELP GROUPS IN RURAL GROUPS	National	Presentation	DEPT OF COMMERCE NOBLE COLLEGE	1 DAY 8-9 MARCH 2013	3
17	THE ROLE OF KNOWLEDGE MANAGEMENT IN TALENT OF TACIT AND EXPLICIT DIMENSIONS	National	Presentation	P.B.SIDDHARATHA COLLEGE	1 DAY 23 MARCH 2013	3
18	IMPACT OF SMALL SCALE SECTOR ON THE ECONOMY OF AP	International (within Country)	Presentation	ANNAI MATHAMMAL SHEELA ENG COLLEGE, TAMILNADU	1 DAY 25 OCTOBER 2013	5
19	A CONTEMPORARY NOTE OF PROBLEMS OF WOMEN ENTREPRENEURSHIP	National	Presentation	MG COLLEGE, GUNTUR	1 DAY 4 JANUARY 2014	3

20	SIX SIGMA A CONTEMPORARY NOTE OF METHODOLOGY INNOVATION AND IMPLEMENTATION	National	Presentation	PB SIDDHARTHA COLLEGE, VIJAYAWADA	1 DAY 31 JANUARY – 2 FEBRUARY 2014	3
21	VALUE ORIENTATION OF MANAGEMENT EDUCATION TOWARD ENTREPRENEURSHIP	National	Presentation	YOGI VEMANA UNIVERSITY, KADAPA	1 DAY 21-22 FEBRUARY 2014	3
22	ABC ANALYSIS AND ADVANTAGES TO ENTREPRENEURSHIP DEP AND PRODUCTION MANAGEMENT	National	Presentation	YOGI VEMANA UNIVERSITY, KADAPA	1 DAY 21-22 FEBRUARY 2014	3
23	KEY AND STRATEGIC ISSUES OF INDIVIDUAL DIFFERENCES TOWARDS PARTICIPATIVE AND INDUSTRIAL RELATIONS	National	Presentation	HRM, ANU, GUNTUR	1 DAY 22-23 FEBRUARY 2014	3
24	LOT TOLERANCE AND MTBF A CHANGING PATRON OF QUALITY PRODUCT AND REALIZATION OF VALUE TERMS	National	Presentation	YOGI VEMANA UNIVERSITY, KADAPA	1 DAY 16-17 APRIL 2014	3
25	STRESS-FREE MANAGEMENT IS A SUSTAINABLE ADVANTAGE TO INDUSTRIAL SECTOR	National	Presentation	YOGI VEMANA UNIVERSITY, KADAPA	1 DAY 16-17 APRIL 2014	3
26	THE PROBLEMS OF WOMEN ENTREPRENEURSHIP DEVELOPMENT	National	Presentation	YOGI VIMANA UNIVERSITY, KADAP	1 DAY 16-17 APRIL 2014	3
27	CONTEMPORARY ISSUES IN INSURANCE SECTORS	National	Presentation	DEPT OF COM & BUS ADMN, ANU, ONGOLE	1 DAY 19-20 DECEMBER 2014	3
28	EMERGENCE OF TECHNICAL AND MANAGEMENT EDUCATION IN AP	International (within Country)	Presentation	DEPT OF HRM, ANU	1 DAY 5-8 FEBRUARY 2015	5
29	A STUDY ON CONSUMER BEHAVIOUR IN RURAL MARKETS	National	Presentation	DEPT OF MST TJPS COLLEGE, GUNTUR	1 DAY 24-25 APRIL 2015	3
30	CSR & ISSUES CHALLENGES IN INDIA	National	Presentation	DEPT OF IB, ANU	1 DAY 15-16 JULY 2015	3
31	EFFECTIVENESS OF TRAINING & DEV ON ORGANIZATIONAL PERFORMANCE	International (within Country)	Presentation	INDO GLOBAL CHAMBER OF COMMERCE INDUSTRY	1 DAY 6 SEPTEMBER 2015	5
32	PERCEPTION & PERFORMANCE OF MUTUAL FUNDS IN PRESENT MARKETING SCENARIO	National	Presentation	DEPT OF COMM & BUS ADMN ANU ONGOLE	1 DAY 29-30 SEPTEMBER 2015	3
33	MUTUAL FUNDS A CONTEMPORARY NOTE OF FUND MANAGER	National	Presentation	DEPT OF COMM & BUS ADMN ANU ONGOLE	1 DAY 29-30 SEPTEMBER 2015	3

34	EFFECTIVE ANALYSIS ON SIGNIFICANCE & CONSEQUENCES OF PERFORMANCE APPRAISAL	National	Presentation	BOMMIDALA DEPT OF HRM, ANU	1 DAY 12-13 DECEMBER 2015	3
35	INVESTMENT OF PERCAPITA PATTERNS & PORTFOLIOS W R TO KRISHNA	National	Presentation	SIVA SHIVANI INSTITUTE OF MANAGEMENT	1 DAY 26 NOVEMBER 2016	3
36	A STUDY ON THE IMPORTANCE OF CSR AND ITS ISSUES AND CHALLENGES IN INDIA	National	Presentation	ICBE BANGLORE	1 DAY 27-28 JANUARY 2017	3
37	A ROLE OF HRM IN MANAGING ORGANISATION CHANGE	National	Presentation	V R SIDHARADA COLLEGE, VIJAYAWADA	1 DAY 3 APRIL 2018	3
38	DIGITAL MARKETING INTERNET IS THE MAIN MARKETPLACE FOR TRANSACTION OF GOODS AND SERVICES	National	Presentation	DEPT OF INTERNATIONAL BUSINESS, ANU	1 DAY 22-23 MARCH 2019	3
39	PERCEPTION OF CONSUMERS TOWARDS DAIRY PRODUCTS IN GUNTUR DISTRICT	9 TH INTERNATIONAL CONFERENCE	Presentation	MALLA REDDY COLLEGE OF ENGG & TECH	1 DAY 18-19 JUNE 2021	5

API: 125

Category	I	II	III	IV	V	Total API
Score	931	150	87	610	125	1903



Prof TALLURI SREEKRISHNA
Professor & HoD, Dept. in Management Sciences

