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Assistant Professor ©

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ACADEMIC PROFILE :

- **Ph.D.** from faculty of Commerce and Mgt. Studies, Andhra University campus
- **M.Phil.** from faculty of Commerce and Mgt. Studies, Andhra University Campus
- **APSLET** from Government of Andhra Pradesh in the subject of Commerce
- **M.Com** from Dept. of Commerce and Mgt. Studies Andhra University Campus
- **B.Com (Vocational)** from SRI GCSR Degree college affiliated to Andhra University
- **Intermediate (Vocational)** from Board of Intermediate Education of Andhra Pradesh

Technical skills :

Type : Higher , **Shorthand** : Lower, **Packages**: tally (Accounting Package) windows and MS office platform, having knowledge on Cobol, C, DBMS and SQL as a part of graduation course curriculum, usage of various **tools for online teaching and learning** and having **excellent keyboard skills**.

EXPERIENCE PROFILE :

1. Organization: Dr.B.R. Ambedkar University -Etcherla- Srikakulam
Designation: **Assistant professor**© From December 2016 to till date
Teaching Associate From 09/ 2008 to 11/2016
2. Organization : Andhra University Campus – Etcherla
Designation : **Teaching Associate** From 08/08/2007 to 11/2008

RESEARCH PROFILE:

- Published articles on journals with ISSN **03**
- Published articles on edited books with ISBN **03**
- Published articles on other national conference/Seminars souvenirs **03**
- Faculty development programs (participated) **13**
- Conferences/workshops /webinars (presented/Participated) **18**
- Presentations and Participations in National Seminars **13**

See Annexure

MEMBERSHIPS:

1. **Associate Member PG Board of studies** , Department of Commerce and Management Studies, Dr B.R. Ambedkar University, Etcherla- Srikakulam.
2. **Associate Member of UG,PG and Professional studies Joint Board of studies** of Dr B.R. Ambedkar University, Etcherla- Srikakulam.
3. **Life Member**, Forum for Intellectual academicians and researchers, Srikakulam, Andhra Pradesh, India.
4. **Life Member** Andhra University Alumni.

THESIS/DISSERTATIONS/PROJECTS SUBMITTED:

1. **Ph.D., thesis** : “Claim settlement, grievance redressal procedure and service quality” in Life Insurance corporation of India (A study of Srikakulam district)submitted as on 27/02/2017, awarded as on 26/02/2018.
2. **Dissertation:** “ Claim Settlement Operations” With reference to Life Insurance corporation of India, Duration 18Months (2005-2007)
3. **Project work** : Financial analysis (Ratio Analysis) with reference to “Lakshmi Srinivasa Jute Twine Mills – Rajam, Srikakulam, Andhra Pradesh-532127, Duration 40 days (January & February 2005)

Other Allied Academic Activities :

- Trainer for APSSDC (Andhra Pradesh State Skill Development Centre) to teach Tally, NSE Capital market professional courses
- Project guidance to both MBA and M.Com Students Since2008.
- External Project guidance to Executive and Distance MBA of Andhra University
- Viva -voice examiner for MBA students of JNTU- Kakinada.

- Question paper setter for M.Com and MBA of JNTU Kakinada.
- Question paper setter for M.Com and MBA of ANU-Rajamundry.
- Paper Valuator of both internal and external scripts of M.Com, MBA and BBM.
- Observer for PG, Professional and UG exams of Dr.B.R. Ambedkar University
- Squad route officer for PG, Professional and UG exams of Dr.B.R. Ambedkar University.
- Mentor to both M.Com and MBA students of the department.
- Discharged duties as a route officer for APICET-2016.
- Active participant in course curriculum design, examination duties.
- Student Co-Ordinator for “Outreach Activity” campus to common men.
- Member in various committees of the university activities.

Subjects deals:

- Managerial and business communication skills
- Insurance products and management
- Financial management
- Financial derivatives
- Financial markets and services
- Information technology for business
- Computerized accounting (TALLY)
- Accounting for both M.Com and MBA
- Motivational classes for both M.Com and MBA students and also other relevant subjects and related contemporary issues.

Published Articles on Journals with ISSN:

1. Prakash babu B., (2013), "Bank as a House for Insurance". International Journal of Innovative Research and Practices Vol.1, Issue 7(1), July, ISSN 2321- 2926, pp. 75-82.
2. Prakash Babu B., Dr. Viswanatham P (2013) "Corporate Governance Practices and its Impact on Indian Life Insurance Industry". International Journal of Innovative Research and Practices, Vol.1, Issue 8, August, ISSN 2321-2926, pp. 44-54.
3. Santosh Ranganath N., Prakash Babu B., (2011), "Emerging Trends in Indian Retail Sector", International Journal of Management Research and Review, Volume 1, Issue 3, October, ISSN: 2249-7196, pp. 40-47.

Published articles on edited books with ISBN:

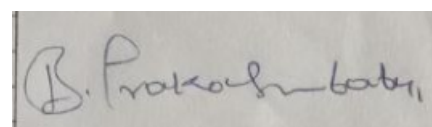
- 1.Prakash BabuB.Prof.P. Viswanadham (2015), "Corporate Citizenship role ofLIC of India" Chapter No.03 in "Good corporate governance in India andchallenges" edited by Dr.T.Rama Devi, Allied publishers Pvt. Ltd. New Delhi-ISBN: 978-2-12-345680-3,pp.24-31.
2. Prakash Babu B., Prof. P. Viswanadham (2014), "Policy holder protection – theRole of IRDA" Chapter No. 45 in section 3 in "Emerging trends in insurance sectorin India" edited by Dr. Krishna Banana, Gowthami Chandra publications, Ongole,Prakasam (Dt) Andhra Pradesh ISBN: 978-81-92990-63-3-7, pp. 179-184.
3. Santosh Ranganath N., Prakash Babu B. (2011), "Inclusive Growth in India:The Role of Financial Sector" Chapter No. 214 in "Inclusive Economic Growth inIndia: Issues, Challenges and Implications" edited by Ms. A. Sivanandam, ValarPirai Publication Pvt. Ltd., Chennai, ISBN: 978-93-80371-15-3, pp. 872-875.

Published articles on other National conference/Seminar souvenirs:

1. Prof. P. Viswanadham, M.Vijay Kumar and B. Prakash Babu (2016), "E-Reporting practices through XBRL way" in "E-Commerce strategies,Technologies and Applications" jointly organised by Department of science and technology and department of management studies K.G.R.L. College P.G Courses, Bhimavaram, from 8th and 9th of August 2006. Page no,61-64.
- 2.Prof. P. Viswanadham, P.Pramila Rani and B. Prakash Babu (2016), "Management education in India: Challenges and reform measures" in "AIMS southern regional conference on management education" jointly organised by association of Indian management schools and department of commerce and management studies- Andhra university campus, Visakhapatnam from 29th and 30th of July 2006. Page no,01-06.
3. Prof. P. Viswanadham, P.S.Ravindra and B. Prakash Babu (2017), "Independent Director: the challenging role in corporate governance" in "National seminar on corporate governance practices in India (under UGC-ASIHSS programme)" organised by Department of commerce and management studies, Andhra University campus-Visakhapatnam, from 1stand2nd of August 2007. Page no,60-63.

Faculty development programs (participated):

- 1.Participated in an online faculty development programme on “Filling of income tax returns -law and procedure” organized by Department of commerce, P.B.Siddhartha college of arts and science , Vijayawada in collaboration with Vijayawada branch of SIRC of ICAI, as on **25th July 2020**.
- 2.Participated in an online faculty development programme on “online teaching tools and development of E- Content” organized by Department of management studies, sri Sivani college of engineering- Srikakulam, during **13th,14th of August 2020**.
- 3.Participated in an online faculty development programme on “Role of academia in sustainable development ” organized by Dr.B.R. Ambedkar University- Srikakulam, from **25th June to 08th July 2020**.
- 4.Participated in a faculty development programme on “Rural community engagement ” organized by Mahatma Gandhi national council of rural education, Hyderabad in collaboration with Dr.B.R. Ambedkar University- Srikakulam, from **21st January 2019 to 27th January 2019**.
- 5.Participated in a faculty development programme on “Micro soft excel applications in finance ” organized by School of management studies, university of Hyderabad during **24th , 25th March 2017**.
- 6.Participated in a faculty development programme on “Computer oriented programme to the faculty for effective teaching and research ” organized by Dr.B.R. Ambedkar University- Srikakulam, from **20thApril 2013 to 30thApril 2013**.
- 7.Participated in a faculty development programme on “Developing self and others :where academics and industry meet” organized Arora business school (ABS) , Hyderabad, as on **16th December 2011**.
- 8.Participated in a faculty development programme on “Research methods for academicians, researchers, scholars and practitioners” organized by siva sivani institute of management, Kompalli, Secunderabad, during **06th,07th of May 2011**.
- 9.Participated in a faculty development programme on “Teaching methodology and techniques for management teachers ” organized by Department of management studies, Adithya institute of technology, Tekkali- Srikakulam in association with AICTE New Delhi, from **16th June 2010 to 29th June 2010**.
- 10.Participated in a faculty development programme on “Financial innovations” organized by department of management studies, maharaja postgraduate college- Vizianagaram, in association with AICTE New Delhi, during **19th to 30th March 2010**.



(Dr.B.PRAKASH BABU)