

**Name of the Faculty** Dr. P.Subrahmanyam.  
**Designation** Associate Professor  
**Date of Joining** 25-08-2008  
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| <b>Educational Qualifications</b> | <b>Name of the Degree</b>         | <b>Institute</b>                | <b>Class</b> |
|-----------------------------------|-----------------------------------|---------------------------------|--------------|
| Ph. D                             | Doctor of Philosophy (Management) | Rayalaseema University          | Awarded      |
| PG                                | MBA                               | Srikrishna Devaraya Univeristy. | First        |
| UG                                | B.Com                             | Railway Degree college.(OU)     | First        |

**Work Experience**

Teaching : **25 Years**  
 Research : **6 Years**  
 Industry : **8 years**

**Responsibilities held at the departmental level in college**

- Head of the M.B.A. Department since 2019.
- Chairman for Board of Studies.
- Co-ordinator for NPTEL and IIT Pravarthak courses.
- College Coordinator for Sri Ramachandra Mission.
- College Coordinator of Ramakrishna Mut-Hyd.for Conducting Regular Yoga sessions for Staff & Students.
- Finance Education for all the Students
- Entrepreneurial Guidance and Awareness Session.
- Arranging Guest Lectures from Industry and Institutions.

**Courses Handled at PG Level**

- Indian Ethos and Values Course for MBA First Year Students.
- Entrepreneurship Development Course.
- Securities Analysis and Portfolio Management
- Strategic Investment and Financial Decision
- International Financial Management.
- Financial Management
- Financial Accounting

**Area of Research**

- Entrepreneurship

**Research Guidance  
for M.B.A. Students**

- Guided for 200 MBA Students in completing the projects

**NPTEL Online  
Certifications**

- Fundamental of Entrepreneurship. "Silver - Elite" Awarded
- Financial Statement Analysis. " Elite Certificate" awarded
- Cost Accountancy. " Qualified and Certificate" awarded.
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**Research Papers:**

| SL | Title of the Research paper   | Journal                 | Year       | ISSN No.          |
|----|---|-------------------------|------------|-------------------|
| 1  | An empirical study on existing entrepreneur training and development programs of India and Euthopia | International<br>Scopus | 15/01/2023 | 19650256          |
| 2  | A study on Mobile Banking Challenges and Issues of Telangana Grameena Bank in Telangana State.      | International<br>Scopus | 23/03/2022 | 0976-6502         |
| 3  | Changing Trends in Services Marketing – Scope for new avenues and opportunities.                    | International           | 28/01/2022 | 2320-5504         |
| 4  | Entrepreneurs who made themselves as Brand Ambassadors  | International           | 28/12/2021 | 2320-5504         |
| 5  | Self help groups as Financial Intermediaries in India   | National                | 08/01/2019 | 2236-6124         |
| 6  | Role of Micro Finance on Women empowerment  | National                | 18/12/2018 | 2249-7455         |
| 7  | A study in Auditing procedures by Government Organisations  | National                | 07/10/2018 | 1076-5131         |
| 8  | COMPETITIVE ADVANTAGE OF THE ENTREPRENEURSHIP IN T.S. A STUDY                                       | International           | 28/12/2017 | 2394-3386         |
| 9  | ENTREPRENEURS' PERSONALITY TRAITS INFLUENCE TO INTENTION  | International           | 24/10/2017 | 2455 – 4847       |
| 10 | STRATEGIES FOR DEVELOPMENT OF RURAL WOMEN ENTREPRENEURSHIP  | National                | 04/09/2015 | 978-93-85100-35-2 |
| 11 | MEASURES TO IMPROVE IN FUNCTIONAL DEVELOPMENT IN ENTREPRENEURSHIP                                   | National                | 28/10/2017 | 2277 –6753        |

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**Patents & Copy rights achievements:**

1.) Title of the invention: : A MACHINE LEARNING BASED TAX SCORECARD REPORT GENERATING SYSTEM AND METHOD THEREOF Application No. 202241067598 A  
Date of filing of Application: 24/11/2022 and **Publication Date: 02/12/2022.**

2.) Title of the invention: AUGMENTED REALITY-BASED SUPPLY CHAIN MANAGEMENT SIMULATION FOR MBA COURSES  
Application No. TEMP/E1/94923/2023-CHE and **Date of filing of Application: 27/11/2023.**

3.) Title of the invention: REAL-TIME GLOBAL MARKET ANALYSIS TOOL FOR MBA FINANCIAL STUDIES  
Application No. TEMP/E1/91410/2023-CHE and **Date of filing of Application: 18/11/2023.**