



RESUME

Name : DR KODALI VENKATA SRIDHAR
 Unique ID : 1-441354149
 Education qualifications : PhD, 4M's :- (M.Com, MBA, MHRM, M.Phil)
 Experience : **29 years**
 Area of Specialization : Financial Management and Human Resource Management
 Designation : ASSOCIATE PROFESSOR & HOD .
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 Andhra Pradesh.

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Courses taught at Post Graduate	Management and Organizational Behavior,
	Accounting For Managers,
	Financial Management,
	Human Recourse Management,
	Security Analysis and Portfolio Management,
	Strategic Financial Management,
	Labour welfare and Employment laws,
	Strategic HRM, ,
	Manpower Planning Recruitment, and Selection,
	Financial Marketing and Services
	Legal Aspects of Business
	Marketing Management, Advertising and Brand Management ,Consumer Behaviour

Ph. D	Department of Commerce and Business Administration, Acharya Nagarjuna University On08-04- 2019
Topic	TRAININIG AND DEVELOPMENT PRACTICES IN BANKING INDUSTRY
Department	COMMERCE AND MANAGEMENT STUDIES

PUBLICATIONS IN JOURNAL'S

National	International	Scopus Index	UGC Care	Total
09	11	1	3	24

CHAPTERS PUBLISHED IN EDITED BOOKS

National	International	Tot al
07	03	10

**PAPER PRESENTATIONS AND PUBLICATIONS IN
SEMINARS**

National	International	Total
16	07	23

Workshops & FDP's attended	Projects Guided at PG level	PhD Guidance	Certifications	Webinars
12	150	Co-Guide for Annamalai University-03	50	50
RESOURCE PERSON for Guest Lectures/ Webinars		02		

Editor in Journals

S. No	Name of the Journal	National/ International	Designation
01	Social Sciences Humanities and Economics	International	Associate Editor
02	Marketing and Sales Management	National	Editor
03	Commerce, Accounting and Finance Management	National	Editor
04	Small Business and Rural Management	National	Editor
05	Marketing, Sales and Brand Management	International	Editor
06	Human Resource and Labour Laws	International	Editor

PROJECTS HANDLED

- **Guided MBA (Regular students) JNTUK- 70, Andhra University- 100**
- **Distance and correspondence MBA students -40.**

PATENTS-2

- **Impact of Block chain Technology on Digital assets**
- **Impact on Employee Attrition in Information Technology**

SPECIAL ACHIEVEMENTS /ACADEMIC CERTIFICATIONS

Board Of Studies Member- Adikavi Nannayya University Subject expert nominee for SIR CRR PG Courses , Eluru For both M.Com and MBA courses
Details of Certifications Google Digital Garage- Digital Marketing, Hub Spot academy: inbound certificate Course era: Basic and intermediate Certifications in Finance, Marketing and HRM , Saylor academy, CFI, ALLISON, HR certification from institute of industry HR designers Chennai.
<ul style="list-style-type: none"> • Resource Person for 2 days National Webinar on Paradigm Shift in Consumer Behavior 8th and 9th June 2020. (Sarada Institute of Technology and Management, Vijayawda). • Resource Person for 1 day Guest Lecture on Importance of International Accounting on 17th December 2020.(Department of Commerce P.G., Sir C. R Reddy College, Eluru).

EXTERNAL EXAMINER: 03

- **External examiner for JNTUK Kakinada to conduct MBA Project Viva Voce Examinations**
- **External examiner for Sir CRR P G Courses , Eluru to conduct MBA and M.com Viva voce Examinations**
- **External examiner for JNTUK, Kakinada to conduct MBA Comprehensive Viva Voce Examinations**

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS: 3

- **Commerce and Management Association – Membership ID –CMA/AP/A/009**
- **Indian Accounting Association – Membership ID – ANU 300**
- **Membership of Association: Life time Member of Education Research and Development Association(ERDA)**