CURRICULUM -VITAE

1. **Name :** C. Prakash

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1. **Address for communication :** 16-23/2, Munireddy Nagar, Tirupati
2. **Mobile Number :** 9030002133
3. **Email :** chokkamprakashreddy@gmail.com
4. **Date of Birth :** 15/04/1981
5. **Academic Qualifications:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Year of Passing** | **Specialization** | **Institution/ University** |
| **M. B.A** | 2006 | FINANCE, MARKETING | ANNA University |
| **B. Sc.** | 2003 | MSCs | SV University, Tirupati |
| **Intermediate/ Diploma** | 1999 | MPC | Board of Intermediate Education A.P |
| **SSC** | 1996 |  | Central Board of Secondary Education |

1. **Total Experience** : 15 years 5 Months
2. **Details of Experience:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Organization** | **Position** | **From** | **To** | **No.of Years** |
| SREE RAMA ENGINEERING COLLEGE | Asso. Professor | 01/04/2021 | TILL DATE | 11 months |
| SHREE RAMA EDUCATIONAL SOCIETY GROUP OF INSTITUTIONS | Asst. Professor | 05/07/2018 | 31/04/2021 | 2 Years 8 Months |
| RAO’S INSTITUTE OF MANAGEMENT STUDIES | Asst. Professor | 01/08/2006 | 30/06/2018 | 11 Years 10 Months |

1. **Ratification by the JNTUA, Anantapur :** YES
2. **Area of research** :
3. **Membership of Professional Bodies** : IAAC Membership
4. **Administrative Experience** :
5. **Computational Experience** :
6. **MBA Courses taught:**

|  |  |  |
| --- | --- | --- |
| **S.no.** | **Name of the subject** | **No. of times taught** |
| 1. | Management and Organizational Behavior | 4 |
| 2. | Business Environment and Law | 14 |
| 3. | Business Communication | 5 |
| 4. | Production and Operations Management | 14 |
| 5. | Marketing Management | 4 |
| 6. | Investment and Portfolio Management | 10 |
| 7. | Financial Markets and Services | 3 |
| 8. | Consumer Behavior | 6 |
| 9. | Service Marketing | 4 |
| 10. | International Financial Management | 4 |
| 11. | Derivatives Markets | 2 |
| 12. | Entrepreneurship Development | 6 |

**15. B. Tech Courses taught :**

|  |  |  |
| --- | --- | --- |
| **S.no.** | **Name of the subject** | **No. of times taught** |
| 1. | Managerial Accounting & Financial Analysis | 2 |
| 2. | Universal Human Values | 3 |
| 3. | Organizational behavior | 1 |
| 4. | Management Science | 2 |

**16. Research Interests :**

**17. Projects Guided** : MBA Projects: 180

**18. Publications**

**International Journals**

**National and International conferences**

* Participated and presented paper entitled “ an empirical study on impact of digitalisation and effectiveness of business strategies with reference to chittoor district” in international virtual conference on challenges, opportunities and innovations in agricultural, plantations and allied domines posed by the pandemic organised by Indian institute of plantation management, benguluru. October 21, 2021.
* Participated in the 4 Days International Conference on Examination - IDEA 2021 - International Debate on Examination 8 Assessment - 2021 organized by Council of Examiners - India and SkillSlate Foundation, Pune powered by Zovy Studios, Pune in association with IonIdea and Gniot Institute of Management, UP from 8th June 2021 to 11th June 2021.
* Participated in two day international web conference on literacy studies in corona virus terrain: Reading peril, environment and normalcy on 26th and 27th June 2020.
* Participated and presented a paper entitled ““Perception of Consumers on Cellular Service Providers with Reference to Chittoor District” international conference on innovations and sustainable practices in commerce, management and social sciences: future prospects and challenges. June 4th and 5th 2021.

1. **Books published:**

**19. Patents:**

1. **FDP(s)/ Workshop(s)/ Training Course(s) attended:** 
   1. One day ONLINE Workshop on SIGNIFICANCE OF COMMUNICATION SKILLS FOR EFFECTIVE LEADERSHIP on 19.07.2020.
   2. Two Day International Webinar in OBSERVANCE OF INTERNATIONAL YOGA DAY ON "INTEGRATING YOGA THERAPY TO COMBAT PSYCHOLOGICAL AND RESPIRATORY PROBLEMS OF COVID-19" organized by the Department of Social Work, Bharathidasan University, Tiruchirappalli in Collaboration with Fitness Canada Physio & Massage Centre, Canada held on 21st June 2020 & 22nd June 2020.
   3. One-Day National Online Workshop on Rural Entrepreneurship Development organized by Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education, Government of India in collaboration with Vikrama Simhapuri University, Nellore, Andhra Pradesh, on 4th December 2020.
   4. One Day National Seminar participated as a student coordinator in NISM Certification Programme
   5. online workshop on Universal Human Values on the theme “Inculcating Universal Human Values in Technical Education” during 18-22 April, 2020 as organized by All India Council for Technical Education(AICTE).
   6. Participated in A 5 Day Faculty Development Programme on Impact of Covid-19 on Research Initiatives and Innovation from 1st June to 5th June 2021 organized by Institutions Innovation Council of Greater Kolkata College of Engineering and Management.
   7. Three Day Online Faculty Development Programme on “Online Teaching - Learning Methods” organized by the Department of Information Technology, Sree Vidyanikethan Engineering College, Tirupati under AICTE Margdarshan Scheme for Share & Mentor Institutions, during 16th to 18th June, 2020
   8. One week online International Faculty Development Programme on Recent Advances in Mathematics and Statistics in connection with the Birth centenary of professor CV Rao jointly organized by Dept of Mathematics, GITAM.
   9. Participated in online faculty development program on the topic “Statistical Tools and Techniques of Social Science Research” organized by Research and Development cell St.Francis College, Bengaluru on Saturday 20th June 2020
   10. Three Day Online Training Programme on Research Methodology for Social Sciences organized by Dept of Social Work, BHARATHIDASAN UNIVERSITY from 18-20 May 2020
   11. Online Faculty Development Programme on Impact of Covid-19 on Commodity sector organized by Dept of Management Studies, Ananthalakshmi Institute of Technology and Sciences, Ananthapur from 28-30 May 2020
   12. Impact of Covid-19 on Small and Medium Scale Business: A review analysis. Published in International Journal of Scientific Research in Engineering and Management, ISSN: 2582-3930, Volume 4, Issue 4, April 2020.
   13. Study on the factors effecting on the satisfaction of online customers with reference to Nellore district. EDUINDEX, UGC care journal, ISSN:2394-3114, Vol-40-Issue-23-February-2020.
   14. Brands survive in the Covid-19 crisis: A Review Analysis published in JETIR, Volume 7 Issue 5, May 2020.
   15. Leadership styles and decision making in MSMEs – A Study in Chittoor District published in NIU International Journal of Human Rights ISSN 2394-0298 Volume 9(I)-2022 UGC CARE Group 1
   16. Leadership styles and MSMEs performance – A Case Study of selected units in Chittoor District published in Rabindra Bharathi Journal of Philosophy ISSN 0973-0087 Volume XXIII No. 1, 2022 UGC CARE Group 1

**Signature of the Faculty**