

PROFILE OF SRI. DR. G.V.S.R.N.S.A.SASTRY



Department (UG): Commerce

NAME	:	Dr. G.V.S.R.N.S.A.Sastry
DATE OF BIRTH	:	01-06-1967
EDUCATIONAL QUALIFICATIONS	:	M.Com, M.A, M.B.A, PGDPMIR, AP SET, PhD.
NATIONALITY	:	Indian
CONTACT INFORMATION		
OFFICE	:	Department of Commerce P.B.Siddhartha College of Arts & Science Vijayawada-10
RESIDENCE	:	Flat no:102, 20-3-1, Bhavani arcade, Lakshmi narasimha builders, Ramalingeswara peta, Ayodhya nagar, Vijayawada- 520003.
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CURRENT PROFILE		
Designation	:	Lecturer in Commerce
JOB PROFILE		
TARGETED TRAINEES	:	UG
SUBJECTS TAUGHT	:	
SPECIALIZATION	:	
PROFESSIONAL EXPERIENCE	:	27
<i>Teaching</i>	:	27
<i>Research</i>	:	14
Board of studies	:	

ACADEMIC ACHIEVEMENTS	
<i>Seminars / Workshops / Conferences Organised</i>	

<i>Seminars / Workshops / Conferences Attended</i>			
National			

No	DATE	VENUE	SEMINAR/WORKSHOP
1.4.2005 TO 31.3.2006			
1	22 nd and 23 rd October 2005	K.B.N.College Vijayawada.	National Seminar on Management Education new initiatives for Value Education
2	12.11.2005	Andhra Loyola Vijayawada.	State level Seminar on Standardization of Curriculum at UG and PG level courses
3	15-2-2006	K.T.Women's college, Gudivada.	National Seminar on women empowerment
1.4.2006 TO 31.3.2007			
4	21 st and 22 nd July 2006	SDMS Mahila Kalasala, Vijayawada.	National Seminar on Agricultural Credit by Commercial Banks
5	3-9-2006	Montessori Mahila Kalasala, Vijayawada.	National Seminar on Building a prosperous and powerful India: Managerial Vision and Entrepreneurship
1.4.2011 TO 31.3.2012			
6	25 th and 26 th June 2011	K.B.N.College Vijayawada.	National Workshop on Research Methods in Commerce and Management Studies
7	18-2-2012	K.B.N.College Vijayawada.	National Seminar on Telugu Natakam and Social Change
1.4.2012 TO 31.3.2013			
8	13 th and 14 th October 2012	IGNOU Regional Centre, Vijayawada.	Two days orientation programme on open distance learning
9	15 th and 16 th March 2013	K.B.N.College Vijayawada.	Two Day Faculty Development Workshop for College lecturers
10	27 th and 28 th March 2013	K.B.N.College Vijayawada.	Two Day Workshop for Teaching Faculty on Enhancing Personality and Soft skills in Association with M.R.Pai Foundation Mumbai
1.4.2013 to 31.3.2014			

11	15 th March 2014		National Seminar on Retail Banking Trends and Challenges
12	20 th and 21 th February 2014	IGNOU Regional Centre, Vijayawada.	Orientation programme for Academic Counsellor of IGNOU
1.4.2014 TO 31.3.2015			
13	21 st July 2014	K.B.N.College Vijayawada.	National Seminar on “ Enhancement and sustenance of quality among students and Teachers: Role of Support Services”
14	6 th and 7 th August 2014	K.B.N.College Vijayawada.	International Seminar on “Women Entrepreneurship- A global perspective”
15	30 th and 31 st October 2014	KVR., KVR AND MKR College, Khajipalem	National Seminar on Emerging Trends in India Banking Sector
16	18 th and 19 th October 2014	SKSD Mahila Kalasala, Tanuku.	National Seminar on “ Financial inclusion Strategies- Role of self-help groups and Micro Finance”
17	18 th November 2014	V.R.Siddhartha Engineering College	One Day International Seminar on Transforming organizations Through Talent Management
18	19 th and 20 th December 2014	ANU Ongole Campus, Ongole.	National Seminar on “Emerging Trends in Insurance Sector in India”
19	31 st January 2015	RTM Nagpur University, Nagpur.	National Level Seminar on Challenges and Opportunities further growth of Indian Financial Sector”
20	15 th and 16 th February 2015	SDSD Mahila Kalasala	Two Day Vocational Seminar on “Women Entrepreneurship in India- The status of Imperatives”
21	“AI Tools and Techniques for Research”	9th to 13th December, 2024, (UG,PG), Tanuku.	Department of Business Administration & IQAC, Andhra Loyola College (Autonomous), Vijayawada
1.4.2015 TO 31.3.2016			

22	24 th and 25 th July 2015	K.B.N.College(Autonomous) Vijayawada.	Two Day National Workshop on “Human Values and Professional Ethics-Essential for Individual and society”
23	19 th and 21 st February	K.B.N.College Vijayawada.	Two Day International Seminar on “Corporate Social Responsibility initiatives for Inclusion and Sustainable Development”
1.4.2016 TO 31.3.2017			
24	22 nd October 2016	K.B.N.College Vijayawada.	One Day National Workshop on “Research and Innovation: Issues and Challenges”
25	25 th and 26 th November 2016	K.B.N.College Vijayawada.	Two Day National Seminar on “E-Tailing, Trends, Challenges and Opportunities”
26	2 nd and 3 rd December 2016	K.B.N.College Vijayawada.	Two Day International Conference on “Digital India- The Information for All”
27	5 th January 2017	ANU Nagarjuna Nagar, Guntur.	Faculty Development programme on GST and Students Employability
01.04.2017-31.03.2018			
28	28 th & 29 th July, 2017	KBN College, Vijayawada	Two Day National Workshop on “Logistics & Supply Chain Management”
29	6 th & 7 th November, 2017	ANU, Nagarjuna Nagar	UGC SAP Sponsored Two Day Workshop on Case methods learning a tool for analytical development skills
30	5 th & 6 th January, 2018	KBN College, Vijayawada	UGC Sponsored (Under Autonomous Grants) international Seminar on “GST Practices – A Cross Country Experience” (ISGST – 2018)
01.04.2018-31.03.2019			
31	23 rd November 2018	KBN College, Vijayawada	UGC Sponsored National Workshop on intellectual property rights issues and challenges
32	18 th and 19 th march, 2019	KBN College, Vijayawada	ICSSR- SRC Sponsored Two- Day National Seminar on “Modern methods and effectiveness of tribal programmes- suggest necessary measures in the light of findings.
01.04.2019-31.03.2020			
33	22 nd July, 2019	ICFAI Business School,	Knowledge sharing programme on “Academic Excellence- creating climate through

		Vijayawada	communication”
34	29 th and 30 th November 2019	KBN College, Vijayawada	ICSSR (Impress) sponsored Two-Day National Seminar on “An impact of development programmes for social transformation of Scheduled castes and Scheduled tribes”
35	6 th and 7 th December, 2019	Lingayas Institute of Management and Technology, Madalavari gudem, Andhra Pradesh	Two Day Rural emersion training programme on Swachhatha Action Plan and community engagement organised by Mahatma Gandhi National Council of rural education (formally national council of rural institutions Ministry of HRD Govt. of India)
36	18 th and 19 th December, 2019	KBN College, Vijayawada	ICSSR (Impress) sponsored Two-day international seminar on strategies for transforming India – The way forward (SFTI)
01.04.2020-31.03.2021			
37	10th June, 2020	Smt. Mithibai Matiram Kundnani College of Commerce & Economics, Mumbai	National Webinar on ‘Managing Career Post Pandemic 2020
38	11th August, 2020	Indian Economic Association, Guntur	National Webinar on ‘Quality Enhancement in Higher Education through New Education Policy’
39	12th June, 2020	KJ College of Engineering and Management Research, Pune	National Webinar on ‘Intellectual Property (IP) Importance in Individual Life and in a Startup’s Success & Gro.’
40	13th June, 2020	Smt. Mithibai Matiram Kundnani College of	National Webinar on ‘Film Factors’

		Commerce & Economics, Mumbai	
41	15th July, 2020	Andhra Loyola College, Vijayawada	National Webinar on 'Banking Issues and Challenges'
42	16th October, 2020	Centre for Environmental Education and Development, India	National Webinar on 'Food Resources for Sustainable Development'
43	18th July, 2020	P.B. Siddhartha College of Arts & Science, Vijayawada	One-Day National Webinar on 'Accounting Standards'
44	20th August, 2020	Sree Vidyanikethan Institute of Management, Tirupati	National Webinar on 'Redefining Marketing in Digital Era – Emerging Career Options'
45	20th June, 2020	Smt. Mithibai Matiram Kundnani College of Commerce & Economics, Mumbai	National Webinar on 'Serenity through Yoga'
46	21st June, 2020	ICFAI Business School, Bangalore	National Webinar on 'Emerging Trends in the Post-COVID World – Role of AI and ML'
47	22nd & 23rd June, 2020	KBN college (Autonomous), Vijayawada	UGC Sponsored National Level Online Seminar on 'Changing Dimensions of Business Environment in COVID-19 Era Strategies for Formulation and Implementation'

48	22nd August, 2020	Don Bosco College, Golaghat	National Webinar on 'Managing your Finance and Investments in COVID times'
49	26th May to 1st June, 2020	Pillai College of Arts, Commerce & Science, Maharashtra	Online Seven Day National Workshop on 'Research Methodology'
50	27th June, 2020	Velagapudi Ramakrishna Siddhartha Engineering College, Vijayawada	National Webinar on 'Economy Post COVID-19'
51	30th September, 2020	Prasad V. Potluri Siddhartha Institute of Technology, Vijayawada	One-Day Webinar on 'New Education Policy in the Era of Digital Transformation'
52	36th July, 2020	Swarna Bharathi Institute of Science & Technology (SBIT), Khammam	National Webinar on 'Management Education & COVID-19 – An Analysis'
53	3rd July, 2020	Smt. Mithibai Matiram Kundnani College of Commerce & Economics, Mumbai	National Webinar on 'Super change your life'
54	4th August, 2020	MVR College of Engineering & Technology,	National Webinar on 'Challenges on Marketing during COVID-19 Crisis'

		Vijayawada	
55	4th August, 2020	Krishna University, Machilipatnam	National Webinar on 'NAAC Assessment and Accreditation Process'
56	4th July, 2020	Sri Durga Malleswara Siddhartha Mahila Kalsala, Vijayawada	One-Day National FDP Webinar on 'COVID-19 New Challenges & Strategies for Consumer Protection'
57	5th August, 2020	Prasad V. Potluri Siddhartha Institute of Technology, Vijayawada	National Webinar on 'Future of Work: The Emerging Challenges for Business, Government and Society'
58	5th October, 2020	Parvathaneni Brahmayya Siddhartha College of Arts & Science	National Webinar on 'Indian Capital Markets – The Road Ahead'
59	6th July, 2020	Pillai College of Arts, Commerce & Sciences, Maharashtra.	One-Day National Webinar on 'Managing your Finance & Investments in COVID Times'
60	6th June, 2020	Narasaraopeta Engineering College, Narasaraopet	National Webinar on 'Strategic Management for Changing Times'
61	7th June, 2020	MMK College, Mumbai	National Webinar on 'Thrive Through Change'
62	8th July, 2020	Pallavi Engineering College, telangana	National Webinar on 'Verbal and Non-Verbal Communication Skills in Modernity'
63	8th, 9th, 15th, 16th & 17th March, 2021	Sree Vidyanikethan Institute of Management, Tirupati	5 Days Online Case Study Workshop 'Case Identification, Writing, Analysing & Teaching Methods'

64	9th July, 2020	Krishna University, Machilipatnam	National Webinar on 'Education in the Context of COVID-19: Challenges & Innovations'
65	9th July, 2020	Tellakula Jalayya Polisetty Somasundaram College, Guntur	National Level Webinar on 'Impact of COVID-19 on Indian Financial System'
01.04.2021-31.03.2022			
66	19th June, 2021	Vignan's Foundation for Science Technology & Research, Guntur	One-Day national Webinar on 'Innovative Approaches in Management Teaching to Meet the Demand of the Industry 4.0-An Imperative'
67	3rd July, 2021	Krishna University in association with KBN College, Vijayawada	One-Day National Webinar on 'Role of Analytics in Talent Management'
68	6th July, 2021	Prasad V.Potluri Siddhartha Institute of Technology	One-Day National Webinar on 'Analytics for Business Excellence'
69	25 th & 26 th February 2022	K B N College, Vijayawada	ICSSR Sponsored Two Day National Seminar on Social Innovation and Entrepreneurship in India
70	18 th February, 2022	Intellectual Property Office, India	IP Awareness/ Training Program under National Intellectual Property Awareness Mission.
71	7 th – 11 th March, 2022	JMJ College for Women (A), Tenali	Five Day International Webinar on Promoting Quality Research, Skills and Innovation in Higher Education"
72	21 st March – 26 th March, 2022	Government Degree College, Avanigadda.	One week International workshop on :”Shape your future – share not your ideas”
01.04.2022-31.03.2023			

73	21 st September, 2022	DR. S&SS GhanDhy Government Engineering College, Surat in association with AMFI	One Day National Webinar on Financial Empowerment through wealth creation.
74	12 th September, 2022	IIS (deemed to be university), Jaipur in association with AMFI	One day National Webinar on Wealth creation through Financial Planning
75	7 th September, 2022	SDMS Mahila Kalasala, Vijayawada in Association with AMFI	One day National Webinar on “Personal Finance and Wealth Creation”
76	19 th July, 2022	Sunrise Institute of Education and Technology, Uttar Pradesh in association with AMFI	One day National Webinar on “Financial Effects in Teacher Education in COVID Pandemic”
77	3 rd June, 2022	Government First Grade college for women, KR Nagara, Mysore in association with AMFI	One day National Webinar on “Financial Empowerment through Wealth Creation”
78	26 th April, 2022	K.B.N. College (A)	Live webinar titled “ Role of IPR in Academia” conducted by Monitoring Association with IQAC
79	25 th May, 2022	Annamacharya Institute of Technology & Sciences (A), Rajamet	National Webinar on “Financial Empowerment through Strategic Planning”
01.04.2023-31.03.2024			

80	17-18th November, 2023	K.B.N. College	ICSSR Sponsored Two-Day National Seminar on “The Existing Opportunities Facilitating The Preservation, Promotion and Dissemination of Tribal in India.”
81	27 th – 28 th March, 2024	Y.V.N.R. Government Degree College	Two Day International Webinar on “Entrepreneurial Marketing in Digital Era”
01.04.2024-31.03.2025			
82	5 th May, 2024	Be10X	One day AI Tools Workshop
83	15th June, 2024	Centre of Computer Science and Information Technology (CCSIT), Manjeri University of Calicut	Online Workshop on Data Analytics & AI
84	10th - 12th December, 2024	Ideal Institute of Academic & Research Advancement (IIRA), Mumbai	“Three Days National Level Workshop on Research Paper/PhD Thesis Writing and Anti-Plagiarism Strategies.”
85	26th - 28th December, 2024	Ideal Institute of Academic & Research Advancement (IIRA), Mumbai	“Three-Day National Level Workshop on Mastering Data Analysis with Python: AI - Driven Hands on Insights.”
86	15th - 16th January, 2025	Ideal Institute of Academic & Research Advancement (IIRA), Mumbai	“Two Day National Level Workshop on Research Paper Publishing: Crafting, Structuring and Choosing Reputed Journals While Avoiding Clone Journals.”

*Textbooks authored
With details of Title, Co-authors if any, Publisher, ISSN/ISBN*

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Sl. No	TITLE	PUBLISHER	YEAR OF PUBLIC ATION	ISBN.NO	CO-AUTHOR
1.	Accounting and Financial Management	Victory Publications, Vijayawada	2003	-	DR.K.R. Satyanarayana
2.	Financial Management	Himalaya Publishing house, Hyderabad	2021	-	D.SuryachandraRao P. Venu Gopal J.Ambica
3.	Agricultural Marketing	Himalaya Publishing house, Hyderabad	2021	978-93-5495-1 36-7	Ashok Botta G.S.R.S.G.Nooka Raju Rama Durga Sirisha Reddy