

# VIJAY KOLLURI

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## Academic Qualifications

**Ph.D.** Pursuing from Andhra University (**Joined July, 2020**)

**M.com**  
**(Accountancy)** Acharya Nagarjuna University, Centre for Distance Education,  
Guntur (**2014–16**), First Class with (**64%**).

**LLB** Smt. Velagapudi Durgamba Siddhartha Law College, Vijayawada  
(**2011-14**), Affiliated to Krishna University, Guntur, First Class with  
(**62%**).

**MBA**  
**(Finance & Marketing)** Parvathaneni Brahmayya Siddhartha College of Arts and Science,  
PG Centre, Vijayawada (**2006-08**), Affiliated to Acharya Nagarjuna  
University, Guntur, First Class with (**62.5%**).

**Bachelor of Commerce** Parvathaneni Brahmayya Siddhartha College of Arts and Science,  
Vijayawada (**2003-06**), Affiliated to Acharya Nagarjuna University,  
Guntur, First class with (**72.5%**).

**Intermediate (CEC)** Parvathaneni Brahmayya Siddhartha Junior College of Arts and  
Science, Vijayawada (**2001-03**) with (**57%**).

**SSC (AP State Syllabus)** Seventh-Day Adventist High School, Machilipatnam, with (**59.5%**).

## Teaching Experience

- Assistant Professor** Department of Business Administration, The College with potential for Excellence, Centre of Excellence (Recognized by the Govt. of A.P.), Reaccredited at the level 'A' by the NACC, Bangalore – **P.B.Siddhartha College of Arts and Science**, Siddhartha Nagar, Vijayawada, Affiliated to Krishna University, Machilipatnam (**June 2016 – Till date**).
- Assistant Professor** Department of Business Administration, ISO 9001:2008 Certified Institute **S.R.K Institute of Technology**, Enikepadu, Vijayawada, Affiliated to Jawaharlal Nehru Technological University Kakinada. JNTUK (**September 2015 – June 2016**).
- Lecturer** Department of Business Management, The College with potential for Excellence, Centre of Excellence (Recognized by the Govt. of A.P.), Reaccredited at the level 'A' by the NACC, Bangalore – **P.B.Siddhartha College of Arts and Science**, Siddhartha Nagar, Vijayawada, Affiliated to Krishna University, Machilipatnam (**June 2013 – August 2015**).

## Teaching Portfolio

- Financial Accounting
- Cost Accounting
- Financial Management
- Human Resource Management
- Taxation
- Retail Management
- Product Management
- Stores Management
- Organizational Behavior
- Fundamentals of Business Organization
- Business Environment
- Entrepreneurship Development
- Company Laws
- Business Laws

## Professional Contributions

### PUBLICATIONS:

- Published a paper in “Managerial Challenges in Reinventing the Business Process” on “A Study on performance of the SHG Bank linkage performance programme in India” with ISBN 978-93-83241-07-1.
- Presented and Published a paper in Saket Gyanpeeth’s Saket College of Arts, Science and Commerce, Kalyan East District, Thane, Maharashtra “Women Rights and Laws : Opportunities and Challenges- A One day national inter-disciplinary conference” on “Women and Business Development” with ISBN 978-81-931391-9-6.
- Presented a paper on “Emerging practices in the Indian food processing industry” in a one day national conference on economic reforms organized by Sankara Institute of Management Science, Coimbatore. With ISSN 2349-5537.
- Presented a paper on “Recent trends in Food Processing Industry in India” during the UGC Sponsored Two Day National Seminar on “INNOVATION MANAGEMENT”- A Strategic imperative for growth, on 22-23 August, 2017 organized by Department of Commerce & Business Administration, P.B. Siddhartha College of Arts & Science in collaboration with Startup Squid with ISBN 978-93-5268-742-8.
- Paper presented on “An Overview on Transformation of Social Aspects and Advancements in Scheduled Tribes, during “ICSSR- SRC sponsored Two-Day National Seminar on “Modern Methods and Effectiveness of Tribal Programmes- Suggest Necessary Measures in the Light of Findings” in collaboration with Krishna University on 18th and 19th March, 2019 organised by Department of Commerce & Management, K.B.N College, Vijayawada.\* ISBN: 978-81-936640-2-5
- A Paper presented on “A Study on Traditional Advertising Vs Digital Marketing”, during Two-Day National Seminar on “Emerging Trends in Digital Marketing – Challenges and Opportunities” in collaboration with Acharya Nagarjuna University on 22nd and 23rd March, 2019 organised by Department of International Business Studies.
- A Paper presented on “Reskilling Revolution - The impact of acquiring skills and the transition to a new future”, during One - Day National Seminar on “THE FUTURE WORK ” in collaboration with ICSSR on 23rd March, 2019 organised by Department of Commerce & Business Administration, P.B. Siddhartha College of Arts & Science. \* ISBN: 978-93-5361-738-7.
- Paper presented on “ MSME – Engine of Growth and Employment : An Analysis” during A National Conference on Performance of Development Programmes in India – Issues and

Challenges at St. Joseph's College for Women , Visakhapatnam on 22<sup>nd</sup> and 23<sup>rd</sup> November, 2019 organised by Department of Commerce & Management, St. Joseph's College for Women, Visakhapatnam.\* THINK INDIA JOURNAL with ISSN :: 0971-1260 , Published in Vol-22- Issue 14 (*UGC CARE Approved International Indexed and Referred Journal*). [MSMEs - Engine of Growth and Employment: An Analysis | Think India Journal \(thinkindiaquarterly.org\)](http://thinkindiaquarterly.org)

- Paper presented on “ An Overview Of Intellectual Property Rights And New Intellectual Property Rights Policy In India” Two Day National Conference ON INTELLECTUAL PROPERTY RIGHTS (IPR): ISSUES AND CHALLENGES at MARIS STELLA COLLEGE, Vijayawada on 28<sup>th</sup> and 29<sup>th</sup> Feb, 2020 organised by Organized by UG & PG Departments of Economics and Internal Quality Assurance Cell (IQAC) International Journal of Business, Management and Allied Sciences (IJBMAS) A Peer Reviewed-Indexed Journal with ISSN :: 2349-4638, Published in VOL.7 S1.2020 (*UGC CARE Approved International Indexed and Referred Journal*). [STELLA-IJBMAS 7.S1.2020.pdf](#)
- Paper presented on “Strategies for Transforming India – The Way Forward” during “ICSSR(IMPRESS) sponsored Two-Day International Seminar on “A Study on Green Strategies for Transforming India” in collaboration with KBN College, Vijayawada, on 18th and 19th December, 2019 organised by Department of Commerce & Management, K.B.N College, Vijayawada.\* ISBN: 978-93-5391-910-8.
- Paper presented on “An Impact of Development programmes for Social Transformation of Schedule Castes and Scheduled Tribes” during “ICSSR (IMPRESS) sponsored Two-Day National Seminar on “An awareness and Impact of Development Programs for Schedule Castes and Schedule Tribes” in collaboration with KBN College, Vijayawada, on 29th and 30th December, 2019 organised by Department of Commerce & Management, K.B.N College, Vijayawada.\* ISBN: 978-93-5391-991-7.
- A Paper presented on “IOT Applications in Functional Areas of Management” during UGC Sponsored Two-Day National Seminar on “INTERNET OF THINGS(IOT) Business Application and Opportunities” in collaboration with Acharya Nagarjuna University on

14<sup>th</sup> and 15<sup>th</sup> February, 2020 organised by Department of Commerce and Business Administration.

**Workshop/FDP/ Seminar:**

- Attended FDP on “Strategic global issues in MNC’S” by Dr. P. Subbarao, Department of Management Studies, Papua New Guinea University, Australia organized at Vijaya Institute of Management Sciences for Women, Vijayawada.
- Attended A Faculty Development Programme – Workshop on “Technology in the classroom” organised by SDMSM, Vijayawada on 4th November 2016.
- Attended A Two – Day National Seminar on “New Education Policy – Goals and Imperatives” organised by P.B. Siddhartha College of Arts & Science, in collaboration with Andhra Pradesh State Council of Higher Education (APSCHE), Amaravathi, during 14 -15 March, 2017.
- Attended A Faculty Development Program conducted by HR Footprints in association with NHRD Network, Vijayawada Chapter at P.B. Siddhartha College of Arts & Science on 12th October 2018.
- Attended UGC Sponsored National Workshop on “Intellectual Property Rights – Issues and Challenges” Organized by PG Department of Commerce and Business Administration, KBN College, Vijayawada.
- Attended A Two – Day National Seminar on “New Education Policy – Goals and Imperatives” organised by P.B. Siddhartha College of Arts & Science, in collaboration with Andhra Pradesh State Council of Higher Education (APSCHE), Amaravathi, during 14 -15 March, 2017.
- Attended A Faculty Development Program conducted by HR Footprints in association with NHRD Network, Vijayawada Chapter at P.B. Siddhartha College of Arts & Science on 12th October 2018.

- Attended A UGC sponsored National Workshop on “Intellectual Property Rights – Issues and Challenges”, Organised by PG Department of Commerce & Business Administration in Collaboration with Krishna University, Machilipatnam on 23rd November, 2018.
- Participated in UGC Sponsored Two Day National Seminar on Statutory Compliances of Human Resources at Workplace, Organized by Department of Human Resource Management, Acharya Nagarjuna University on 9<sup>th</sup> and 10<sup>th</sup> March, 2019.
- Participated in Faculty Development Program on ‘Financial Modeling using Microsoft Excel’ conducted by School of Management Studies, University of Hyderabad from 26<sup>th</sup> to 28<sup>th</sup> April, 2019.
- Participated in Two Day Faculty Development Program on GST Organised by IQAC & Department of Commerce, SDMS Mahila Kalasala on 29th & 30th April, 2019.
- Participated in Workshop on Business Analytics and Data Visualization on Tableau Organised by Department of Commerce and Business Administration, P.B. Siddhartha College of Arts and Science in Association with Business Toys PVT. LTD., Bangalore from 4<sup>th</sup> to 7<sup>th</sup> September, 2019.
- Participated in Workshop on HR - Analytics organised by Department of Commerce and Business Administration, P.B.Siddhartha College of Arts and Science in Collaboration with NHRD, Vijayawada Chapter on 5<sup>th</sup> February, 2020.

### **Industrial Experience**

- Worked as CSR at Van camp Universal (US based Insurance Company) from May to December 2008.
- Worked with BCT as Administrative Officer from January 2009 to June 2011.
- Worked with Allsec Technologies Ltd, Hyderabad as Officer – Admin from July 2011 to August 2012.
- Worked with Devine Software Technologies, Hyderabad as Admin Officer from Sep 2012 to May 2013.

## Personal Profile

Name : Vijay Kolluri  
Father's Name : K. Mohan Rao  
Date of Birth : 25<sup>th</sup> May, 1986  
Marital Status : Unmarried  
Nationality : Indian  
Languages can Read/ Speak/ Write : Telugu, English and Hindi  
Contact Details : FF2, Chennu Residency,  
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Prasadampadu, Vijayawada-521108  
E-Mail: [k.vijay@pbsiddhartha.ac.in](mailto:k.vijay@pbsiddhartha.ac.in)  
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