



DHANEKULA INSTITUTE OF ENGINEERING & TECHNOLOGY

(Approved By AICTE, Affiliated to JNTU, Kakinada)

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Faculty Profile



Name of the Faculty : Dr.P. Subba Rao
 Designation : Associate Professor
 Email & Phone No. : paluvayisubbarao@gmail.com - 9440767709
 Department : BS&H-MBA
 Educational Background : MBA, Ph.D
 Research Areas : Finance
 Experience :

Sl. No	Institute	Designation	Period
1	Aditya Global Business School	Assoc. Professor	19-06-23 -31-7-24
2	GIET Engineering College	Professor	30-01-19 -17-06-23
3	Ramachandra College of Engineering	Professor	16-12-16 -21-01-19
4	Sree Dattha Institute of Engineering and Science	Assoc. Professor	05-12-15 -26-11-16
5	Newton's Institute of Engineering	Assoc. Professor	26-07-05 -31-10-15
6	Degree and Junior colleges	lecturer	1996 -2005

List of Publications (National and International Journals):

Scopus: 2	Web of Science:1
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- One of my papers was published in **Scopus journal** "International Journal of Intelligent Systems and Applications in Engineering in December 2022". Topic title is "Impact of Artificial Intelligence on Fraud Detection in Retail Banking Products". Online ISSN: 2147-6799, volume 9, issue 10 (4), December 2022, pp 85-90.
Available at : <https://ijisae.org/index.php/IJISAE/article/view/2206/789>
- One of my papers was published in **Web of Science journal** "Journal of Mechanics of Continua and Mathematical Sciences in October 2019". Topic title is "HRD - Banks in the ICT Era a Focus on Private sector Banks. It's DOI Number: <https://doi.org/10.26782/jmcmms.2019.10.00076>, Print ISSN- 09738975, Online ISSN- 2454 -7190, volume 14, issue 05, September - October (2019), pp 943-957.
- One of my papers was published in **Scopus journal** "Indian journal of public health research and development in October 2018" it's **Scopus id: 57204566770 & ORCID id: 0000-0001-7104-6004**. Topic title is "Factors Affecting Investor's Perception of Mutual Fund Investment W.R.T Andhra Pradesh". It's DOI Number: [10.5958/0976-5506.2018.01319.0](https://doi.org/10.5958/0976-5506.2018.01319.0), Print ISSN-09760245, Online ISSN-09765506, volume 9, issue 10, November 2018, pp 85-90.

UGC Care-9

UGC listed-International- 11

UGC unlisted-International-01

- My full paper "An Article on Inventory Management W. Reference To 3f Industry Limited, Tadepalligudem.", published in UGC care journal "Mukt Shabd Journal", ISSN: 2347-3150, Volume IX, Issue VIII, AUGUST/2020, page no. Pp1182-1188, Available at: <http://www.shabdbooks.com/gallery/148-aug2020.pdf>

2. My full paper “**A Study On Working Capital Management With Reference To Jocil Limited, Guntur.**”, published in UGC care journal “**Mukt Shabd Journal**”, ISSN: **2347-3150, Volume IX, Issue VIII, AUGUST/2020**, page no. Pp1189-1199, Available at : <http://www.shabdbooks.com/gallery/149-aug2020.pdf>
3. My full paper “**An Analysis of Working Capital Management with Reference to Nava Bharat Ventures Ltd., Samalkot**”, published in UGC care journal “*Studies in Indian Place Names*”, ISSN: **2394-3114, Vol-40-Issue-60-March -2020**, page no. pp5353-5363, Available at : <https://archives.tpsindia.org/index.php/sipn/article/view/6529>
4. My full paper “**An Impact of Inventory Management with Reference to Sri Sarvaraya Sugars Ltd., Chelluru**”, published in UGC care journal “*Studies in Indian Place Names*”, ISSN: **2394-3114, Vol-40-Issue-60-March -2020**, page no. pp5417-5425, Available at : <https://archives.tpsindia.org/index.php/sipn/article/view/6537>
5. My full paper “**Evaluation of Fixed Assets Management with reference to Avanathi Feeds Limited, Kovur**”, published in UGC care journal “*Studies in Indian Place Names*”, ISSN: **2394-3114, Vol-40-Issue-60-March -2020**, page no. pp5519-5525, Available at : <https://archives.tpsindia.org/index.php/sipn/article/view/6548>
6. My full paper “**Evaluation of Financial Performance Based on Ratio Analysis with Reference to Ramadas Paper Board Pvt Ltd, Jegurupadu.**”, published in UGC care journal “*Studies in Indian Place Names*”, ISSN: **2394-3114, Vol-40-Issue-60-March -2020**, page no. pp5526-5533, Available at: <https://archives.tpsindia.org/index.php/sipn/article/view/6549>
7. My full paper “**An Empirical Review of Working Capital Management Practices of Glasko Smith Kline Consumer Health Care Rajahmundry**”, published in UGC care journal “*Studies in Indian Place Names*”, ISSN: 2394-3114, Vol-40-Issue-60-March -2020, page no. pp5544-5552, Available at : <https://archives.tpsindia.org/index.php/sipn/article/view/6551>
8. My full paper “**An analysis on Inventory Management at Thandava Co-Operative Sugars Ltd**”, published in UGC care journal “*Studies in Indian Place Names*”, ISSN: 2394-3114, Vol-40-Issue-60-March -2020, page no. pp5561-5565, Available at : <https://archives.tpsindia.org/index.php/sipn/article/view/6553>
9. My full paper “**Effectiveness of Inventory Management at International Paper Appm Ltd; Unit: Kadiyam**”, published in UGC care journal “*Studies in Indian Place Names*”, ISSN:2394-3114, Vol-40-Issue-60-March -2020, page no. pp5787-5794, Available at : <https://archives.tpsindia.org/index.php/sipn/article/view/6580>
10. My full paper “**A STUDY ON FIXED ASSET MANAGEMENT OF BSNL**”, published in UGC listed SI No. 63975 “*International Journal of Emerging Technologies and Innovative Research*”, ISSN:2349-5162, Vol.6, Issue 6, page no. pp463-467, June-2019, Available at : <http://www.jetir.org/papers/JETIR1906212.pdf>
11. My full paper “**A STUDY ON FINANCIAL VIABILITY OF BSNL**”, published in UGC listed SI No. 63975 “*International Journal of Emerging Technologies and Innovative Research*”, ISSN:2349-5162, Vol.6, Issue 6, page no.468-473, June-2019, Available:<http://www.jetir.org/papers/JETIR1906213.pdf>
12. My full paper “**A Study on Inventory Management W.R.T NACL Industries Limited, Ethakota**” published in UGC listed SL No.45550, impact factor 6.3. “*International Journal of Management, Technology and Engineering*” ISSN: 2249-7455, Volume IX, Issue V, MAY/2019, Page No: 4793- 4799DOI Number: 16. 10089.IJMTE. 2019.V915.19.28562.
13. My full paper ‘**A Study On Working Capital Management With Reference To Tirumala milk Products pvt., Ltd, Narasaraopeta**’ published in UGC listed SL No.45550, impact factor 6.3.

“International Journal of Management, Technology AndEngineering” ISSN: 2249-7455, Volume IX, Issue V, MAY/2019, Page No: 5072- 5081DOI Number: 16. 10089.IJMTE. 2019.V915.19.28594

14. My full paper “An Article on The Analysis of Inventory Management At Bhel-Hpvp, Visakhapatnam” published in UGC listed SL No.45550, impact factor 6.3. “International Journal of Management, Technology AndEngineering” ISSN: 2249-7455, Volume IX, Issue V, MAY/2019, Page No: 5082- 5088 DOI Number: 16. 10089.IJMTE. 2019.V915.19.28595.
15. My full paper “A Study on Corporate Accounting System With Reference To RINL-Visakhapatnam” published in UGC listed SL No.45550, impact factor 6.3. “International Journal of Management, Technology andEngineering” ISSN: 2249-7455, Volume IX, Issue V, MAY/2019, Page No: 5089- 5100DOI Number: 16. 10089.IJMTE. 2019.V915.19.28596.
16. My full paper “A Study on Financial Viability W.R.T To Manihamsa Power Project, Yeleswaram” published in UGC listed SL No.45550, impact factor 6.3. “International Journal of Management, Technology and Engineering” ISSN: 2249-7455, Volume IX, Issue V, MAY/2019, Page No: 4793- 4799DOI Number: 16. 10089.IJMTE. 2019.V915.19.28597.
17. My full paper “A Study of Working Capital Management in Gail (India) Ltd. Rajahmundry.” published in UGC listed SL No.45550, impact factor 6.3. “International Journal of Management, Technology and Engineering” ISSN: 2249-7455, Volume IX, Issue V, MAY/2019, Page No: 5679- 5690DOI Number: 16. 10089.IJMTE. 2019.V915.19.28654.
18. My full paper ‘A Study on Challenges and Opportunities of Women Employees in Indian Banking Sector’ published in UGC listed SL No.47663, “KAAV International Journal of Economics, Commerce & Business Management” impact factor 7.92. ISSN2348-4969, Vol. 5, special Issue 1, February 2018, pp.185-189.
19. My full paper ‘E-Commerce and it impacts on world market trend’ published in “International Journal of Commerce and Management Research” impact factor 5.22. ISSN2455-1627, Vol. 3, Issue 12, November 2017, pp.30-33. <http://www.managejournal.com>, ink:<http://www.managejournal.com/archives/2017/vol3/issue12>.
20. My full paper ‘Impact of Demonetization on Indian Economy’ published in UGC listed SL No.4525, impact factor 5.179. “International Journal of Engineering Research and Application ISSN: 2248-9622, Vol. 7, Issue 11, (Part -5) November 2017, pp.30-33 [http:// www.ijera.com](http://www.ijera.com). http://www.ijera.com/papers/Vol7_issue11/Part5/F0711053033.pdf
21. My full paper ‘Mutual funds: An Overview and Consumer Perception’ published in UGC listed SL No.63017, impact factor 3.0” International Journal of Advances in Arts, Sciences and Engineering ISSN 2320-6137(Print), ISSN 2320-6144(Online) Volume-1-Issue-1 <http://www.ijoaase.com/wpcontent/uploads/2017/11/Editorial%20Board1.pdf>

National/International Conferences ((National and International):

Papers presented in conference & seminars (National -06---- International-01)

A. National

1. Participated Sri Venkateswara University, Tirupati Andhra Pradesh conducted one day national conference on ‘Services Marketing In Emerging Global Economy’ held on 28th August 2017. My paper is selected and presented “an analysis of two-wheeler customers satisfaction of Honda Activa in Eluru city”
2. Participated Sri C R Reddy College, Eluru west Godavari conducted a two day national level seminar on “Indian economic turnaround challenges and prospects “during 3rd& 4th February 2017. My paper is selected and presented “Impact of demonetization on Indian economy”

3. K.V.R, K.V.R & M.V.R college-Khajipalem, Guntur (DT) conducted national seminar “Emerging Trends in Indian Banking Sector” my full paper is selected and presented “*Innovative Products Development in Banking Industry*”. 30th, 31st October, 2014.
4. Yogi Vemana University Kadapa, Kadapa (Dt) conducted a national seminar “Emerging Management Practices In Changing Global Perspectives” my full paper “*Indian Mutual Fund Industry- The Future in a Dynamic environment*” is selected, presented and published in the edited book with ISBN NO: 978-81-921579-0-0. page no.92. 6th&7th, march, 2012.
5. Krishna University, Machilipatnam, Krishna (DT) conducted a national seminar “Microfinance-Issues, Challenges and Policy Options in Emerging Economies (Nsmf-2012) on February 17th& 18th. My full paper is selected and presented “*Micro Finance Issues and Challenges in Emerging Economies*”.
6. Adikavi Nannaya University Rajahmundry, East Godavari conducted a national seminar “Emerging Challenges and Strategies for Services Sector” 8th -10th, December, 2011. My full paper is presented “*The Challenge of Marketing Financial Services to Mutual Fund Schemes*”.

B. International

1. CH.S.D. THERESA’S COLLEGE FOR WOMEN, ELURU, WestGodavari conducted two international seminar “Women in 21st Century: Challenges and Opportunities” 9th -10th, February, 2018. My full paper is presented “A Study on Challenges and Opportunities of Women Employees in Indian Banking Sector”.

Patent Publications:

1. Title of the invention: Smart AL Based Approach to Manage the Payment of E-Commerce Sites and Financial Management. Application No.202241068151, Date of filing of Application :26/11/2022, Publication Date: 23/12/2022
2. Title of the invention: Method for Predicting Consumer Buying Behaviour towards Medicine Management System. Application No.202241045136 A, Date of filing of Application :08/08/2022, Publication Date: 19/08/2022

Achievements / Awards etc: ---

(Dr.P. SUBBA RAO)