

CURRICULUM VITAE OF P. TIRUMALA RAO

1 Name :PAGADALA TIRUMALA RAO
2 Date of Birth :August 30, 1971
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4 Nationality : Indian

5 Qualifications - Research:

(i) **M.Phil.** – Title of the thesis: **An Analysis of Marketing Practices and Problems of Cotton Growers in Guntur District** – Degree awarded in 2007 with ‘A’ Grade (marks – 69%) by Acharya Nagarjuna University (ANU), Nagarjuna Nagar, Guntur District – 522 510 (Andhra Pradesh).

(ii) **Ph.D.** – Title of the thesis: **Implications of World Trade Organisation (WTO) on Indian Cotton Textile Industry** – thesis submitted to ANU in January 2011 and the Degree is awarded in December 2011.

For both the research degrees, work was carried out in the Faculty of Commerce and Management Studies - Research Director, Prof. V. Chandra Sekhara Rao, Professor, Department of Commerce and Business Administration; and Director, Centre for Distance Education, ANU.

6. Qualification – PG Courses:

(i) **PG Diploma in International Business (PGDIB)** in 2009 from ANU
(marks - 62.2%)

(ii) **MBA** in 2008 with first class (marks – 60.2%) from ANU.
Specialisation: Human Resource Development

(iii) **M.Com.** in 1994 with high second class (marks – 56%) from ANU.

Optionals: (a) Advanced Financial Accounting
(b) Cost Accounting and Control Systems
(c) Direct Taxes: Law and Accounts
(d) Management Information System

7. Other Qualifications:

(i) **B.Com.** with first class (marks - 61%) in 1991 from ANU

(ii) **LL.B.** in 1999 from ANU

(iii) **Type Writing Higher Grade Examination** in 1989 under the State Board of Technical Education and Training, Andhra Pradesh. (marks – 62.5%)

8 Experience of Teaching in UG and PG courses: 20 years (8 years for UG and 12 years for PG courses)

(i) From 2011-12 to till date (2015-16) – 5 years at Krishna University – DR.MRAR PG Centre in Nuzvid (Krishna District) teaching M.Com., and MBA courses as Academic Consultant in the Department of Management.

(ii) From 2005-06 till date (2010-11) – 6 years at ANU – PG Centre Campus in Nuzvid (Krishna District) teaching M.Com., and MBA courses as Guest Faculty – ‘B’ Grade in the Department of Commerce and Business Administration.

(ii) 2004-05 (one year) at Don Bosco PG College, Pulladigunta, Guntur, teaching management subjects for MBA and MCA.

(iii) From 2001 to 2003 – 2 years at CR Engineering College, Ganapavaram, Chilakaluripet Mandal, Guntur District, AP. teaching management subjects in B.Tech courses of JNTU.

(ii) From 1995 to 2001 – 6 years at Kasu Vengala Reddy Women’s Degree College, Chilakaluripet, Guntur District, AP teaching commerce subjects in B.Com Course of ANU.

9 Extra-Curricular Activities

(i) Co-ordinated the National Service Scheme (NSS) Programme at ANU PG Centre at Nuzvid; and participated in blood donation camp organised by the Red Cross Society, Krishna District Branch on February 3, 2009 at Vijayawada.

(ii) Worked in the National Cadet Corps (NCC) during 1988-91 while pursuing B.Com at CR. College, Chilakaluripet, and obtained ‘C’ Certificate; and participated in NCC camps and blood donation camps.

10 Research Work and Publications - Details given separately

11 Participation in Seminars and Presentation of Papers - Details given separately

12 Administration work experience : Flying Squad member, Observer, Project Guide External Examiner for MBA Viva-Voce Examinations in Acharya Nagarjuna University, Krishna University, JNTU and Kakathiya University since last 10 years.

I here with certify that the facts stated above are true and factually correct, to the best of my knowledge and information.

(P. Tirumala Rao)

Research Work and Publications of P. Tirumala Rao

I. Theses of P. Tirumala Rao

1. **M.Phil.** - :Title of the Thesis: An Analysis of Marketing Practices and Problems of Cotton Growers of Guntur District. Degree awarded in 2007.
2. **Ph.D.** - Title of the Thesis: Implications of World Trade Organisation (WTO) on Indian Cotton Textile Industry. Thesis submitted in January 2011 and Degree was awarded in December 2011. Research work for both the degrees was carried out in Acharya Nagarjuna University (ANU), Nagarjuna Nagar, Guntur District in the Department of Commerce and Business Administration, and theses submitted to ANU.

II. Papers Published as on 20 th June, 2015

- 1 “Development of Small and Medium Enterprises (SMEs) in Andhra Pradesh,” in V. Hanumanta Rao and S. Subba Rao (eds.) (2010), **Industrial Development in Andhra Pradesh**, The Federation of Andhra Pradesh Chambers of Commerce and Industry (FAPCCI), Hyderabad, pp. 179-194. Co-authors: D. Nagayya and P. Tirumala Rao.
2. “Impact of WTO on Indian Cotton Textile Industry,” **ANU Journal of Commerce and Management**, Vol. 1 No. 2, July-December 2009, pp. 163-180. Author: P. Tirumala Rao. **ISSN 0976-0857**
3. “Impact of WTO on Indian Cotton Textile Industry” **International Journal of Management Science**, Vol. 6 No. 2, December 2010, pp. 99-124. Author. P. Tirumala Rao. **ISSN 0973-2101**
4. Research abstract of Ph.D. Thesis titled, “Implications of World Trade Organisation (WTO) on Indian Cotton Textile Industry,” – FINANCE INDIA, September 2015, Vol.XXIX No.3, pp. 931-936 Author. P. Tirumala Rao **ISSN 0970-3772**
5. “Documentation and Bibliography on Foreign Trade, with focus on Indian Cotton Textile Industry” **GITAM Journal of Management**, January – March 2013, Vol.11 No.1, pp. 225-255 Author. P. Tirumala Rao **ISSN 0972-740X**
6. “Enabling Small and Medium Enterprises to Target Globalisation” **Journal of Rural Development**, National Institute of Rural Development, Hyderabad.Vol. 32. No. 1, January-March 2013, pp. Co-authors: D. Nagayya and P. Tirumala Rao. **ISSN 0970-3357**
7. “Small and Medium Enterprises in the Globalisation Era” Seminar Volume published by The Institute of cost accountants of india and Commerce Association on MSME MICRO to MEGA on 10th &11th May, 2013 at Hyderabad,Andhra Pradesh, India. pp. 24-32. Co-authors: D. Nagayya and P. Tirumala Rao.
8. “Emerging Trends in Trade Unions” UGC National Seminar Volume published by the Zenon Academic Publishing in the year February 2014 edited by Dr. Nagaraju Battu, Acharya Nagarjuna University, Nagarjuna Nagar, pp.402-407.**ISSN: 978-81-926819-5-5.**

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Participation in Seminars and Presentation of Papers

1. **National Seminar on Corporate Governance: Challenges and Trends** organised by the Department of Commerce, Hindu College, Guntur during 22-23 August 2003 - presented a paper titled, Corporate Governance: Challenges and Trends.
2. **National Seminar on Union Budget 2008-09**, organised by the Department of Commerce and Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar during 28-29 March 2008 - presented a paper titled, Socio-Economic Dimensions of the Union Budget 2008-09.
3. **National Seminar on Indian Culture and Management Thought** organised by the Department of business Administration, KBN College, Vijayawada on October 13, 2008 – presented a paper titled, Indian Management Ethics and Morals.
4. **National Seminar on Marketing Communications – An Integrated Approach** organised by the Department of Commerce and Business Administration, PB Siddartha College of Arts and Science, PG Centre, Vijayawada on October 18, 2008 - presented a paper titled, Process of Marketing Communications.
5. **National Seminar on Challenges and Strategies of Handloom Industry** organised by the PG Departments of Commerce and Management Studies, VRS & YRN College, Chirala on 21-22 August 2009 – presented a paper titled, Efficacy of Developmental Programmes for Handlooms.
6. **International Conference on International Trade and Commerce** organised by the Department of Commerce, Osmania University, Hyderabad during 5-7 March 2010 – presented a paper titled, Impact of WTO on Indian Cotton Textile Industry.
7. **National Seminar on Corporate Frauds: Implications for Governance** organised by the Department of Management Sciences, RVR & JC College of Engineering, Guntur during October 4-5, 2002.
8. **National Seminar on Indian Ethos and Corporate India** organised by Mahatma Gandhi College, Guntur during October 26-27, 2002.
9. **International Conference on Changing Paradigms in Marketing of Services** organised by the School of Management of Studies, University of Hyderabad, Hyderabad during July 15-17, 2003.
10. **National Seminar on Microfinance Issues , Challenges and Policy Options in Emerging Economies** organized by the Department of Business Management, Krishna University, Machilipatnam during February 17-18, 2012- presented a paper titled, SHG Bank Linkage – Has Unevenness of Spread Declined.
11. **National Seminar on Microfinance Issues , Challenges and Policy Options in Emerging Economies** organized by the Department of Business Management, Krishna University, Machilipatnam during February 17-18, 2012 – acted as a Chair person for the Session, Track-III: Micro Finance – Women empowerment.
12. **Participation in National Work Shop On “Intellectual Property and Innovation Management in Knowledge Era”** organized by National Research

- Development Corporation, New Delhi and Krishna University On 5th February, 2013 at Krishna University Dr.MRAR PG Centre, Nuzvid.
13. **National Seminar on “Status of Women In India During 20th Century – Historical Perspective”** organized by the Department of History, Dharma Appa Rao College, Nuzvid during September 6-7, 2013, presented a paper titled- Women Empowerment to Develop the Indian Economy with Special Reference to Government Schemes and Policies.
 14. **National Seminar on “Innovation Management – Issues and Challenges in Emerging Economies”** organized by the Department of Commerce and Business Management, Sathvahana University, Karimnagar, during September 24-25, 2013, presented a paper titled – Challenges of Innovation Management in Indian Banking Industry.
 15. **National Seminar on “Conceptual Advances & Impact of Plant Derived Drugs on Human Diseases”** organized by the Krishna University Dr.MRAR PG Center, Nuzvid during March 5-6, 2014, presented a paper on Impact of Plant derived drugs on Human diseases.
 16. **National Seminar on “Changing Dimentions of Commercial Banking in India Problems and Perspectives”** organized by the Department of Commerce, Dharma Appa Rao College, Nuzvid during Novermber 18-19, 2013, presented a paper titled- Changing Dimentions of Commercial Banking in India Problems and Perspectives.
 17. **National Seminar on “Trends in English Language & Literature”** organized by the Department of English, Dharma Appa Rao College, Nuzvid during Novermber 29-30, 2013, presented a paper titled- Developing written Communication Skills.
 18. **National Seminar on “Banking & Insurance –Contemporary Issues”** organized by the Department of Commerce, Sir CR Reddy Autonomous College, Eluru on 13th February, 2014, presented a paper titled- Banking and Insurance Contemporary issues.

Training Courses Attended

1. Two weeks FDP (Faculty Development Programme) on Enterpreneurship development organised by ni-msme, Hyderabad.
2. Two weeks ToTED (Training of Trainers in Entrepreneurship Development) organised by ni-msme, Hyderabad.

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