

CURRICULUM VITAE



Dr. Varam Krishnaveni,
Lecturer in Commerce,
School of Commerce,
Government College for Men (A),
Kadapa -516004
Email: krishnavenivaram515@gmail.com
Contact: 6301047495

I. Academic Qualifications

Exam Passed	Board/ University	Subjects	Year	Division/Grade Merit etc.
High School	S.S.C	General subjects	1990	III class
Higher Secondary	Intermediate	C.E.C	1992	III class
B.Com	S.V. University	Commerce	1995	III class
M.Com	S.V.University	Commerce	1998	1 st class
M.Phil	S.V.University	Commerce	2009	II class
Ph.D.	S.V. University	Commerce	2015	Awarded

II. Teaching Experience

S.No	Name of the College	Designation	Period
(a) Private Aided College			
1	B.T. College, Madanapalle	Lecturer in Commerce	16-10-2003 to 03. 10.2021
(b) Government Degree College			
1	Government College for Men (A), Kadapa	Lecturer in Commerce	04. 10.2021 to till now
Total Teaching Experience: 21 years			

III. (A) Research Experience & Training

S.No	Research Stage	Title of work/Theses	University where the work was carried out
1	M.Phil or equivalent	Consumer Behavior of Kitchen ware Durables	S.V. University, Tirupati
2	Ph.D.	Consumer Behavior of Kitchenware Durables	S.V.University, Tirupati

3	Post-Doctoral	NA	NA			
4	Publications (give a list separately)	Research papers 12 and book 1	-			
5	Research Guidance (give names of students guided successfully)	NA	NA			
(B) Participated Refreshment Courses						
S.No	Name of the training	Organized/ Sponsored by	Number of days	Period		Grade
				From	To	
1	Management and Commerce Studies	UGC-Academic Staff College: University of Hyderabad, Hyderabad	21	27.02. 2013	9.03.2013	A
2	Online Refresher Course Entrepreneurship Development Programme/ Commerce/& Business Management/ Business Analytics	UGC-HRDC, Osmania University, Hyderabad	16	3.01.2023	18.1.2023	A
(C) Completed Orientation Courses						
1	Orientation Programme	UGC-Academic Staff College: Sri Venkateswara University, Tirupati	28	18.01.2006	14.02.2006	B
(D) Faculty Development Programme						
1	Building Resilient EDCs: Infusing Entrepreneurship in Education	National Institute for Micro, Small and Medium Enterprises, (NI-MSME), Sponsored by Commissioner ate of Collegiate Education, Govt of Andhra Pradesh	5	17.09.2024	21.09.2024	Completed
2	Digital Marketing	MIT Arts commerce & science college (A) Maharashtra.	5	27-5-2024	31-5-2024	completed

2	Emerging Issues in Higher Education & Research	PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS&SCIENCE	ONE WEEK FDP	6-June,2024	10 June 2024	completed
3.	Mentoring and Facilitation for Apprenticeships	Mahatma Gandhi National Council of Rural Education, Hyderabad.	6	19.12.2022	24.12.2022	Completed
3	“Atmanirbhar Bharat” Unleashing Power of Commerce in Digital Era: Global Trade, Business Warfare, Levies, Immersive Learning Pedagogy and Business Analysis”	Commissioner ate of Collegiate Education, Govt of Andhra Pradesh	5	20.07.2020	24.07.2024	Completed
4	Training of the Trainers Programme (ToT)	Commissioner ate of Collegiate Education, Govt of Andhra Pradesh	5	18.03.2024	22.03.2024	Completed
5	English Medium of Instruction	Commissioner ate of Collegiate Education, Govt of Andhra Pradesh	6	19.06.2023	24.06.2023	Completed
6	Digital Marketing	MIT,Arts,Commerce&ScienceCollege, Maharashtra	5	27.05.2024	31.05.2024	Completed
7	AI Fluency, Digital Productivity, and Employability Skills	Andhra Pradesh Information Technology Academy	30 hours	18.12.2023	22.12.2023	Completed
8	Internships and LMS	Commissioner ate of Collegiate Education, Govt of Andhra Pradesh	3	02.02.2023	04.02.2023	Completed
9	Futuristic Trends of Language and Literature- Impact on 21 st Century Learners	SRM institute of Science and Technology, Chennai	6	13.07.2020	18.07.2020	Completed
10	E-Learning Management System	Yogi Vemana University, Kadapa	3	29.07.2020	1.08.2020	Completed
11	Water and Environmental Modeling using	Satya Institute of Technology and	5	13.07.2020	17.07.2020	Completed

	MIKE, Remote Sensing and DIS Application	Management, Kakinada				
12	Innovative Techniques for Effective Teaching online and Offline	Mahatma Gandhi Institute of Technology, Hyderabad	2	12.06.2020	13.06.2020	Completed
13	Role of Academia in Sustainability development	B.R Ambedkar University, Srikakulam	14	25.06.2020	08.07.2020	Completed
14	Evolution of IoT and Its real time Application	Malla Reddy Institute of Technology and Science, Hyderabad	6	13.07.2020	17.07.2020	Completed
15.	Emerging Issues in Higher Education & Research	PARVATHANENI BRAHMAYYA SIDDHARTHA COLLEGE OF ARTS&SCIENCE	1	25.07.2020	-	Completed
15	“Filling of Income Tax Returns- Law and Procedure”	Paravathaneni Brahmayya Siddhartha College of Arts and Science, Machilipatnam				
16	“Technology Assisted Teaching and Virtual Learning through ICT tools”	S.B.V.R. Degree and P.G College, Badvel	6	25.05.2020	30.05.2020	Completed
17	LMS and E Content Preparation	B.T. College, Madanapalle	6	22.10.2018	29.10.2018	Completed
18	Internet Basics	B.T. College, Madanapalle	8	17.10.2016	24.10.2016	
19	Computer Hardware Basics	B.T. College, Madanapalle	8	11.09.2017	18.09.2017	Completed
20	MS Excel & Power Point	B.T. College, Madanapalle	8	05.10.2014	12.10.2014	Completed
21	M.S. Word	B.T. College, Madanapalle	8	15.09.2015	22.09.2015	Completed
22	Commerce	Andhra Pradesh State Council of	6	19.01.2012	24.01.2012	Completed

		Higher Education, Hyderabad				
23	UG teachers working in Govt/ Aided/ Unaided Degree Colleges	PVVK Government College, Chittoor	6	19.01.2012	24.01.2012	Completed
24	Advances in Technologies, evolving new dimensions in e-society	JIS College of Engineering, West Bengal		2.09.2020	6.09.2020	Completed

IV. (a) List of Research Papers Published in UGC Care Group 1 Journal

S.No	Publication type	Title of the Paper	Journal /Publisher Name	ISSN / ISBN	Impact Factor	Vol/ Issue/ Year
1.	UGC Care Group 1 Journal	Social Dimensions of Economic Change: A case study of the Yanadis	International Journal of Cultural Studies and Social Sciences	ISSN 2347-4777	7.138	20/02/ 2024
2.	UGC Care Group 1 Journal	Intellectual Property Rights- An Overview	Madhya Bharti - Humanities and Social Sciences	ISSN 0974-0066	6.28	85/08/ 2024
3.	UGC Care Group 1 Journal	Brand Reference among Consumers of Kitchenware Durables: A Case Study of Selected Towns in A.P,	Journal of Fundamental & Comparative Research	ISSN 2277-7067	7.268	IX/2/ 2023
4.	UGC Care Group 1 Journal	Socio-Economic Profile of users of Consumer Durables in Small Towns in India- A Study of Three Revenues Divisions in Chittoor District of Andhra Pradesh	Madhya Bharti - Humanities and Social Sciences	ISSN 0974-0066	6.28	84/02/ 2023
5.	UGC Care Group 1 Journal	Factors Impacting Purchase Behavior in Respect of Kitchenware Durables: A Case Study of Three Towns in Andhra Pradesh	Education and Society	ISSN 2278-6864	6.718	46/4/ 2023

(b). Papers published in National / International Journals

6.	National	Consumer Behaviour of	Paripex-Indian Journal of	ISSN	5.76	3/4/2/2
----	----------	-----------------------	---------------------------	------	------	---------

		Kitchenware Durables: A Study with Special Reference to Madanapalle Town in Andhra Pradesh	Research	2250-1991		013
7.	International	Consumer's Awareness towards Kitchenware Durables	COGNITIVE DISCOURSES International Multidisciplinary Journal	ISSN 2321-1075	-	1/4/2/2014
8.	International	Buyer Behaviour to Mixer-grinder and Rice-cooker	EDUCATION PLUS An International Journal of Education & Humanities	ISSN 2277-2405	3.68	II/1/2013
9.	International	FRAUDULENT MANIPULATION OF ACCOUNTS: A CASE STUDY FROM INDIA	MIJBR-MITS International Journal of Research	ISSN :2349-1701	3.937	6/2/2019

(c). Papers published in National Seminar						
10.	National	Consumer Behaviour of Kitchenware Durables: A Study with Special References to Madanapalle town in Andhra Pradesh	Scholars' Press, Germany	ISBN:978-3-639-70986	-	2013
11.	National	Financial Inclusion in India: Issues and Challenges	Indian Academic Researchers Association	ISBN;978-93-94293-16-8	-	2023
12.	National	Intellectual Property Rights and Economic Development	Raja Ram Mohan Roy	ISBN;978-93-5812-912-0	-	2023
(d). Books published						
1.	National	CONSUMER BEHAVIOUR OF KITCHENWARE DURABLES	Roshan Publication, Visakhapatnam	ISBN:978-81-931489-8-3	-	2015

V. Paper Presented Seminars, Conferences, Symposia Workshops etc. attended / Conducted

S.No	Title of the paper	Organized by	Seminar on	Period		National / International
				From	To	
1.	Financial Inclusion in India: Issues and Challenges	Department of Commerce, Sri Venkateswara University, Tirupati	Financial Inclusion of the Marginalized Sections in India: Emerging	10.03.2023	11.03.2023	ICSSR & APSCHE National

			issues and Challenges			
2.	Consumer Behaviour of Kitchen ware Durables	Department of Commerce, NTR Govt, Degree College Valmikipuram	Consumer Awareness in Rural India	23.01.2013	24.01.2013	UGC sponsored National
3.	A conceptual Framework of Gender Discrimination Faced by Females in India	KKC Institute of PG Studies, Tirupati	Expurgated of Gender Discrimination at work Place Towards Inclusive Economic Growth	30.01.2020	30.01.2020	National
4.	Framework and Strategies of IFRS and IAS	Besant Theosophical College, Madanapalle	International Financial Reporting Standards (IFRS)	28.12.2019	28.12.2019	ICSSR Sponsored
5.	An Empirical Study on Footprint of Forensic Accounting in India	Besant Theosophical College, Madanapalle	International Financial Reporting Standards (IFRS)	28.12.2019	28.12.2019	ICSSR Sponsored
6.	Issues and perspectives of social entrepreneur in India	Department of Business Management, Sri Padmavati Mahila Visvavidyalayam , Tirupati	Indian Startups: Issues, Challenges and Opportunities	28.02.2020	29.02.2020	ICSSR Sponsored
7.	Is Indian market suitable for one tax that is GST	Department of Commerce, Sri Krishnadevaraya University, Anantapur	Changing Dimensions in Marketing Scenario	28.09.2018	29.09.2018	National
8.	Fraudulent Manipulation of Accounts: A Case Study from India	B.T. College, Madanapalle	International Financial Reporting Standards (IFRS)	28.12.2019	28.12.2019	ICSSR Sponsored

9.	Intellectual Property Rights and Economic Development	Smt.N.P.S Govt. Dgree College for Women	Importance of Intellectual Property Rights in Research and Entrepreneurship	24.03.2023	24.03.2023	ICSSR Sponsored
10.	Consumer Behaviour of Kitchenware Durables	Government College for Men (A), Kadapa	Challenges and Strategies for Consumer Protection	13.03.2015	13.03.2015	UGC Sponsored
11.	5G Mobile Technology	PVKN Government College (A), Chittoor	Recent trends in commerce, computer application and business analytics in the Era of Digital Economy	27.02.2020	27.02.2020	UGC Sponsored
12.	GST in India, Challenges	P.V.N.K Got College, Chittoor	GST in India: Implications	20.04.2018	21.04.2018	ICSSR Sponsored

VI. ONLINE QUIZZES PARTICIPATED

S.No	Programme	State/National/ Inter national	Date	Organised by
1.	Online Quiz on National Constitutional day	National	26-11-23	D.K Govt. college for Women (A) Nellore.
2.	Online Quiz on International Accounting Day	International	10-11-23	PSC&KVSC Govt. Degree College Nandyal
3.	Online Quiz on International Accounting Day	International	10-11-23	Y.V.N.R. Govt. Degree college,Kaikaluru.
4.	Online quiz	National	11-11-2023	VK.V Govt. degree college. Kothapeta
5.	Online quiz National consumer Day	National	24-12-2023	Govt. Degree college(W) madanapalle
6.	Online quiz National consumer Day	National	24-12-2023	Govt. Degree college for Men(A) kadapa
7.	Online quiz National consumer Day	National	24-12-2023	D.S.Govt. degree college for women Ongole.
8.	Quiz competition	national	24/01/2024	Govt. degree college, Rajampeta.
9.	Online quiz National Voters Day	National	24/01/2024	Govt. Dgree college Rayachoty
10.	Quiz on Yoga Awareness	International	19-6-2024	VK.V Govt. degree college. Kothapeta.

11.	World Environment Day	International	5-6-2024	Govt. Degree college for Men(A) kadapa
12.	Online quize on CONSUMER AWARENESS	National	March2024	Government college(A) Rajahmundry

VII. OFFLINE& ONLINE WEBINAR

S.No	Topic	State/National/International	Date	Days	Organised by
1.	The 7 Assessment Criteria for NAAC Accreditation	National	21-02-22 to 28-02-22	7	Govt. college for Women (A),Guntur
2.	Vision of the First Education Minister	National	11-11-23	1	Dept. Urdu &NCPUL study Centre of the college in collaboration Govt.college for Men(A) Kadapa
3.	Trends in commerce and Accounting	National	27 th to 28 th March 2023	2	G.V.R.S Govt. Degree college, Dhone, Nandyal dist.
4.	Importance of Insurance	National	10-3-23	1	Govt. Degree College, Pattikonda.
5.	Webinar on Critical thinking in Research Methodoly	National	5-7-24	1	SVRGovt.Degree College , Nidadavole

VIII. ONLINE/OFF LINE WORKSHOP

S.No	Topic of Workshop	Date	Days	Organised by
1.	Trends in Computer Applications/Changing Paradigm in Management Studies	31-1-2015	1	Dept. of Computer Application&Management Studies ,Madanapalle
2.	Financial Inclusion-Opportunities and Challenges	24-6-2016	1	Dept. of Computer Application&Management Studies ,Madanapalle
3.	Internet of Things	7 th ,8 th ,Sept 2016	2	Indian Tech Group
4.	World Space Week 2017	4-10-2017	6	SDSR SHAR.ISRO, Sriharikota.
5.	Indian Constitution and Technical terminolog	29 th to30th-8-2019	2	NTR govt.College, Vayalpaaad, chittoor,A.p
6.	Swachhta Action Plan online Workshop	10-6-2020	1	Mahatma Gandhi National Council of Rural Education in collaboration with National Service Scheme, Andhra Pradesh.
7.	Hadoop and Bigdata Analytics	24-7-2020	2	Malla Reddy Institute of Technology and Science, JNTUH,Hyderabad.
8.	Exploring the science of Atmosphere From space.	26-8-2020	1	K.L.E.F., Vijayawada, A.P, India.

9.	The 7 Assessment Criteria for NAAC ccreditation	21-2-22to28-2-2022.	7	IQAC,S.K.B.R Degree for women (A), Guntur.
----	---	---------------------	---	--

IX. ONLINE LEARNING CERTIFICATE COURSE

S.No	Topic of Online learning	Date	Organised by
1.	Introduction to ChatGPT. Boost your productivity to the maximum using artificial intelligence.	1-6-2024	UPValenciaX
2.	Financial Accounting and Analysis	7-6-2024	IIMBx
3.	Managing Happiness	8-6-2024	Harvard university
4.	Risk Management Tools and Practices	9-6-2024	New York Institute of Finance through edx.
5.	Introduction to Generative AI	25-6-24	IBM

Dr. V.Krishnaveni.

(Signature of the Lecturer)