

PROFILE OF DR. A.N V DURGA ANUPAMA



Department (UG): Commerce

NAME	:	Dr. A.N V Durga Anupama
DATE OF BIRTH	:	15/05/1984
EDUCATIONAL QUALIFICATIONS	:	M.com,M.Phil.,Ph.D
NATIONALITY	:	Indian
CONTACT INFORMATION		
OFFICE	:	Department of Commerce P.B. Siddhartha College of Arts & Science Vijayawada.
RESIDENCE	:	D.No.32-13-55-1, T2, Jagadeep Apartments, Mogalrajpuram, Vijayawada -520010.
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CONTACT NUMBER(S)	:	9949017195
CURRENT PROFILE		
Designation	:	Lecturer
Administrative Position	:	
Any other position	:	
JOB PROFILE		
TARGETED TRAINEES	:	UG
SUBJECTS TAUGHT	:	Company Law, Business Law, Banking Theory and Practice, Human Resource Management, Business Organization, Indian Financial System, Financial Services, Marketing, Auditing, Leadership Education, Entrepreneurship Education, Economics
SPECIALIZATION	:	Marketing, Banking Theory and Practice, Business Organization, Indian Financial System, Financial Services Company Law, Business Law.
PROFESSIONAL EXPERIENCE	:	9 Years
<i>Teaching</i>	:	9 Years
<i>Research</i>	:	Nil

Professional Body / Society Office Bearers (if any)	:	
CURRENT RESEARCH ACTIVITIES		
ACADEMIC ACHIEVEMENTS		

Journal Publications**National**

S.No.	Title with page nos.	Journal	ISBN/ISSN	No of co-authors	Main author(y/n)	Impact Factor
1.	Expectations, Perceptions and Satisfaction of Cellular Service Consumers on 7Ps of Service Marketing (A Case Study of Tata Indicom in Chittoor District of Andhra Pradesh) (pg.no. 1-12)	SMART Journal of Business Management Studies	0973-1598	2	y	
2.	Buyer's expectations, Perceptions and Satisfaction on the Process Mix of Cellular Service Marketing – (A Case Study of Tata Indicom in Chittoor district of Andhra Pradesh) (pg.no. 154-165)	Osmania Journal of International Business Studies	00973-5372	2	y	
3.	Buyer's expectations, perceptions and satisfaction on Physical evidence mix of cellular services marketing (A case study of Tata Indicom in Chittoor district of Andhra Pradesh) (pg.no. 67-76)	International Journal of Engineering and Management Sciences	2229-6425	2	y	
4.	Buyers' Expectations, Perceptions and Satisfaction on the People (Employees) Mix of Cellular Services Marketing (pg.no.1-10)	Udyog Pragati- The Journal of Practising Managers	0970-3365	2	y	
5.	A study on Recruitment and Selection at Vijaya Dairy in Vijayawada	Journal of Emerging Technologies and Innovative Research	2349-5162	2	n	5.87

Seminars / Workshops / Conferences Attended**National**

SNo	Title	Date(s)	Organiser(s)	Location
1.	New Education policy – Goals and Imperatives	14 th & 15 th March 2017		Dr.S.Babu Rajendra Prasad, Vijayawada
2.	UGC Sponsored Two Day National Seminar on Innovation Management A Strategic Imperative Growth	22 nd & 23 rd August 2017		P.B.S.C Vijayawada
3.	One Day Workshop on Learning Management System	22 nd July 2018		P.B.S.C Vijayawada
4.	National Seminar on Future of Work in changing business landscape	23 rd March 2019		P.B.S.C Vijayawada
5.	One Day Workshop on 'Goods & Services Tax'.	1 st March 2019		KLEF, Guntur
6.	National Seminar on Recent Trends in Inclusive Education	7 and 8 th Feb, 2018		Madonna College, Vijayawada

Seminars / Workshops / Conferences Organised**National**

SNo	Title	Date(s)	Organiser(s)	Location
1.	Work shop on GST Accounting Procedure	18/08/2017		Dept. of Commerce Vijayawada P.B.S. College

Paper presentations in Conferences**National**

SNo	Title	Date(s)	Organiser(s)	Location
1.	Marketing of Financial Services Trends and Strategies	18 th & 19 th March, 2017	Prof.Mamilla Rajasekhar, Professor SVU	Sri Venkateswara University, Tirupati.

AWARDS AND PRIZES / DISTINCTIONS

	:	
<i>Textbooks authored</i> <i>With details of Title, Co-authors if any, Publisher, ISSN/ISBN</i>	:	1. Insurance(Author) Inter Vocational 1 st Year Board of Intermediate Education 2. Banking and Financial Services (Editor) Inter Vocational 2 nd Year Board of Intermediate Education

Faculty Development Programmes Attended

SNo	Title	Duration	Organiser(s)	Funding Agency	Location
1.	FDP on Technology in the classroom		4 th Nov, 2016		SDMSMK, Vijayawada
2.	FDP on Good and Service tax		29 th & 30 th April 2019		SDMSMK Vijayawada
3.	FDP organized by HR foot prints		12 th Oct, 2018		NHRD, Vijayawada
4.	FDP on Accounting Standards		28 th & 29 th March 2019		P.B.S.C Vijayawada
5.	FDP on Companies Act-2013		3 rd & 4 th June 2019		A.G.K. & S.G Vuyyuru