

DR. KONAPALA VISWESWARA RAO
M. Com, M. Phil., M. B. A., Ph. D

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CURRICULUM VITAE

A. PERSONAL:

Date of Birth: 24-12-1959

Marital Status: Married and having one son

Address: D. No. 54-11-11/14

Flat No. 402, Aish Residency, Isukathota

Visakhapatnam - 530 022

Andhra Pradesh, India

B. ACADEMIC:

Ph.D. 2010	Ph.D. awarded in September 2010, Commerce and Management Studies, Andhra University, Visakhapatnam ,India Title : The Traditional Retail Business and Trading Practices (A Case Study in Visakhapatnam City)
M.B.A 2007	Dr. B.R. Ambedkar Open University Hyderabad. Specialization " Marketing "
M.Phil 1993	Commerce and Management Studies, Andhra University Visakhapatnam. Title : " Marketing of Milk and Milk Products " a case study of Visakha Diary, Exempted from National Eligibility Test (NET)
M.Com 1988	Commerce and Management Studies, Andhra University, Visakhapatnam. Specialization " Accounting "
B.Com 1982	D.A.R. College Nuzuvid, Krishna Dist (Affiliated to Andhra University) Specialization " Costing "

C. PROFESSIONAL SYNOPSIS

- Over 30 years of extensive experience in Accounting (Financial Accounting, Management Accounting, Cost Accounting, Financial Management)

- Taught over thousands of students at various levels (Undergraduate, Graduate, Masters, B.Techs) during the teaching career.
 - Was exempted from the NET (National eligibility Test) for Master of Philosophy
 - Actively participated in various symposiums for Article / Paper presentation on various topics.
 - An Astute teacher and counselor with good narration and explanation skills.
 - Initiated writing a book on Financial Accounting
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D. STRENGTHS

- Functional Expertise in Financial, Cost and Management Accounting.
 - Easy & continuous Learner and has a flair for adopting & keeping abreast the latest trends in the market.
 - Has proven to be an exemplary teacher with excellent track record.
 - Definition of course details suitable for various levels of studies taking in view the market trends.
 - Role Play Master for various discussions for the past 5 years, with excellent Results.
 - Active Participant in Social Activities like Janmabhoomi program etc.
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E. PROFESSIONAL EXPERIENCE : Teaching at College Level since 1989.

Present Position: Associate Professor, School of Management Studies,

G.V.P. College of Engineering for Women, Visakhapatnam.

Courses taught: BBA, B.Tech, B.Com, MBA, MHRM, MCA

Coverage	:	Financial Accounting	Cost Accounting
		Management Accounting	Financial Management
		Organizational Behavior	Advanced Financial Accounting
		Financial Markets and services	Accounting for Managers
		Management Science	Indian Business Environment
		Advanced Cost and Management Accounting	

Responsibilities involve the following

- Defining the Course syllabus

- Plan and complete the course teaching within the stipulated time
- Guide the students in completion of the Curriculum Project
- Plan for Campus Recruitments for the students

Period	Experience	Course	Coverage	Employer
2010 onwards	Till date	BTech	MEFA & Management Science	G.V.P. College of Engineering for Women
2008-10	2 Years	B.Tech	MEFA & Management Science	G.V.P. College of Engineering
2005-08	3 Years	MBA / MCA	Indian Business Environment Accounting for Managers Management Accounting	G.V.P. College for Degree & P.G. Courses
2004-05	1 Year	B.Tech / MCA	MEFA & Management Science Management Accounting	G.V.P. College of Engineering
1992-04	12 Years	B.Com, MCA, CA Foundation	Financial Accounting – I, II & III Business Statistics Management Accounting Cost Accounting	G.V.P. Degree College
1989-92	3 Years	B.Com / Intermediate	Financial Accounting – I, II & III Business Statistics Management Accounting Cost Accounting	Hindustan Shipyard Degree College

F. COURSES AND WORKSHOPS ATTENDED

- Participated in “**Faculty Development Program**” at ICFAI, at Hyderabad for four days in the year 1994.
- Attended Academic Staff College for “**Orientation Classes**” in the year 1994-95 for four weeks held at Andhra University, Visakhapatnam.
- Attended Academic Staff College for “**Refreshers Course**” during year 1996-97 held at Andhra University, Visakhapatnam.
- **NET-NATIONAL ELIGIBILITY TEST is Exempted**

M.PHIL AWARDED IN JULY 1993

G. APPRECIATION

- Certificate of Appreciation **100% Passes** in the subject of Managerial Economics & financial Analysis in II And III B.Tech. During the academic years 2008-2009,2009-2010,2010-2011,2011-2012 and 2012-2013 for ECE,CSE,ITAND BME Branches.
- Certificate of Appreciation **100% Passes** in the subject of Management Science in III And IV B.Tech. During the academic years 2008-2009,2009-2010,2010-2011,2011-2012 and 2012-2013 for ECE, CSE, IT AND BME Branches.

H. ARTICLES AND PAPER PRESENTATION

Title	Details
Entry of Foreign Direct Investment in Retail Trade Challenges and Opportunities	Presented Paper in Symposium conducted in Commerce and Management studies, Andhra University, Visakhapatnam.
Impact of Right to Information Act on Corporate Governance	Paper Presented UGC National Seminar at G.V.P. College for Degree and PG Courses, Visakhapatnam.
Recommendations of 12 th Finance Commission	Participated in the National Seminar at the School of Economics, Andhra University, Visakhapatnam.
Contemporary Management Education and Emerging Challenges	Paper presented in the AIMS Southern Regional Conference at Commerce and Management Studies, Andhra University, Visakhapatnam.
Gandhian views on Khadi Clothing	Paper presented in National Seminar Gandhian Philosophy and Human Development at Gayatri Vidya Parishad, Visakhapatnam.
Management Education by the Researchers – The Road Ahead	Paper presented in the International Seminar on Performance Management System in Academic Institutions on 11 th & 12 th February, 2010 at Siva Sivani Institute of Management – Hyderabad
Recent Trends In Banking and Financial Services: Challenges and Opportunities	Presented a paper “The impact of money lenders micro financial activities on urban traditional retail business enterprises held at GVP College for degree and PG courses, Visakhapatnam on 6 th -7 th

	November-2013.
Start-Up Conclave-2018	Participated in Start-Up Conclave-2018 held at Andhra University on 17 th November 2018.
IBS ICFAI Business School	Participated in Faculty Knowledge Sharing Program held at Visakhapatnam on 18 th July 2018.
IBS ICFAI Business School	Participated in Faculty Knowledge Sharing Program held at Visakhapatnam on 20 th July 2019.

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