

## Profile of Dr.B.P.N.REDDY



1. Name : Dr.B.P.NARASA REDDY

2. Address :

a) Official Address: Assistant Professor  
Dept.of Commerce  
Government Degree College,  
Ravulpalem  
E-mail id: [narasareddybp@yahoo.co.in](mailto:narasareddybp@yahoo.co.in),  
Mobile No: 9440545211

b) Permanent Address: **Dr.Boilla.P.Narasa Reddy**, D.No: 79-7-17/15a, Flat No.304,  
Sai Raksha Enlave, Old somalamma Temple Street,  
Syamala Nagar, Rajahmahendravaram, AP-533103

3. Nationality : Indian -Hindu

4. Date of Birth : 01-07-1974

5. **Educational Qualifications:** (UG onwards)

S.No	Qualification	University	Specialisation	Year
1	Ph.D	S.V.U,Tirupati	Finance- Banking	January, 2007
2	M.Phil	S.V.U,Tirupati	Finance-Trends in Modern Banking Sector- A study on ICICI Bank	August , 2004
3	M.B.A	IGNOU, New Delhi	Finance	2005
4	M.Com	S.V.U,Tirupati	Commerce – Computers	August, 2000
5	B.A (A.E.S)	V.R.College, Nellore, S.V.University	Accounts,Economics, Statistics	April 1997

### 6. Details of Doctoral Thesis:

Area of Thesis work : Banking and Finance

Title of Thesis : *Trends in Commercial Banking Sector- A Study on Selected Private Sector Banks in India*

Name of the Supervisor : Prof D.Himachalam, Dept. of Commerce,  
S.V.University, Tirupati

Year of Completion of work : May 2006

Year of award of Ph.D. : January 2007

**7. Professional Experience (Administrative post held):**

S.No	Institute/organisation	Position Held	Date of Joining	Duration
1	Govt.College(Autonomous), Rajahmundry, East Godavari, AP (Present positions held)	APSSD(Skill Develepment Centre) and Nodal JKC Coordinator, UGC committee Member, IQAC and Academic Cell committee. IT- Initiative Coordinator, Coordinator – Skill Training Centre	01-10-2014 to still	
2	Govt.Drgree College, Kothapeta ,East Godavari, AP	JKC Coordinator, UGC committee Member, NAAC Asst. Coordinator	24-12-2011 to 30-09-2014	2. 9 years
3	Audisankara College of Engineering and Technology, Nellore	Head, MBA Associate Professor	5-10-2007 to 23-12-2011	4.3 years
4	KKC Inst.of Tech. &Management, Puttur, Chittor Dt	HOD-MBA Asst.Professor	10-06-2005 to 4-10-2007	1.4 yrs
5	Jagan's Group of Institutitons, Nellore	Administrative Officer	1-08-2000 to 10-08-2002	2 years

**8. Research Projects Completed as a Co-ordinator,( submitted)**

S.No	Title of the Project (Submitted )	Funding Agency	To be Sanctioned amount	Duration and present status
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1	A Study on Business Performance and Customer Satisfaction of New (Generation) Private Sector Banks in India-( With special reference to customer attitude and satisfaction in Andhra Pradesh )	UGC-SERO, HYD	3,00,000	Awaiting for reply
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9. Research Experience : Guided for MBA Student Study Projects 50

A) Ph.D Scholars guided : Nil

B) Ph.D Scholars Presently Working : Nil

C) Number of Publications

a) International : Nil

b) National : 4

D) List of Conferences/ Seminars attended:

a). International Seminars/ conferences attended : 06

b). National Seminars attended : 23

c). List of Workshops state and National Attended : 08

***d). Training Programmes Attended:***

S.No	Course	Place	Duration
1	One week Orientation & Teacher Retraining Programme	S.V.K.P & K.S.Raju Arts & Science College, Penugonda, West Godavari	09-03-2020 To 14-03-2020
2	Refresher Course In Commerce (SWAYAM ARPIT Online course)	Sriram College of Commerce, University of Delhi	12 weeks 16-02-2020
3	7 Days FDP on Recent Trends in Teaching Learning Methodologies using ICT in Higer Education Institutions	Sir C R REDDY College, Eluru, West Godavari Dt, AP	24-10-2019 to 30 10-2019
4	Orientation Course (4weeks)	Andhra University UGC-Academic Staff College,	25-02-2014 to 24-03-2014

		Vizag	
5	Refresher Course ( 3 Weeks)	Andhra University UGC- Academic Staff College, Vizag	27-01-2015 to 16-02-2015
6	One week short term course on “ <b>Strategic Management</b> ”	UGC.Academic Staff College, JNTU,Hyd	March 18 <sup>th</sup> - 23 <sup>rd</sup> , 2013
7	6 day Induction training programme for Newly Recruited Degree Lecturer	Commisionarte of Collegiate Education, HYD at District ResourceCentreGDC(W), Guntur	December 26 <sup>th</sup> to 31 <sup>st</sup> , 2011

E) Patents Applied : Nil

F) Patents Recevied : Nil

10. **Areas of Research Interest** : Financial Services- Banking, Insurance, and Stock  
Market

11. **Text Books Authored** : 04

S.No	Title of the book	ISBN No	Publisher
1	<i>Dynamics of Commercial Banks in India</i>	ISBN 978-81- 8429-055-4	Associated Published
2	New innovations in Banking Sector	ISBN 93-5056-72-X (Co-Author)	Discovery Publishing House Pvt. Ltd, Ansari Road, Darya Ganj, New Delhi-110002
3.	Text Book for Intermediate First Year COMMERCE	ISBN 81-8180-240- 3 (Authored Two Chapters)	Board of Intermediate Education, Telugu Akademi, Himayat Nagar, Hyderabad.
4	Text Book for Intermediate First Year ACCOUNTANCY	ISBN 81-8180-241- 1(Authored Two Chapters)	Board of Intermediate Education, Telugu Akademi, Himayat Nagar, Hyderabad
5	Published <b>UGC sponsored National Seminar Proceedings “Innovations in Financial Products and Services of Banking Sector in India”</b>		As a convenor, Government Degree College, Kothapeta, EastGodavari

12. Membership in Professional organizations : ***Life Member in Indian Commerce  
Association***

13. *Seminars and Conferences organized: 4*

S.No	Programme	Place	Duration
1	Two day UGC sponsored National seminar on <b>Financial Products and Services of Banks In India</b> (Innovations in Banks)	Government Degree College, Kothapeta, East Godavari, AP	15-09-2013 to 16-09-2013
2	National level Management Meet	Audisankara College of Eng. Tech, Gudur, Nellore	March 2011, Feb 2010, Nov 2008

14. Other information

**Presented MANA T.V Live Telecast Presentations from SAPNET Studio, DrBRAOU, Hyderabad**

<i>S.No</i>	<i>Name of the Topic Presented</i>	<i>Subject</i>	<i>Date</i>
1	Liabilities of the Banker	Financial Services-Banking and Insurance	Nov 15, 2012
2	Information Technology Act-2000	Business Law	Dec 12, 2013
3	Role of Banks in Economic Development	Financial Services-Banking	Sep 11, 2014
4	Types and classifications of Audits	Auditing	Sep 25, 2014
5	Innovations in Banking Sector	Banking and Insurance	August 29, 2016
6	Accounting Cycle, Determinants of Demand and Trade and Aids to Trade	FA, Business Economics and BOM	24-05-2017
7	Fiscal policy, Economic Growth, Social Justice	Business Environment	2017
8			

15. **Achievements- Academic:**

- Received merit scholarship during my research work from S.V.University
- Acted as Coordinate of National conference on “**Emerging Trends in Management and IT**” on 5<sup>th</sup> November, 2006, organized by Dept.of Management Studies, KKC Institute of P.G.Studies. Puttur, Chittoor Dist, A.P.
- Acted as a visiting faculty of **APACHE FOOTWEAR Pvt Ltd** (Adidas) ,Mambattu, Sullurepet, near Tada, Nellore Dt..

- As a Convener Organized three one day National Management Meets in the name of “**Corporate Brains - Emerging Trends in Management**” on November 22 , 2008, March 20<sup>th</sup>, 2010, March, 5<sup>th</sup> 2011, conducted by Dept.of M.B.A, Audisanakara College of Engineering & Technology , Gudur, Nellore Dist, AP.
- Appointed me as Chief Coordinator for **Entrepreneurship Development Cell (ED Cell)** Grant-in-Aid was sanctioned by AICTE, New Delhi in Audisankara College of Engineering & Technology, Gudur.
- As a Coordinator conducted one day workshop on “**ENTREPRENUERAL SKILLS**” with the collaboration of DRC East Godavari Dt at Dept. of Commerce, Govt.Degree College, Kothapeta on 22-01-2013.
- Acted as JKC Coordinator from May 2013 to September 2014 in Govt. Degree College, Kothapeta.
- Appointed as a state Syllabus Revision committee member for **Commerce-1** and **Accountancy-1** subjects w.e.f 2014-15 by Board of Intermediate Education, Hyderabad, AP.
- Appointed as Direct Lecturer in Commerce with UGC Scale by APCCE, secured 17<sup>th</sup> position in the state ranks in Commerce subject out of 600 hundred were attended to examination .

#### D) EXPERIENCE:

1. Worked as **Administrative Officer** in JAGAN’s Group of Educational Institutions from September 2000 – August 2002 at Tirupati.
2. Lecturer in **Commerce & Management** in Jagan’s Degree College, Nellore from July 2003 to April 2005.
3. Worked as **Assistant Professor & Head**, Department of Management Studies, **KKC. Institute of P.G. Studies**, Putture, Tirupati, from June 2005 to October 2007.
4. Worked as Associate **Professor & Head**, Dept. of Management Studies, **Audisankara College of Engineering & Technology**, Gudur, Nellore, AP.. since 5<sup>th</sup> October 2007 to 23<sup>rd</sup> December 2011.
5. Worked as Lecturer in Commerce, Government Degree College , Kothapeta , East Godavari Dt., AP.from 24-12-2011 to 30-9-2014.

The following list of articles sent to publishers of various management journals and waiting for their acceptance.

1. ***New Trends in Retail Banking in India - A Study of innovative products and services*** by B.Penchala Narasa Reddy & Prof. D. Himachalam.
2. ***ATM Banking in India – Benefits and Some Issues*** by Dr.Penchala Narasa Reddy.B & Prof. D.Himachalam.
3. ***Innovative Financial Products and Services of Commercial Banks*** by Dr.B. Penchala Narasa Reddy & Dr.K. Jayachandra Reddy.

4. ***“Universal Banking System in India”*** BY B. Penchala Narasa Reddy & Prof.D.Himachalam .
5. ***“Management of Non-Performing Assets in Commercial Banking Sector in India - Bank group-wise”*** by Prof.Himachalam.D & Dr. B.P. Narasa Reddy.
6. ***“Information Technology and Electronic Payment System (e-payments) in Banks”*** By Prof. D. Himachalam & Dr. B.Penchala Narasa Reddy.
7. ***“Classification of Loan Assets of Scheduled Commercial Banks in India”*** by Dr.B.P.Narasa Reddy.B & Prof. D. Himachalam.
8. ***“Risk Management and Measurement in Banks”*** by Dr.B.P. Narasa Reddy & Dr.D.Himachalam

**Now preparing: I am preparing the following Articles**

1. Financial Inclusion (Finance for Masses)
2. Growth and Performance of Private sector Banks in India
3. Financial performance of Public Sector Banks
4. Recent trends in Foreign Direct Investment
5. Emerging trends in Insurance sector in India
6. Recent trends in Capital Market in India

**Interested Areas in Teaching and Research:**

1. Accounting & Financial Management,
2. Security Evaluation and Portfolio Management
3. International Finance & Business, Financial Services
4. Entrepreneurship, Financial Decision Policy
5. Banking & Insurance

**Declaration**

I hereby declare that the information furnished is true to the best of my knowledge and belief.

Signature

Date:

Place:

**(B. PENCHALA NARASA REDDY)**