

RESUME..30.11.2015

Dr. T.V.V. Phani Kumar

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Educational Qualifications

- Ph. D 2011** : *“Retail Investors’ Perspective on Capital Market – A Study on Retail Investors in Visakhapatnam City”*, Acharya Nargarjuna University, Guntur, A.P.
- M.Phil 2007** : *“Performance Evaluation of Mutual Funds – A study of Top Five Mutual Funds in India”*, Acharya Nagarjuna University, Guntur, A.P. (A Grade)
- M.B.A. (Finance) 2001** : Andhra University, Visakhapatnam, A.P. (63.4%)
- B.Com. 1999** : Andhra University, Visakhapatnam, A.P. (77.4%)

Present Status

- ❖ **Associate Professor**, Department of Finance, GITAM Institute of Management, GITAM University, July 2012-Till Date.

Teaching Areas :

- Corporate Valuation
- Strategic Financial Management
- Security Analysis and Portfolio Management
- Financial Management
- Fundamentals of Management Accounting (C 01 – CIMA)
- Fundamentals of Financial Accounting (C 02 – CIMA)
- Management Accounting (F2 - ACCA)
- Cost Management
- Financial Services
- Bank Management
- Stock Market Operations

Administrative Responsibilities :

- **Program Coordinator**, BBA(Honors), GITAM Institute of Management, GITAM University, July 2013-Till Date.
- **Asst. Program Coordinator**, MBA, GITAM Institute of Management, GITAM University, July 2012- June 2013.
- **Coordinator**, MBA Program, Centre for Distance Learning, GITAM University, November 2012 – August 2013.
- **Class Coordinator**, MBA -B (2012-2014)

Experience

- ❖ **Lecturer**, Department of Business Studies, Higher College of Technology, Ministry of Manpower, Muscat, Sultanate of Oman, September 2008 - July 2012.

Teaching Areas :

- Portfolio Management
- Project Appraisal
- Financial Management
- Management Accounting-2
- Banking and Finance
- Principles of Accounting
- Accounting Application by Computer

Administrative Responsibilities :

- **College Timetable and Examinations Coordinator**, Higher College of Technology, Muscat, Sultanate of Oman, March 2011 – July 2012.
- **Coordinator, Timetabling and Registration Committee**, Department of Business Studies, Higher College of Technology, Muscat, Sultanate of Oman, June 2010 – July 2012.
- **Registrar, Department of Business Studies**, Higher College of Technology, Muscat, Sultanate of Oman, September 2009 –June 2010.

- ❖ **Assistant Professor**, Department of Management Studies, Gayatri Vidya Parishad College for Degree and PG Courses, Visakhapatnam, March 2008 – September 2008.

Teaching Areas :

- Security Analysis and Portfolio Management
- Financial Derivatives
- Strategic Financial Management
- Financial Institutions and Derivatives
- Management of Financial Services
- Accounting for Managers
- Financial Management

Administrative Responsibilities :

- Class Mentor, MBA (07-09)
- Preparation of Department Budgets
- Preparation of periodical reports of the department as required by AICTE, UGC and Andhra University
- Preparation of Time-Table
- Conducting business games in personality development activities for MBA, MHRM and BBM.

- ❖ **Assistant Professor**, Department of Management and Commerce, Directorate of Distance Education, Sikkim Manipal University, October 2007 - February 2008

- ❖ **Assistant Professor**, Department of Management Studies, Gayatri Vidya Parishad College for Degree and PG Courses, Visakhapatnam, July 2002 – October 2007

- ❖ **Jr. Manager (Finance)**, SKML Group of Companies, Visakhapatnam, August 2001 – July 2002

Job Responsibilities :

- Preparation of Daily Profit Statements.
- Preparation of Monthly Performance Reports.
- Preparation of Cash Flow Statements.
- Preparation of Monthly Sale Invoices.

Other Positions

- ❖ Former **Member, Finance Committee**, Gayatri Vidya Parishad College for Degree and PG Courses, Visakhapatnam.
- ❖ **Founder Secretary**, Gayatri Vidya Parishad Post Graduate Students Alumni Association (GVPPGSAA), Visakhapatnam.

Visiting Faculty

- ❖ ICFAI National College, Visakhapatnam.
- ❖ Gayatri Vidya Parishad College of Engineering, Visakhapatnam

Question Paper Setter

- ❖ Gayatri Vidya Parishad College for Degree and PG Courses, Visakhapatnam, Andhra Pradesh.
- ❖ Shri Vishnu Engineering College for Women, Bhimavaram, Andhra Pradesh.
- ❖ Gudlavalleru Engineering College, Gudlavalleru, Krishna District, Andhra Pradesh.
- ❖ SR Engineering College, Ananthasagar, Warangal District, Andhra Pradesh

Resource Person

- ❖ Delivered Guest Lecture on “**Managing Retirement Funds**”, Two days workshop (MDP) on “Planning for Retirement”, Naval Dockyard, Visakhapatnam, 27th November 2015.
- ❖ Delivered Guest Lecture on “**Managing Personal Finance**”, Two Days workshop (MDP) on Soft Skills for young executives, Naval Dockyard, Visakhapatnam, 31st October 2015.
- ❖ Delivered Guest Lecture on “**Managing Personal Finance**”, Two Days workshop (MDP) on Soft Skills for young executives Naval Dockyard, Visakhapatnam, 29th October 2015.
- ❖ Delivered Guest Lecture on “**Managing Retirement Funds**”, Two days workshop (MDP) on “Planning for Retirement”, Naval Dockyard, Visakhapatnam, 26th October 2015.

- ❖ Delivered Guest Lecture on “**Fair Value Accounting**” at Navy Education Society (NES) Workshop for commerce teachers held at Navy Children School, Visakhapatnam, 2nd - 3rd May 2014.

Professional Associations

- ❖ **Associate Member**, Society for Capital Market Research and Development, New Delhi.
- ❖ **Life Member**, A.P. Economic Association, Hyderabad.
- ❖ **Member**, Indian Economic Association, New Delhi.

Symposiums/Conferences Organized

- ❖ One Day National Conference on "**Retail Credit - Issues, Challenges and Redressal Mechanisms**" on 31st October 2015 at GITAM University, Visakhapatnam.
- ❖ Symposium on “**Financial Planning for Tax Paying Employees**” May 7, 2005.

Other Achievements

- ❖ **Coordinator**, Elocution Competition, Inter School Talent Contest organized by GITAM Institute of Management, GITAM University, 6th November 2012.
- ❖ **Coordinator, Technical Session IV**, National Seminar on “Talent Management for Corporate Excellence” organized by School of Management Studies, Gayatri Vidya Parishad College for Degree and PG Courses, 3-4 March, 2008.
- ❖ **Coordinator**, Artha-Vyuha (A Business Game), **Asthra- A Management Students Meet**, organized by School of Management Studies, Gayatri Vidya Parishad College for Degree and PG Courses, 22-23 December, 2005.
- ❖ Organized **Industrial Tour for BBM** (2002-05) batch and (2003-06) batch
- ❖ Organized **Industrial Visits** to various companies in Visakhapatnam city for MBA and BBM Students.

Research and Consultancy

Research Projects :

- ❖ **Major Research Project** entitled “A Study on Financial Literacy, Savings and Investment Behaviour of Rural Households in Coastal Districts of Andhra Pradesh”,
Funding Agency : **University Grants Commission**
Research Grant : **₹ 6,58,000**
Period : **1st April 2013 – 31st March 2015**

Consultancy

- ❖ Conducted Written Test and Group Discussion for **Recruitment of Assistant Manager (Finance)** for **Dredging Corporation of India** (A Government of India Undertaking), Visakhapatnam, **April 2015**.
Value of Consultancy : ₹ 43,002

Research Guidance:

- ❖ **No. of Scholars working for Ph.D : 4**

Publications

Authored Books:

1. **A Text Book of Financial Management** (along with Mr.Umesh Maiya), Jagadamba Publishing Company, 2010. (ISBN : 978-93-80280-16-5)

Articles in International/National Journals:

1. **“Factors Influencing Financial Risk - A Case Study of NSE NIFTY Companies”**, International Journal in Management and Social Science (ISSN 2321-1784; Impact Factor 4.358), Vol. 3, Issue 8, August 2015, p 132-137.
2. **“Factors Determining the Dividend Policy - A Case Study of NSE NIFTY Companies”**, International Journal of Research in Finance and Marketing (ISSN 2231-5985; Impact Factor 4.088), Vol. 5, Issue 4, April 2015, p 48-55.
3. **“Conceptual Framework on Fair Value Accounting”**, Indian Journal of Applied Research (ISSN 2249-555X; Impact Factor 3.6241), Vol. 5, Issue 2, February 2015, p 5-7.

4. ***“Awareness of Financial Products among Rural Households in Srikakulam District, Andhra Pradesh”***, Asia Pacific Journal of Research (ISSN 2320-5504; Impact Factor 0.829), Vol.1, Issue XX, December 2014, p 85-96.
5. ***“Socio Economic Indicators of Retail Investors in Visakhapatnam City”***, International Journal of Business and Administration Research Review” (ISSN 2348-0653; Impact Factor 3.072), Vol. 3, Issue 5, April - June 2014, p 23-34.
6. ***“Major Challenges of retail investors in Indian Equity Market - A Study on retail investors in Visakhapatnam City”***, Madras University Journal of Business and Finance (ISSN 2327-5857; Impact Factor 0.243) , Vol. 2, No. 1, January 2014, p 45-53.
7. ***“Growth of Indian Capital Market”***, Asian Journal of Research in Business Economics and Management (ISSN 2250-1673; Impact Factor 0.376), Vol. III, Issue III, March 2013, p 49-53.
8. ***“Financial Literacy – A Prerequisite for Effective Financial Inclusion”***, BIFT’s Journal of International Management and Research (ISSN 0975-1378), Vol. IV, No. 2 & 3, Oct-Dec 2012, Jan-Mar 2013, p 44-48.
9. ***“Equity Trading Practices of Retail Investors - A Study on Retail Investors in Visakhapatnam City”***, BIFT’s Journal of International Management and Research (ISSN 0972-4613), Vol. IV, No. 1, July-September, 2012, p 91-100.
10. ***“Investment Behaviour of Retail Investors - A Study on Retail Investors in Visakhapatnam City”***, South Asian Journal of Socio-Political Studies (ISSN 0972-4613), Vol. 12, No. 2, January - June 2012, p 71-73.
11. ***“Working Capital Management Practices of Small Scale Industries in India – A Case Study of North Coastal Districts of Andhra Pradesh”***, South Asian Journal of Socio-Political Studies (ISSN 0972-4613), Vol. 10, No. 2, January - June 2010 , p 49-51.
12. ***“Performance of Public Issues in Indian Equity Markets”***, Southern Economist (ISSN 0038-4046), Volume 47, No. 2, May 15 2008, p15-17.
13. ***“Growth of Mutual Fund Industry in India”***, Southern Economist (ISSN 0038-4046), Volume 46, No. 23 & 24, April 1 & 15 2008, p15-18.

Articles in Edited Volumes:

14. *“Factors influencing the risk taking ability of retail investors - A Study on retail investors in Visakhapatnam City”*, Econometric Applications for Managers, Allied Publishers (ISBN-978-81-8424-763-3), March 2012, p187-196.
15. *“Corporate Governance- Impact on Asset Allocation Practices of Household Investors”* (along with Dr.P.V.Rao), Corporate Governance- Contemporary Issues and Challenges, Kanishka Publishers, New Delhi, 2007, p 105-109.
16. *“Scams in Indian Capital Market-Reflections on Corporate Governance”* (along with Prof.P.V.Sarma), Corporate Governance- Contemporary Issues and Challenges, Kanishka Publishers, New Delhi, 2007, p 80-88.
17. *“Impact of Foreign Trade Policy (2004-09) on service sector with special reference to BPO”*, New Trade Policy and WTO Regime, Kanishka Publishers, New Delhi, 2005, p 224-232.

Papers Presented in Seminars/Conferences

1. *“ Incentivizing e-Payments -A key initiative for Accelerating Financial Inclusion in India”*, One Day National Conference on **Retail Credit – Issues, Challenges and Redressal Mechanisms**, GITAM Institute of Management, GITAM University, Visakhapatnam, India, 31st October 2015.
2. *“A Critical appraisal of Agricultural Cash Credit (Crop Loans) at Andhra Pradesh Grameena Vikas Bank (APGVB)*, One Day National Conference on **Retail Credit – Issues, Challenges and Redressal Mechanisms**, GITAM Institute of Management, GITAM University, Visakhapatnam, India, 31st October 2015.
3. *“Financial Literacy – A Prerequisite for Effective Financial Inclusion”*, One Day National Conference on **Financial Inclusion in India – Challenges and Strategies**, GITAM Institute of Management, GITAM University, Visakhapatnam, India, 12th October 2012.
4. *“Factors influencing the risk taking ability of retail investors - A Study on retail investors in Visakhapatnam City”*, One Day National Seminar on **Econometric**

Applications for Managers , Institute of Public Enterprises, Hyderabad, India, 16th February 2012.

5. ***“Test of Market Efficiency at National Stock Exchange”*** (along with Ms. P. Aradhya Chandra), Two Day National Conference on **Quantitative Finance and Its Applications**, DJ Academy for Managerial Excellence, Coimbatore, 12-13 October 2007.
6. ***“Performance of public issues in Indian Equity Markets”*** (along with Mr. P. Soma Raju), in a Two Day National Conference on **Quantitative Finance and Its Applications**, DJ Academy for Managerial Excellence, Coimbatore, 12-13 October 2007.
7. ***“Corporate Governance- Impact on Asset Allocation Practices of Household Investors”***(along with Dr.P.V.Rao), Two Day UGC National Seminar on **Corporate Governance - for Building Global Competence**, School of Management Studies, G.V.P.College for Degree and PG Courses, Visakhapatnam, 15-16 March 2006.
8. ***“Scams in Indian Capital Market-Reflections on Corporate Governance”*** (along with Prof.P.V.Sarma), Two Day UGC National Seminar on **Corporate Governance - for Building Global Competence**, School of Management Studies, G.V.P.College for Degree and PG Courses, Visakhapatnam, 15-16 March 2006.
9. ***“Dimensions of BPO Industry in INDIA”*** (along with P.Pinakapani), Seminar on **Business Process Outsourcing – Opportunities & Challenges**, CMS, GITAM, Visakhapatnam, 28th July 2005.
10. ***“Business Process Outsourcing – A Key Source for Employment Generation in India”***(along with K.S.Bose), Two Day National Seminar on **Changing pattern of Work Force in India in new Millennium – Policy Imperatives**, Department of Economics, Andhra University, Visakhapatnam, 30-31,December 2004.
11. ***“Impact of Foreign Trade Policy (2004-09) on Service Sector with reference to BPO”***, National Seminar on **New Trade Policy and WTO regime**, Department of Economics, Andhra University, Visakhapatnam, 8th October, 2004.

Faculty Development Programs/Symposiums Attended

1. Three day training programme on **“Data Processing and Analysis : Applications of SPSS”**, organized by National Council of Rural Institutes (NCRI), 14th-16th September 2015.
2. Two Day Faculty Development Programme on **“Crafting and Publishing of Research”**, organized by GITAM Institute of Management, 23rd-24th December 2013.
3. One day **Workshop on “Time Tabling”** organized by Ministry of Manpower, Sultanate of Oman, 4th November 2010.
4. Four days **Training Programme on Capital Markets**, organized by BSE, Mumbai, 12-16 August 2006.
5. Fifteen Day **Staff Development Programme**, sponsored by AICTE, New Delhi held during 3rd – 16th March, 2004, conducted by Institute of Transport Management, Andhra University, Visakhapatnam.
6. Symposium on **“Management of India’s Foreign Exchange Reserves”** February 28, 2004 – Department of Commerce and Management Studies, Andhra University (UGC-SAP)

Seminars/Conferences Participated

1. **All India Accounting Conference & International Seminar on Accounting Education and Research**, Department of Commerce & Management Studies, Andhra University, Visakhapatnam and Indian Accounting Association, Visakhapatnam branch, 11th & 12th January 2014.
2. **Rebuilding Micro Finance in India : Issues and Challenges**, Two Day National Conference, GITAM Institute of Management, GITAM University, Visakhapatnam, 13th-14th December 2013.
3. **Growth and Structural Changes in Employment**, 95th Annual Conference, Indian Economic Association, Visakhapatnam, 27-29 December 2012.
4. **Financial Inclusion in India – Challenges and Strategies**, One Day National Conference, GITAM Institute of Management, GITAM University, Visakhapatnam, 12th October 2012.

5. **“Capital Market and Common Man”**, a One Day Regional Seminar, SEBI, BSE and CDSL, 4th August 2012.
6. **“Talent Management for Corporate Excellence”**, a National Seminar, School of Management Studies, G.V.P.College for Degree and PG Courses, Visakhapatnam, 3-4 March 2008.
7. **“Quantitative Finance and Its Applications”**, a Two Day National Conference, DJ Academy for Managerial Excellence, Coimbatore, 12-13 October 2007.
8. **“Derivatives and Risk Management”**, a One Day Conference, Confederation of Indian Industry, Hyderabad, 28 July 2007.
9. **“Commodity Trading in India”**, a One Day Seminar, Multi Commodity Exchange and Karvy Finapolis Ltd., July 2006.
10. **“Recommendations of the Twelfth Finance Commission”**, a National Seminar, School of Economics, Andhra University, 20-21 March 2006.
11. **“Corporate Governance- for Building Global Competence”**, a Two Day UGC National Seminar, School of Management Studies, G.V.P.College for Degree and PG Courses, Visakhapatnam, 15-16 March 2006.
12. **“Development of Professionals – Challenges, Approaches and Strategies”**, a Seminar, Committee of Hosts and Gayatri Vidya Parishad, Visakhapatnam, 29th October 2005.
13. **“Business Process Outsourcing – Opportunities & Challenges”**, a Seminar, CMS, GITAM, Visakhapatnam, 28th July 2005.
14. **“Changing pattern of Work Force in India in new Millennium – Policy Imperatives”**, a Two Day National Seminar, Department of Economics, Andhra University, Visakhapatnam, 30-31, December 2004.
15. **“New Trade Policy and WTO regime”**, National Seminar, Department of Economics, Andhra University, Visakhapatnam, 8th October, 2004.

Awards and Achievements

- ❖ Received “**Best Employee of the College**” for the Month of January and February 2011, Higher College of Technology, Muscat, Sultanate of Oman.
- ❖ Stood **University First** in NURESET (Acharya Nagarjuna University Research Entrance Test) 2003.
- ❖ Stood **College First** in MBA (Finance) and overall Second for the batch 1999-2001.
- ❖ Received **First prize** for the event “BULLS & BEARS” in Pinnacle 2000.
- ❖ Received “**BEST OUTGOING STUDENT**” for the year 1999 from M.P.R. Degree College.
- ❖ Stood **College First** in B.Com for the batch 1996-1999.

Personal Details

Father’s Name : T. Krishnavatara Murthy

Date of Birth : 27th August 1979

Nationality : Indian

Marital Status : Married

Passport Number : G9661268 (Valid up to 14/07/2018)

Languages Known : English, Telugu and Hindi

Permanent Address : MIG 2B 33, Gullalapalem,
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