**BIO – DATA**

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| --- | --- |
| **Name** | **: Prof. N.R. VENKATARAMANA REDDY** |
| **Designation and Present Post**  **Positions Held**  **Present Address** | **: Professor, Dept. of ECONOMICS,**  **VIKRAMA SIMHAPURI UNIVERSITY, NELLORE**  **: i. Registrar, Rayalaseema University, Kurnool.**  **ii. Registrar, Dr. Abdul Haq Urdu University, Kurnool.**  **iii. Special Officer, VS University PG Center, Kavali**  **: Professor, Chairman- Board of Studies**  **Dept. of Economics & Former Special Officer,**  **VS University College, Kavali, Nellore (Dist.)** |
| **Date of Birth**  **Native Place** | : 01-06- 1963. **Age:** 59 Years  : **K. S. Agraharam, CHITVEL (Mandal), YSR Kadapa (Dist.)** |
| **E-mail Address** | **:**nrvramanareddyvsu@gmail.com |
| **Mobile No.** | **: 9848167366** |

**EDUCATIONAL QUALIFICATIONS: M.A., M.B.A., Ph.D. (Econometrics)**

V

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| --- | --- | --- | --- | --- | --- | --- | --- |
| Degree \* Awarded | Specialization | Year of Passing | % of Marks | Class | | Name of the Institution | Name of the University |
| Ph.D. | Econometrics | 1992 |  |  | SVU, Tirupati | | SVU, Tirupati |
| MA | Econometrics | 1987 | 65 | I | SVU Tirupati | | SVU. Tirupati |
| MBA | HRM | 2008 | 68 | I | SKU Anantapur | | SKU, Anantapur |
| BA | M E S | 1985 | 63 | I | Servodaya College Nellore | | SVU, Tirupati |
| 10+2 | M P C | 1983 | 59 | II | Govt.Jr.College Rapur. | | Inter Board |
| 10th Class | Mathematics | 1979 | 57 | II | ZPHS Chitvel | | SSC Board |

**ACADEMIC & ADMINISTRATIVE EXPERIENCE: More than 20 Years**

|  |  |  |  |
| --- | --- | --- | --- |
| **Nature of Experience** | **From – To** | | **No. of Years** |
| **Registrar,** Dr. Abdul Haq Urdu University, Kurnool  **(On Deputation)** | 22.11.2019 | 19.11.2020 | 1 |
| **Registrar,** Rayalaseema University, Kurnool  **(On Deputation)** | 19.06.2019 | 15.11.2019 | 5 months |
| **Special Officer,** V.S.University P.G.Centre, Kavali | 23-04-2015 | 23-04-2017 | 2 |
| **Professor**, Head and Board of Studies Chairman, Dept. of Economics, VSUPG Centre, Kavali | 09-04-2013 | Till date | 4 |
| **Controller of Examinations,** AITS, AutonomousCollege, Rajampet | 07-04-2011 | 08-04-2013 | 2 |
| **Principa**l, Annamacharya PG College of  Management Studies, Rajampet | 24-02-2011 | 30/11/2012 | 2 |
| **Head**, Department of MBA at AITS,Rajampet | 01-03-2003 | 23-02-2011 | 8 |
| **Head**, Department of H & S at AITS,Rajampet | 20-10-1999 | 31-12-2002 | 3 |
|  |  |  |  |
| Officer In-charge of Disciplinary Activities at AITS,Rajampet | 20-10-1999 | 23-02-2011 | 11 |
| Officer In-charge of Examinations at AITS,Rajampet | 20-10-1999 | 23-02-2011 | 11 |

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| --- | --- | --- | --- |
| JNTU Additional Spot centre In-charge at AITS,Rajampet | 2001 | 2011 | 11 |

**TEACHING EXPERIENCE: More than 25Years**

|  |  |  |  |
| --- | --- | --- | --- |
| Designation | Name and Address of Institution | ClassesTaught | From–To |
| **Professor, Head and Board of Studies** | Department of Economics Vikrama Simhapuri University PG Center, Kavali | Economics | 09/04/2013 totill date |
| **Professor &Controller of Examinations** | Annamacharya Institute of Tech. &Sciences, (UGC Autonomous) Rajampet. | B. Tech & MBA | 01/12/2012 to o8/o4/2013 |
| **Principal** | Annamacharya P.G. College of Management Studies, Rajampet. (Ratified byJNTU,Anantapur) | MBA | 24/02/2011 to 30/11/2012 |
| **Professor** | Annamacharya Institute of Tech. &Sciences, (UGCAutonomous) Rajampet.(Ratified by JNTU,Anantapur) | B. Tech & MBA | 01/10/2007 to 23/02/2011 |
| **Associate Prof.** | B. Tech & MBA | 01/01/2003 to 30/09/2007 |
| **Asst. Prof** | B. Tech & MBA | 20/10/1999 to 31/12/2002 |
| **Lecturer** | SRK PG.College, Nandyal. | M. Com & MBA. | 05/07/1995 to 19/10/1999 |

**MBA STUDENTS PROJECTS GUIDANCE:**

**Finance:**52 Projects **HRM:**35 Projects **Marketing:**46 Projects

**RESEARCH GUIDENCE: Ph.D.: Awarded–3**

**Working – 5**

**Ph.D Awarded**

* + - 1. **Title:** Customer shopping behavior in organized retailing scenario.

B. Abdul Azeem, Asst. Professor in MBA, Annamacharya PGCollege of Management Studies, Rajampet.

2.**Title:** Financial Analysis through EVA, MVA and Traditional Performa Measures (A study on select cement companies in India)

M. Rajesh, Asst. Professor in MBA, Annamacharya PGCollege of Computer Studies, Rajampet.

3. **Title: Mechanisation of Agriculture** (An Economic Analysis)

Ch. Kalpalatha, RGNF Fellow, V.S.U.P.G.Centre, Kavali.

**BOOKS PUBLISHED**

1. **Title:** Financial Analysis through EVA, MVA and Traditional Measures:

A Study on Select Cement Companies in India.

**Publishers:**Lambert Academic Publishing, Germany***International Publishers,***

**year 2012**

1. **Title:** Customer Shopping Behaviour in Organised Retailing Scenario

**Publishers:**Lambert Academic Publishing, Germany***International Publishers,***

**year 2013**

**BOOK CHAPTERS PUBLISHED IN EDITED VOLUMES: 07**

1. Prof.NRV Ramana Reddy, Mechanisation Impact on Paddy Production, edited volume on “ Sustainable Agriculture in India, Winger Publications, New Delhi. (ISBN 978-81-941934-0-1), 2020, pp. 172-179
2. Prof.NRV Ramana Reddy& B. Sadhana, Prospects of Agriculture Insurance in India, edited volume on “ Sustainable Agriculture in India, Winger Publications, New Delhi. (ISBN 978-81-941934-0-1), 2020, pp. 276-287
3. B. Abdul Azeem & Dr. N.R.V.Ramana Reddy, “E-Banking Loyalty - A review of Literature", Emerging challenges in E-Banking, Discovery Publishing House Pvt. Ltd (ISBN 978-93-5056-259-8), 2013, pp.55-64.
4. Dr.N.R.V. Ramana Reddy, M.Rajesh, Bandaru Srinivasa Rao “Employee Productivity and Firm’s Performance” – A Study on selected Banks in India, Indian Business Scenario Opportunities & Challenges. Archers & Elevators publishing house, Bangalore. (ISBN 971-81-923134-8-1), 2012, pp.1-6.
5. Dr. N.R.V.Ramana Reddy & C. Venkata Reddy, “Aggregate Production Function and Resource Use Efficiency of Agriculture of Cuddapah District of Andhra Pradesh”, Econometric Models in Agriculture, Serials Publications (ISBN 9788183873673), 2010, pp.1-14.
6. M. Rajesh &Dr. N.R.V. Ramana Reddy, “Global Financial Meltdown and Its Impact on the Indian Economy”, Global Financial Crisis and Its Impact on Different Sectors, Discovery Publishing House Pvt. Ltd (ISBN 978-93-5056-010-5), 2010, pp.88-96.
7. B. Abdul Azeem, Dr.N.R.V Ramana Reddy., “Importance of Service Quality in Retailing”, Nurturing Service Industry For Economic Development, Himalaya Publishing House (ISBN 978-93-5024-768-6), 2009, pp.1-9.

**RESEARCH PAPERS PUBLISHED: 26**

**National Journals:12**

1. Dr.N.R.V.Ramana Redyy & Ch.Kalpalatha, “Status of Mechanisation power in Indian Agriculture Sector” International Journal of Academic Research (ISBN:2348-7666), Vol.3, Issue.5(2), May 2016, pp.14-19
2. Dr. N.R.V. Ramana Reddy, Ch.Kalpalatha & Dr.B.Ramesh Kumar, “Cropwise Production Function and Resource Use Efficiency in Agriculture, IOSR Journal of Humanities and Social Science, Vol.20, Issue 3, March 2015
3. N.Chandrika, Dr.N.R.V.Ramanaredyy & Dr.M.Rajesh, “The determinants of Ranbaxy Pharmaceutical Company growth in terms of net sales” Sumedha Journal of Management (ISBN:2277-6753), Vol.II, No.2April-June 2013, pp.117-127
4. Dr. N.R.V. Ramana Reddy & Dr.Bandaru Srinivasa Rao,“Financial Analysis of Indian Cement Industry Using Market Value Added Approach”, International journal of Trade & Global Business Perspectives Vol.2, No.1 (ISSN 2319-9367) ,March, 2013.
5. Dr. N.R.V. Ramana Reddy, “Indentify the superior measure among the traditional and modern measures by establishing relationship with stock market returns – A study on select cement companies in India.”, Paripex-Indian Journal of Research, (ISSN 2250-1991) Volume 2, Issue 2, February 2013, pp. 88–89.
6. Dr. N.R.V. Ramana Reddy, “A Study on Value Network Theoretical Model to Examine the e-Banking Services”, Indian journal of Research, (ISSN 2250-1991) volume 1, Issue 12, December, 2012. pp. 30-33
7. Rajesh M. & Dr. N.R.V. Ramana Reddy,“An Empirical Study on Financial Distress”, Journal of Accounting and Finance, ( ISSN 0970-9029 ) Vol. 24, No.2, Apr- Sep2010, pp. 43-50.
8. Rajesh M. & Dr. N.R.V. Ramana Reddy,“A Study on EVA and Traditional Performance Measure PAT”, EB Journal of Management and Research, (ISSN 0974-1755) Vol. 3, No.3, Jul-Sep 2010, pp.5-16.
9. B.AbdulAzeem& Dr. N.R.V. Ramana Reddy, ”SERVQUAL: Assessment of Service Quality for Car Service Centers”, Journal of Banking, Information Technology and Management, (ISSN 0972-902X) Vol.7, No.2, Jul-Dec 2010, pp.47-60.
10. Dr. N.R.V. Ramana Reddy &B.AbdulAzeem, “Impact of Background Music and Ambient Scent on Customers shopping Time”, Journal of BVIMR Management Edge, (ISSN 0976-0431) Vol.2, No.1, Jul-Dec 2008, pp.08-15.
11. Dr. N.R.V. Ramana Reddy & Rajesh M , “The Relationship between EVA, MVA and Dividend Paid-An Empirical Study” , Indian Journal of Finance, (ISSN 0973-8711) Vol.2, No.7, Nov2008, pp.38-42.
12. Dr.N.R.V Ramana Reddy, “Technological Parameters in Paddy Production Function –A Case study of Cuddapah District of Andhra Pradesh”, The Indian Journal of Economics, (ISSN: 0019-5170), Vol. LXXV, No. 299, Apr, 1995, pp.497-503.

**International Journals:14**

1. NRV Ramana Reddy &B. Peera Kumar, “Growth and Instability in Agriculture: A Study of Andhra Pradesh, EPRA International Journal of Research and Development (IJRD), (e-ISSN: 2455-7838), Vol.5, Issue 8, August 2020,pp.264-267
2. Dr. N.R.V.Ramana Reddy, and Dr.C.S. Saiprasad Reddy(2018). Impact of Liquidity on Profitability, **International Journal of Trade and Global Business Perspectives, Volume 7(3), July – September' 2018; ISSN (Print): 2319-9059, pp.**3981-3991.
3. Ch.Kalpalatha & Dr. N.R.V. Ramana Reddy “Impact of Agricultural Machinary and Equipment on Paddy Production (A Study on Nellore District of Andhra Pradesh)”, IOSR Journal of Humanities and Social Science, (e-ISSN:2279-0837), Vol.23, Issue 8, August 2018, pp.17-24.
4. Dr.N.R.V.Ramanaredyy & Ch.Kalpalatha, “Mechanisation of Agriculture – Indian Scenario” International Journal of Current Research (ISSN:0975-833X), Vol.10, Issue.02, February 2018, pp.65183-65186.
5. Dr. N.R.V. Ramana Reddy, “Working Capital Investment and Financing Policies”, **Asian Journal of Research** in Business Economics and Management (ISSN 2249-7307) Volume 3, Issue 1, January 2013, pp. 346 – 357.
6. Dr. N. R. V. Ramana Reddy & Hari Prasad Reddy K , “Financial Status of Select Sugar Manufacturing Units – Z-Score model” , **International Journal** of Business Management and Research, (ISSN 2249-6920) Vol.2, No.1, Mar 2012, pp.120-128.
7. Rajesh M., Dr. N.R.V. Ramana Reddy & Dr. T. Narayana Reddy “Financial Performance of Select Cement Companies through Traditional Measures”, **International Journal** of Business Management Economics and Information Technology, (ISSN 0975 296X) Vol.4 No.1, Jan-June 2012, pp.57-68.
8. Rajesh M., Dr. N.R.V. Ramana Reddy & Dr. T. Narayana Reddy, “An Empirical Study on EVA and MVA approach”, **International Journal** of Marketing Financial Services and Management Research, (ISSN ONLINE: 2277-3622) Vol.1, No.3, Mar 2012, pp.87-97.
9. Dr. N.R.V. Ramana Reddy, Dr. T. Narayana Reddy & B.Abdul Azeem, “Role of In-Store Lighting in Store Satisfaction”, **InternationalJournal** of Business and Management Tomorrow, (ISSN 2249-9962) Vol.1, No.3, Dec 2011, pp.114-121.
10. Rajesh.M. & Dr. N.R.V. Ramana Reddy, “Profitability Performance of Public Sector Banks-An Empirical Study”, **International Journal** of Research in Commerce Economics and Management, (ISSN 2231-4245) Vol.1, No.1, May 2011, pp.51-55.
11. Dr. N.R.V. Ramana Reddy, Dr.T. Narayana Reddy and B. Abdul Azeem, “Influence of Store Satisfaction Merchandise Quality and Service Quality on Store Loyalty”, **International Journal** of Trade Economics and Finance, (ISSN 2010-023X) Vol.2, No.5, Oct 2011, pp.351-355.
12. Dr. N.R.V. Ramana Reddy, “Impact of Working Capital Management on Firm’s Profitability”, **International Journal** of Management Studies and Research, (ISSN 2231-6388) Vol.1, No.1, Apr-Jun 2011, pp.11-13.
13. Rajesh M., Dr. N.R.V. Ramana Reddy and Dr.T. Narayana Reddy, “Valuation through EVA & Traditional Measures an Empirical Study”, **International Journal** of Trade, Economics and Finance, (ISSN 2010-023X) Vol.2, No.1, Feb 2011, pp.19-23.
14. Rajesh M., & Dr. N.R.V. Ramana Reddy, “Impact of Working Capital Management on Firm’s Profitability”, **Global Journal** of Finance and Management, (ISSN 0975-6477) Vol.3, No.1, Jan 2011, pp.151-158.
15. Rajesh M, Dr. N.R.V. Ramana Reddy and Dr.T.Narayana Reddy “EVA and Traditional Conventional Measures: An Empirical Study”, **International Journal** of Business Economics and Management Research, (ISSN 2229-4848) Vol.1, No.2, Dec 2010, pp.53-62.
16. Rajesh M. & Dr. N.R.V. Ramana Reddy “An Empirical Study on Shareholders’ value creation”, **International Review** of Business and Finance, (ISSN 0976-5891) Vol.2, No.2, Dec 2010, pp.209-218.

**RESEARCH PAPERS PRESENTED IN INTERNATIONAL AND NATIONAL CONFERENCES: 30**

**International: 6**

1. DrN.R.V.Ramana Reddy attended the **International Conference-**Asia Pacific Marketing and Management Conference on “Asia Pacific Region in an Era of Global Uncertainties: Issues, Opportunities and Challenges” and Presented a paper entitled “Financial Distress: An Empirical Study on Select Sugar Manufacturing Units in Andhra Pradesh, India” organized by Faculty of Economics and Business, UNIMAS on 9th to 11th November 2011.
2. DrN.R.V.Ramana Reddy attended the **10th International Conference** on “Emerging Global Trends and Future Challenges in Economic Development, Accounting and Finance, Information and Communication Technology, Business and Management” and Presented a paper entitled “Economic Value Added and Shareholder Value Creation: An Empirical Evaluation” organized by Research Development Research Foundation and Research Development Association, Jaipur in collaboration with Rajasthan Chamber of Commerce and Industry, Rajasthan, Jaipur during 22nd and 23rd January 2011.
3. Dr N.R.V.Ramana Reddy attended the **International Conference** on "Ever Growing and Never Ending Managerial Challenges" and presented a paper entitled “Liquidity Management An Empirical Study of Cuddapah Spinning Mills Ltd, Kadapa(AP)” organized by Mahendra Engineering College, Namakkal (Dt), Tamilnadu held on October 28th - 30th, 2011.
4. DrN.R.V.Ramana Reddy attended the **International Conference**on “Technology and Business Management” and Presented a paper entitled “Measuring Service Quality: An Empirical Assessment of SERVQUAL for Indian Car Service Centers” organized at IMT, Dubai during 16th-18th March 2010.
5. DrN.R.V.Ramana Reddy attended the **8th International Conference** on “Emerging Issues in Accounting, Information Technology, Business and Management” and Presented a paper entitled “Impact of Ambient Scent and Background Music on Customers’ Shopping Time (A Case Study of Shoppers’ Stop, Hyderabad)” organized by Research Development Research Foundation and Research Development Association, Jaipur in collaboration with Rajasthan Chamber of Commerce and Industry, Rajasthan, Jaipur during 5thand 6th January 2008.
6. DrN.R.V.Ramana Reddy attended the IBS-Ahmadabad **International Conference** on Management on “International Conference on Double Digit Growth: Asian Perspective” and Presented a paper entitled “Branding the Food: Approaches for Food Tourism” organized by ICFAI Business School, Ahmadabad during5th -7th January 2007.

**National: 24**

1. N.R.V. Ramana Reddy attended the 100th Annual Conference of Indian Economic Association and presented a paper on Mechanisation of Agriculture-Indian Scenario, organized by Acharya Nagarjuna University, Guntur and The Indian Economic Association, New Delhi, 27th-30th , December,2017
2. N.R.V.Ramana Reddy attended the 99th AnnualConference of Indian Economic Association and presented a paper on Prospects of Agriculture Insurance in India: With special reference to Pradhan Mantri Fasal Bima Yojana, organized by Sri Venkateswara University, Tirupati and The Indian Economic Association, New Delhi, 27th-29th , December,2016
3. Prof. N.R.V.Ramana Reddy attended the **National Seminar** on “Prospects and Emerging Trends of E-Commerce and E-Banking” and presented a paper entitled “Recent Trends in the E-Commerce Market in India” organized by Dept. of Commerce, VSU PG Centre, Kavali, on October 5th& 6th, 2015.
4. Prof. N.R.V.Ramana Reddy attended the **National Seminar** on “Travel and Tourism: Challenges and Opportunities for Economics Development (TTCOED-2016)” and presented a paper entitled “Tourism Development: A Study on Indian Tourism” organized by Dept. of Tourism Management, VS University, Nellore, on January 25th& 26th, 2016.
5. Prof. N.R.V.Ramana Reddy attended the **National Seminar** on “Women Empowerment and Human Rigths” and presented a paper entitled “Women Empowerment in Agricultural Sector” organized by Dept. of Human Rights and Social Development, S V University, on February 17th& 18th, 2016.
6. Prof. N.R.V.Ramana Reddy attended the **National Seminar** on “Poverty Alleviation through Microfinance: Role of NABARD and Other Institutions” and presented a paper entitled “Women Empowerment through Microfinance” organized by Dept. of Human Commerce , S V University, on February 27th& 28th, 2016.
7. Prof. N.R.V.Ramana Reddy attended the XXXII Annual Conference of Andhra Pradesh Economic Association (AEA) and presented a paper entitled “Implications of Foreign Direct Investment in Retail on Indian Farmers” organized by Dept. of Economics , Maris Stella College, on February 8th& 9th, 2014.
8. Dr N.R.V.Ramana Reddy attended the UGC sponsored **National Seminar** on "Impact of Global Financial Meltdown on Indian Economy" and presented a paper entitled “Impact of Global Financial Crisis on Service Sector Industry” organized by Department of Commerce S.V. University, Tirupati during 26th and 27th February 2010.
9. DrN.R.V.Ramana Reddy attended the **National Seminar** on “Modalities of e-filling and e-payments” and Presented a paper entitled “E-Banking Loyalty: A Review of Literature” organized by Department of Commerce, Sri Venkateswara University, Tirupati,during 09th and 10th October 2012.
10. DrN.R.V.Ramana Reddy attended a **National Conference** on “Impact of Foreign Direct Investments in India” and presented a paper entitled “Impact of FDI on Indian Retail Sector” organized by Department of Management Studies , Shree Institute of Technical Education, Tirupati, AP on 08th November 2012.
11. DrN.R.V.Ramana Reddy attended a **National Conference**on “Innovative Management Strategies” and presented a paper entitled “Balancing Quality and Business Improvement Strategies for Maximizing the Profits” organized by Department of Management Studies, Madanapalle Institute of Technology and Science, Madanapalle, AP on 12thMay 2012.
12. Dr N.R.V.Ramana Reddy attended a **National Seminar**on “Emerging Management Practices in Changing Global Perspectives” and presented a paper entitled “Indian Competition Regulations in Globalised Environment” held on 6th and 7th March 2012, at Yogi Vemana University, Kadapa.
13. DrN.R.V.Ramana Reddy attended the **National Seminar**on “Emerging Challenges in Electronic Banking” and Presented a paper entitled “Customer Feedback on E-Banking” organized by Department of Commerce, Sri Venkateswara University, Tirupati,during 25th and 26th February 2012.
14. DrN.R.V.Ramana Reddy attended the **AICTE Sponsored National Conference** on “High Performance Computing and Networking” and Presented a paper entitled “Pervasive Computing: The Next era of Business Computing” organized by Department of Computer Science and Engineering, Annamacharya Institute of Technology and Sciences, Rajampet on 13th and 14th August 2011.
15. Dr N.R.V.Ramana Reddy attended the **National Seminar** on “Emerging Challenges in Electronic Banking” and Presented a paper entitled “Customer Satisfaction on E-Banking System” organized by Department of Commerce (Sponsored by UGC, ICSSR & NABARD), Sri Venkateswara University, Tirupati, during 25th and 26th February 2012.
16. DrN.R.V.Ramana Reddy attended the **National Conference** on “Nurturing Service Industry for Economic Development” and Presented a paper entitled “Importance of Service Quality in Retailing” organized by Department of Management Studies, North Maharashtra University, Jalgaon during 10th and 11th February 2011.
17. Dr N.R.V.Ramana Reddy attended a **National Conference** of Andhra Pradesh Economic Association and presented a paper entitled ““A Study on Agricultural Wages” held on 3rd October 2010 organised by Department of Economics, Yogi Vemana University, Kadapa.
18. DrN.R.V.Ramana Reddy attended the **National Seminar**on “Micro, Small & Medium Enterprises in Global Scenario” and Presented a paper entitled “Problems of Micro, Small & Medium Enterprises in Andhra Pradesh” organized byDepartment of Commerce, Sri Venkateswara University, Tirupati,during 17th and 18th March 2010.
19. DrN.R.V.Ramana Reddy attended the **National Seminar**on “Impact of Global Financial Meltdown on Indian Economy” and Presented a paper entitled “Global Financial Meltdown and its Impact on Indian Economy” organized by Department of Commerce, Sri Venkateswara University, Tirupati,during 26th and 27th February 2010.
20. DrN.R.V.Ramana Reddy attended **3rd Regional Technical Institution Conclave** and presented a paper on “Soft skills Specifics in Curriculum”organized by Aalim Muhammed Salegh College of Engineering, Chennai on12thAugust 2009.
21. DrN.R.V.Ramana Reddy attended the **National Conference** on “Communication and Soft Skills from Academia and Corporate Perspectives” and Presented a paper entitled “Soft Skills and the Complayability factor” organized by National Institute of Technology Warangal during 5th and 6th January 2009.
22. Dr N.R.V.Ramana Reddy attended the **National Seminar** on “ Trends in Teacher Education” and Presented a paper entitled “Latest Trends of Economics in Teacher Education ” organized by Annamacharya College of Education during 17th and 18th February 2007.
23. DrN.R.V.Ramana Reddy attended the **National Seminar**on “Tribal Development: A Myth or Pragmatic Reality?” and Presented a paper entitled “Income, Consumption and Saving Behaviour of Tribal Farmers (A Case Study of Vishakapatnam District)” organized by Department of Anthropology, Sri Venkateswara University, Tirupati,during 26th and 27th February 2007.
24. DrN.R.V.Ramana Reddy attended the **National Conference**on “Applications of Data Mining” and Presented a paper entitled “Statistics and Data Mining” organized by Department of Computer Science, Sri Padmavathi Mahila Viswavidhyalam, Tirupati,during 25th and 26th April 2006.
25. Dr N.R.V.Ramana Reddy attended the **National Seminar** on “Services Marketing (People, Technology and Strategies in Global Business Environment)” and Presented a paper entitled “Empowering the Services” organized by Ambedkar Institute of Management Studies, Vishakapatnam on 22th and 23th April 2005.
26. Dr N.R.V.Ramana Reddy attended the **Indian Economic Association 74th Annual Conference** and presented a paper on “Rural Female Work Participation in the Agriculture” organized by Department of Economics, Sri Krishnadevaraya University, Anantapur, during 28th -30th December 1991.
27. **Guest Lectures**

* + - 1. Delivered a lecture on “Testing of Hypothesis” in UGC sponsored National Workshop on Quantitative Methods in Economics organised by Department of Economics, Yogi Vemana University, Kadapa during 5th -7th March 2014.
      2. AICTC sponsored Two Week Faculty Development programme on Financial Econometrics Theory and Applications held at Madanapalli Institute of Techonology & Sciences, Madanapalli during 11th – 23rd December, 2017.
      3. Acted as a chairman in the First Technical Session and delivered a lecture on “e-filling process” of two day National Seminar on 9th October 2012 organised by Department of Commerce, S.V.University, Tirupati during 9thand 10thOctober 2012.
      4. Delivered a Lecture on e-payment mechanism in the 3rd Technical Session held on 26th February 2012 and acted as a chairperson for two day National Seminar on emerging challenges in Electronic Banking Sponsored by UGC,ICSSR and NABARD organized by Department of Commerce, S.V.University, Tirupati during 25th and 26th February 2012.
      5. Delivered a lecture on “Sub-prime Crisis” in the Second Technical Session on 26th February 2010 and acted as a chair person in a two day National Seminar on “Impact of Global Financial Meltdown on Indian Economy” organized by Department of Commerce, S.V.University, Tirupati during 26thand 27th February 2010.
      6. Acted as the Chair man for the Technical Session-II on 26th March 2000 and delivered a lecture on “Causes of NPAs” in UGC Sponsored two day National Seminar organized by Department of Commerce, S.V.University, Tirupati during 26thand 27th March 2000.

1. **Orientation / Refresher Courses / Training Courses Attended:**

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| **Name of the Course** | **Institution/Organisation** | **Duration, Date & Year** |
| Staff Development Programme on **"Research Methodology & Statistical Analysis using SPSS"** | Department of MBA, QIS College of Engineering and Technolgy, Ongole, Sponsored by AICTE. | From 30th April to 13th May (Two weeks) |
| Staff Development Programme on **Recent Trends in Manufacturing Systems**, | Department of Mechanical Engineering, Annamacharya Institute of Technology and Sciences, Rajampet, sponsored by AICTE | From 30th May 2011 to 5th June 2011 (One Week) |

1. **Membership in Professional Bodies:**

1. Member, Indian Economic Association

2. Member, AP Economic Association

3. Senior Member of the IACSIT, Number: 80338930

4. All India Management Association Life Membership



(Prof.N.R.VENKATARAMANA REDDY)