

RESUME



Dr. ATCHYUTA RAO KUNA

S/o Sriramulu

Kuna Jammanna peta,(vill)

Gonapadu (post)

Sarubujjili (Mandal)

Srikakulam (District)

E-mail : atchyutarao_k@rediffmail.com

Mobile : +91 9908972195, +91 9440543890

ACADEMIC QUALIFICATIONS

- Ph.D.,** : Awarded for the thesis entitled '**Regulated Markets and their working in Andhra Pradesh**', Commerce and Management Studies, Andhra University, in Aug 2004.
- M. Com .,** : with **Banking** Specialization, 1994, A.U.
- M.B.A.,** : with **Finance .** Specialization, AU.

TEACHING EXPERIENCE

- **Worked as Asst. Professor(C) in Andhra University Campus, Etcherla from 2004 to 2008(5 years experience).**
- **Working as Asst. Professor(C) in Dr.B.R.Ambedkar University Etcherla Srikakulam from 2008 to Till Date.**

COURSES AND SUBJECTS TAUGHT

Courses : M.Com, MBA.

Subjects: *Business Communication*

- CORPORATE LEGAL FRAME WORK
- MARKETING MANAGEMENT
- MANAGEMENT THEORY AND PRACTICE
- BUSINESS COMMUNICATION
- HUMAN RESOURCE MANAGEMENT (HRM)
- BUSINESS LAW
- MANAGEMENT CONTROL SYSTEM

RESEARCH PAPERS & ARTICLES

- 1 “Retail Industry in India: Emerging opportunities and challenges” article published in International Journal of Development Studies, Vol. II, Issue III, January-June 2010, ISSN 0975-5799, pp.196-204.
- 2 “Gender Equality in Education” article published in International Journal of Multidisciplinary Research, Vol. I, Issue 6, October 2011, ISSN 2231-5780, pp.325-332.
- 3 “Rural Marketing in India: A Competitive Strategy” article first published in 2012 by BOOKWELL (B), New Delhi, ISBN: 978-93-80574-32-5, for publication in the Edited Book on “Rural Management in Post Reform Era/ Rural Development in Post Colonial Era/ Rural Entrepreneurship Development in Liberalized Era” publishing by Society for Advancement of Villagers Education and Rural Assistance (SAVERA), India.
- 4 “Green Marketing in India-A Tool for Corporate Social Responsibility” article published in Economic and Social Research Institute (ESRI Journal), Vol. III, January 2012, ISSN: 0975-7635, CJ: 03984.
- 5 Child labour and its social implications in India article published in international journal of innovative research and practices [IJIRP] , VOL-1, Issue 5 , MAY 2013 , ISSN -2321-2926
- 6 Indian Banking sector ;Policies and procedures Articlepublished in , INTERNATIONAL JOURNAL Of innovative research and practices [IJIRP] , VOL -1, issue 7[1], July 2013 , ISSN -2321 -2926 .
- 7 FINANCIAL ASSISTANCE TO MSIs article published in the journal international journal of multidisplinary educational research ISSN: 2277-7881 July 2013, Volume.
- 8 POWER SECTOR DEVELOPMENT article published in the journal international journal of multidisplinary educational research ISSN: 2277-7881 July 2013, Volume.
- 9 EMERGING DIMENSIONS IN TOURISM: INDIA SPECIFIC article published international journal of creative research thoughts ISSN :2320-2882 August 2013volume no I,
- 10 STRENTHEING OF ELEMENTARY EDUCATION article published international journal of creative research thoughts ISSN :2320-2882 August 2013volume no I,
- 11 Social Contribution and challenges of N G O’s,[A Focuson role of NGO’s in poverty reduction in India] Article published International journal of multidisciplinary educational research [IJM ER] Volume -2 , Issue 9[1] August -2013. ISSN-2277-7881 .
- 12 GROWTH IN INDIAN BANKING SECTOR “Artical Published in International Journal of Multi disciplinary sciences and Research (IJMSR) an INTERNATIONALLY Approved and monthly peer reviewed journal, Volume -1 ,Issue – 1.
ISSN – 2321-4872, August,2013.(IJMSR)

- 13 "THE ROLE OF CO-OPERATIVE AS IT AFFECTS FINANCIAL INCLUSION IN INDIA". Article Published in International Journal of Multidisciplinary sciences and research (IJMSR). Issue-1 ,Volume-1, Aug-2013.
ISSN – 2321-4872, August,2013.(IJMSR)
- 14 "EXPANSION OF MICRO INSURANCE INTO LOW INCOME GROUPS" Artical published in National monthly refereed Journal of Research in Commerce and Management (ABHINAV), Volume No.2 Issue No.9, ISSN 2277-1166.
- 15 PRODUCTION AND MARKETING and Poultry Farm Products. Artical published in intional montly refered journal of research in arts and education (ABINAV), volume no-02, issue no-9, ISSN,2277-1182.
- 16 A FINANCIAL AND KEY CHALLENGES OF SMART CITYS IN INDIA article published international journal of multidisciplinary educational research issn -2277-7881 ijmer volume 4,1 2(4)December 2015
- 17 Apaper Entitled, REGULATED MARKETS AND THEIR WORKING IN ANDHRA PRADESH." Article published International journal of Multidisciplinary Advanced Research Trends (IJMART),Volume II Issue II March 2015 ISSN: 2349-7408.

AREA OF SPECIALISATION

HURMAN RESOURCE MANAGEMENT (HRM)

MARKETING MANAGEMENT

FINANCIAL ACCOUNTING

BANKING

COMMUNICATION SKILLS

- Fluency in English, Telugu and Hindi
- Presentation Skills and Report writing

SEMINARS/WORKSHOPS/CONFERENCES PARTICIPATED

I have been attending and participating as a delegate and presented papers in the International Seminars, National Seminars, FTP Training programs, workshops and Conferences mentioned below from time to time.

1. Attended in the **International Seminar** on "New Trends & Challenges in Management" conducted by the ACMET of Member SreeNarayanaPillai Institute of Management & Technology, Chavara, Kollam, on 23rd and 24th November 2009 at **The University of Kerala**, India.
2. **National Seminar** on Role of "TRIBAL ENTREPRENURSHIP AND STRUCTURAL CHANGES"(A case study of North Costal Andhra Pradesh), Organized by department of Economics A.U.P.G.Center, Etcherla and Srikakulam on 5th December 2004.

3. Attended in **National Seminar** on Work force participation rate of child labour in tribal area (A case study of SeethampetaMandal of Srikakulam District) Organized by Department of Economics, A.U.P.G.Center, Etcherla, Srikakulam 5th December 2004.
4. UGC – **National Seminar** on “DRAFT NATIONAL POLICY ON TRIBALS AND HUMAN RESOURCE DEVELOPMENT IN TRIBAL AREAS” Organized by Departments of Economics and Rural Development, Andhra University Campus, Etcherla and Srikakulam 6th and 7th January 2006.
5. APSCHE Sponsored **National Seminar** on “CURRENT ISSUES OF INDIAN ECONOMY” organized by the Department of Economic and Rural Development entitled Special Economic Zones in India: problems & Prospects on 20th December 2008 at Dr. B. R. Ambedkar University, Etcherla and Srikakulam.
6. **National Seminar** on “Gender and Development” scheduled on August 10th& 11th 2009 held at Dr. B.R. Ambedkar University, Etcherla and Srikakulam.
7. Attended **Seminar** at Govt. Arts College, Srikakulam on Global Financial Crisis- Challenges & Strategies on 25 & 26th October 2010.
8. Participated in **National Seminar** on “Women Empowerment through Self Help Groups in India” held on 31st August, 2010 organized by Department of Economics, Andhra University, Vishakhapatnam.
9. Participated in **National Seminar** on “Irrigation Development Policy and Agriculture in India Since Independence” organized by Department of Rural Development at Dr. B. R. Ambedkar University, Srikakulam.
10. Participated in **National Seminar** on “Issues and Implications of Academic Stress on Students” organized by the Department of Education during 16th and 17th March, 2012 held at Dr. B. R. Ambedkar University, Srikakulam.
11. Participated in **National Seminar** on “GENDER AND DEVELOPMENT” organized by Department of Economics during August 10th& 11th 2009 held at Dr. B. R. Ambedkar University, Srikakulam.
12. Participated in One Day **Faculty Development Programme** on “New Age Management Teacher” conducted by IIAM in Collaboration with AIMS, on 21st June, 2012.
13. Participated in training on “Computer Orientation Programme to the Faculty for Effective Teaching & Research” conducted during 20th April, 2013 to 30th April, 2013 held at Dr. B. R. Ambedkar University, Srikakulam, Etcherla Campus.
14. Attended AICTE Sponsored Faculty Development Programme on “TEACHING METHODOLOGY AND TECHNIQUES FOR MANAGEMENT TEACHERS” for 15 days organized by Department of Management Studies, Aditya Institute of Technology And Management in association with **All India Council for Technical Education**, New Delhi, during June 16-29 at AITAM, Tekkali.
15. Participated One day **National Workshop** on “New Horizons in Biotechnology (NHB)” held on 18th March, 2011 organized by Dr. B.R. Ambedkar University, Srikakulam.

16. Participated in **Workshop** on “QUALITY ASSURANCE & ACCREDITATION “held on 23rd July, 2005 organized by the Association of Indian Management School in Association with Institute of Transport Management, Andhra University, Visakhapatnam.
17. Attended **Workshop** on “Global Human Resource Management” for 2 days at College of Management Studies, GITAM and Visakhapatnam. 25 & 26th March 2006.
18. Participated One day **Workshop** on “Guidance and Counseling” organized by Department of Education at Dr. B.R. Ambedkar University, Srikakulam on 8th April 2011.
19. A.U Commerce Teachers Association Conference on “Commerce Education : Emerging Challenges” organized by the Department of Commerce and Department of Management Studies, P.G. Courses – M.R.College, Vizianagaram on 5th March 2006.
20. “60th all India commerce conference” held during on 27th – 29th December, 2007 at Hyderabad, paper entitled on “MICRO ENTREPRISES” (A study on SHGs).
21. 61th All India Commerce Conference of Indian Commerce Association organized by Dhanwate National College, Nagpur from 27-29th December, 2008 (**SEZ’s and its Impact on Foreign Exchange**)
22. Participated in National Conference on “Go Green-With Technology” from 4-5th March 2011 at Sri Venkateswara College of Engineering & Technology, NH-5, Etcherla, Srikakulam.
23. Presented paper on “Indian Banking Sector: policies and procedures “ in the seminar on Nationalization of banks .impact on socio – ECONOMIC Development of INDIA “. Organized the occasion of 44th BANKS ‘ Nationalization Day Scheduled on 19th JULY 2013 by the Department of commerce and management studies , Dr.B.R.Ambedkar university ,Srikakulam
24. One day workshop on Internal Quality Assessment and Enhancement 2nd December 2016 organised by Internal Quality Assurance cell (IQAC) Dr B.R Ambedkar University Srikakualm.
25. The AICTE Sponsored Two week Faculty development program on “Advanced In Research Methods And Data Analytical Tools By Using SPSS For Social Sciences And Management” Organized by Department of Management Studies,Aditya Institute of Technology And Management, Tekkali in association with all India Council for Technical Education During 26th Febuary to 12th March 20118.

CO- CURRICULAR ACTIVITIES

- Extension activities of Dr.B.R.Ambedkar university, Srikaulam.
- Conducted **ICET Awareness Programs** & participated in Mock ICET Exams
- Participated Placement activities (Off-campus/On-campus) as Placement Officer.
- Handled 3 times **Contact Classes** for MHRM Students of Pondichery University, and 2 times for MBA students of Andhra University

REFERENCES

From Academia

1. **Prof. G. Tulasi Rao**
Dept. of Commerce and Mgt. Studies,
Dr.B.R.Ambedkar University,
Srikakulam.

2. **Prof. T. Kamaraju (Dean of CDC)**
Dept. of Commerce and Mgt. Studies,
Dr.B.R.Ambedkar University,
Srikakulam.

PERSONAL PROFILE

Name : **Dr. ATCHYUTHA RAO KUNA**

Father's Name : **Late. SRI RAMULU**

Sex : **Male**

Nationality/Religion : **Indian/ Hindu**

Marital Status : **Married**

Date of birth : **19th JUNE 1970**

Cast : **BC."A" (Kinthali Kalinga)**

Hobbies : **Reading Books, Watching T.V , Singing Songs.**

(Dr. ATCHYUTHA RAO KUNA)