

CURRICULAM VITAE

Name : **Dr. Karunanidhi Ketireddi**
Designation : Assistant Professor
Department : Commerce and Management Studies



1. Personal Profile

Date of Birth : 02-04-1970
Father's Name : Late K. Simhachalam Naidu
Marital Status : Married
Nationality : Indian
Caste : B.C. – D (Koppata Velama)

• Address for Communication:

Dr. K. KarunaNidhi, BBM, MBA, PGDCA, M.Phil., Ph.D
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• Permanent Address:

Dr. K. Karunanidhi.,BBM,MBA.,M.Phil.,Ph.D,PGDCA
S/o. Late K. Simhachalam Naidu
Gayatri Bhavan
Naguru (Post), Ravivalsa (S.O), Garugubilli
(Mandal),
Parvathipuram manyam District-535525

2. Academic Profile:

- **Ph.D.**, Degree awarded From Acharya Nagarjuna University in the year 2015, Research topic entitled on “CASHEW INDUSTRY IN ANDHRA PRADESH: A Study of Problems and Prospects of Cashew Growers and Processors”, in Srikakulam District.

- **M.Phil.** Degree Awarded From AcharyaNagarjuna University in April, 2008. Research topic entitled on “state and status of Women Entrepreneurs a case study of DWCRA Groups” in Srikakulam District.
- **M.B.A.** (Specialization in Marketing) Secured 1st class in July 1997 from Andhra University, Visakhapatnam
- **B.B.M.** (Specialization in Marketing) secured 1st class in April 1995 from Andhra University, Visakhapatnam
- Certificate course in Computer Secured 1st class in May, 1995 from LCC, Calcutta
- Honors Diploma in Computers Secured 1st class in April 1997 from LCC, Calcutta
- Post Graduate Diploma in Computer application secured 1st class in December 2000

Technical Skills:

Languages	:	C, SQL, and PL/SQL
RDBMS	:	Oracle 8i
GUI Tool	:	Developer 2000 (Forms 6, Report 6), Visual Basic 5.0/6.0
Operating Systems	:	Windows NT, Windows 8 & 8.1, and UNIX
Administration	:	Oracle DBA

3. Teaching Profile:

- Worked as Lecturer in the Department of Management Studies from September, 1997 to June, 2000 in Gayatri College for PG Courses, Gurajada Educational Society, Munasabpeta, Srikakulam
Subjects Taught: Marketing Management, CBCRM, International Business Environment, E-commerce for MBA and DBMS, Oracle, and C for MCA
- Worked as Teaching Associate in the Department of Commerce and Management studies in Dr. B. R. Ambedkar P.G. Centre, Andhra University since June 2000 to July 2008 (Dr B.R. Ambedkar University).
Subjects Taught: Marketing Management, Consumer Behavior and Customer Relationship Management, E-Commerce, Soft-skills.
- **Present status:** Assistant Professor (C) in the Department of Commerce and Management studies in Dr. B. R. Ambedkar University since 12 th july2008 to till date.
Subjects Teaching: Organizational Behaviour Marketing Management, Consumer Behavior and Customer Relationship Management, Global Marketing, Service Marketing, E-Marketing and E-Commerce, Soft-skills.

4. Online Courses for Academic Excellence:

1. Completed successfully and received a passing grade in “**DM01: FUNDAMENTALS OF DIGITAL MARKETING**” a course of study offered by USMx, an online learning initiative of University System of Maryland on May 10, 2024.
2. Completed successfully and received a passing grade in “**DM02: DIGITAL MARKETING ANALYTICS: TOOLS AND TECHNIQUES**” a course of study offered by USMx, an online learning initiative of University System of Maryland on May 20, 2024.
3. Completed successfully and received a passing grade in “**DM03: Online Advertising & Social Media**” a course of study offered by USMx, an online learning initiative of University System of Maryland on May 25, 2024.
4. Completed successfully and received a passing grade in “**DM04: DIGITAL Customer Analytics**” a course of study offered by USMx, an online learning initiative of University System of Maryland on May 27, 2024.

5. Research Profile:

- Conducted a research on DWCRA groups to analyze socio and economic profile affecting on social indebtedness as a part and parcel of award of M.Phil Degree entitled state and status of women entrepreneurs a case study of DWCRA groups in Srikakulam district, 2007.
- Ph.D. from AcharyaNagarjuna University, Nagarjuna Nagar, Guntur on the topic entitled on “CASHEW INDUSTRY IN ANDHRA PRADESH: A Study of Problems and Prospects of Cashew Growers and Processors”, in Srikakulam District.

6 Academic Contributions:

- Associate Member for the Board of Studies for the Department of Commerce and Management Studies for academic years 2012-2013 to till date.

7. Extra-Curricular Activities:

- Associating with CTRD, a voluntary organization for last 15 years in rural development activities

- Operating “GIFT A PLANT” in Srikakulam district to gift a plant and creating awareness and cultivating a culture of implanting a plant on individual’s occasions like birthdays and anniversaries.
- Participated in Health awareness camps and social development activities.
- Contributed articles to eenadu telugu daily news paper.

8. Administrative/Academic Assignments:

- Course Coordinator, Department of Commerce and Management studies, Dr. B. R. Ambedkar University, Srikakulam from 06/11/2021 to 13/12/2022.
- Deputy Warden, Vamsadhara Boys Hostel, Dr. B. R. Ambedkar University, Etcherla.
- Observer to UG Examinations, conducted by Dr. B. R. Ambedkar University, Etcherla.
- Mentor for weekly extension activities conducted by Dr. B. R. Ambedkar University, Etcherla.
- Committee member in 2nd convocation of Dr. B. R. Ambedkar University, Srikakulam.
- Department anti ragging teacher coordinator the academic year 2024-25.

Paper Presentations and participation in Conferences and Seminars:

1. **K. Karunanidhi (2000):** Participated in the National Seminar on “Current Issues of Indian Economy” Sponsored by APSCHE and organized by the Dept. of Economics & Rural Development, Dr. B. R. Ambedkar University, Srikakulam.
2. **K. Karunanidhi (2000):** Participated in the Preparation of Micro-Plan Undertaken during the Eleventh Round of Janmabhoomi held in the State from 3rd to 11th January.
3. **K. Karunanidhi (2004):** Participated in the National Seminar on ‘Tribal Development’ held at A.U.Dr. B.R. Ambedkar P.G. Centre, Etcherla on 5th December. I also presented a paper in the Academic Session entitled ‘Tribal Indebtedness’
4. **K. Kurnanidhi (2006):** Participated at National Conference on ‘*E-Commerce: Strategies, Technologies and Applications*’ sponsored by Dept. of Science and Techonology, Ministry of Science and Technology, GOI, New Delhi held at Dept. Management Studies, K.G.R.L. College-P.G. Course, Bhimavaram, A.P., during 8-9, August.
5. **K. Karunanidhi (2008):** Participated in the National Seminar on ‘Financial Inclusion (sponsored by Andhra Bank and UGC)’ and presented a Paper entitled “Financial Inclusion

in India-A need for Innovation, Jointly organized by Indian Banks' Association (IBA), Hyderabad Chapter & Centre for Banking Studies and Research (CBS & R), Department of Commerce and Management Studies (DCMS), Andhra University, Visakhapatnam, 25-26 November.

6. **K. Karunanidhi (2008):** Participated in APSCHE Sponsored National Seminar on Current Issues on Indian Economy” organized by Department Economics and Rural Development, Dr.Br.Ambedkar University, Srikakulam.
7. **K. Karunanidhi (2008):** Participated in the 61st All India Commerce Conference organized by Dhanwate National College, Nagpur from 27-29 December and also presented paper titled “Corporate reporting publishers in Globalization Scenario”.
8. **K. Karunanidhi (2008):** Participated in the 61st All India Commerce Conference organized by Dhanwate National College, Nagpur from 27-29 December and also presented paper titled “SEZ with Reference to India”.
9. **K. Karunanidhi (2008):** Participated in the 61st All India Commerce Conference organized by Dhanwate National College, Nagpur from 27-29 December and also presented paper titled ‘I.P.R. in India Boon or Bare’.
10. **K. Karunanidhi (2008):** Participated in the 61st All India Commerce Conference organized by Dhanwate National College, Nagpur from 27-29 December.
11. **K. Karunanidhi (2009):** Participated and presented a paper entitled “CRM in Indian Banking Industry” in the National Seminar on ‘Dynamics of Banking Sector Reforms: Emerging Issues, Challenges and Strategies’, held during July 19-21, sponsored by All India Council for Technical Education (AICTE) and University Grants Commission (UGC).
12. **K. Karunanidhi (2009):** Participated and presented a paper on “The Need for deconstructing Gender Streotyping-Role of India” in the National Seminar on ‘Gender and Development’ scheduled on August 10th& 11th held at Dr. B.R. Ambedkar University, Srikakulam.
13. **K. Karunanidhi (2009):** Participated in the National Seminar, Organized on 9th& 10th September at Govt. College for Women, Srikakulam, A.P.

14. **K. Karunanidhi (2010):** Participated in the National Seminar on “Knowledge Management” on 22nd February, conducted by Dr. N.S. Kolla School of Business, Visakhapatnam.
15. **K. Karunanidhi (2010):** Participated and presented a paper on ‘CRM: Imperative Tools for Today's Business’, APSICHE Sponsored National Seminar on “Customer Relationship Management” organized by Nagarjuna Nagar, Guntur Dt., AP on 8-9 of October.
16. **K. Karunanidhi (2010):** Participated and presented a paper on ‘CRM: Imperative Tools for Today's Business’, APSICHE Sponsored National Seminar on “Customer Relationship Management” organized by Nagarjuna Nagar, Guntur Dt., AP on 8-9 of October.
17. **K. Karunanidhi (2011):** Participated and presented a paper in the National Conference on “Go Green-With Technology” held on 4th & 5th March organized by Sri Venkateswara College of Engineering & Technology, Etcherla, Srikakulam, A.P.
18. **K. Karunanidhi (2011):** Participated in the One Day National Workshop on “New Horizons in Biotechnology (NHB)” held on 18th March, organized by Dept. of Biotechnology, Dr. B. R. Ambedkar University, Srikakulam.
19. **K. Karunanidhi (2011):** Participated/presented a paper on “Micro financing in Andhra Pradesh: A Case for Reengineering & Reconstruction” in UGC Sponsored National Seminar on “The Role of Micro-Finance in Capacity Building of Rural Folk” organized by Dept. of Commerce & Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar, Guntur Dt., AP held on Feb 28th & March 1st.
20. **K. Karunanidhi (2011):** Attended the National Seminar on 11th & 12th July conducted by Department of Commerce. And also presented a Paper entitled “Marketing Techniques & Tools of Micro Finance in India” in the Seminar.
21. **K. Karunanidhi (2011):** Participated in the National Seminar on “Hydrology” with special colloquium on “Management of Rural Water Resources” held during 15th-17th July in the Department of Geosciences, Dr. B. R. Ambedkar University, Srikakulam.
22. **K. Karunanidhi (2011):** Presented a Paper on “Issues and concerns of Water shed development programme in India” in the National Seminar on ‘Irrigation Development Policy and Agriculture in India since Independence, held at Dept. of Rural Development, Dr. B. R. Ambedkar University, Srikakulam during 25th and 26th, November.

23. **K. Karunanidhi (2011):** Presented a Paper on “Rural Marketing in India: State and Status” in the International Conference on ‘Innovative Strategies for Global Competitiveness, held at R.V. Institute of Management, Bangaluru on 8th, 9th and 10th December.
24. **K. Karunanidhi (2011):** Presented a Paper on “Role of shopping motivations in store patronage behavior in emerging market: An empirical analysis” in the International Conference on ‘Business Growth an Emerging Markets: Global shifts and local effects’, held at Institute of Public Enterprises, Hyderabad and Englad Business School, Mexico city, Mexico on 15th-16th December.
25. **K. Karunanidhi (2011):** Presented a Paper on “Retailing insurance products does customer purchase insurance product in a store?” in the National Seminar on ‘Emerging challenges and strategies for service sector, held at Adikavi Nannaya University, Dept. of Commerce and Management Studies, Rajahmundry on 8th -10th, December.
26. **K. Karunanidhi (2011):** Attended the “Indian Red Cross Society” Srikakulam Dist, Branch held at Search and Rescue & First Aid Training (SAR & FAT) during in 9th December to 12th December.
27. **K. Karunanidhi (2012):** Presented a Paper on “A.T.M-Trends, Problems and Prospects” in the National Seminar on ‘Banking Technology and Dissemination and Feature”, held at DNR College, Bhimavaram on 21st January.
28. **K. Karunanidhi (2012):** Presented a Paper on “Micro finance: A model for financial security to Indian poor” in the National Seminar on ‘Micro finance Issues, Challenges and Policy options in emerging Economics (NSMF-2012)”, held at Dept. of Business Management, Krishna University, Machilipatnam, A.P. Sponsered by APSCH and NABARD on 17th and 18th February.
29. **K. Karunanidhi (2012):** Presented a Paper on “Role of Information Communication Technology in increasing access to Micro Finance” in the National Seminar on ‘Micro finance Issues, Challenges and Policy options in emerging Economics (NSMF-2012)”, held at Dept. of Business Management, Krishna University, Machilipatnam, A.P. Sponsored by APSCH and NABARD on 17th and 18th February.
30. **K. Karunanidhi (2013):** Participated in Nation Conference on “Recent Trends in Marketing-opportunities and Challenges” on 20th February 2013 and also presented a paper titled Indian Cashew Opportunities and Challenges in the Global Market. This

paper published in the book Marketing Dynamics (ISBN: 978 93 81790 93 9) Compiled by Dr G. Muruganatham of National Institute of Technology – Tiruchurapalli.

31. **K. Karunanidhi (2013):** Participated on “Nationalization of Banks: Its impact on Socio-Economic Development of India” organized on the occasion of 44th Banks’ Nationalization Day sheduled on 19th July 2013, presented paper on Automated Teller Machine (ATM) Trends, Problems and Prospects organized by the Department of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam.
32. **K. Karunanidhi (2014):** Participated in Nation Conference on ‘National Conference On Emerging Trends in Marketing’ on 18-19th March, 2014 and also presented a paper titled Purchasing Behaviour of Single Brand Retail Stores Customers in Srikakulam District, organized by K L UNIVERSITY GUNTUR AP INDIA.
33. **K. Karunanidhi (2014):** Participated in Nation Conference on International conference on Global: Opportunities and Challenges’ on 27th -29th March 2014 and also presented a paper titled “cashew exports opportunities and challenges in srikakulam district organized by the department of commerce, Osmania University, Hyderabad A. P. India. ISBN 978-81-910003-0-14, VOLUME-II, pp 96-109.
34. **Karunanidhi (2015):** Participated in Nation Conference on ‘The UGC National Seminar On Good Corporate Governance in India and Challenges on 3rd and 4th February, 2015 and also presented a paper titled Corporate Reforms the Past, The Present, and The future organized by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada, AP INDIA.
35. **K. Karunanidhi (2016):** Participated in one day workshop on Engaging Children with Emerging Technologies on 22nd March, 2016 organised by Department of Education, Dr. B. R. Ambedkar University, Srikakulam.
36. **K. Karunanidhi (2016):** Participated in Nation Conference on “Entrepreneurship 2.0 – Changing Models in New Economic Era on 29, 30 March 2016, Organised by Entrepreneurship Development Cell & Department of Business Administration, Prasad V. Potluri Siddartha Institute of Technology, Vijayawada in Association with ICSSR-SR, Ministry of HRD, Govt. of India, Hyderabad, and also presented a paper titled Srikakulam Cashew Processing Industry Employment and Environmental issues.
37. **K. Karunanidhi (2016):** Participated in national seminar on “Rural Development in India: Issues and Challenges with Special Reference to Andhra Pradesh” on 30th April,

2018 in the Department of Rural Development & Economics, Dr. B. R. Ambedkar University, Srikakulam.

- 38. K. Karunanidhi (2016):** Participated in one day workshop on Management Case Studies on 28-09-2016 in Association with Dr.B.R.Ambedkar University, Srikakulam organized by Department of Commerce and Management and studies Gayatri College for P.G. Courses, Srikakulam.
- 39. K. Karunanidhi (2016):** Participated in one day workshop on Quality in Education: A Comparative Study on 5th November, 2016 organised by Department of Education, Dr. B. R. Ambedkar University, Srikakulam.
- 40. K. Karunanidhi (2016):** Conducted a workshop on the topic entitled “21st CENTURY BUSINESS CHALLENGES: PETER F.DRUCKER’S CONTRIBUTION” organized on 19th November, 2016 by the Department of Commerce and Management Studies, Dr. B. R. Ambedkar University, Etcherla in association with Gayatri College for Courses, Srikakulam.
- 41. K. Karunanidhi (2016):** Participated in one day workshop on Internal Quality Assessment and Enhancement on 2nd December, 2016 organised by Internal Quality Assurance Cell (IQAC), Dr. B. R. Ambedkar University, Srikakulam.
- 42. K. Karunanidhi (2016):** Acted as a Resource Person in the workshop on the topic “case studies” organized by Gayatri College for PG courses in association with the Department of Commerce and Management Studies, Dr. B. R. Ambedkar University, Etcherla.
- 43. K. Karunanidhi (2016):** Participated in a workshop on the topic “Leadership and Team Building Skills” organized by Department of Commerce and Management Studies, Dr. B. R. Ambedkar University, Etcherla.
- 44. K. Karunanidhi (2018):** Participated in National Seminar on Rural Development in India: Issues and Challenges with Special Reference to Andhra Pradesh 30th April, 2018, Organized by Department of Rural Development & Economics Dr. B. R. Ambedkar University, Srikakulam.
- 45. K. Karunanidhi (2018):** Participated in Two Day National Seminar on Drug Abuse Prevention: Role of Youth on 19th – 20th December, 2018, Organized by Department of Social Work, Dr. B. R. Ambedkar University, Etcherla, in Collaboration with National Institute of Social Defence, Ministry of Social Justice & Empowerment, New Delhi.
- 46. K. Karunanidhi (2019):** Participated in National Seminar on Privatisation of Secondary Education in India: Issues and Challenges held on 20th & 21st December, 2019 organized

by Department of Education, Dr. B.R. Ambedkar University, Srikakulam with Collaboration of NABARD, Mumabai & ICSSR, Newdelhi.

- 47. K. Karunanidhi (2019):** Participated in National Seminar on Emerging Issues in Rural Development with Special Reference to Andhra Pradesh and presented a paper entitled Emerging Issues in Rural Markets in India held on 11th & 12th December, 2019 organized by Department of Rural Development, Dr. B.R. Ambedkar University, Srikakulam with Collaboration of NABARD, Mumabai & ICSSR, Newdelhi.
- 48. K. Karunanidhi (2023):** Participated and presented paper entitled “A Novice Approach for the Beginners of the Professional Researchers: An Introduction” in National Seminar on Innovative Teaching and Research Practices in Higher Education Institutions for Sustainable Development held on 18th & 19th July, 2023 organized by Dr. B.R. Ambedkar University, Srikakulam.

Papers Published in International Journals:

- 1. K. Karunanidhi (2014):** Effectiveness of Consumer Protection Mechanism in Rural Markets A Study on Retailing , Pharmaceutical, Fruits and Vegetable Consumers, International Journal of Multidisciplinary Educational Research,ISSN:2277-7881,IJMER,VOLUME 3,ISSUE2(4),FEBRUARY 2014,IMPACT FACTORS:2.735:IC VALUE: 5.16 PP,305.
- 2. K. Karunanidhi (2015):** Palasa cashew processing cluster: impact on employment and environment International Journal of Multidisciplinary advanced Research trends ISSN: 2349-7408, IJMAT, VOLUME 1, ISSUE 3, JANUARY 2015 PP, 96-105.

Papers published in National Journals

- 1. K. Karunanidhi (2013):** Published a paper entitled, ‘Indian cashew opportunities and challenges in the global market’ thebook Marketing dynamics, - ISBN – 978 -93-81790-93-9, ARUNA PUBLISHERS CHENNAI, compiled by Dr. G.Muruganatham, Tiruchanapalli.
- 2. K. Karunanidhi (2014):** Published a paper entitled, “Cashew exports opportunities and challenges in Srikakulam District” in the book. “Global business opportunities and

challenges” - ISBN – 978 -81-910003-0-14, Vol.II, pp.96-109, Global research society Publications, Hyderabad.

3. **K. Karunanidhi (2016):** Published a paper entitled, “Corporate governance reforms the past, present and future in the edited book on GOOD CORPORATE GOVERNANCE IN INDIA AND CHALLENGES – ISBN 978-81-8424-966-8, ALLIED PUBLISHERS, New Delhi, compiled by Dr.T.Rama Devi, Vijayawada.
4. **K. Karunanidhi (2016):** Contributed a Case-Study on the topic entitled “ICTs & Retail Industry Solutions –How IT Companies are changing the Global Supply Chain Process-A Case study of Landmark Groups” in AMBER, ABBS Management Business and Entrepreneurships Review.
5. **K. Karunanidhi (2016):** Published a book by Roshan Publications on the topic entitled “CASHEW INDUSTRY IN ANDHRA PRADESH” with ISBN 978-93-86251-27-5

Articles published in Newspapers

1. **K. Karunanidhi (2018):** Article published in Eenadu Daily News Paper in editorial column with title “**Mohamchellani Rupai**” on pg. no. 4, dated 25th August, 2018.
2. **K. Karunanidhi (2018):** Article published in Eenadu Daily News Paper with title “**AvasthalloArogyaVyavasthalu**” on pg. no. 4, dated 6th October, 2018.
3. **K. Karunanidhi (2019):** Article published in Eenadu Daily News Paper in editorial column with title “**Nashalanikekkina Vullighatu**” on pg. no. 4, dated 14th December, 2019.
4. **K. Karunanidhi (2019):** Article published in Eenadu Daily News Paper in editorial column with title “**Nagaralakedi Punarujjeevam**” on pg. no. 4, dated 21th March, 2019.
5. **K. Karunanidhi (2020):** Article published in Eenadu Daily News Paper in editorial column with title “**Annadaatha Appula Motha**” on pg. no. 4, dated 09th March, 2020.

Resource person in seminars and workshops:

1. Delivered a lecture on “Gandhi and Management” at the workshop organized by Sri Meenakshi Govt. Arts College for Women (Autonomous) Mdu and Gandhi Memorial Museum, Madurai, Tamilnadu, on 06 April, 2022.
2. Delivered a Guest Talk on “Motivation for Ambition for top Professions” in the one day National Level Workshop on “The Indian Short Story Writing in English – It’s Evolution and Development” conducted by Department of English, Ganesar College of Arts and Science, Affiliated to Bharatidasan University, Melasivapuri, Pudukkottai District, Tamilnadu on 09 April, 2022.
3. Delivered a speech on “Mahatma Gandhi as a Management Guru in the Millennium” in the Association program conducted by Department of Bank Management and Computer Science, Ganesar College of Arts and Science, Affiliated to Bharatidasan University, Melasivapuri, Pudukkottai District, Tamilnadu on 09 April, 2022.

Guest Lectures:

1. Delivered a Guest Lecture on “Reading, Reflecting and Reviewing” at the Readers’ Forum meeting organized by PG & research Department of English, Sri Meenakshi Govt. Arts College for Women (Autonomous), Affiliated to Madurai Kamaraj University, Madurai, Tamilnadu on 07 April, 2022
2. Delivered a Guest Lecture on “The Role of Communication Skills in Your Life and Career” to the students of BA English Literature organized by Eliot Circle Literary Association, Department of English, Mannar Thirumalai Naicker College (Autonomous), Affiliated to Madurai Kamaraj University, Pasumalai, Madurai, Tamilnadu on 07 April, 2022.

Faculty Development Programs:

1. **K. Karunanidhi (2005):** Successfully completed the AICTE sponsored “Faculty Development Programme” on “E-Business and Supply Chain Management” conducted during 14-24th March.
2. **K. Karunanidhi (2010):** Participated in the ‘Faculty Development Programme’ on “Teaching Methodology and Techniques for Management Teachers” organized by Dept. of Management Studies, Aditya Institute of Technology and Management in association with ‘All India Council for Technical Education’, New Delhi, during 16-29th June at AITAM, Tekkali

3. **K. Karunanidhi (2012):** Participated on “New Age Management Teacher” in the FDP Programme held at IIAM vizag, Integral Institute of Advanced Management, Visakhapatnam, A.P. on 21st June.
4. **K. Karunanidhi (2013):** Participated in “Computer Orientation Program to the Faculty for Effective Teaching and Research” Scheduled during 20th – 30th April, 2013 organized in the premises of Dr.B.R.Ambedkar University, Srikakulam.
5. **K. Karunanidhi (2017):** Participated in ICSSR sponsored two week “Capacity Building Programme for Social Science Faculty Members” organized by School of Management, Doon University from 24th January, 2017 to 06th February, 2017.
6. **K. Karunanidhi (2018):** Participated in Two weeks FDP on “Advances 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 (AITAM), Tekkali in association with All India Council for Technical Education during 26th February to 12th March, 2018.
7. **K. Karunanidhi (2019):** Participated in the 7 - Day Faculty Development Programme on Rural Community Engagement held from 21.01.2019 to 27.01.2019 organized by Mahatma Gandhi National Council of Rural Education, Hyderabad in collaboration with Dr. B. R. Ambedkar University Srikakulam
8. **.K. Karunandihi (2020):** Participated in One Day Capacity Building Training Program on Drug Abuse Prevention, Organized by Department of Social Work, Dr. B.R. Ambedkar University, Srikakulam, Supported by National Institute of Social Defence, Ministry of Social Justice and Empowerment, New Delhi on 23rd January, 2020.
9. **K. Karunanidhi (2024):** Participated in 5 Days International Faculty Development Programme on “Digital Marketing” organized by MIT Arts Commerce & Science College (Autonomous) – Maharashtra, Nishitha Degree College (Autonomous) – Nizamabad, Telangana, Seshadripuram College Tumakuru, Karnataka, P. B. Siddhartha College of Arts and Science – Andhra Pradesh in Collaboration with ExcelR Edtech Pvt. Ltd. On 27th May to 31st May 2024.

10. **K. Karunanidhi (2024):** Participated in the one Week Faculty Development Program on “Emerging issues in Higher Education & Research” organized by the Department of Business Administration, P. B. Siddhartha College of Arts & Science, Vijayawada during 6th – 10th June, 2024.

Online webinars during Lockdown:

1. Participated in a webinar on “How to Balance Personal Life and Professional Life on 28 April, 2020 organized by IIHMR University.
2. Participated in an International webinar on Pandemic Covid-19: changes and Challenges in Society with special reference to Higher Education” organized by IQAC, NSS and YCMOU study center of B.B. Arts, N.B. Commerce and B.P. Science College, Digras Dist. Yavatmal, Maharashtra, India on 5th June 2020.
3. Participated in a webinar on Assessing Writing & Speaking – Analytical vs. Holistic Scoring Organised by Dadi Institute of Engineering & Technology, Anakapelli, Visakhapatnam on 08 June 2020.
4. Participated in an interdisciplinary International Symposium on Covid-19: Socio-Economic and Traumatic Challenges Impacting Migrant Workers on 9 June, 2020 organized by Andhra Loyola Institute of Engineering and Technology, Vijayawada.
5. Participated in state level webinar on “Challenges and Opportunities for College Students after Lockdown” organized by the department of Library & Information Science, Chemistry, Zoology, Physical Education and Commerce of B.B. Arts, N.NB. Commerce and B.P. Science College, Digras, Dist yavtmal, Maharastra on 10 June 2020.
6. Participated in national webinar on “Design Thinking in e-Learning” organized by Department of Physics, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, Tamilnadu on 11 June 2020.
7. Participated in International Webinar on “Impact of Covid-19 on Global Economy” organized by Dept. of Economics & Phisosophy of St. Francis De Sales College, Nagpur, on 12 June 2020.
8. Participated in the One Day Webinar on “Role of Atmanirbhar bharat abhiyan in Indian Economy during Post Covid-19 Scenario” organized by Departments of Economics of Adikavi Nannaya University, Rajamahendravaram and Vikrama Simhapuri University, Kavali on 16 June 2020.
9. Participated in national webinar on holistic Wellness in Combating the Covid-19 Pandemic” Organized by the Department of Physical Education of Sri Padmavati Mahila Vishvavidyalayam, Tirupati from 17.06.2020 to 21.06.2020.
10. Participated in One week Faculty Development Program on “Data Science Using R Programming” organized by department of information technology, Mahaveer Institute of Science & technology, Hyderabad from 12.06.2020 to 17.06.2020.

11. Participated in a webinar on “Innovative approaches for effective teaching” organized by the department of Basic Science & Humanities, Visakha Technical Campus, Visakhapatnam on 20.06.2020.
12. Participated in the International Webinar on ‘Life Style Management : A Holistic Approach” organized by the C.M. Dubey Post Graduate College, Bilaspur (CG) India on 21 June 2020.
13. Participated in an international webinar on Academic Writing Skills” conducted by department of English, Nandha Arts and Science College, Erode, Tamilnadu on 22 June 2020.
14. Attended webinar on “Relevance of Ayurvedic Practices in Current Scenario” organised by Dr. A.P.J. Abdul Kalam Technical University, Lucknow, Uttara Pradesh in Joint collaboration with uttar Pradesh State AYUSH society, King George’s Medical University & National Integrated Medical Association on 18 May 2020.
15. Participated in “Virtual Artificial Intelligence Summit – Solutions to Covid – 19 organized by Center of Excellence in AI & ML, Glagtia University on 9 May 2020.
16. Participated in a webinar on “Virtual Mode of Learning” organized by JB HR Innovations Services on 17 May 2020.
17. Participated in a national webinar on Research methodology organised by SVD Government Degree College (W), Nidadavole, and Khandesh Chapter of English Language Teacher’s Association of India on 21 May 2020
18. Participated in a national webinar on “Role of Teachers in Coping Covid 19” organized by Department of Educational Psychology, Tamil Nadu Teachers Educational University on 23 May, 2020.
19. Participated in a national webinar on “Efficacy of Siddha Medicine for common ailments among teachers” organized by Department of Educational Psychology, Tamil Nadu Teachers Educational University on 26 May, 2020.
20. Participated in national webinar on “Fitness and mental wellbeing teacher’s perspective” organised by Department of Educational Psychology, Tamil Nadu Teachers Educational University on 29 May, 2020.
21. Participated in virtual summit on Covid-19: Impact on Education, Technology, Environment & Mankind conducted by Andhra Loyola Institute of Engineering & Technology, Vijayawada on 30 May 2020
22. Participated in national webinar on “Financial Technology – implementation & challenge in India” organized by Dept. of Commerce, Anwarul Uloom College Hyderabad on 28 June 2021
23. Participated in national webinar on “ Yoga and Health” organized by Dept. of Physical Education and Wellness Centre, Sri Padmavathi Mahils Visvavidyalayam, Tirupati, Andhra Pradesh on 21 June 2021.
24. Participated in one day national webinar on “Role of Analytics in Talent Management” organized by Dept. of Commerce and Business Management, University College of Arts

- & Science, Krishna University in Association With KBN College Vijayawada on 3 July 2021.
25. Participated in International webinar on “Entrepreneurship and Covid-19: Challenges and opportunities” organized by the Dept. of Commerce, Anwarul Uloom College, Hyderabad on 3 July 2021.
 26. Participated in One day national webinar on “Quality of Higher Education & Role of Research” organized by Internal Quality Assurance Cell (IQAC), Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada on 12 July 2021.
 27. Participated in one day national webinar on “Women’s Health Awareness” organized by Dept. of Physical Educaiton & Sports Sciences, P.B. Siddhartha College of Arts & Science, Vijayawada on 20 July 2021.
 28. Participated in One Day National Level Seminar on “National Education Policy” organized by Post Graduate Department of Commerce and Management in Association with IQAC and Centre or Educational & Social Studies 30 July 2021.
 29. Participated in the National Level Webinar on “Academic, Research & Expository Writing” organized by the Dept. o Education & IQAC, Institute of Advanced Study in Education, Chennai on 31 July 2021.
 30. Participated in the National webinar on “Developing Writing Skills” organized by the department of English in collaboration with the ELTAI, Pune Chapter on 06 August 2021.
 31. Participated in a Three Day online international symposium on “Language, Literature, Criticism & Theory: A vision on the millennium for aspiring students, researchers, teachers & other stakeholders” organized by the department of English, Deogiri College, Aurangabad; Arts, Commerce & Science college, Kille-Dharur; & Bhanudasrao Chavan College, Lohara during 9 to 11 August 2021.
 32. Participated in state level webinar on the level of 75th Independence day on “Footprints of Freedom Movement in Coastal Karanataka” jointly organized by letarary and fine arts committee and department of History, SDM College, Ujire on 14 August 2021.
 33. Participated in the national webinar on “How Poetry Influences Human Mind and Feelings During Pandemic?” organized by the School of Arts and Creative Sciences, department of English, Nehru Arts and Science College, Coimbatore, Tamilnadu on 18 August, 2021.

Online FDPs:

1. Participated ICFAF web talk series in Virtual Learning: An Effective framework for future in higher education domain organized by the ICFAI University, Dehradun on 02 May, 2020.
2. Participated in National Level Five Day Faculty Development Programme on “Challenges and Strategies of Teaching in Post Covid – 19” organized by university college

of education, Adikavi Nannaya University, Rajahmahendravaram in association with young researchers forum, Mumbai, Maharashtra, India from 11.05.2020 to 15.05.2020.

3. Participated in Five day National Level Online Faculty Development on Artificial Intelligence organized by Department of Information Technology, Sir C R Reddy College of Engineering, Eluru in association with National youth council of India and Brain O Vision Solutions India Pvt. Ltd. From 22 May 2020 to 26 May 2020
4. Participated in 07 days Faculty Development Programme on “Hybrid Research – Uncovering Greater Insight with Combined Approaches” organized by Faculty of Education, Teerthanker Mahaveer University, Moradabad during 2 to 9 August, 2021.
5. Participated in national level online faculty development programme on “Recent Trends in Education, Technology & Management organized by Milagres College Kallianpur & GFGC Kavour, Mangalore during 30 July to 08 August 2021.

Online Workshops:

1. Participated in two day national level work shop on “Modern methods for teaching – learning practices” organized by Krishna University, Machilipatnam in association with Andhra Pradesh state council of Higher Education during 12, 12 May 2020.
2. Participated in 12 Day Workshop on “Capacity Building for Teachers on 21st Century Skills Education” organized by Dept. of Humanities & Social Sciences and Department of Management Studies, National Institute of Technology, Tiruchirappalli during 21 June 2021 to 2 July 2021.
3. Participated in the ICSSR Sponsored Ten Day Online Research Methodology Workshop on “Enhancing Competitiveness in Contemporary Research Methods” organized by National Institute of Technology – Tiruchirappalli during 5 July to 14 July 2021.
4. Participated in International Workshop on “Personality Metamorphosis” organized by Research Culture Society & Scientific Research Association during 27 to 31 July 2021.
5. Participated in Two Day virtual national level workshop on “Challenges of General HEI’s to seek NAAC Assessment and accreditation under the revised accreditation framework” organized by Internal Quality Assurance Cell Seshadripuram College, Bangalore on 11 and 13 August 2021.

Dr. KARUNANIDHI KETIREDDY

