


Profile

D. Bhaskara Rao			
	Designation	ASSISTANT PROFESSOR	
	Department	BBA	
	Date of Birth	20-05-1986	
	E-Mail ID	dkharabhaskar414@gmail.com	
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Education:			
Details	Year	Institution	Percentage/Grade
UG(B.COM COMP	2005-2008	VIKAS DEGREE COLLEGE , VISANNAPETA , ACHARYA NAGARJUNA UNIVERSITY	55%
PG MBA FINANCE	2008-2010	NALANDA INSTITUTE OF ENGINEERING AND TECHNOLOGY , JNTU KAKINADA	69%
M.COM	2015-2017	GITAM UNIVERSITY	67%
Ph.D.	2019-2023	ACHARYA NAGARJUNA UNIVERSITY	THESIS SUBMITTED
Experience:			
Period	Designation	Institution / Organization	
2010 -2011	Assistant Professor	KODAD INSTITUTE OF SCIENCE AND TECHNOLOGY FOR WOMENS , JNTU-H, KODADA	
2011-2013	Assistant Professor	NOVA COLLEGE OF BUSINESS MANAGEMENT , NUZVID , JNTU KAKINADA	
2013-2021	Assistant Professor	SREE VAHINI INSTITUTE OF SCIENCE AND TECHNOLOGY , TIRUVURU , JNTU KAKINADA	
2021-2023	Assistant professor	ADITYA GROUP OF INSTITUTIONS – BHIMAVARAM, KAKINADA	
2023- Till Day	Assistant professr	ANDHRA LOYOLA COLLEGE ,VIJAYAWADA , KRISHNA UNIVERSITY	
Courses Taught:			
Year	Title(s) of the Courses		
2010-2011	Financial Accounting, Management Accounting, Cost Accounting. Derivatives Market		
2011-2013	Financial Accounting, security analysis and portfolio management , financial institutions and services		
2013-2021	Financial Accounting And Analysis, MEFA, FIMS, FS,MS,MIS,QABD,RM,KM,SM,LSCM,BE,SFM, Industrial Relations , DBMS, IT, Computer Applications .		

2021-2023	HRM, POM, MARKETING MANAGEMENT ,DIGITAL MARKETING, FINANCIAL MANAGEMENT, Business Analytics ...	
2023-Till Now	Fundamentals' of Commerce , Business Organization , Business writing, Financial Services, Cost and Management Accounting , Retail Management , Research Methodology	
Research Profile: Research Scholar in Acharya Nagarjuna University in Commerce and Management Studies in 2019-2023		
Research Area: Finance A study on Green Banking Services in Public and Private Sector Banks in Andhra Pradesh		
Research Publications: < Provide Link> <ol style="list-style-type: none"> 1. DHARAVATHU BHASKARA RAO (2019) : Journal of The Gujarat Research Society Publication on : A STUDY ON GREEN BANKING SERVICES INITIATED BY VARIOUS PUBLIC AND PRIVATE SECTORS BANKS IN INDIA – ISSN:0374-8588 , IMFACT FACTOR -4 , VOLUME 21 https://www.gujaratresearchsociety.in/index.php/JGRS 2. DHARAVATHU BHASKARA RAO (2019) : Journal of EMERGING Technologies and Innovative Research Society Publication on : A STUDY ON CONSUMER PERCEPTION TOWARDS GREEN CHANNEL BANKING WITH SPECIAL REFERENCE TO VIJAYAWADA REGION – ISSN NO : 2349-5162 https://www.jetir.org/papers/JETIR1904W52.pdf 		
	<p>Research Level Presentation :</p> <p>ANU-UGC Sponsored Conference :</p> <ol style="list-style-type: none"> 1. “STAKEHOLDER ANALYSIS FOR CSR DEVELOPMENT” in Acharya nagarjuna university, Guntur, Andhra Pradesh with ISBN. 2. “INTERNET OF THINGS (IOT) BUSINESS APPLICATION AND OPPORTUNITIES” In Acharya Nagarjuna University, Guntur, Andhra Pradesh with ISBN. 3. “4.0 INDUSTRIAL NORMS AND ITS IMPACT ON BUSINESS FUNCTIONS” in Acharya Nagarjuna University, Guntur with ISBN. 4. “EMERGING TRENDS IN INDIAN CAPITAL MARKET” in Acharya Nagarjuna University, Guntur with ISBN. 5. UGC sponsored national seminar on “role of micro-finance in capacity building for rural folk” in NU, Guntur on 28 Feb & Mar 1st 2011 & presented “challenges of microfinance & the role of women in promotion of microfinance.” 6. UGC sponsored national seminar on “Role of Govt. in entrepreneurship Development” in VRS& YRN DEGREE&PG Collage , cherala on March 2017, Acharya Nagarjuna University , Andhara Pradesh with ISBN <p>Achievements:</p> <ul style="list-style-type: none"> ➤ Ratified as Asst. Professor in JNTU Kakinada. ➤ Awarded prizes in the Department Activities ➤ Awarded in the Statewide Science Exhibition. <ul style="list-style-type: none"> ○ Fellowship award for the year 2017-18 under the scheme .Ref ,Award No :201718-NFST-AND-02514 ○ (JRF – 2019 TO 2021) (SRF-2021TO 2023 MARCH) ○ “National Fellowship and Merite Scholarship for Higher Education of Ph.D Students” to pursue Ph.D. Degree. 	