

PROFILE

NAME: Dr. S. NARAYANA SWAMY

ASST. PROFESSOR OF COMMERCE

SR&BGNR GOVT. ARTS & SCIENCE COLLEGE (A)

KHAMMAM

TELANGANA State

EDUCATIONAL QUALIFICATIONS

Program	Specialisation	Board/University	Year
M.Com	Cost Accounting & Taxation	Osmania University	1992
M.Phil	Research Topic entitled “Marketing Communications in Rural Areas – A study of Selected Products”	Kakatiya University, Warangal	2000
Ph.D.	Research Topic entitled “ Rural Marketing Communications in Andhra Pradesh – A Study of Select Products”)	Kakatiya University, Warangal	2009
MBA	Marketing	Acharya Nagarjuna University, Guntur in the distance mode	2007

ACADEMIC EXPERIENCE

Designation	Place of Working	Period
Lecturer in Commerce	Sadhana Degree College, Khammam	From 1996 to 2001
Lecturer in Commerce	Kavitha Memorial Degree College, Khammam	From 2001 to 2005
Asst. Professor	Anurag Engineering College, Kodad	From 2005 to 2008
	Laqshya College of Management, Khammam	From 2008 to 2011
Asst. Professor	Govt. Degree & P.G.College, Godavarikhani	From 2011 to 2018
Asst. Professor	SR&BGNR Govt. Arts & Science College(A), Khammam	From 2018 to Till date

RESEARCH PUBLICATIONS

Title of Research Article	Published Journal	Month/Year	ISBN/ISSN
“ Rural Marketing Communications – Opportunities & Challenges”	International Journal of Business and Administration Research Review, a Peer reviewed Quarterly Journal	April –June 2015 Vol.1, Issue no.10	ISSN No: 2348-0653
“ Media Habits of Rural Consumers – A Case Study”	International Journal of Multidisciplinary Advanced Research Trends,	May 2015, Vol.II, Issue IV(I)	ISSN 2349-7408.
“Consumer Behaviour in Rural Markets – A Case Study”	International Journal of Business and Administration Research Review, a Peer reviewed Quarterly Journal.	July-Sep, 2015, Vol.3, Issue no.11	ISSN No: 2348-0653
“ Effectiveness of the Agricultural Insurance in Telangana State – A Study”	DRSR Journal UGC CARE Group 1 Journal	Sep-Dec,2019 Vol.9, Issue.10	ISSN:2347-7180 Impact Factor 7.12
“ Awareness on Consumer Rights and Protection – A comparative Study of Rural and Urban Consumers”	JUNI KHYAT Journal, a Indexed, peer reviewed and listed in UGC CARE	Dec, 2020 vol.10,Issue.12, No.03	ISSN:2278-4632, Impact factor: 6.625
“Claim Management with Reference to Public and Private Insurance – A comparative Study”	JUNI KHYAT Journal, a Indexed, peer reviewed and listed in UGC CARE	Dec, 2020 vol.10,Issue.12, No.03	ISSN:2278-4632, Impact factor: 6.625
“ Emerging Issues in Commerce Education in the Globalised Era”	Emerging Trends and Challenges in Commerce & Management Education by JTS Publications, New Delhi	P.172-177 in 2020	ISBN 978-93-90143-19-1.

“Inflation Impact on Selected Commodity Prices”	Design Engineering (Toronto) – Scopus Indexed Journal, ,	May-2021 Vol.2021. Issue. 05	ISSN: 0011-9342.
“Issues and Challenges in Management of MSMEs”	NIU International Journal of Human Rights – UGC Care listed Journal	Vol.8, 2021	ISSN 2384- 0298, Impact factor 4.7,.
“A Study on Customer Satisfaction of Exide Batteries”	Journal of Fundamental and Comparative Research – UGC Care Approved, Peer Reviewed and Referred Journal	Vol.VIII No.1(XXIX), 2022.	ISSN 2277- 7067, Impact factor 7.268,

TRAINING PROGRAMMES AND WORK SHOPS ATTENDED

1. Participated in Faculty Development Programme (FDP) at Indian Institute of Management (IIM), Indore from 18th April to 9th July, 2011.
2. Participated in Orientation Course (OC) at Academic Staff College, Osmania University, Hyderabad from 3rd June to 1st July, 2013.
3. Participated in Short Term Course on Strategic Management conducted by Jawaharlal Nehru Technological University, Hyderabad from 18th March to 23rd March, 2013.
4. Acted as a Resource Person to impart Training on the “Need and Importance of Business Communication Skills” to Women Entrepreneurs as part of Women Entrepreneurship Development Programme (WEDP) conducted by Centre for Entrepreneurship Development, Hyderabad from 14th Sep to 13th Nov, 2013 at Municipal Complex, Godavarikhani.
5. Participated in Refresher Course for NSS Programme Officers organized by University Training and Orientation Centre, Andhra University at University College of Science, Satavahana University, Karimnagar from 4th Nov to 10th Nov, 2013.
6. Participated in Training of Trainers in Entrepreneurship Development (ToTED) conducted by National Institute for Micro, Small and Medium Enterprises (NI MSME) at University P.G.College, Ramagundam from 2nd Feb to 14th Feb, 2015.
7. Participated in Refresher Course (RC) in Commerce and Management at Maulana Azad National Urdu University, Hyderabad from 23rd July to 12th August, 2015.

8. One Week Faculty Development Programme on ‘Entrepreneurship, Incubation and Innovation’ at Ramanujan College, University of Delhi, New Delhi (Online mode) from June 23, 2020 to June 29, 2020.
9. Faculty Development Programme on ‘Advanced Concepts for Developing Moocs’ at Ramanujan College, University of Delhi, New Delhi (Online mode) from Two Weeks, July 02 to July 17, 2020
10. Online Refresher Course in Entrepreneurship Development Program in Commerce and Business Management at UGC HRDC Osmania University, Hyderabad from Two Weeks, 03.08.2020 to 18.08.2020
11. FIP Short Term Course (One Week Online) on ICT Tools in Higher Education at UGC-HRDC-RUSA organised by Osmania University, Hyderabad (Online mode) from 20-08-2020 to 26-08-2020
12. Online Two Week Interdisciplinary Refresher Course in “Advanced Research Methodology” at Ramanujan College, University of Delhi, New Delhi from 22 May, 2022 to 05 June, 2022
13. Faculty Development Programme on HTML in association with Spoken Tutorial Project, IIT Bombay at SR&BGNR Govt. Arts & Science College(A), Khammam from 24 March, 2022 to 31 March, 2022
14. Online work shop on Research Methodology and Project Report at Dept. of Commerce, Osmania university, Hyderabad (Online mode) 13th April, 2022