



DR GEDDADA ARUN KUMAR

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Skills

Taxation and Human
Resource Management

Personal Details

Date of Birth: 06-01-1982

Assistant Professor with 18 years of experience successfully contributing to Commerce and Management curriculum development and delivery. Driven to contribute to program outcomes by facilitating engagement and supporting learning objectives. Enthusiastic professional with background in academic advisement. Innovative Assistant Professor bringing proven success in implementing technology-based curriculum delivery and assessment tools. Passionate about fostering academic development and success for every student. Enthusiastic Assistant Professor well-versed in Commerce and Management teaching methods and Expertise in Commerce. Known for providing great support to both professors and students with approachable demeanor and excellent attention to detail. Dedicated to classroom and long-term student success.

WORK EXPERIENCE

Assistant Professor

*Andhra University affiliated Colleges and JNTU
Engineering Colleges*

2012-02

ASST PROFESOR IN COMMERCE

*Dr VS Krishna Govt. Degree College Autonomous,
Visakhapatnam*

2014-07 -
2017-06

Principal (FAC)

2010-01 -
2012-01

Junior Accounts Officer

BSNL Sholapur Maharashtra Circle

ACADEMIC QUALIFICATIONS

M. Com., M.B.A., UGC NET

2023-03

Ph.D.: Human Resources Management

ANDHRA UNIVERSITY - VISAKHAPATNAM

INDUSTRIAL EXPOSURE

Worked as Junior Accounts Officer BSNL Sholapur
Maharashtra Circle from 2010 to 2012

Languages

English

Advanced (C1)

Hindi

Advanced (C1)

Telugu

Advanced (C1)

PRIOR SERVICE

8 years in Andhra University affiliated Colleges and JNTU Engineering Colleges as Asst Professor

TEACHING EXPERIENCE

As Lecturer: 06 Years in Government Degree Colleges
Previously worked as Assistant Professor in
Management Studies in Private Engineering Colleges
from 2005 to 2010.

SEMINARS RESOURCE TALKS WORKSHOPS AND CONFERENCES

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- Attended as Guest Speaker on 26.11.2016 at GDC Bhimavaram and delivered the lecture on 'Digital Payments'
- Attended as Guest Speaker on 12.09.2015 at GDC Tanuku and delivered the lecture on 'Computation of Total Income'
- Attended as Guest Speaker on 18.09.2015 at GDC Kaikaluru and delivered the lecture on 'Entrepreneurship'
- Attended as Guest Speaker on 21.10.2016 at CSN Degree and PG College Bhimavaram and delivered the lecture on 'Career Planning and Personality Development for MBA Students'
- Attended as Guest Speaker on 26.11.2016 at GDC Bhimavaram and delivered the lecture on 'Digital Payments'
- Invited as Resource Person on 14.03.2017 at Ravindra Bharthi School and delivered the lecture on 'Tips for Success in Examinations'
- Attended as Guest Speaker on 26.11.2016 at GDC Bhimavaram and delivered the lecture on 'Digital Payments'
- Attended as Judge for Debate and Paper

Presentation on 21.12.2013 for Aspire 2013 at BVRICE COLLEGE Bhimavaram.

· Attended as Judge for Posture Presentation and Paper Presentation on 25.12.2015 for Academia 2015 at CSN Degree and PG College Bhimavaram.

· Attended as Judge for Paper Presentation and Management Games on 09.09.2018 for Scintila 2018 at Aditya Degree and PG College Srikakulam

· Drafted as **Chief Superintendent** for AKNU External examinations from the academic year 2014-15 to 2016-17.

· Drafted as **Chief Examiner in Commerce** for AKNU Semester Spot Valuation at BVRICE College Bhimavaram from the academic year 2015-16 to 2017-18.

· Drafted as **Chief of AKNU Examinations** flying squad **from** 10.10.2016 to 05.11.2016.

· Drafted as **Chief of AKNU Examinations** flying squad **from** 14.03.2017 to 15.04.2017.

· Organized Inter-College Commerce Fest Avishkar 2018,2019 and 2020 and also Acted as Business Quiz master for the Fest for three Consecutive Years

· Acted as Keynote Speaker In Faculty Forum Conducted At GDC Dumpagadapa during 2014-15 to 2016-17

RESEARCH PAPERS AND BOOKS PUBLICATIONS

1. EMPOWERING FINANCIAL LITERACY

DR GEDDADA ARUN KUMAR

EMPOWERING FINANCIAL LITERACY , Volume , Year 2024, Pages

2. ASSESSING THE IMPORTANCE OF EDUCATION TO ONLY ONE GENDER IN

ADDITION TO EDUCATION INCLUDING BOTH GENDERS

Dr Geddada Arun Kumar and Lavanya

Education and Society (शिक्षण आशण समाज) ISSN:

2278-6864 (UGC Care Journal) Vol-47, Issue-2, No.17,

April-June : 2023, Volume Vol-47, Issue-2, No.17,

April-June : 2023, Year 2023, Pages 37 to 42

3. Introduction to Digital Marketing

Dr Geddada Arun Kumar
DIGITAL MARKETING, Volume , Year 2023, Pages 01-24

4. EDUCATIONAL REFORMS IN THE MODERN WORLD
DR GEDDADA ARUN KUMAR
EDUCATIONAL REFORMS IN THE MODERN WORLD,
Volume 1, Year 2023, Pages 1-151

5. GOODS AND SERVICE TAX
DR GEDDADA ARUN KUMAR
GOODS AND SERVICE TAX, Volume , Year 2023, Pages

6. INTRODUCTION TO BANKING AND TYPES OF BANKING
Dr Geddada Arun Kumar
BANKING THEORY AND PRACTISE, Volume , Year 2023,
Pages

7. EDUCATIONAL RERFORMS IN MODERN WORLD
Dr Geddada Arun Kumar
EDUCATIONAL RERFORMS IN MODERN WORLD, Volume ,
Year 2023, Pages 1 TO 98

8. THE ROLE OF WORK CULTURE IN INFLUENCING THE
PERFORMANCE OF
TEACHERS IN DEGREE COLLEGES IN VISAKHAPATNAM
DISTRICT
Dr Geddada Arun Kumar
THE ROLE OF WORK CULTURE IN INFLUENCING THE
PERFORMANCE OF TEACHERS IN DEGREE COLLEGES
IN VISAKHAPATNAM DISTRICT, Volume , Year 2023,
Pages 1 TO 195

9. FINANCIAL INCLUSION IN INDIA- THE ROLE OF
SCHEDULED COMMERCIAL
BANKS
Dr Geddada Arun Kumar
NEW TRENDS IN COMMERCE AND MANAGEMENT
EDUCATION, Volume 1, Year 2023, Pages

10. BASICS OF ECONOMICS
Dr Geddada Arun Kumar
FUNDAMENTALS OF BUSINESS ECONOMICS, Volume ,
Year 2023, Pages

11. "Impact of Dividend Announcement on Share price
Volatility in NSE on
Indian Stock Market- A Study on JK Cement Industry."
DR GEDDADA ARUN KUMAR
HIGH TECHNOLOGY LETTERS, Volume 1, Year 2023,
Pages ISSN 2278-6864

12. THE FUTURE OF THE CLASS ROOMS IN DIGITAL
EVOLUTION-A BIRD'S

EYEVUEW

DR G ARUN KUMAR

MUKT SHABD JOURNAL, Volume 1, Year 2023, Pages
ISSN 2347-3150

13. Growth of retail sector in India

Dr Geddada Arun Kumar

Retailing , Volume , Year 2022, Pages

14. Blended teaching and learning in modern

Dr Geddada Arun Kumar

BLENDED TEACHING AND LEARNING METHODS AND
PRACTISES, Volume , Year 2022, Pages

15. THE BLENDED TEACHING AND LEARNING METHODS &
PRACTISES

DR GEDDADA ARUN KUMAR

THE BLENDED TEACHING AND LEARNING METHODS &
PRACTISES, Volume 1, Year 2022, Pages

16. NREGA PROGRAM ACTIVITIES-IMPACT ON THE
BENEFICIARIES JOB

PROVISIONS WITH REFERENCE TO WEST GODAVARI
DISTRICTS

Dr Geddada Arun Kumar

RECENT TRENDS IN MULTI DISPLINARY RESEARCH,
Volume 1 , Year 2022, Pages 162 TO 170

17. Role of team building practises and issues-with
special reference to

Frontline Consultancy Services Hyderabad

Dr Geddada Arun Kumar

International Journal of Analytical and Experimental
Modal Analysis, Volume , Year 2022, Pages

18. Impact of Employee Absentism on Productivity-
With Special reference to

Andhra Pradesh Paper Mills Ltd Rajahmundry- An
Empirical Evidence

Dr Geddada Arun Kumar

International Journal of Analytical and Experimental
Modal Analysis, Volume , Year 2022, Pages

19. Work Culture Dimensions and Teacher

Performance- An Impact Analysis

Dr Geddada Arun Kumar AND PROF M SANDHYA SREE
DEVI

Journal of Management and Entrepreneurship, Volume , Year 2022, Pages

20. "CAMEL Model Analysis of Bank Performance -With Reference to Central

Bank of India - An Empirical Evidence"

DR GEDDADA ARUN KUMAR

MUKT SHABD JOURNAL, Volume ISSN 2347-3150, Year 2022, Pages

21. EFFECTIVE STRATEGIES FOR INTEGRATION IN THE GLOBAL STOCK

MARKET

DR GEDDADA ARUN KUMAR

HIGH TECHNOLOGY LETTERS, Volume 1, Year 2022, Pages ISSN NO : 1006-6748

22. Employee Engagement-A Tool for Organization Success

Dr Geddada Arun Kumar

Anvesak UGC Care Group-1, Volume , Year 2021, Pages

23. Cattle Health Monitoring System

Manjula BM, Madhu Patil

HTL letters, Volume Volume 27, Issue 11, 2021, Year 2021, Pages 187-193

24. AWARENESS AND PERCEPTION OF BENEFICIARIES TOWARDS MGNREG

PROGRAMME WITH REFERENCE TO WEST GODAVARI DISTRICT OF A.P

Dr Geddada Arun Kumar and Dr Bevara Govindu

International Journal of Management, Technology And Engineering, Volume Volume IX, Issue VI, JUNE

2019, Year 2019, Pages Page No: 4625

25. CULTURE AUDIT IMPACT ON THE TEACHERS WORK PERFORMANCE – A

STUDY

Dr Geddada Arun Kumar AND PROF M SANDHYA SREE DEVI

Madhya Bharti (मध्य भारती) UGC Care Group-1, Volume Vol-82 No. 11 January – June: 2022, Pages

- 76th UGC Sponsored Orientation Course, UGC Academic Staff College, University of Hyderabad, Hyderabad, 04/26/12, 05/23/12
- UGC Sponsored Refresher Course in Commerce and Management Studies, UGC Academic Staff College, Andhra University, Visakhapatnam, Visakhapatnam, 02/06/15, 02/28/15
- Orientation Course in N.S.S, TOC, A,U Visakhapatnam, Bhimavaram, 09/02/13, 09/08/13

RESOURCE TALKS DELIVERED

- 11/26/16, GDC Bhimavaram, Digital Payments
- 09/12/15, GDC Tanuku, Computation of Total Income
- 09/18/15, GDC Kaikaluru, Entrepreneurship
- 10/21/16, CSN Degree and PG College Bhimavaram, Career Planning and Personality Development for MBA Students
- 03/14/17, Ravindra Bharthi School, Tips for Success in Examinations

JUDGE FOR EVENTS

- 12/21/13, BVRICE College, Bhimavaram, Debate and Paper Presentation, Aspire 2013
- 12/25/15, CSN Degree and PG College Bhimavaram, Posture Presentation and Paper Presentation, Academia 2015
- 09/09/18, Aditya Degree and PG College Srikakulam, Paper Presentation and Management Games, Scintilla 2018

EVENTS ORGANISED

Inter-College Commerce Fest Avishkar 2017, Organizer and Business Quiz master

ADMINISTRATIVE SUPPORT

- Convenor, Stationery committee
- Co-ordinator, JKC, DRC, NSS PO
- Vice Principal, NAAC Coordinator
- Member of various committees rendering service to college

PAPERS PRESENTED IN SEMINARS AND CONFERENCES

- Alternative Perspective on CSR, State, DRC, 09/10/14, GDC Bhimavaram
- Recent Innovations in Commerce, Management and Skill development and E-commerce, National, UGC, 12/05/17, 12/06/17, PR Govt College Kakinada, Employee Engagement- A Tool for Organization Success
- DEMONETISATION - INDIAN BANKING: CHALLENGES & STRATEGIES, National, DRC & ALUMINI, 12/30/16, Demonetization and its impact on Indian Economy
- Higher Education System in the Light of Reorganization of State-Trends, Opportunities & Challenges, National, GCTA-AP, 03/11/18
- Workshop on Signal Process sing Evolutionary Computation Modeling WOSEM 2009, National, IEEE, 03/14/09, 03/15/09, DIET Visakhapatnam
- Workshop Manager 2009, National, IEEE, 03/14/09, DIET Visakhapatnam
- Workshop on CBCS and Skill Based Practices in Colleges, National, UGC, 01/28/16, KGRL PG College Bhimavaram
- Two-day Workshop on Gandhi Vision, National, DRC UGC, 10/02/13, 10/03/13, SCIM GDC Tanuku
- Workshop and FDP on GST, Companies Act 2013 and CSR, State, ICSI and AKN University Rajamahendravaram, 06/30/17
- One Day Training on NAAC Assessment & Accreditation, District, RJD CCE, 11/21/15, SKVT College Rajahmundry

ACADEMIC RESPONSIBILITIES

- Coordinator, BIOMETRIC
- Member, NAAC
- Member, NIRF
- Convener, B.Com., Computers Admission Committee
- Class Teacher and Mentor for 2nd B.Com., General TM
- Member IQAC

CERTIFICATIONS

2022-12	GOOGLE CERTIFIED DIGITAL MARKETING
2023-06	APPRECIATION CERTIFICATE FROM APCCE FOR RETAILING E-CONTENT DEVELOPMENT

AREA OF INTERESTS

TEACHING COACHING AND MENTORING

AWARDS AND REGONITIONS

1. MALAYSIA ICONIC AWARD IN TEACHING EXCELLENCE - 2024
DEAN FACULTY OF EDUCATION UNIVERSITI TEKNOLOGI MALYSIA
2. DESHA RATNA PURASKHAR IN EDUCATION AND RESEARCH - 2023
RATNA PURASKAR NATIONAL COMMITTEE VEYIL FOUNDATION
3. Appreciation for Development of LMS - 2022
AP CCE Andhra Pradesh