




# RAYALASEEMA UNIVERSITY

(A State University Established by Govt. of Andhra Pradesh)

(Accredited by NAAC with 'B' Grade)

KURNOOL – 518007, ANDHRA PRADESH

## FACULTY PROFILE

1	Name of the Faculty	:	DR.M.YUGANDHARUDU			
2	Designation	:	Assistant Professor (C)			
3	Department	:	Commerce			
4	Date of Birth	:	01.07.1972			
5	Date of Joining	:	1.11.2017			
6	Academic Qualifications		UG Degree	PG Degree	Research Degree	
	Name of the Degree	:	B.Com.	M.Com.	Ph.D.	
	Class / Grade Awarded	:	First	Second	First	
	Board / University	:	S.K.University Anantapur	S.V.University Thirupathi	Rayalaseema University Kurnool.	
	Year of receiving Degree	:	April-1994	June 1996	Jan. 2017	
7	Areas of Specialization	:	“Rural Industrialization And Entrepreneurship With Special Reference To Kurnool District”.			
8	Total Experience (Yrs.)	:	Teaching	Industry	Total	
			26	-	26	
9	Papers Presented	:	National	International	Total	
			08	07	15	
10	Research Publications	:	Journals	Conferences Proceedings	Books / Chapters	
	National Level	:	07	02	-	
	International Level	:	05	03	-	
11	Participation in		Seminars	Conferences	FDP / Workshops	
	National Level	:	09	02	04 01	
	International Level	:	11	04		
12	Ph.Ds. / Projects Guided	:	Completed:	-	Ongoing:	-
13	Research Projects handled	:	Major:	-	Minor:	-
14	Fellowships / Memberships	:	-			
15	Awards / Achievements / Any other information	:	<i>1.Great Guru Spandana Teacher Award &amp; Certificate of Appreciation:</i> Spandana Eda International Foundation given a Award & Certificate of Appreciation, “ Great Guru Spandana Teacher Certificate” issued on 12.12.2021.			

## ***2.Faculty Development Programmes.***

i.Faculty Development Programme: Atal Incubation Centre, S.K.University, Ananthapur. “ACHARYA 4.0- Faculty Development Programme, on Entrepreneurship”, Organized by Atal Incubation Centre-S.K. University, Ananthapur. A.P., India.held on 5<sup>th</sup> to 7<sup>th</sup> Sep.2022.

ii.Online Faculty Development Programme: Faculty Development Programme on “ICT Tools for Teaching, Learning Process and Institute” jointly organized by Felectronics and ICT Accademies held from 15<sup>th</sup>-26<sup>th</sup> March 2021 under the “Scheme of financial assistance for setting up of Electronics and ICT Academies” of the Ministry of Electronics and Information Technology (MeitY), Government of India.

iii. Faculty Development Programme: Faculty Development Programme on “Writing and Publishing Research Articles In Social Sciences & Digital E-Learning” held on 20<sup>th</sup> March **2020**. At Sanskrithi Group of Institutions (SGI), Puttaparthi, Ananthapur District.

iv. Faculty Development Programme: Faculty Development Programme Organized by the Dept. of Management Studies Rayalaseema University, Kurnool., Funded by Indian Council of Social Science Research (ICSSR), Ministry of HRD, Govt. of India. ICSSR Sponsored 2-week Capacity Building Programee (CBP) FOR Social Science Teachers On “Research Methodology, Data Analysis using SPSS and Academic writing” during 11-23 March, 2019.

## ***3.International Webinar:***

International Webinar: Two-Day International Webinar on “Entrepreneurship Development Orientation& Digital Transformation” Organized by NFED Business Facilitators Forum, Coimbatore, TamilNaidu, India, Talour Pte Ltd., Singapore; LTT Global Communications Sdn Bhd, Selangor DE, Malaysia and MIT square, London, United Kingdom on 6-7 August **2021**.

## ***4.National Webinar:***

1.National Webinar: One Day National Webinar on “Financial Education A life Skill Under NEP 2020” Organized by Jinvani Management College, Ara, Bihar in collaboration with Association of Mutual Funds in India (AMFI) on 10<sup>th</sup> Dec.2024.

2. National Webinar: National Webinar on “Fin Tech: WhereIt Isand Where It Is Going” organized by The Department of Commerce and Management on 25<sup>th</sup> June 2022. At St. Joseph’s Degree College Kurnool.

3. National Webinar: National Webinar on Women Entrepreneurship: EMERGING ISSUES & CHALLENGES IN THE 21<sup>ST</sup> CENTURY “Organized by Department of Commerce & IQAC, Government College for Men, Kurnool, Andhra Pradesh on 06-8-2021.

4. National Webinar: National Webinar on “INVESTMENT

AVENUES IN THIS PANDEMIC ERA” ORGANIZED BY THE Department of Commerce & Management, St. Joseph’s Degree College, in Collaboration with GEOJIT FINANCIAL SERVICES Ltd., on 22 June 2021.

5. *National Webinar*: Two-Day National Webinar on “Research Structuring, Statistical Insights & Publication Strategies created & Powered” by National Foundation for Entrepreneurship Development (NFEED), Coimbatore, Tamil Naidu on 24 & 25 July 2021.

#### **5. National Level Symposium:**

National Level Symposium, Organized by Sanskrithi School of Business, FINNOV-2019, MBA Editorial book Chapters,

1. A Fundamental Analysis-Based Method for Share Price Forecasting. (Page. No.146-148)
2. Factors Determining Capital Structure of Kothari Sugars Limited. (page.No.160-166)

#### **6. Participation in Rayalaseema University Activities:**

i. Worked as *Anti Ragging Squad team Member* for Men’s Hostel RU Campus, for the academic year 2024-25.

ii. *“HAR GHAR TIRANGA” Programme:*

Rayalaseema University College of Arts, Commerce & Management is conducted events like Essay Writing, Painting, Elocution etc. in connection with “HAR GHAR TIRANGA” PROGRAMME of Government of Andhra Pradesh and Higher Education, Government of Andhra Pradesh and the District Collector. I am the incharge of Painting Event., held on 10.8.2022.

iii. *Worked as a Monitoring Committee Member for PG, II Sem Theory Examinations* held from 7.1.2021 to 12.01.2021.

iv. *Worked as a Route Officer for APSET-2021 Examination.*

v. *Worked as an Examiner* (PG theory Examinations valuation) for P.G. III Sem. Dec.2019 Rayalaseema University, Kurnool.

vi. Worked as *Anti Ragging Squad team Member* for Men’s Hostel RU Campus, Kurnool, for the academic year 2019.

vii. *Worked as a Co-convenor of VIGNAN-2019.* District Level one day programme (for all RU Affiliated PG Colleges) VIGNAN-2019: Organized by Rayalaseema University Kurnool. Worked as a Co-convenor of VIGNAN-2019. Events description (8.03.2019) .1.Brain-C-QUIZ; 2.FAST ‘N’ FURIOUS; 3.TED-ACTS; 4.SLIDE DECK; DALAL STREET;.

viii. *Worked as an Observer* for conduct of Rayalaseema University (theory) PG Examinations, appointed to Govt. Degree College for Men ( 25<sup>th</sup>, 27<sup>th</sup>, Feb and 1<sup>st</sup> March 2019).

ix.. *Worked as an Observer for RU – DDE UG Examinations.*

x. *Worked as Anti-ragging squad* for Men’s Hostel, Rayalaseema

			University Campus, Kurnool, for the academic year 2018.  <i>x. Worked as Committee member for Stage Management Committee.</i> On the auction of “Fresher’s Day cum Orientation Programme” Rayalaseema University College celebrated on 29-09-2018.  <i>xi. Worked as Internal Examiner for conducting of M.Com. IV Sem. Project Viva-Voce Examinations (to Affiliated Colleges).</i> (19.4 2018).  <i>xii. Worked as Observer for conduct of Rayalaseema University (theory) PG Examinations,</i> appointed to Silver Jubilee Govt. Degree College, Kurnool. (27.11.2018).				
16	Contact information	:	<table><tr><th>Mobile</th><th>Email ID</th></tr><tr><td>8374348953</td><td>m.yugandhar12@gmail.com</td></tr></table>	Mobile	Email ID	8374348953	m.yugandhar12@gmail.com
Mobile	Email ID						
8374348953	m.yugandhar12@gmail.com						
17	List of Publications /Chapters/Books  (APA Format)		<b>International Journal Publications</b> 1.Dr.M.Yugandharudu (2023). “A Study on the Growth of Digital Payments in India”, Vol.18, Issue 12 December 2023. UGC CARE Group 1 Journal, Page 895 to 903. ISSN:2524-6178. Impact Factor:7.621. <a href="http://www.sibe.rpress.co.in">www.sibe.rpress.co.in</a> ,  2.Dr.M.Ygandharudu (2018). “Organization development and strategic intervention for Enterprise sustainability an analysis”, Vol.7, No8 Aug, 2018, ISSN 2320-4702. Page 88 to 96. UGC Approved list of journals, Journal No.64811, DRJI, Journal ID:586., Scientific Journal Impact Factor for 2017 is 4.887,. <a href="http://sjifactor.com">http://sjifactor.com</a> . The Global Association of Social Sciences <a href="http://www.thegass.org.in">www.thegass.org.in</a> .  3.Dr.M.Yugandharudu, (2018). “Current Trends and Practices in Succession Planning”. Vol.7 (8) Aug. ISSN 2320-4702. Page 97 to 121. UGC Approved list of journals, Journal No.64811, DRJI, Journal ID:586., Scientific Journal Impact Factor for 2017 is 4.887,. <a href="http://sjifactor.com">http://sjifactor.com</a> . The Global Association of Social Sciences <a href="http://www.thegass.org.in">www.thegass.org.in</a> .  4. Dr.M.Yugandharudu (2016), International Journal of Core Engineering & Management: (iJCEM ), for submitting a paper Entitled Entrepreneurs: “ THE PRIME MOVERS OF ECONOMY”. (ISSN:2348-9510, Vol-3, Issue-7, Oct.2016) (Impact factor – SJIF: 2.898, ISI: COSMOS:4.232). Ref. No.- IJCEM/3-7/4, <a href="http://www.ijcem.in">www.ijcem.in</a> , email: ijcemjournal@gmail.com.  5. Dr.M.Yugandharudu, The African Journal of Business and Economic Research: The African Journal of Business and Economic Research, Paper entitled on “ Public Entrepreneurship as Innovative Management Strategy in Public Sector”. Volume 2, Issue 3-4 – Volume 16, Issue 1. ISSN: 1750-4554.				

		<p style="text-align: center;"><b><i>Conference Proceedings</i></b></p> <ol style="list-style-type: none"> <li>1. M.Yugandharudu (ICBMTT-2011), “<i>Women Entrepreneurship Development in Andhra Pradesh: A Case Study of Kurnool District</i>”. In Dr.K.R.Borole/Prof. Tahir Shaikh/Dr.A.V.Deshpande (Ed.s) international Conference on Business Management in Turbulent Times (ICBMTT-2011) (PP.18-23).PUNE: SKNCOE. In association with CIM Pune. ISBN:978-81-921739-8-6. Jai Hind Education ociaty, PUNE.</li> <li>2. Dr.M.Yugandharudu, (2023), <i>Service Quality in Banking Sector: “A Survey on Customers in Kurnool Districyt, Andhrapradesh”</i>. Eds. Dr.B.V.H.Kameswara Sastry, Conference Name: Emowered India-KAAMIYAABI @ 75, 75 Azadi ka Amrit Mahotsav, (Page No:134 to 139).Guntoor. Associated with ICSSR.</li> <li>3. Dr.M.Yugandharudu, (2016),National Conference on “<i>Emerging Trends in Business for Sustainable Competitive Advantage: Challenges, Innovations &amp; Strategies</i>”. Paper presented on “RURAL ENTREPRENEURSHIP IN INDIA: PROSPECTS AND CHALLENGES. (ISBN 978-81-931100-4-1) (19 th Feb.2016). St.Johns College of Engineering &amp; Technology yemmiganur, Kurnool District.</li> </ol>
18	Profile ID's	<p>ORCID: <a href="https://orcid.org/0009-0006-2499-526X">https://orcid.org/0009-0006-2499-526X</a></p> <p>Google Scholar Profile Link:</p> <p>VIDWAN Profile ID:</p>

**SIGNATURE OF FACULTY**