



# 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 GUNDA SURENDRA		
2	Designation	:	ASSISTANT PROFESSOR ( C )		
3	Department	:	BUSINESS MANAGEMENT		
4	Date of Birth	:	20 <sup>TH</sup> JAN 1973		
5	Date of Joining	:	6 <sup>TH</sup> AUGUST2015		
6	Academic Qualifications		<b>UG Degree</b>	<b>PG Degree</b>	<b>Research Degree</b>
	Name of the Degree	:	B.Com	MBA & M.COM	Ph.D in Commerce
	Class / Grade Awarded	:	77.58%	73.5% & 59 %	
	Board / University	:	SKU	VMU & SKU	SVU
	Year of receiving Degree	:	1995	2009 & 1999	2011
7	Areas of Specialization	:	Finance and Banking		
8	Total Experience (Yrs.)	:	<b>Teaching</b>	<b>Industry</b>	<b>Total</b>
			21 years	4 years and 6 months	25.5 years
9	Papers Presented	:	<b>National</b>	<b>International</b>	<b>Total</b>
10	Research Publications	:	<b>Journals</b>	<b>Conferences Proceedings</b>	<b>Books / Chapters</b>
	National Level	:	2	6	Dr.BRAOU-7 chapters For 2 courses
	International Level	:	2	2	
11	Participation in		<b>Seminars</b>	<b>Conferences</b>	<b>Workshops</b>
	National Level	:	18	6	9
	International Level	:	3	3	
12	Ph.Ds. / Projects Guided	:	<b>Completed:</b>		<b>Ongoing:</b>
13	Research Projects handled	:	<b>Major:</b>		<b>Minor:</b>
14	Fellowships / Memberships	:	Member of The Indian Science Congress Association, Associated with RUDSETI, Anantapuram, APPC, Hyderabad and APITCO, Kurnool.		
15	Awards / Achievements /	:	<b>Two Patents–</b> 1. 202241039555 - Issueno.29/2022 dt.22 <sup>nd</sup> July-2022. 2. 202241046435 - Issueno.37/2022 dt.16 <sup>th</sup> Sept-2022.		
	Any other information	:	C.A.(Final), PGDCA., APSET–Management (2017) & APSET–Commerce (2016),		

		<p><b>Three SWAYAM ARPIT – AICTE on line course Certifications, One NPTEL online Certification and Five ATAL Academy online FDPs with One Faculty Induction Programme – JNTU Hyd ( 2020).</b></p> <p><b>Eight Radio Lessons</b> of DRBRAOU (Dr.B R Ambedkar Open University) have been broadcasted in All India Radio.</p>				
<b>16</b>	<b>Contact information</b>	<table border="1"> <thead> <tr> <th><b>Mobile</b></th> <th><b>Email ID</b></th> </tr> </thead> <tbody> <tr> <td><b>9849041355</b></td> <td><b>surendragunda@gmail.com</b> <b>surendra_gunda@yahoo.com</b></td> </tr> </tbody> </table>	<b>Mobile</b>	<b>Email ID</b>	<b>9849041355</b>	<b>surendragunda@gmail.com</b> <b>surendra_gunda@yahoo.com</b>
<b>Mobile</b>	<b>Email ID</b>					
<b>9849041355</b>	<b>surendragunda@gmail.com</b> <b>surendra_gunda@yahoo.com</b>					
<b>17</b>	<b>List of Publications /Chapters/Books (APA Format)</b>	<p style="text-align: center;"><b>International Journal Publications</b></p> <p># Dr Gunda Surendra. (2024), <i>War’s Impact on ISRAELI-PALESTINIAN conflict and global economy</i>, <i>International Journal of Multidisciplinary Educational Research</i>, Volume:13, Issue:7(1), July: 2024, Pg.76-79, <i>Scopus Review ID: A2B96D3ACF3FEA2A</i>, Publisher: <i>Sucharitha Publication, India</i>, www.ijmer.in.</p> <p># Dr.Gunda Surendra. (2016), <i>Green Marketing and Environmental Marketing – Latest trends in Marketing</i>, Pg:100-105, International Conference on 2016- the year of recovery: the Opportunities and Challenges, ISSN 2321-0346 online ISSN 2347-1670 special edition 2016 volume 4 issue 2, <i>Intercontinental Journal of Marketing Research Review</i>, www.icmrr.org.</p> <p style="text-align: center;"><b>Conference Proceedings</b></p> <p>Dr. Gunda Surendra. (2019), <i>Crypto currency in human trafficking and drugs market - Issues and challenges in present scenario</i>, International seminar, International terrorism and women trafficking challenges and policy options, ISBN 978-81-939248-7-7, Dept. of Political Science, Govt. College for Men, Kurnool.</p> <p style="text-align: center;"><b>Books / Chapters</b></p> <p><b>1. Dr.Gunda Surendra, 4 chapters (Units) in SUPPLY CHAIN, LOGISTICS AND MATERIALS MANAGEMENT – 2022, Dr.BRAOU, Dept. of Management, MBA (Hospitality and Health Care Management).</b></p> <p><b>2. Dr.Gunda Surendra, 3 chapters (Units) in MBA -1<sup>st</sup> Semester – Information Technology for Managers – 2018, Dr.BRAOU, Dept. of Management, MBA.</b></p>				
<b>18</b>	<b>Profile ID’s</b>	<p>ORCID: <b>0009-0006-7267-0849</b></p> <p>Google Scholar Profile Link: VIDWAN Profile ID: <b>453054</b></p>				

**SIGNATURE OF FACULTY**

**( DR. GUNDA SURENDRA )**