

Profile of Dr. H. Kanaka Durga

Name: Dr. H. Kanaka Durga

Educational Qualification: M.Com, (Andhra University Campus,2000)

MBA, (Andhra University, 2005)

M.Phil,(Madhurai Kamaraj University, 2009)

UGC NET (2012)

Ph.D.(Acarya Nagarjuna University, 2018)

Designation:

Associate Professor, PG Department of Business Administration, Maris Stella College and also HOD UG department of Commerce and Management studies, Maris Stella College, Vijayawada

Years of experience: 23 years

Maris Stella College: 16 years (2007 onwards till to date)

Other Institutions: 7

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Languages Known: Telugu, English

Areas of Interest: Finance and Accountancy

- Financial Management
- Corporate finance
- Financial markets and institutions
- Perspectives of Management
- Accounting for Managers.
- Working capital management
- Financial Services
- Entrepreneurship Development.
- Production and operations management
- Quantitative techniques for business.
- International financial management
- Operations Research
- Security analysis and portfolio management
- Financial Derivatives

Academic Contribution:

Head,UG Department of Commerce: 2021 November onwards

Dean of Academic Affairs: 2019-2021

External Examiner for viva-voce for MBA and M.Com.

Question Paper Setting for M.Com & MBA Autonomous colleges affiliated to Krishna University, Andhra University, ANU

Academic Profile:

Refresher Courses/Orientation Courses/Short Term Courses Attended:

1. Completed 45 days the Adaptive Design for Learning Certificate course and received a badge on November 2022 (From July to September)
2. Completed an **Online certificate course** on “Grammar and Punctuation” from Coursera on 03-10-2020
3. Completed an **Online certificate course** on “Financial Markets” from Yale university, Coursera on 22-10-2020

Research Publications:

a) Journals

1. **Published a research paper on “A STUDY ON FINTECH: THE NEW FINANCIAL REVOLUTION IN INDIAN FINANCIAL SERVICE SECTOR” on UGC CARE Listed Group I Journal of the Asiatic Society of Mumbai March 2023, ISSN: 0972-0766 with impact factor 5.29, Volume 97, page numbers 68-72**
2. **Published a research paper titled “A STUDY ON CAPITAL MARKETS IN INDIA: A COMPARITIVE ANALYSIS DURING THE FINANCIAL YEARS 2020-21 AND 2021-22” on Phalanx: A Quarterly Review for Continuing Debate vol-18, No-1, January-March,2023 UGC Care Listed Journal with ISSN: 2320-7698, Page numbers 139-142, Impact Factor 5.6**
3. **Published a research article Titled “A STUDY ON PRESENT SCENARIO OF BIG DATA ANALYTICS IN INSURANCE SECTOR” on Gradiva Review Journal an UGC Approved Group I Care listed Indexed by Scopus, ISSN NO: 0363-8057, Volume 9, Issue 3, Page no: 357-362 with the impact factor 6.1, March 2023**
4. **Published a Research paper with the title “A STUDY ON CONSUMER PREFERENCES AND SATISFACTION ON PARLE BISCUITS AT VIJAYAWADA” on UGC Approved International Journal of creative Research thoughts(IJCRT) January 2022 page numbers c 435 to c43, ISSN:2320-2882 with an Impact Factor 7.97**

5. **Published a Research paper on “A COMPARATIVE STUDY ON TOP 10 PERFORMERS IN S&P 500 DURING THE PANDEMIC FINANCIAL YEARS 2019-2020 AND 2020-2021” SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal July and Sep 2021 ISSN: 0975-9999 (P) 2349-1655 (O) 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)**
6. Published research paper **“GST IMPLICATIONS ON IPR ON GOODS & SERVICES IN INDIA”** ISSN 2349-4638 IJBMAS published as “IPR: Issues and Challenges”, vol 7 S1.2020.
7. Submitted Ph.D. thesis in the department of Commerce and Business Administration, ANU on 02-02-2018 titled, **“ PERFORMANCE EVALUATION OF MUTUAL FUNDS IN INDIA WITH SPECIAL REFERENCE TO EQUITY MID AND SMALL CAP FUNDS”**.
8. Research Paper **“A STUDY ON PERFORMANCE EVALUATION OF SELECT MUTUAL FUND SCHEMES: AN OPERATIONAL RESEARCH APPROACH”** was published in IOSR Journal of Business and Management (IOSR, JBM) E-ISSN:2278-487X,p-ISSN:2319-7668. VOLUME 19, Issue 12,ver (December 2017),pp69-72.
9. Research paper **“PERFORMANCE EVALUATION OF INDIAN MUTUAL FUNDS: WITH SPECIAL REFERENCE TO BIG AND SMALL FUND HOUSES”**, published in *Asian Journal of Multidimensional Research (AJMR)*, ISSN (Online) No.2278/4853, Volume 5, Issue 7 (July 2016).

b) Conference Proceedings

1. **A Research paper published by the Department of International Business Studies, ANU in UGC Sponsored two day national seminar on Emerging Trends in Global Business titled “FINTECH: NEW FINANCIAL REVOLUTION IN INDIAN FINANCIAL SERVICE SECTOR” as a conference proceedings.**
2. **“PRIVATISATION OF HIGHER EDUCATION IN INDIA- PROBLEMS AND PROSPECTS”** published as a conference proceeding by the department of Commerce & Business management three day International conference on Academic Leadership and Management in higher education in a Globalised Economic Era: Prospectives and Challenges, Krishna University and APSICHE, AP
3. **“A STUDY ON CAPITAL MARKETS IN INDIA: COMPARTIVE ANALYSIS DURING THE FINANCIAL YEARS 2020-21 AND 2021-22”** Published by the department of Business Administration organized two day National conference on “ Emerging Trends in business management” International Journal for Innovative Engineering and Management Research Volume 12 Special issue 02, ISSN 2456-5083 Page number-5

4. "Awareness of Retail banking services among female customers of Vijayawada." Published in international journal of research in management studies, vol1, issue7, with ISSN:2321-4864, in 2012
5. " GST implications on IPR on Goods & Services in India" in two day national conference "IPR: Issues and Challenges", vol 7 S1.2020, Maris Stella college on 28-29 Feb 2020.

Paper Presentations:

1. **Presented a paper in UGC Sponsored two day national seminar on Emerging Trends in Global Business titled "FINTECH: NEW FINANCIAL REVOLUTION IN INDIAN FINANCIAL SERVICE SECTOR" organised by the Department of International Business Studies, ANU , AP on 24-25 March 2023**
2. " PRIVATISATION OF HIGHER EDUCATION IN INDIA- PROBLEMS AND PROSPECTS" presented in a three day International conference on Academic Leadership and Management in higher education in a Globalised Economic Era: Prospectives and Challenges, organised by the department of Commerce and Business Management, Krishna University and APSICHE, AP on 02-04-2023
3. "A STUDY ON CAPITAL MARKETS IN INDIA: COMPARTIVE ANALYSIS DURING THE FINANCIAL YEARS 2020-21 AND 2021-22" presented in two day National conference on " Emerging Trends in business management" International Journal for Innovative Engineering and Management Research by the department of Business Administration organized by the department of Business Administration, Andhra Loyola College, Vijayawada, AP, 23-24 Feb 2023
4. **Presented a paper on "Renaissance 2021" titled "A Comparative study on top 10 performers in S&P 500 during the pandemic financial years 2019-2020 and 2020-2021" held on 6 -7 th august 2021, Christ University, Bangalore.**
5. Presented a paper on International virtual conference on "Stand, start, strive & stabilize- Changing Business Scenario" held on 19 and 20 th march 2021. Titled "A study on household income and expenditure during COVID 19" LOYOLA college, Chennai.
6. Presented a paper on National Seminar on "4.0 Industrial Norms and Its impact on Business Functions" held on 26 and 27 march 2021. Paper titled" A Study on the Concept and Challenges of Industry 4.0"

7. Presented a paper on "GST implications on IPR on Goods & Services in India" in two day national conference "IPR: Issues and Challenges", vol 7 S1.2020, Maris Stella college on 28-29 Feb 2020.
8. Presented a paper on "A study on CSR activities of select mutual fund companies and its implications on companies act, 2013", three day global summit on csr organized by department of commerce and management studies, ANU from 29-30th march 2017.
9. Presented a paper on "Talent management- A tool for performance management" for a national seminar at P.B.Siddhartha college, Vijayawada on 23-03-2013.
10. Presented a paper on "Awareness of Retail banking services among female customers of Vijayawada." Published in international journal of research in management studies, vol1, issue7, with ISSN:2321-4864, in 2012
11. Presented a paper on "Women Empowerment through Micro Finance: Prospects and Challenges" on Feb 17-18, 2012 National Seminar at Krishna University, sponsored by APSCHE, Hyderabad.

Research Projects: Nil

Books Published/Chapters in Books:

1. Edited chapter published with the title "Innovative and Best Practices adopted by Educational Institutions in India during COVID-19" by CHERAS Publishing House & Tech Guru Education Services Group July, 2021 with ISBN 978-81-950163-6-5
2. Edited chapter published with the title "A Study on Role of Technology in Education in India during Post COVID – 19" by CHERAS Publishing House & Tech Guru Education Services Group July, 2021 with ISBN 978-81-950163-6-5

Research Guideship: Nil

Workshops/Seminars/Webinars/Conferences Attended:

1. Participated in a PDP two day workshop on "Professionalism , work ethics and ethos for professional growth" on 11 and 12 th November 2022 organised by IQAC, Maris Stella College, Vijayawada
2. Participated in one-day national webinar on "Effective Implementation of NEP 2020: Role of Teachers and Institutions" on 08-10-2022 organised by IQAC Maris Stella College, Vijayawada.

3. **Participated in the One Day National Webinar on “Sustainable Entrepreneurship Development and Institutional support for MSMEs” organized by Department of Commerce and Business Management, University College of Arts & Science, Krishna University in Association with PG Department of Business Administration, Maris Stella College (Autonomous), Vijayawada on 28th August 2021**
4. **Participated in International Webinar on “Online Safety of Women from Sexual Exploitation and Human Trafficking” held on 17th - 19th August, 2021 at Maris Stella College (Autonomous), Vijayawada, Andhra Pradesh, India**
5. **Participated National Webinar on “Talent Acquisition and Management” Organised by the department of Business Management, VRSEC on 13th July 2021**
6. **Attended a FDP on Digital teaching Techniques from 05-07-2021 to 09-07-2021, organized by Atos syntel ICT Academy, Chennai.**
7. **Participated in a Two-Day National Online Workshop on Writing Interpretations for Statistical Tools in Research organised by the Department of English in association with IIPC, Kongu Engineering College (Autonomous) Perundurai, Erode, Tamilnadu on 12.07.2021 & 13.07.2021.**
8. **Attended a Online webinar on “ Startups- The GST Perspective”,Organised by the department of Business Management, VRSEC on 13th July 2021**
9. **Participated in FDP on “The Art of Online teaching for Management Faculty” Organised by the department of Business Administration, BNM Institute of Technology, from 3rd to 9th July 2021.**
10. **Attended National Online Faculty Development Program “National Educational Policy 2020 -Implementation and Implications” on 3rd July,2021 Organised by Internal Quality Assurance Cell, St.Pious X Degree & PG College for Women.**
11. **Participated in the One day National Webinar on ‘Challenges Faced by the Girl Child – Legal Protective Framework’ organized by the Anti Sexual Harassment Cell, Maris Stella College on 29th June, 2021.**
12. **Attended One Day National Webinar on“ Education 4.0 ”, Held on 27th June 2021 organised by the department of Business Administration, Krishna University, Machilipatnam.**
13. **Participated in a two day National Webinar on “The role of Ranking Frameworks in Quality enhancement in HEI” Organised by IQAC, St Anns College, Hyd on 24th and 25th June 2021**
14. **Participated in a webinar on “MANAGEMENT OF PEOPLE AT INTERNATIONAL LEVEL” addressed by Dr.Santhosh Lunani, Executive Director Eluru Jute Mills Pvt. Ltd. & Sri Krishna Jute Mills held on 03/06/2021 in collaboration with Hindu College of Management, Guntur.**
15. **Attended a National Conference on “Stand, Start, Strive and Stabilise changing business scenario in the backdrop of Covid 19” Organised by Loyola College, Chennai on 19th and 20th April 2021**
16. **Attended UGC Sponsored two day National seminar on “4.0 Industrial norms and its impact on Business functions” organised by the department of Commerce and Management , ANU, on 26th and 27th March 2021**

17. Attended the Online Hands-on Workshop on “Timetable Management” Organized by the Nodal Office, CHRIST [Deemed to be University] Thiruvananthapuram Kerala from March 27,2021
18. Attended a National Webinar on “GREEN ACCOUNTING PRACTICES IN INDIA” held on 26.03.2021, organised by the UG department of Commerce, Maris Stella College, Vijayawada
19. Participated in the Workshop on Capacity Building in Higher Education held on 5th & 6th March 2021 at Maris Stella College, Vijayawada, sponsored by the United Board, South Asia.
20. Participated in the Workshop on Service Learning held on 11th & 12th January 2021 at Maris Stella College, Vijayawada, sponsored by the United Board, South Asia.
21. Participated in the Five Day Online Workshop on “Formal Written Communication” held from 19th to 23rd October, 2020 at Maris Stella College, Vijayawada, sponsored by the United Board, South Asia.
22. Participated in the Online Workshop for faculty on Question Bank Preparation and Validation held from 31st August to 4th September, 2020 at Maris Stella College, Vijayawada, sponsored by the United Board, South Asia.
23. Attended Online Workshop on “Digital Assessment through Examineer Software” organized by IQAC, from 17 - 21 August, 2020
24. Attended a National webinar on “Post Covid 19: Shift in the skill set needed for Business Management” Organised by Department of MBA, Andhra Loyola College, Vijayawada on 17th July 2020.
- 25. Attended Five - Day National Online Workshop on “Data Analytics Using R” conducted during 5th to 9th of July 2021, held at G.T.N. Arts College, Dindigul, Tamilnadu.**
26. Participated in the Workshop on “Digital Workshop on Outcome Based Education: Teaching and Learning Online and Measuring Outcome Attainment” held on 8th, 9th, 15th, 16th and 19th, June 2020 at Maris Stella College, Vijayawada, sponsored by the United Board, South Asia.
27. Attended National Webinar on Social Work during and post COVID times organised by the Albertian Centre for Human Resource Development and Research,, St..Albert’s College (Autonomous) on Tuesday 19th May 2020.
28. Attended an Online Webinar on “Digital marketing 101”, Organised by IIDE on 10th May 2020
29. Attended a workshop on “Video Content Creation” Organised by IQAC Marian College, Kuttikkanam on 15th, 16th,17th April 2020.
30. Attended a two day National Conference on “IPR issues and challenges” Organised by the UG and PG department of Economics, Maris Stella College on 28th and 29th February 2020.
31. Attended a workshop on “Designing Effective Assessment Practices and Digital Technology”, conducted by Maris stella College in association with United Board on 2nd and 3rd December 2019
32. Attended a one-day Workshop on “IPR in Indian Perspectives and Future Challenges” on 16th November 2019 in Maris stella College.
33. Attended a Workshop on “Developing Moodle-Enabled Blended Learning Courses” Organised by Maris stella College on 8th and 9th November 2019.

34. Attended a three-day workshop on Curriculum design conducted by IQAC, Maris Stella College in association with United Board on 21-23 October 2019.
35. Attended three-day National Seminar at Christ University on “Indian Higher Education: Current Status and Leadership Challenges” from 11 to 13 June 2019.
36. Attended a two-day training program on “Effective class room tools for Education”, organised by IQAC, Maris Stella College, Vijayawada on 15th and 16th October 2018.
37. Attended a two-day National Seminar on “Consumer Protection in changing business environment” organised by the department of Commerce and Business Administration, ANU on 9th and 10th August 2018.
38. Attended National Conference on “Goods and Service Tax” organised by the department of Commerce and Business Administration, ANU on 2nd and 3rd April 2018
39. Attended Two day UGC support National Workshop on “MOOCs and its impact in enhancing quality in Higher Education” organised by IQAC, Maris Stella College, Vijayawada on 30 and 31 December 2017.
40. Attended ISSR sponsored two-day National Seminar on “Green Accounting-Issues and Implications” organised by the KBN college on 8th and 9th December 2017
41. Attended FDP at Andhra Loyola Institute of Engineering and Technology on “Challenges and Trends in management education” from 28 to 30 July 2016.
42. Attended a session on “21st century. A new paradigm for career women”, organized by confederation of Indian Industry on 4th-July 2013, at Vijayawada.
43. Attended a seminar on” Japanese way of production”, organized by Vijayawada productivity council, Vijayawada on 13-09-2011.
44. Attended a symposium conducted by forum for free enterprise at Maris stella college, Vijayawada on 12-09-2011.

FDPs/Training Programs Attended:

1. **Attended Virtual Faculty Development Programme on “Concepts and S-L Models” Organised by IQAC, Maris Stella College, Vijayawada from 07-02-2022 to 11-02-2022.**
2. **Participated in Three-day Virtual Professional Development Programme on ‘Motivating Motivators: Practical Tips, Strategies and Skills’ organized by the IQAC, Maris Stella College, Vijayawada from Nov. 18 to Nov. 20, 2021.**
4. Attended FDP on “Unleashing power of Commerce in Digital Era: Global trade, Business Warfare, Levies, impressive pedagogy and Business Analytics” Organised by Commissionerate Collegiate Education, AP, from 20th to 24th July 2020.
5. Attended in FDP “NAAC Assessment and Accreditation Building Institutional Competencies “5-3-2020 to 7-3-2020” held at Christ University, Bangalore, National conference Christ
6. Attended FDP at Andhra Loyola Institute of Engineering and Technology on “Challenges and Trends in Management Education” from 28-30th July 2016

7. Attended AICTE- Sponsored Two- Week Staff Development on “Emerging Trends in Business Models” from 26-06-2012 to 09-07-2012 organised by Department of Business Administration, PG Centre, PB. Siddhartha College of Arts and Science, Vijayawada.

Membership in Professional Bodies: Nil

Recognition/Awards: Nil