

CURRICULUM VITAE

**Dr.Vishnu Kumar Balouva,
Asistant Professor of Commerce,
Government Degree College,
Narsampet – 506 132 (T.S)**

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Career Objective:

To be associated in the area of teaching and learning in general and in the field of Commerce and Business Management in particular, wherein, I can utilize my skills and knowledge for the growth and development of students, organisation and self.

Academic Qualifications:

- Doctor of Philosophy (Ph.D) in Commerce and Business Management from the University College of Commerce and Business Management, Kakatiya University, Warangal, 19th February 2011
- AP-State Eligibility Test in commerce conducted by Osmania University, Hyderabad, September 2012.
- UGC-National Eligibility Test in Management conducted by UGC, New Delhi, December 2009.
- MBA (Marketing) from Lal Bahadur College, Kakatiya University, Warangal, 2003 with 65.7% marks.
- M.Com from SDLCE, Kakatiya University, Warangal, 2000 with 65.7% marks.
- B.Com from Lal Bahadur College, Kakatiya University, Warangal, 1998 with 77.75% marks.

Title of the Ph.D Research: “Marketing of Financial Services with Special Reference to Mutual Funds.” under the supervision of Prof.P.Indrasena Reddy, University College of Commerce and Business Management, Kakatiya University Warangal.

Award : Awarded with Gold Medal for securing first in class in MBA at the college level.

Work Experience:

- Working as Assistant Professor of Commerce in Government Degree College, Narsampet since 30.06.2018.
- Worked as Assistant Professor of Commerce in Government Degree College, Mahabubabad from 17.05.2012 to 30.06.2018.
- Worked as Faculty in Business Management at Alluri Institute of Management Sciences, Warangal since 1st August 2005 to 22nd December 2011.
- Worked as Faculty in Business Management at ICFAI National College, Warangal from 16th July 2004 to 31st July 2005.

Professional Membership(s):

- Life Member of NHRD Network, Warangal Chapter.
- Life Member and Secretary for Lal Bahadur College Commerce Alumni Association, Warangal.
- Life member Indian Accounting Association.
- Empanelled as SEBI Financial Education Trainer in 2011 for conducting Financial Education Workshops for different target groups.

Minor Research Project:

A Minor Research Project on the research topic “**A Study on Customer Relationship Management Practices of LIC of India**” was sanctioned by UGC-SERO vide the sanction letter F.MRP-5727/15(SEO/UGC) Dated January 2015. The Project was successfully completed and submitted to UGC-SERO and the accounts are settled. The financial assistance provided for the project was Rs.1,10,000.00

Publications:

- 1) Published an article entitled “**PARADIGM SHIFT: CHANGING FACE OF BPO TO KPO**” in NHRD Newsletter in January 2006 edition. P.14-15.It came as Lead Feature of this edition.
- 2) Published an article entitled “**RETAINING HUMAN CAPITAL IN BPO ORGANISATIONS A CHALLENGE TO HR MANAGERS**” in NHRD Newsletter in June 2006 edition. P.20-21.
- 3) Published an article entitled “**INNOVATION FOR SUCCESS**” in MBA Review, ISSN 0972-6764, September 2006 edition P.17-18, published by The ICFAI University press.

- 4) Published an article entitled **“OUTSOURCE THE SALES JOB: THE MANTRA OF INDIAN PHARMACEUTICAL COMPANIES”** in NHRD Newsletter September 2007 edition p.12.
- 5) Published an article entitled **“LEADERSHIP LESSONS FROM CAPTAIN M.S.DHONI”** in NHRD Newsletter June 2008 edition, p.22.
- 6) Published an article entitled **“HR ISSUES IN MERGERS & ACQUISITIONS”** in the seminar proceedings of the national seminar on “Managing in uncertain times” organised by Mysore University on 30th – 31st May 2008 p.223-228.
- 7) Published an article entitled **“MUTUAL FUNDS MARKETS IN INDIA: ISSUES AND CHALLENGES”** in Prakasha, January 2009 edition, Vol. VI. p.210.
- 8) Published an article entitled **“MARKETING TO THE NEW AGE INDIAN CONSUMERS”** in Advertising Express, ICAI University Press, ISSN 0972-5326, March 2011 edition pp.16 – 18.
- 9) Published an article entitled **“RESOURCE MOBILISATION BY INDIAN MUTUAL FUND INDUSTRY: CURRENT TRENDS”** in the national seminar proceedings “Emerging Challenges in Service Sector Management – Strategies for Success” organised by Department of Commerce and Business Management, Kakatiya University, Warangal on 30th – 31st March,2010.
- 10) Published an article entitled **“INVESTORS PERCEPTIONS: A STUDY ON MUTUAL FUNDS”** in Gavesana – Journal of Management, Vignana Jyothi Institute of Management, ISSN 0975-4547, Jan – June 2012, pp.63 – 78
- 11) Published an article entitled **“PERFORMANCE EVALUATION OF SELECT SCHEMES OF ICICI PRUDENTIAL MUTUAL FUNDS.”** Gitam Journal of Management, Gitam University, ISSN 0972-740X, July September, 2012,
- 12) Published an article entitled **“ISSUES AND CHALLENGES OF COMMERCE EDUCATION – A VIEW”** in Bodhana, 2013 published by Internal Quality Assurance Cell, Government Degree College, Mahabubabad.
- 13) Published an article entitled **“MY RESEARCH EXPERIENCES”** in the Parisodhana, 2014 published by Internal Quality Assurance Cell, Government Degree College, Mahabubabad.
- 14) Published an article **“A STUDY OF THE PERFORMANCE OF INDIAN LIFE INSURANCE SECTOR IN THE POST LIBERALISATION ERA”**, Archers & Elevators International Journal of Management and Research, (ISSN 2348-6724), September, 2015.

- 15) Published an article **“WORKING AND PROGRESS OF LIFE INSURANCE CORPORATION OF INDIA”**, Gitam Journal of Management, ISSN 0972-740X, October – December, 2017.
- 16) Published an article **“OPEN EDUCATIONAL RESOURCES – ISSUES AND CHALLENGES IN INDIA”**, International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P-ISSN 2349-5138, March 2020.
- 17) Published an article **“CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES OF LIC OF INDIA”**, The International journal of analytical and experimental modal analysis, ISSN NO: 0886-9367, May 2021.

Orientation Course:

- 1) Participated in **34th Orientation Course** organized by Academic Staff College, JNTU, Hyderabad from 5th August, 2013 to 4th September, 2013 and secured **“A” Grade**.

Refresher Course:

- 1) Participated in Refresher Course on **“Disaster Management”** organised by HRDC, Maulana Azad National Urdu University (MANUU), Hyderabad from 19.08.2015 to 08.09.2015 and secured **“A” Grade**.
- 2) Participated in Refresher Course in **“Commerce & Management”** organized by HRDC, Maulana Azad National Urdu University (MANUU), Hyderabad from 15.09.2016 to 05.10.2016 and secured **“A” Grade**.
- 3) Participated in the Refresher Course in **“Entrepreneurship Development Program / Commerce & Business Management”** (Online Mode) organised by UGC-HRDC, Osmania University, Hyderabad from 03.08.2020 to 18.08.2020 and secured **“A” Grade**.
- 4) Participated in Refresher Course in **“Commerce and Management”** organised by TLC, Ramanujan College, University of (Online Mode) from 25.06.2021 to 08.07.2021 and obtained **“A” Grade**.

Staff Development Programme (SDP):

- 5) Attended a Two Week SDP sponsored by AICTE on **“MARKETING COMMUNICATION”** organised by Institute of Public Enterprises (IPE), Hyderabad from July 20 to August 1, 2009.
- 6) Attended a Two Week SDP sponsored by AICTE on **“ADVANCES IN MARKETING MANAGEMENT”** organised by Alluri Institute of Management Sciences, Warangal from March 8 to March 20, 2010.

- 7) Participated in one week short term course on **“Strategic Management”** organized by JNTU – H Academic Staff College, Hyderabad from 18.03.2013 to 23.03.2013.
- 8) Participated in Online 06 days FDP on **“Sustainability of Institutions in higher learning in the context of Covid 19: Challenges and perspectives”** organised by IQAC, GDC Narsampet, 06.07.2020 to 11.07.2020.
- 9) Participated in Online International 07 Days FDP on **“Leadership Excellence”**, organised by Jusitce Basheer Ahmed Sayeed College for Women (Autonomous), Chennai, 17.06.2020 to 23.06.2020.
- 10) Participated in online 06 days online FDP on **“ICT & Online Teaching tools in Higher Education”** organised by Pingle Government Degree & PG College for Women, Hanamkonda, Warangal, 26.07.2020 to 31.07.2020.

National Seminars / Conferences:

- 1) Participated and Presented entitled **“Mergers & Acquisitions in Service Sector“** in the two day national seminar on **“New Horizons in Financial Services Management – Challenges and Solutions”** organised by Department of Commerce and Business Management, Kakatiya University on 25.04.2008
- 2) Presented a paper entitled **“HR Issues in Mergers & Acquisitions”** in the two days national seminar on **“Managing in uncertain times”** organised by Mysore University on 30th – 31st May 2009.
- 3) Participated and presented a paper entitled **“Change Management – HR as a Change Agent”** in the Two days national seminar on **“Emerging Dimensions of HRD in India”** organised by Alluri Institute of Management Sciences, Warangal on 19th – 20th September 2009.
- 4) Participated and presented 2 papers entitled i) **“Resource Mobilisation by the Mutual Funds in India** ii) **“Indian Financial System – Issues & Challenges”** in the two day national seminar on **“Emerging Challenges in Service Sector Management – Strategies for Success”** organised by Department of Commerce and Business Management, Kakatiya University, Warangal on 30th – 31st March,2010.
- 5) Attended a National Symposium on **“Performance Excellence – Issues & Challenges”** organised by NHRD Network, Warangal Chapter on 29th – 30th March 2008.

- 6) Participated and presented a paper entitled **“Systematic Investment Plan: A Perspective for Wealth Creation”** in Three day national seminar on organisation and working of financial sector in India, sponsored by AICTE organised by Alluri Institute of Management Sciences, Warangal.
- 7) Participated and presented a paper entitled **“Mutual fund Markets in India: Issues and Challenges”** in the one day seminar on Emerging trends in Marketing, organised by Alluri Institute of Management Sciences, Warangal on 07.12.2010.
- 8) Participated and presented a paper entitled **“Corporate Governance Philosophy of Bajaj Hindustan Ltd.”** In the two days national seminar on Challenges of Corporate Governance in India – The Need for Proactive Approach organized by Department of Commerce and Business Management, Kakatiya University, Warangal on 30 – 31 March 2011.
- 9) Participated and presented a paper entitled **“Issues and Challenges of Higher Education in India”** in the two days national seminar on “Accreditation of Higher Educational Institutions – Issues, Challenges, Experiences and Perspectives” sponsored by UGC and organized by Kakatiya Government College, Hanamkonda on 25th and 26th July 2014.
- 10) Participated in two days workshop on **“Companies Act, 2013 – New Standards for Corporate Governance”**, Jointly Organised by Institute of Chartered Accountants of India, New Delhi and University College of Commerce and Business Management, Kakatiya University, Warangal, 21.12.2015 – 22.12.2015.
- 11) Participated and gave keynote address in One Day national seminar on **“Emerging Trends in Banking and Insurance Sectors”** (Sponsored by UGC, New Delhi), organised by CKM Arts and Science College, Warangal on 13.02.2016.
- 12) Participated in two days skill development programme **“Nipuna – Nurturing young leaders in Higher Education”** organised by CCE, Hyderabad, Sponsored by State Project Directorate, RUSA, 29.04.2016 – 30.04.2016.
- 13) Participated in two days skill enhancement program **“Sodhana – Nurturing Young Leaders in Higher Education”** organised by CCE, Hyderabad, Sponsored by State Project Directorate, RUSA, 02.05.2016 – 03.05.2016.
- 14) Participated and delivered keynote address in one day national seminar on **“Emerging Trends and Challenges in Commerce and Management Education”**, organised by Pingle Government Degree & PG College for Women, Hanamkonda, 22.11.2019.

15) Participated and presented a paper on Open Educational Resources: Issues and Challenges in India in one day national conference on ‘**E-Content Development and OERs in Higher Education: Issues and Challenges**’ organised by IQAC, GDC Narsampet, 30.01.2019.

16) Participated in a Three Day Virtual International Conference on “**Innovations for New Normal**”, organised by GDC, Parkal, 23.08.2020 to 25.08.2020.

Additional responsibilities and community services:

- Participate in all the activities organised by the college.
- Actively involve in the Income tax calculation and tax related works of the college and faculty members.
- Conduct of motivation classes to the NSS Volunteers during the Special camps.
- Career guidance and PG entrance coaching to the students in general and commerce students in particular.
- Panel member for question paper setting for various colleges.
- As a SEBI empanelled resource person have conducted more than 150 workshops on financial education for various target groups of the society viz. school children, college students, home makers, self help groups, working executives, business persons.

Personal Profile:

Date of Birth : 10th July, 1977.
Fathers Name : Late Sri.B.Nathmal.
Mothers Name : Smt.B.Susheela Devi.
Nationality : Indian.
Religion : Hindu.
Marital Status : Married.
Spouse Name : Dr.Kavitha Loya (Baldava.)
Children : Two girls.
Languages Known : English, Hindi, Telugu, Marwadi (Rajasthani).
Residential Address : H.No 15-11-178, Flat No.205,
Laxmi Victory Avenue, Ramannapet,
Warangal – 506002.

I hereby declare that the above information is true to the best of my knowledge.



(Dr.B.Vishnu Kumar)