



Dr. SREE RAM ATLURI



Designation : Head & Professor
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Siddhartha Academy of Higher Education,
Kanuru, Vijayawada, Andhra Pradesh – 520 007.

Education

Ph. D (Finance)

2004, Acharya Nagarjuna University, Guntur

MBA

2000, IGNOU, New Delhi

M. Ed

1992, Annamalai University

P. G. D. C. A.

1992, Andhra Loyala College, Vijayawada

MA (Econometrics)

1986, Sri Venkateswara University, Tirupathi

Experience

Period	Designation	Institution / Organization
2024-Till Date	Professor & Head	SOM, Siddhartha Academy of Higher Education
2022-2024	Professor, In-Charge, Administration	Vignana Jyothi Institute of Management (VJIM), Hyderabad
2010-2021	Professor, In-charge-Director-Business School, Director-Student Affairs, Chief Warden for (Boys & girls)	GITAM School of Business, Hyderabad
2007-2010	Professor cum Director	Sir C.R. Reddy College Engineering, Eluru
2003-2007	Associate Professor	Montessori Mahila Kalasala, Vijayawada
2000-2003	Assistant Professor	Andhra Loyola College, Vijayawada

1992-2000	Assistant Professor	Montessori Mahila Kalasala, Vijayawada
1990-1992	Lecturer	V.B.M. Degree College, Vijayawada

- **Founder, Geetanjali Public School, Gudivada**, during 1988-90
- Worked for **One year** as Statistical Investigator in **C.E.S.S.**, Hyderabad, during 1987-88
- **Assistant Professor (Part-Time)** in Departments of Business Administration, Commerce & Economics in **Maris – Stella College**, Vijayawada, during 1995-2007
- **Counsellor** in the Department of Management studies, Regional Center, **IGNOU**, Vijayawada, from 2005 to 2010
- **Counsellor** in the Department of Management Studies, **Madhurai Kamaraj University**, Tamil Nādu during 2000 -2010
- **Counsellor** in the Department of Management Studies, **School of Distance Education, Andhra University**, Visakhapatnam during 1998-2005
- **Counsellor** in the Department of Management Studies, **Dr. B. R. Ambedkar Open University**, Hyderabad since 1994-2010

Research Interests

Broad Area of Research :

Behavioural Finance, Corporate Governance, Entrepreneurship and HRM.

Courses Taught

- Managerial Economics/Micro Economics
- Business Research Methodology
- Financial Management
- Financial Derivatives
- Entrepreneurship
- Quantative Techniquess
- Optimization Techniques

Research Profile

Research & Publications

The recent publications and research contributions can be viewed from the following URLs

❖ SCI/SCOPUS/ABDC etc	: 21
❖ Case Studies	: 02
❖ UGC Care & Other Peered Review Journal	: 50
❖ Books & Book Chapters	: 07

❖ Ph.D/M.Phil Guidance	: 07
❖ M.Phil's	: 06
❖ FDP's/MDP's (Organised /Attended)	:16
❖ Conferences/Seminars/Workshops (Organised)	:21
❖ Conferences/ Seminars Organised (Attended)	:22

Patents

Granted	NIL
Published	NIL
Applied	NIL

Invited Talks

No. of Invited Talks	09
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PROJECTS:

1. Principal Investigator for project report on **“Impact of Demonetization on the Microfinance Sector and the Financial Inclusion of the Poor”** (Submitted to Indian Institute of Banking & Finance (IIBF) under the Macro Research Award 2016-17).
2. Principal Investigator for a minor research project entitled **“Development of Financial Services Industry and Impact of Globalization- A Case Study of Krishna District, AP 1991-2000”** funded by UGC.

Professional Bodies Membership Details

1	Andhra Pradesh Economics Association
2	Association of Indian Management Schools (AIMS)

Dr.A. Sree Ram
