

# Prof.V.Narasimha Rao



**Designation** : Professor & Head  
**E-Mail ID** : hodmba@vrsiddhartha.ac.in  
**Contact at** : #421, Department of Business Management,  
 Velagapudi Ramakrishna Siddhartha Engineering College,  
 Kanuru, Vijayawada, Andhra Pradesh 520007.

## Education

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### Ph. D (Industrial Economics and Business Environment)

1998, Acharya Nagarjuna University, Guntur

### M.Com. (Finance and Accounting)

1984, Acharya Nagarjuna University, Guntur

### M.B.A. (Finance and Marketing)

2002, IGNOU

### B.Com. (Costing)

1981, Acharya Nagarjuna University, Guntur

## Experience

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Period	Designation	Institution / Organization
2019-Till Date	Professor	Velagapudi Ramakrishna Siddhartha Engineering College
2017-2019	Professor	KBN College-PG Centre
2007-2017	Professor	ANR College-PG Courses
1998-2006	Associate Professor	ANR College-PG Courses
1994-1998	Assistant Professor	ANR College-PG Courses
1987-1994	Lecturer	Saptagiri Degreee College

## Research Interests

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### Broad Area of Research :

Industrial Economics and Business Environment, Banking and Finance

## Honors and Awards

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- Teacher Excellence Award, 03-03-2008 (KBN College-PG Courses)
- Merit Student Certificates in UG and PG

## Courses Taught

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- International Business Management
- Macro Economics
- Management Principles and Organization Theory
- Financial Management
- Security Analysis and Portfolio Management
- Organizational Behavior
- Accounting and Financial Management
- Marketing of Services

## Research Profile

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### Publications

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

Google Scholar	<a href="https://scholar.google.com/citations?user=jawIFt4AAAAJ&amp;hl=en">https://scholar.google.com/citations?user=jawIFt4AAAAJ&amp;hl=en</a>
Publons	<a href="https://publons.com/researcher/3699492/vemula-narasimha-rao/">https://publons.com/researcher/3699492/vemula-narasimha-rao/</a>
LinkedIn	<a href="https://www.linkedin.com/in/dr-vemula-narasimha-rao-741939108/">https://www.linkedin.com/in/dr-vemula-narasimha-rao-741939108/</a>

### Recognized Research Supervisor

S.No.	Department	University
01.	Commerce and Business Administration	Acharya Nagarjuna University, Guntur
02.	Department of Management Studies	Jawaharlal Nehru Technological University, Kakinada
03.	Department of Business Management	Krishna University, Machilipatnam

## Invited Talks

No. of Invited Talks	04
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## Professional Service / Reviewer

- Internal Senior Research Fellow, Centre for Research Studies, Krishna University, Machilipatnam
- Member: Local Project Advisory Committee ( DST/ NSTMIS)
- Convenor: Research Development Cell, KBN College-PG Courses
- BOS Member, Acharya Nagarjuna University, Guntur and Krishna University, Machilipatnam
- Author: 5 Subjects, MBA Program of Acharya Nagarjuna University, Guntur

## Professional Development Activities - Participations

Faculty Development and Training Programmes (at least 5 Days)	04
International / National Level Seminars	06 / 39
International / National Level Conferences	00 / 02
Workshops	07
Instructor Led / Self-Paced Courses	02
Webinars	14

## Professional Bodies Membership Details

AIMS/LF/AP/SZ/2491	Association of Indian Management Schools (AIMS) – DBM, VRSEC
28493	Vidwan DataBase Network (INFLIBNET)

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