

Faculty Profile

Dedicated Educational Leader focused on continuous professional growth, committed to empowering students with innovative knowledge and hands-on skills for real-world success.



Name & Contact Information	Rama Durga Sirisha Reddy Lecturer in Commerce, Controller of Examinations ASD Govt Degree College for Women (A) , Kakinada <i>siriprasadr@gmail.com</i> Profile URL : https://vidwan.inflibnet.ac.in/profile/543246 Orcid Id 0009-0000-4229-3807 Mobile: 9490982500
Educational Qualifications	M.Com. (MBA), (PhD) UGC-NET. AP-SET(Commerce),
Area of Expertise	Finance Taxation
Teaching Experience	10 years
Research Experience	Ongoing
Present Post & Responsibilities held	HOD, Department of Commerce, Deputy Controller of Examinations, Chairman of Board of Studies Convener to Commerce and Consumer Club Convenor to Parent Teacher Committee Member in Finance Committee
Professional Training Programs attended	<ol style="list-style-type: none">1. FDP on E Commerce and Digital Marketing organized by APSSDC from 12.06.2020 to 27.06.20202. Faculty Development Programme in Commerce, Organised by Commissionerate of Collegiate Education, Andhra Pradesh3. FDP on LMS video and pedagogy, Organised by Commissionerate of Collegiate Education, Andhra Pradesh from 03.08.2020 to 07.08.20204. FDP on Masters Trainers Training Programme on content delivery & Assessment methods, Organised by Commissionerate of Collegiate Education,

	<p>Andhra Pradesh from 14.07.2022 to 18.07.2022</p> <ol style="list-style-type: none"> 5. FDP on English proficiency for Subject Matter expert Organised by English & Foreign Language university Hyderabad from 24.04.2023 to 04.05.2023 6. FDP on Mechanics Effective manuscript Drafting & application of Research Software organised by EUDOXIA Research University from 22.03.2023 to 27.03.2023 7. Refresher Course in Commerce in SWAYAM NPTEL Portel. 8. Orientation Course from Ramanujan College HRDC 9. Capacity Building Programme for KRPs in Single Major Subject pattern organized by JNU, Delhi from 22.02.2024 to 04.03.2024
<p>Book Publications:</p>	<ol style="list-style-type: none"> 1. Agruculture Marketing Kalyani Publishers, Co Author 2. Business Communication -ISBN-978-81-978011-3-4, Rajarammohan Roy National Agency, CCE, Govt. of A.P(2022)- Co-Author 3. Business Management Kalyani Publishers, Co Author 4. <i>Do ESG had influence on Return on Investments of BRICS listed Stock Exchanges:An Empirical Study- RES Militaris Publications A social Science Journal vol.13, n°2, January Issue 2023</i> 5. <i>Role of Earning Before Interest and Tax- Earning Per Share (EBIT-EPS) Analysis - With Special Reference to Visakhapatnam Steel Plant, -(RINL) 2022/3 IJAEMA Volume 14, Issue III</i> 6. <i>Mutual Funds in India- Challenges & Opportunities PARISHODH Journal, Volume 9, Issue III</i>

Paper Presentations in Seminars &Conferences	<p>1.International: a) Two Day International Seminar on 'Marketing Strategies to go Vibrant in Digital Era" Organised by Ideal College of Arts and Sciences(A) Kakianda Paper Title: Artificial Intelligence as a new marketing strategy. ISBN-978-93-92257-52-0, Roshan Publications</p> <p>2.National d)Impact of Economic Slowdown on Indian Industrial Sector, A Two day national seminar on India's Economic Slowdown: Dynamics and Perspectives, organized by ASD Government Degree College for Women(A) Kakinada(2020)</p> <p>f) Two day national Seminar Organised by Department of Commerce, Women entrepreneurship can bring Women Empowerment - "a mean to promote gender equality" ISBN:978-93-340-0079-5</p>
Workshops attended	<ol style="list-style-type: none"> 1. Application of Advanced Analytics in Securities Markets by NISM 2. Women Entrepreneurship-Opportunities and Challenges conducted by SRR & CVR Govt. Degree College Vijayawada On 26.08.2022 3. A National Level Faculty Online Workshop conducted by Gayathri Vidya Parishad College for Degree and PG sponsored by NAAC from 16.10.2023 to 21.10.2023
MOOCS Enrolled/Completed	<p>SWAYAM ARPIT Refresher Course in Commerce, 01-Dec-2020 to 31-Mar-2021</p>
Any other Information	<ol style="list-style-type: none"> a. AP CCE Master Trainer & Content Writer for the Skill Development course Business writing offered in Semester II for Arts Stream b. AP CCE Master Trainer for LMS Content Generation c. AP CCE Knowledge Resource Person for Single Major Subject pattern in Commerce d. AP CCE Master Trainer for English proficiency for Subject Matter expert