**ANNAMACHARYA UNIVERSITY FACULTY DETAILS FOR WEBSITE**

**About Profile**

NAME: Dr.P.Subramanyam

DATE OF BIRTH: 06-06-1983

 DESIGNATION: Associate Professor & HOD

DEPARTMENT: MBA

EMAIL ID: psm@aitsrajampet.ac.in

DATE OF JOINING: 27-6-2016

EMPLOYEE ID: 1295

## Academic Profile

| **Qualification** | **Name of the Board/University** | **YEAR** |
| --- | --- | --- |
| **Ph.D** | **Sri Venkateswara University** | **2011** |
| **MBA** | **Pondicherry university** | **2009** |
| **M.Com** | **Sri Venkateswara University** | **2007** |
| **B.COM** | **Sri Venkateswara University** | **2005** |

## Research Details

1. Areas of Specialization: Finance and Marketing
2. List of Publications: 33
3. Awards Received : 1
4. Research Guidance:
5. No. of PhD Guided: 4
6. No. of MBA Projects Guided: 120
7. No. of B.Tech Guided:
8. Details of Professional Membership: AIMA
9. Subjects Taught:

1. Accounting for Managers

2. Financial Management

3. Investment analysis and Portfolio Management

4. Financial Derivatives

5. Business Analytics

6. Strategic Management

7. Behavioural Finance

8. Financial institutions, Markets and Services

9. Managerial Economics and Financial analysis

10. Management Science

11. Green Marketing Management

## Publication Details

|  |  |  |
| --- | --- | --- |
| **Title** | **Publisher** | **Published Year** |
| 1. Computational Modeling of Leadership Styles and Their Impact on Organizational Success | Prof.Dr. İskender AKKURT | 2025 |
| 1. A Study on Analysis of Performance of Selected Equity Index Mutual Funds | IAEME Publication | 2024 |
| 1. Impact of Brand Loyalty on Buying Behaviour of Consumers for FMCG-Hyderbad Region | Society of Cultural Studies and Social Sciences | 2023 |
| 1. Job satisfaction on job Performance of Employees Information Technology Industry | Society of Business and Management | 2022 |
| 1. Integration between Indian Stock Market and Developed Stock Markets | Society of Business and Management | 2022 |
| 1. Customer satisfaction on service quality Dimensions | Eleyon Publisher | 2021 |
| 1. Impact of Retail investors opportunities on Mutual Funds in Andhra Pradesh | Science Research Society | 2021 |
| 1. Human capital impact for sustainable economic growth in India | IAEME Publication | 2020 |
| 1. Jeopardy and arrival of certain cement securities in India | Science & Engineering Research Support Society | 2020 |
| 1. A study on Customer Purchase Behavior towards Nerolac Paints in Kadapa Region, Andhra Pradesh | Global Journal of Engineering Sciences and Researches | 2018 |
| 1. Impact of Sales person on Customer Purchase: A Study on Organized Retailing | Global Journal of Engineering Sciences and Researches | 2018 |
| 1. A study on Risk and Return Analysis of Selected Securities in India | **Granthaalayah Publications and Printers** | 2018 |
| 1. Occupational Stress and coping Strategies | International journal of exclusive management research review | 2018 |
| 1. Potential challenges of higher education system in India | SLAA Publication pvt limited | 2018 |
| 1. Impact of Financial Leverage on Firms profitability An Investigation from Coromandel Packaging Ltd of A. P | International journal of Scientific research and review | 2017 |
| 1. A study on performance of SBI Blue chip fund at SBI mutual funds in India | International journal of advance research, ideas and innovations in technology | 2017 |
| 1. Micro Finance: A tool for Poverty Alleviation with reference to RASS, Tirupati | EPRA Publishing | 2016 |
| 1. Micro Insurance and Vulnerable section of society: Analytical study | BIMS International Journal of Social Science Research | 2016 |
| 1. Implementing a functional ISO 9000 Quality Management system amount MSMEs in AP | BIMS International Journal of Social Science Research | 2016 |
| 1. Performance Appraisal of Indian Bank-Analytical review | MITS International journal of business research | 2015 |
| 1. **“**Innovation of online marketing in global scenario” | MITS International journal of business research | 2015 |
| 1. Growth and development of regional rural banks in India-A review | ACME INTELLECTS Publishers | 2015 |
| 1. Brand Awareness of Big Bazaar Hyper market and its competitor, Hyderabad, | Samzodhana Publisher | 2014 |
| 1. Comparison and performance Evaluation of IDFC mutual funds: premier sector Equity&strategic sector50-50planA(Growthoption) | Zenith International Research and Academic Foundation( ZIRAF) | 2013 |
| 1. Women Entrepreneurship Development In India: Challenges and measures, | Academic- An international Multidisciplinary Research Journal | 2013 |
| 1. Capacity utilization of micro and small Enterprises in Kadapa District | Educational Research Multimedia & Publications, India | 2013 |
| 1. A study on Training and Development system in Andhra Pragathi Grameena Bank, Kadapa | Academic- An international Multidisciplinary Research Journal | 2013 |
| 1. Statistical Evaluation and comparison of IDBI Nifty Index and IDFE Nifty – Growth option | International journal of Innovative research & Development | 2012 |
| 1. Micro, small and medium Enterprises in India – An overview | International journal of Business and Management research | 2012 |
| 1. MIS and Management | Samzodhana Publisher | 2012 |
| 1. Research & Development in Management | Samzodhana Publisher | 2012 |
| 1. Performance of micro and small Industrial units in Kadapa District of Andhra Pradesh | International journal of Information Technology and management sciences | 2012 |

## Patent Details

| **Sno.** | **Title of Patent** | **Submitted/Published/Awarded** |
| --- | --- | --- |
|  |  |  |
|  |  |  |