



ANNAMACHARYA UNIVERSITY

EXCELLENCE IN EDUCATION; SERVICE TO SOCIETY
(ESTD, UNDER APPROPRIATE UNIVERSITIES (ESTABLISHMENT AND REGULATION) ACT, 2016)
Rajampet, Annamayya District, A.P-516126, INDIA

Faculty Profile

Basic Information:

NAME : Mr. K. VENKATA SUBBAIAH
DESIGNATION : ASSISTANT PROFESSOR
DEPARTMENT : MBA
DATE OF BIRTH : 15-06-1983
DATE OF JOINING : 18-04-2024
EMAIL ID : kottevenkatasubbaiah@gmail.com
EMPLOYEE ID : 1773



Academic Profile:

Qualification	Name of the Board/University	YEAR
M.Com.,	SV University, Tirupathi	2007
M.B.A	MS University, Tirunelveli	2010

Research Details:

1.Areas of Specialization	:	Accounting and Finance
2.No. of Publications	:	04
3.Awards Received	:	---
4.Research Guidance		
	No. of PhD Guided:	--
	No. of MBA Guided:	150
	No. of B.Tech. Guided:	-
5.Details of Professional Membership:		-
6.Subjects Taught	:	1) Financial Accounting for Managers 2) Economics Analysis for Business Decisions 3) Business Statistics 4) Business Environment and Law 5) Production and Operations Management 6) Financial Management 7) Strategic Management 8) Corporate Finance 9) Investment and Portfolio Management 10) International Financial Management



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|---|
| 11) Management Science
12) Managerial Economics and Financial Analysis |
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Publication Details:

Title	Publisher	Published Year
Customer Perceptions on personal finance by commercial banks- A study of Andhra Bank and HDFC Bank	PJ	2017
Personal financial services by commercial banks: A study Kadapa corporations	PJ	2017
Personal finance by commercial banks: An overview	PJ	2017
Performance Analysis of Mutual Funds with Special reference to SBI Long Term Equity Fund - Growth Option Scheme	IJCRT	2024

Patent Details:

Title of Patent	Submitted/Published/Awarded
ENHANCING EMPLOYEE WELL-BEING THROUGH ETHICAL LEADERSHIP: THE ROLE OF WORKPLACE SPIRITUALITY	Application No. 202441060953 Publication Date: 16-08-2024