



# ANNAMACHARYA UNIVERSITY

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

## Faculty Profile

### Basic Information:

NAME : Dr.P.Subramanyam  
DESIGNATION : Assistant Professor  
DEPARTMENT: MBA  
DATE OF BIRTH : 06-06-1982  
DATE OF JOINING : 27-06-2016  
EMAIL ID : Subbu\_phd@yahoo.com  
EMPLOYEE ID: :1235



### 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(CSS)	Sri Venkateswara University	2005

### Research Details:

1.Areas of Specialization	:	Accounting, Finance and Analytics
2.No.of Publications	:	48 ISSN-34 ISBN-14
3.Awards Received	:	0
4.Research Guidance		
	No .of PhD Guided:	1 To be Submit
	No. of MBA . Guided:	520
	No. of B.Tech. Guided:	0
5.Details of Professional Membership:		All India Commerce Association



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6. Subjects Taught	:	<ol style="list-style-type: none"><li>1. Accounting For Managers</li><li>2. Financial Management</li><li>3. Investment and Portfolio Management</li><li>4. Financial Derivatives</li><li>5. Financial institutions , Markets and Services</li><li>6. Corporate Finance</li><li>7. Business Research Methods</li><li>8. Management organization Behaviour</li><li>9. Business Analytics</li><li>10. International Business</li><li>11. International Financial Management</li><li>12. Business Ethics and Corporate Governance</li><li>13. Managerial Economics</li></ol>



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## Publication Details:

Title	Publisher	Published Year
1. The Role of Environmental, Social and Governance (ESG) Metrics in Investment Decisions	International Journal of Environmental Sciences	2025
2. Computational Modeling of Leadership Styles and their impact on organizational Success	International Journal of Computational and Experimental Science and Engineering	2025
3. A Study on Analysis of Performance of Selected Equity Index Mutual Funds	International Journal of Management	2024
4. Impact of Brand Loyalty on Buying Behaviour of Consumers for FMCG- Hyderabad Region	Journal of Namibian Studies	2024
5. Job satisfaction on job Performance of Employees Information Technology Industry	Journal of contemporary issues in Business and Government	2022
6. Integration between Indian Stock Market and Developed Stock Markets	Journal of contemporary issues in Business and Government	2022
7. Customer satisfaction on service quality Dimensions	Journal of Management and science	2021
8. Impact of Retail investors opportunities on Mutual Funds in Andhra Pradesh	Turkish Online Journal of qualitative in quiry	2021
9. Human capital impact for sustainable economic growth in India	International Journal of Management	2020
10. Jeopardy and arrival of certain cement securities in India	International journal of advanced science and Technology	2020
11. A study on Customer Purchase Behavior towards Nerolac Paints in Kadapa Region , Andrapradesh	Global Journal of Engineering Science and Researches	2018



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12. Impact of Sales person on Customer Purchase: A Study on Organized Retailing	Global Journal of Engineering Science and Researches	2018
13. A study on Risk and Return Analysis of Selected Securities in India	International journal of engineering technologies and management research	2018
14. Occupational Stress and coping Strategies	International journal of exclusive management research review	2018
15. Potential challenges of higher education system in India	International journal of management and social science research review	2018
16. Impact of Financial Leverage on Firms profitability : An Investigation from Coromandel Packaging Ltd of A.P,	International journal of Scientific research and review	2017
17. 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
18. Micro Finance: A tool for Poverty Alleviation with reference to RASS, Tirupati	EPRA International Journal of Economics, Business and Management studies	2016
19. Micro Insurance and Vulnerable section of society: Analytical study	BIMS International Journal of Social Science Research	2016
20. Implementing a functional ISO 9000 Quality Management system amongst MSMEs in AP	BIMS International Journal of Social Science Research	2016
21. Performance Appraisal of Indian Bank-Analytical review	MITS International journal of business research	2015
22. Innovation of online marketing in global scenario	MITS International journal of business research	2015
23. Growth and development of regional rural banks in India-A review	ACME Intellects international journal of research and management	2014



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24. Brand Awareness of Big Bazaar Hyper market and its competitor, Hyderabad	Samzodhana Journal Management Research	2013
25. Comparison and performance Evaluation of IDFC mutual funds: premier sector Equity & strategic sector 50-50 plan A (Growth option )	zenith International journal of Business Economics & management Research	2013
26. Women Entrepreneurship Development In India: Challenges and measures	Academician- an international Multidisciplinary Research Journal	2013
27. Capacity utilization of micro and small Enterprises in Kadapa District	Indian Journal of commerce & management studies	2013
28. A study on Training and Development system in Andhra Pragathi Grameena Bank, Kadapa	An international Multidisciplinary Research Journal	2013
29. Statistical Evaluation and comparison of IDBI Nifty Index and IDFE Nifty – Growth option	International journal of Innovative research & Development	2012
30. Micro, small and medium Enterprises in India – An overview	VSRD International journal of Business and Management research	2012
31. MIS and Management	International journal of Research in commerce, ITS Management	2012
32. Research & Development in Management	International journal of research in computer application & management	2012
33. Performance of micro and small Industrial units in Kadapa District of Andhra Pradesh	International journal of Information Technology and management sciences	2011

## Patent Details:



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Title of Patent	Submitted/Published/Awarded
1. Challenges in Indian Economy From FDI	Awarded



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