



ANNAMACHARYA UNIVERSITY

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

Faculty Profile

Basic Information:

NAME : K SUBBAREDDY
DESIGNATION : ASST, PROFESSOR
DEPARTMENT: SCHOOL OF MANAGEMENT
DATE OF BIRTH : 16-05-1984
DATE OF JOINING : 15-07-2009
EMAIL ID : Subbareddy.kommi@gmail.com
EMPLOYEE ID: :338



Academic Profile:

Qualification	Name of the Board/University	YEAR
MBA	SV UNIVERSITY , TIRUPATHI	2005-2007
MCOM	SV UNIVERSITY , TIRUPATHI	2013-2015
(PhD)	VELTECH UNIVERSITY , AVADI, TAMILNADU	DECEMBER 2024

Research Details:

1.Areas of Specialization	:	Finance
2.No. of Publications	:	14
3.Awards Received	:	---
4.Research Guidance		
	No. of PhD Guided:	--
	No. of MBA Guided:	80
	No. of B.Tech. Guided:	-
5.Details of Professional Membership:		-
6.Subjects Taught	:	1) FIN TECHNOLOGY 2) INVESTMENT PORTFOLIO MANAGEMENT 3) FINANCIAL DERIVATIVES 4) ECONOMICS 5) FINANCIAL MANAGEMENT 6) MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS



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	7) RESEARCH METHODOLOGY AND IPR 8) FINANCIAL ACCOUNTING FOR MANAGERS 9) PRODUCTION AND OPERARTION MANAGEMENT 10) COST ACCOUNTING AND PROJECT PLANING
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Publication Details:

Title	Publisher	Published Year
IMFACOT OF CULTURAL FACTORS ON CONSUMERS BEHAVIOUR: A CROSS CULTURAL STUDY	JOURNAL OF INFORMATICS EDUCATION AND RESEACH ISSN:1526-4726 VOL5 ISSUE 3 (2025)	2025
THE IMPACT OF SUPPLY CHAIN COLLABORATION ON PERFORMANCE IN AUTOMATIVE INDUSTRY : EMPIRICAL EVIDENCE	INDUSTRIAL ENGINEERING JOURNAL	2024
TRANSACTIONAL LEADERSHIP AND FOLLOWERS, INNOVATIVE BEHAVIOR: ROLES OF COMMITMENT TO CHANGE AND ORGANIZATIONAL SUPPORT FOR CREATIVITY	MIGRATION LETTERS 21 (NO;S7(2024),PP 679-691), PP-679-691	2024
AN EMPIRICAL STUDY ON GROWTH AND DEVELOPMENT OF FINANCIAL DERIVATIVES IN INDIA	INDUSTRIAL ENGINEERING JOURNAL 53 (6), 179-189 PAGE	2024
UNCOVERING THE DYNAMIC RELATIONSHIPS BETWEEN BANK NIFTY AND EXCHANGE RATES	JOURNAL OF INTERNATIONAL MANAGEMENT (ISSN NO: 1075-4253) 30 (ISSUE 12 2024	2024
FINANCIAL DISTRESS ANALYSIS USING THE ALTMAN Z SCORE MODEL, THE SPRINGATE MODEL, AND THE GRAINGER MODEL IN THE INDIAN CEMENT INDUSTRY	JOURNAL OF NAMIBIAN STUDIES, 36 (S1 36 (2023)), 298-311 PAGES	2023
A STUDY ON ROLE OF COMMERCIAL BANKS ON ISSUING LOANS AND ADVANCES SELECTED AREAS IMFACOT ON ECONOMIC GROWTH IN INDIA	IJCRT	2020
AN EMPIRICAL STUDY ON MUTUAL FUND PERFORMANCE WITH REFERENCE TO SBI ASSOCIATE BANKS	JETIR	2020
AN EMPIRICAL STUDY ON FINANCIAL PERFORMANCE AND EVALUATION ON REGINOLRURAL BANKS IN INDIA	IJRAR 6 (2), 179-189 PAGE	2019
GROWTH AND DEVELOPMENT OF FINANCIAL DERIVATIVES IN INDIA	IJMTE 19 (8), PP 323-331	2019
AN EMPEIRICAL ANALYSIS TOWARDS AN EFFICIENT SHOPPING MECHANISM FOR M-COMMERCE	INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR) 5 (4), 737	2018



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INVESTIGATING THE FACTORS AFFECTING ON ADOPTION OF MOBILE COMMERCE AMONG ENGINEERING STUDENTS IN ANDHRA PRADESH	INTERNATIONAL JOURNAL OF SCIENTIFIC RESEARCH AND REVIEW 7 (2), 217	2018
A STUDY ON NON PERFORMANCE ASSETS IN SELECTED PUBLIC SECTOR AND PRIVATE SECTOR BANKS IN INDIA	IJSRR 7 (3), 235-241	2017
A STUDY ON GLOBALISATION AND POVERTY IN INDIA	PEZZOTTAITE 3 (1)	2014

Patent Details:

Title of Patent	Submitted/Published/Awarded
STRATEGIC BUYERS AND SELLERS INTERACTION SYSTEM FOR REAL TIME PROMOTION AND TRANSACTION MANAGEMENT	DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE MINISTRY OF COMMERCE AND INDUSTRY GOVERNMENT OF INDIA