



# 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. G. KANUKA RAJU  
DESIGNATION : ASSISTANT PROFESSOR  
DEPARTMENT : MBA  
DATE OF BIRTH : 13-04-1983  
DATE OF JOINING : 18-01-2024  
EMAIL ID : [Kanukaraju2021@gmail.com](mailto:Kanukaraju2021@gmail.com)  
EMPLOYEE ID : 1757



### Academic Profile:

Qualification	Name of the Board/University	YEAR
Ph.D	Yogi Vemana University, Kadapa	2022
M.B.A	JNTUA, Anantapuramu	2010
M.Com.,	Dr. Br. Ambedkar Open University, Hyderabad	2009

### Research Details:

1.Areas of Specialization	:	Finance
2.No. of Publications	:	08
3.Awards Received	:	---
4.Research Guidance		
	No. of PhD Guided:	--
	No. of MBA Guided:	130
	No. of B.Tech. Guided:	-
5.Details of Professional Membership:		-
6.Subjects Taught	:	1.Financial Accounting for Managers 2.Business Communication 3.Business Environment and Law 4.Production and Operations Management 5.Financial Management 6.Strategic Management



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	7. Investment and Portfolio Management 8. Management Science 9. Managerial Economics and Financial Analysis
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## **Publication Details:**

Title	Publisher	Published Year
Performance Evaluation of Equity Diversified Scheme of UTI Equity Fund	JETIR	2019
A Study of Growth of Indian Mutual Funds Industry	AIIRJ	2019
A Comparative Study of traditional Marketing and Online Marketing	JETIR	2019
Performance Evaluation of Canara Robeco Emerging Equities - Growth option scheme	JETIR	2023
Performance Analysis of Mutual Funds with Special reference to SBI Long Term Equity Fund - Growth Option Scheme	IJCRT	2024
Rural Governance Strategies and Policies with recent developments in Indian Case Studies	YMER (SCOPUS)	2024
The mediating role of investment strategy on the relationship between market timing ability and mutual fund performance	EEL (ABDC)	2024
Impacts of Magnetohydro dynamics and Tangent Hyperbolic Hybrid Nano fluid Flow Through a Stretching Surface : Applications of Biomedical Engineering	African Journal of Bio-medical Research (Web of Science)	2024



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## Patent Details:

Title of Patent	Submitted/Published/Awarded
ANALYSIS OF INDIAN STOCK MARKET INVESTOR PERCEPTION, APPREHENSION, AND DECISION-MAKING	Application No.202441070226 A Publication Date : 20/09/2024
EXPLORING THE MEDIATED MODERATION EFFECT: HOW HRIS ANTECEDENTS INFLUENCE ORGANIZATIONAL PERFORMANCE	Application No. 202441028474 Publication Date: 12/04/2024
ENHANCING EMPLOYEE WELL-BEING THROUGH ETHICAL LEADERSHIP: THE ROLE OF WORKPLACE SPIRITUALITY	Application No. 202441060953 Publication Date: 16-08-2024