


NTR GOVERNMENT DEGREE COLLEGE, VALMIKIPURAM

(ACCREDITED WITH 'B' GRADE BY NAAC)
Annamayya District, Andhra Pradesh-517299
Department of Commerce

Personal Profile

Name	:	Sri. J.Krishna Murthy	
Designation	:	Lecturer in Commerce	
Date of Birth	:	01-06-1963	
Date of Joining as DL	:	23-06-1997	
Date of Retirement	:	31-05-2025	
Educational Qualifications	:	M.Com	
Communication Address	:	NTR Govt. Degree College Vayalpad-517299 Annamayya Dist., Cell: 9440080402 Mail id: jk.vayalpadu@gmail.com	
Trainings attended		(i) Orientation Course (1) S.V. University, Tirupati (12-06-2000 to 08-07-2000) (ii) Refresher Course (3) 1. Rural Development Approaches and Strategies at SPMV, TIRUPATHI From 10-11-2005 TO 30-11-2005 2. Environmental Studies at SVU ASC TIRUPATHI From 12-07-2010 TO 31-07-2010 3. Environmental Studies at SVU ASC From TIRUPATHI 01-06-2015 TO 20-06-2015 (iii) Short Term Courses (01) Attended 10 days work shop Research Methodology from 13-05-2014 to 22-05-2014 at Rayalaseem University Kurnool	
Seminars/Workshops	:	21	
Additional Duties	:	Vice-Principal and Students' union Vice President	

Responsibilities	:	Coordinator for University Exams, President for Alumni association Member Secretary for CPDC, Member in IQAC, Disciplinary Committee, Anti Ragging Committee, etc.
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Papers Published Number of Publications: 06 List of Publications:	:	1. Women entrepreneurship Challenges and Solutions (ITIHAS The Journal of Indian Management ISSN: 2249-7803) 2. Correlation between Demand and Satisfaction: A theory of Negativity and Less-Productivity of Human Resources (International Journal of Technology and Business Management ISSN : 2319-6815) 3. Role of Consumer Redressal for a in Consumer Protection (Scholars Press ISBN : 978-3-639-70986-5 4. Marketing of Services to Rural Consumers in India : Strategies and Challenges (Yogyatha International Referred Research Journal ISSN : 2348-4225) 5. Problems of Scheduled Tribes in India - Anh Overview (Yogyatha International Referred Research Journal ISSN : 2348-4225) ISBN : 978-93-85132-19-3
Outstanding performances (Miscellaneous) :		1. Question paper setter for Yogi Vemana University Kadapa. Since 2015 for the U.G. Examination 2. Member of BOS at S.V University since 2015 To 2019