

CURRICULUMVITAE

Dr.L.Narayana Swamy, Ph.D.



Designation : Associate Professor
CAS due on 7.7.2020
Discipline : Commerce
Organization : S.G. Govt. Degree College, Piler
Chittoor (Dist)-517214
Andhra Pradesh, India
Affiliating University: S.V University, Tirupati

Department : Collegiate Education, Government of Andhra Pradesh.

Employee Id : 1111566

Mobile No : 9492072257

Email : lnswamy.9999@gmail.com

Date of Appointment as Lecturer (Assistant Professor):7.7.2008

Mode of Appointment: Direct Recruitment by APPSC

Objective: To associate with multi-dynamic institute, which may provide a platform to update my knowledge & skills in accordance with latest trends in teaching along with research that follows a tradition of anticipating& leading changes.

Short Introduction:Entry into Andhra Pradesh education service as Lecturer in Government degree colleges on 7.7.2008 by direct recruitment through AAPSC. Re-designated as Assistant Professor as per UGC – RPS 2016. Eligible for Associate Professor w.e.f 7.7.2020. Having 14 years of Teaching experience in Commerce for M.Com and B.Com classes. 10 years of research experience in Marketing Management. Published 2 books in reputed International Books along with 15 National – International Journals. Organized 1UGC Sponsored National Seminar.

Academic Qualifications:

1. PhD : “**Consumer Awareness Among Rural People in Chittoor District of Andhra Pradesh**”, (20th Nov2007)S.V University,Tirupati.
2. NET : UGC-NET (December-2000)in Commerce
3. M.Com. : Commerce (July-2000) S . V University, Tirupati.
4. MBA : Pursuing 3rd Year MBA, S.V University,Tirupati.
5. B.Com : Commerce,(April-1998) S.V University,Tirupati.

Teachingexperiences : 14 years of teaching experience for B.Com and M.Com Classes since 7.7.2008 directly recruited by APPSC.

Administrative Experience : The Administrative Experience in various organizations is as Follows

1. Principal (FAC): Government Degree College Piler, June 2021 to September 2021.
2. Chairman, College Planning and Development Committee , S.G Government Degree & P.G College from 1-6-2021 to 21-9-2021.
3. Regional Coordinating Officer, SVU, UG Spot Valuation Centre, S.G Government Degree &P.G College during August & September 2021.
4. Principal College Level Help Line Centre at S.G Government Degree &P.G College for OAMDC Nominated by APSCHE from 16-9-2021 to 21-9-2021.
5. Coordinator College Level Help Line Centre at S.G Government Degree &P.G College for OAMDC 2020-2021 Nominated by APSCHE.
6. Convener, Admissions Committee at S.G Government Degree & P.G College Piler for the year 2020-2021.
7. Coordinator High Power Inspection Committee for S.V University Examinations, September 2020 & November 2020.
8. Coordinator, RUSA at N.T.R Government Degree College, Valmikipuram during 2015-2016.
9. Coordinator, RUSA at S.G Government Degree College, Piler from October 2016 to Till Date.

10. UGC at Coordinator S.G Government Degree College, Piler from October 2016 to Till Date.
11. Coordinator, Naadu-Nedu Project at S.G Govt. Degree College, Piler from 2020 to Till Date.
12. Convener, Additional Special Fee Committee from September 2021 to till Date.
13. Vice-Principal: Government Degree College Piler, July 2020 to May 2021.
: Government Degree College Vayalpad, December 2015 to June 2016.
14. Prohibition and Excise Sub-Inspector : Prohibition and excise station Piler , Nov 2007 to June 2008.

Research Experience: 10 years of Research experience in Marketing area particularly Consumerism with recent trends in Consumer Protection Act and Consumer Disputes Redressal Agencies. Published 2 books and 5 Research Papers on Consumer Awareness.

Academic Distinctions:

1. M.Com Gold Medal for securing 1st rank in S.V University, Tirupati examinations, 2000
2. B.Com Gold Medal for securing 1st rank at S.V.Arts College, Tirupati (TTDs), 1998
3. Meritorious as Content developer and Master Trainer in Logistics and Supply Chain Management, Commissionerate of Collegiate Education, Government of Andhara Pradesh.
5. IQAC Coordinator at N.T.R Government Degree College, Valmikipuram from June 2013 to June 2016.
6. NAAC Mentor to Government Degree & P.G College,Puttur, Nominated by APCCE during 2018-2019.
7. IQAC Coordinator at S.G Government Degree College,Piler from September 2021 to Till Date
8. Academic Advisor for Academic Audit at Government Degree College, Kadiri, Ananthapur District, Nominated by APCCE.
9. Academic Advisor for Academic Audit at Government Degree College(M), Kurnul On 1-4-2016.
10. Academic Advisor for Academic Audit at Government Degree College for Women, Srikalahasti from 13-3-2018 to 14-3-2018.
11. Academic Advisor for Academic Audit at Government Degree College,Pakala,On 26-8-2022.

Question Paper Setter:

1. Appointed as Paper Setter in Commerce: Business Economics –I for First Semester Examination, 2014 of Government College for Men (A), Kadapa.
2. Appointed as Paper Setter in Commerce: Business Economics –II for Second Semester Examination, 2014 of Government College for Men (A), Kadapa.
3. Appointed as Paper Setter in Commerce: Taxation for Forth Semester Examination, 2015 of Government College for Men (A), Kadapa.
4. Appointed as Paper Setter in Commerce: Business Statistics and Auditing for Third and Sixth Semester Examination, 2015 of Government College for Men (A), Kadapa.
5. Appointed as Paper Setter in Commerce: Banking and Financial Services, Third Semester Examination, 2015 of Government College for Men (A), Kadapa.
6. Appointed as Paper Setter in Commerce: Auditing, Sixth Semester Examination, 2015 of Government College for Men (A), Kadapa.

PUBLICATIONS:

1. BOOKS:

S.No	Title of the Book	Name of the Publisher	ISBN Number	International/National	Period	Single Author/Chapter	Link
1.	Consumer Awareness among Rural People in Chittoor District of Andhra Pradesh	Create Space North Charleston	9781507672501	International	2014	Single Author	
2.	Consumer Awareness in Rural India	Scholar's Press, Germany	978-3-639-70986-5	International	2014	Single Editor	
3.	Logistics and Supply Chain Management	APCCE, Vijayawada	–	State	2022	Chapter	

2. Research Papers:

S. No.	Title of the Paper	Name of the Journal	Year of Publication	ISSN / ISBN Number	UGC Enlistment-Scopus-Referred	Impact Factor	Link
1.	A Comparative study on Customer Relationship Management in Insurance Sector in India	ITIHAS, The journal of Indian Management	March - 2010	2249-7803	Peer Reviewed		
2.	Consumer Awareness among Rural consumers in Chittoor District: With special Reference to Consumer Protection Act, 1986	Scholar's Press, Germany	2014	978-3-639-70986-5	Peer Reviewed		
3.	Community Development through Self- Help Groups	Journal for Advanced Research in Commerce and Management Studies , Vizag	March- 2016	2394-837X	Peer Reviewed		
4.	Human Resource Development in India	Journal for Advanced Research in Commerce and Management Studies , Vizag	March - 2016	2394-837X	Peer Reviewed		
5.	Customer Relationship Management systems in practice	Selp Publications	August- 2016	78-93-80509-84-6	Referred		

6.	Challenges and Opportunities of MSMEs in India	Selp Publications	August-2016	78-93-80509-85-3	Referred		
7.	E Commerce-Challenges and opportunities in India	ITIHAS , The journal of Indian Management	October - 2017	2249-7803	Peer Reviewed		
8.	Working of District Consumer Forum, Chittoor :An empirical study	International Journal Interdisciplinary Current Advanced Research	March - 2019	2663-2594	Scopus		
9.	Promotion and Protection of Consumer Rights : Role of District Consumer Forums	International Journal of Advances in Engineering and Management	July - 2020	2395-5252	Referred		
10.	The Digital Economy : New Business Models and Key features	International Journal of Research in Engineering, Science and Management	July - 2020	2581-5792	Referred		
11.	Digital Financial Systems : A Modern Practice	S.G Govt.Degree and P.G College, Piler	March - 2020	978-93-5406-152-3	Peer Reviewed		

12.	GIG Economy in India : Emerging Trends in Women Work Force	S.G Govt.Degree and P.G College, Piler	August - 2020	978-93-5679-949-3	Peer Reviewed		
13.	Digital Payment Technologies and Trends in Digital Payment Industry	Roshan Publications , Vizag , Raja Ram Mohan Roy National Agency for ISBN, Department of Higher Education, Ministry of Human Resource Development, Government of India	November -2022	978-93-5768-099-8	Peer Reviewed		
14.	Cyber Security Risks and Measures in India' Digital Payments	Roshan Publications , Vizag , Raja Ram Mohan Roy National Agency for ISBN, Department of Higher Education, Ministry of Human Resource Development, Government of	November -2022	978-93-5768-099-8	Peer Reviewed		

15.	Portrayal Of Press And Publications In Nationalist Struggle :An Overview	MOOSI MONTHLY SPECIAL EDITION	JAN 2023	2457-0796	UGC CARE		
16	Reconceptualising Andhra S Renowned Libabary Movement: An Analysis	Moosi Monthly Special Edition	Jan 2023	2457-0796	UGC Care		
17.	Mobile banking :a study on adoption and challenges in Rayalaseema region of Andhrapradesh	IJCRT	Feb 2023	2320-2882	UGC Care	7.97	
18.	Role of Micro, Small And Medium Enterprises For Sustaining India's Growth	JETIR	Feb 2023	2349-5162	UGC Care	7.95	
19.	Inclusive Finance For Marginalized Groups: Challenges And Innovative models	IARA Publications, Thirucharipalli	March 2023	978-93-94293-16-8	Peer Reviewed		

20	Protecting intellectual property by enforcing patents ,copy rights and trademarks :analytical study	Raja Ram Mohan Roy National Agency for ISBN, Department of Higher Education, Ministry of Human Resource Development, Government of India	March 2023	978-93-5812-912-0	Peer Reviewed		
21	Digitalization and insurance sector:emerging technologies and innovations	Himalaya publishing house	March 2023	978-93-5786-50-8	Peer Reviewed		
22	Consumer Awareness Among Rural Consumers In Chittoor Dist:With Special Reference To Consumer Voluntary Organisations.	IJRAR	May 2023	2348-1269	UGC care	7.17	
23	Consumer movement in India: emerging trends, problems and structural implications	IJNRD	May 2023	2456-4184	Peer reviewed	8.76	
24	An overview on national policies for the empowerment women :in the wake of Atmanirbhar Bharath	International journal of English and languages	Jun 2023		Peer Reviewed		
25	Government initiatives for developing women entrepreneurship in India :an overview	International journal of English and languages	Jun 2023		Peer Reviewed		

National Seminars/ Conference Organized:

1. UGC Sponsored Two-Day National Seminar on Consumer Awareness in Rural India on 23rd & 24th January 2013, Organized at N.T.R Government Degree College, Vayalpad.

Papers Presented in International / National Seminars/Conferences:

S.No	Title of the Paper	Organised By	International/National	Date/Period
1.	Entrepreneurship Development	Department of Commerce, Government Degree College, Palamaner	UGC-National	21 st & 22 nd April 2011
2.	Impact of Globalization on Indian Culture	Department of History, Government Degree College, Valmikipuram	UGC-National	5 th & 6 th December-2012.
3.	Consumer Awareness among Rural Consumers in Chittoor District: With Special Reference Consumer Protection Act , 1986	Department of History, Government Degree College, Valmikipuram	UGC-National	23 rd & 24 th 2013.
4.	Corporate Governance: Emerging Issues and Global Challenges	Department of Commerce, S.V University, Tirupati	International	30 th & 31 st January 2013
5.	Strategies for Consumer Protection: With Special Reference to Rural Consumers	Department of Commerce , Government Degree College for Men (A), Kadapa	UGC-National	13 th March 2015
6.	Emerging Trends in Telecom Services in India	Department of Commerce, Yogi Vemana University, Kadapa	UGC-National	20 th March 2015
7.	Problems and Prospects of MGNREGS on Rural Development	Department of Economics, Government Degree & P.G College, Nagari	UGC-National	30 th & 31 st October-2015
8.	Customer Relationship Management : Systems in Practice	Department of Commerce, S.V University, Tirupati	UGC-National	6 th & 7 th August-2016
9.	Challenges and opportunities of MSMEs in India	Department of Commerce, S.V University, Tirupati	ICSSR-National	2016
10.	Performance of Micro, Small and Medium Enterprises in India	Department of Commerce, Government Degree College (A), Ananthapuramu	ICSSR-National	28 th & 29 th July 2017
11.	Problems and Prospects of e-Payments	Department of Commerce, Government Degree & P.G College, Puttur	ICSSR-National	18 & 19 th August 2017.

12.	Promotion and Protection of Consumer Rights :Role of District Consumer Forums	S.V University,Tirupati	UGC-National	24 th & 25 th January 2019
13.	International Financial Reporting Standards:An Over View	Department of Commerce, B.T College, Madanapalli	ICSSR-National	28 th December 2019
14.	Digital Economy: New Business Models and Key Features	Department of Commerce, PVKN Government College (A), Chittoor	UGC-National	27 th February 2020
15	Digital Financial Systems : A Modern Practice	Department of Commerce, S.G Government Degree&P.G College, Piler	ICSSR-National	5 th and 6 th March 2020.
16.	GiG Economy in India : Emerging Trends in Women Work Force	Department of Commerce, S.G Government Degree & P.G College, Piler	ICSSR-National	26 th and 27 th August 2020.
17.	Digital Payment Technologies and Trends in Digital Payment Industry	Department of Commerce, N.P.S Government Degree College for Women, Chittoor	ICSSR-National	12 th and 13 th November 2022
18.	Cyber Security Risks and Measures in India's Digital Payments	Department of Commerce, N.P.S Government Degree College for Women, Chittoor	ICSSR-National	12 th and 13 th November 2022
19	Portrayal Of Press And Publications In Nationalist Struggle :An Overview	Department Of Telugu, S.G. Govt Degree College, Piler	ICSSR-National	27 th and 28 th January 2023
20	Reconceptualising Andhra S Renowned Libabary Movement: An Analysis	Department Of Telugu, S.G. Govt Degree College, Piler	ICSSR-National	27 th and 28 th January 2023
21	Inclusive Finance For Marginalized Groups: Challenges And Innovative models	Department Of Commerce S.V.University,Tirupati	ICSSR-National	10 th and 11 th March 2023
22	Protecting intellectual property by enforcing patents ,copy rights and trademarks :analytical study	Department Of Micro Biology N.P.S Govt Degree College , Chittoor	ICSSR-National	23 rd and 24 th March 2023
23	Digitalization and insurance sector :emerging technologies and innovations	Department Of Commerce, Govt. College(A), Ananthapuramu	ICSSR-National	23 rd and 24 th March 2023
25	Government initiatives for developing women entrepreneurship in India :an overview	Department of Telugu Govt, Degree college, for women ,Madanapalli	ICSSR-National	23 rd and 24 th June 2023
26.	An overview on national policies for the	Department of Telugu Govt, Degree college, for	ICSSR-National	23 rd and 24 th June 2023

	empowerment women :in the wake of Atmanirbhar Bharath	women ,Madanapalli		
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Workshops Attended:

S.NO	TOPIC	ORGANISED BY	INTERNATIONAL/NATIONAL	DATE/PERIOD
1.	Promotion and Protection of Human Rights	Department of Human Rights and Social Development, S.V University, Tirupati	UGC- National	14 th to 18 th August 2011.
2.	NAAC Awareness Programme under “National Quality Renaissance Initiative (NQRI	S.V University, Tirupati	NAAC- National	During 22 nd and 23 rd January 2015
3.	Crypto currency and Block Chain Technology	Departments of Computer Science and Commerce, PVKN Government College(A),Chittoor	UGC- National	23 rd March 2019
4.	Indian Constitution and Technical Terminology	N.T.R Government Degree College, Vayalpad	CSTT – National	29 th and 30 th August,2019.
5.	Capacity Building –New Education Policy 2019 and Examination Policy	Departments of Computer Science and Commerce, PVKN Government College(A),Chittoor	UGC- National	5 th February 2020
6.	NEP-2020 and the future of Higher Education : Post Covid Scenario	India Federation of University and College Teachers, held at S.V University, Tirupati	National	7 th and 9 th January,2022

Orientation Programmes /Refresher Courses Attended:

S.NO	TITLE OF THE OP/RC	ORGANISED BY	DATE/ PERIOD	GRADE OBTAINED
1.	OP : Special Summer School -2008” in Social Sciences	UGC – ASC, S.V University, Tirupati	15-9-2008 To 04-10-2008	“A”
2	Refresher Course in Research Methodology	UGC – ASC, S.V University, Tirupati	11-6-2012 To 30-6-2012	“A”
3.	Refresher Course in Women’s Studies	UGC-HRDC , S.V University, Tirupati	10-8-2015 To 29-8-2015	“A”
4.	Refresher Course in Commerce and Management Studies	UGC-HRDC , S.V University, Tirupati	14-10-2019 To 26-10-2019	“A”
5.	Refresher Course in Health Management	UGC-HRDC , S.V University, Tirupati	01-9-2022 To 14-9-2022	“A”

Professional Development Programmes:

S.NO	TITLE OF THE FDP	ORGANISED BY	DATE/PERIOD
1.	Training on Tally 9.0	Institute for Electronic Governance, Hyderabad.	6-11-2008 to 8-11-2008
2.	6 Day FDP in Commerce	APSCHE, Hyderabad.	19-1-2012 to 24-1-2012
3.	A Foundation Course in Human Values and Professional Ethics	APCCE, Hyderabad	15 th to 18 th July 2013
4.	Corporate Social Responsibility(CSR)	Government of Andhra Pradesh , Hyderabad	8 th December,2015
5.	TISS Employability Training Programme through JKC	APCCE, Hyderabad	10-12-2015 to 13-12-2015
6.	TISS-JKC Training Programme on Financial Literacy	APCCE, Hyderabad	21-12-2015 to 23-12-2015
7.	TISS-JKC Training of Trainers Programme on Introduction to Entrepreneurship	APCCE, Hyderabad	17-4-2016 to 19-4-2016
8.	Learning Management System	RUSA,AP , Vijayawada	12-9-2019
9.	7 Day FDP On Research Methodology in Commerce	Rani Channamma University,Belagavi	21-5-2020 to 27-5-2020

10.	7 Day FDP On Revised Accreditation Framework of NAAC	Government College(A),Rajahmundry	27-5-2020 to 02-06-2020
11.	One Week Online Research Methodology Work Shop on BFSI Sector	PMMNMTT , MHRD, New Delhi	8-6-2020 to 12-6-202
12.	7 Day Online FDP On Recent Trends in Management	GATE Institute of Technology,Ananthapuramu	13-7-2020 to 19-7-2020
13.	5 Day Faculty Development Programme in Commerce	Commissionerate of Collegiate Education, AP,Vijayawada.	20-7-2020 to 24-7-2020
14.	5 Day Faculty Development Programme in LMS Video and Pedagogy	Commissionerate of Collegiate Education, AP,Vijayawada.	3-8-2020 to 7-8-2020
15.	5 Day Masters Trainers Training Programme (MTTP) on Content Delivery & Assessment Methods	Commissionerate of Collegiate Education, AP,Vijayawada.	14-7-2022 to 18-7-2022
16.	6 day FDP On Mentoring and Facilitation for Apprenticeships and Internships	Mahatma Gandhi National Council of Rural Education, Ministry of Education, Government of India, GOI, Hyderabad.	28-11-2022 to 3-12-2022

Invited Lectures/Talks:

1. Delivered a Lecture on “Employable Skills under the aegis of Career Guidance and Counseling Cell” to the Students S.G Government Degree College, Piler on 06-10-2012.
2. Delivered a Lecture in Commerce, Organized by the Department of Commerce, PVKN Government College, Chittoor on 27-11-2012.
3. Acted as Academic Counselor for M.Com Programme at IGNOU Study Centre (33028), S.G Government Degree College Piler on 16-11-2014
4. Given a talk on “Consumer : Be Alert and Safe” , at S.R Government Degree College, Punganur on 30-12-2014.
5. Given a talk on Consumer Awareness to the Students of S.R Government Degree College, Punganur on 30-12-2016.
6. Given a talk on “Consumer Rights in India” to the Students of S.R Government Degree College, Punganur on 31-12-2016.
7. Delivered invited a talk on “The Digital Economy : New Business Models and Key Features” in National Seminar Organized by the department of Commerce, PVKN Government College, Chittoor, 27-02-2020.

8. Acted as Rapporteur for ICSSR Sponsored National Seminar on “Digital Economy in India : Trends , prospects and Challenges”, Organized by the Department of Commerce , S.G Government Degree&P.G College,Piler on 5th& 6th March 2020.
9. Acted as Resource person in International Webinar on “Statistical Data Analysis Tools : SAS & SPSS” ,Organized by the Department of Statistics, S.G Government Degree & P.G College,Piler on 9th August 2020.
10. Acted as Resource Person (Master Trainer) Five –Day Residential Training Programme of Training of Teachers(TOT) on Logistics and Supply Chain Management ,Organized by PVKN Government College, Chittoor and Sponsored by Commissionerate of Collegiate Education,AP, Vijayawada from 3-8-2022 to 7-8-2022
11. Acted as Rapporteur for ICSSR Sponsored National Seminar on “GiG Economy and Atmanirbhar Bharat : Challenges and Opportunities”, Organized by the Department of Commerce , S.G Government Degree&P.G College,Piler on 27th& 28th August 2022.

Awards and Achievements:

1. Recipient of Gautama Buddha National Excellence Award for Out Standing Individual Achievements and Distinguished Service to the Nation by Way Foundation, Tirupati on 22-12-2020.
2. Recipient Mother Theresa Sava Ratna Award for Out Standing Contribution to the Student Community as the Principal. Awarded by AryaVysyaTrust, Piler on 8-9-2021.
3. Appreciation Award for Meritorious Service as Content Developer and Master Trainer , Presented by Commissionerate of Collegiate Education , Government of Andhra Pradesh on 18-10-2022.

Extension Activities:

1. Worked as NSS Programme Officer, Unit- II at N.T.R Government Vayalpad from 2010-2011 to 2013-2014.
2. Organized the Voluntary Blood Donation Camp in Association with Indian Red Cross Society, Chittoor on 10-12-2010 at N.T.R Government Degree College, Vayalpad Where in 55 Units have been Mobilized.
3. Organized the Voluntary Blood Donation Camp in Association with Indian Red Cross Society, Chittoor on 18-11-2011 at N.T.R Government Degree College, Vayalpad Where in 54 Units have been Mobilized.
4. Received Certificate of Appreciation from Governor of Andhra Pradesh and President, Indian Red Cross Society, Andhra Pradesh for Donating Blood on 18-11-2011.

5. Organized the Voluntary Blood Donation Camp in Association with Indian Red Cross Society, Chittoor on 12-12-2012 at N.T.R Government Degree College, Vayalpad Where in 17 Units have been Mobilized.
6. Received Certificate of Appreciation from Governor of Andhra Pradesh and President, Indian Red Cross Society, Andhra Pradesh for Donating Blood on 11-07-2014.
7. Member in Maanavatha, Regd.No:402/2004, a Voluntary Social Service Organization, VayalpadMandal from 2019-2020 to Till Date.
8. Donated and Sponsored Food Distribution to Starving People in Association with Way Foundation,Tirupati during 1st COVID-19 Pandemic during April 2020.
9. Participated in Swatchh Bharat (Clean&Green) Programme at S.G government Degree College, Piler.