

CURRICULUM VITAE

1	Name	:	Dr. M.REDDI NAIK		
2	Designation	:	Asst. Professor of Commerce, Govt.Degree & PG College, Nagari, Chittoor Dist,AP		
3	Academic Qualification	:	M.Com.,M.B.A.,MLisc.,UGC Net.,AP Set.,Ph.D		
4	Telephone and E-Mail	:	Cell: 09966392458,drreddinaik@gmail.com		
5	Date of Birth	:	01-07-1980		
6	Sex	:	Male		
7	Nationality	:	Indian		
8	Community	:	ST		
9	Address (Permanent)	:	22-122/1,Sri Nagar Colony, Tirupati, A.P – 517 502.		
10	Academic Qualifications	:			
Course/ Degree	Subject(s)	Class/ Grade	University / Board	Year of Passing	
SSC	Languages, Science, Social Studies and Mathematics	Second	Board of Secondary Education, Govt. of A.P.	1996	
Intermediate	Commerce, Economics, Civics (CEC)	First	Board of Intermediate Education, Govt. of A.P.	1998	
B.Com	Commerce	Second	S.V. University, Tirupati	2001	
M.COM.	Commerce	First	S.V. University, Tirupati	2004	
M.Lisc	Library science	First	S.V. University, Tirupati	2006	
Ph.D*	Commerce	Awarded	S.V. University, Tirupati	2009	
MBA	Management	First	Alagappa University, Karikudi,Tamila Nadu.	2011	
UGC-NET	Commerce	Qualified	University grants Commission	2012	
AP SET	Commerce	Qualified	AP Higher Education,Government of AndhraPradesh	2012	

Ph.D* Title : Buyer Behaviour and post-purchase decisions towards car with Special reference to Passenger cars in Andhra Pradesh.

11	Teaching Experience Research Experience	: :	16 years 10 years
12	Languages known	:	English, Hindi and Telugu
13	<i>Details of the research Projects</i>	:	
	Completed : Completed::		One UGC Minor Research project completed.(2016) ICSSR Major Project ,Completed (2020)
	Seminars	:	01 Seminar organized (2017)
14	Research papers/ Articles	:	35
15	Research papers submitted in seminars	:	61 Seminars attended.(List enclosed.)
16	Details of Research guidance	:	Awarded:- M.Phils. - 3

Research papers published in different Journals

S.No	Title	Name of the Publisher	Month & year of publication	Page No & ISBN No
1	Dynamics of SEZs in India	Orient journal of Law and social sciences	Sept 2007	ISSN:0973-7480 Pp 66-71
2	Post-purchase decisions making process of cars	The Indian journal of commerce	July-Sept 2010	ISSN:0019-512X Pp 92-101
3	Factors influencing the brand, model and dealer selection with reference to personal cars	Journal of Business solutions	June-Dec 2011	ISSN:0974-4126 Pp30-38

4	Post-purchase decisions making process of cars: A study with reference to Chittoor district of AP	Management Researcher	Sept 2011	ISSN:2230-8431 Pp 03-14
5	Impact of MNP on consumer behavior with reference to Tirupati city of Andhrapradesh	IOSR Journal of business and management	Volume 16 issue 11	ISSN:2319-7668 Pp 33-39
6	A conceptual study on Foreign direct investment in retail sector with reference to India	SSB Publishers	2014	ISBN:978-163041955-4 Pp195-197
7	Production and marketing of flue cured Virginia tobacco in Prakasham and Godavari district of AP	Research Explorer	July-Dec 2015	ISSN: 2250-1940 Pp87-91
8	Corporate Governance and corporate social responsibility of MNCs-A study on Infosys	Paramount publishing house	2015	ISBN 978-93-85100-59-8
9	Opportunities and challenges for sustainable development of MSMEs sector in India	Research Explorer	January-June 2015 Issue 10	ISSN: 2250-1940 Pp43-46
10	Indian life insurance: An Overview	International journal of Academic Research	April-June 2015	ISSN:2348-7666 Pp33-39
11	Socio- Economic conditions of Yanadi tribe fishermen families	Business Vision	April-June 2015	ISSN:2231-5497 Pp61-67

12	Product and Labour problems of granite industries in prakasham dist.	INSPIRA journal of commerce, economics & computer science	April-June 2015	ISSN:2395-7069 Pp186-193
13	Growth of commercial crops in India :An Overview	INSPIRA journal of modern management & Entrepreneurship	January 2016	ISSN 2231-167X Pp69-76
14	Service quality and customer satisfactions towards Mobile phones in Tirupati Town	Sri Hamsa praba graphics	Aug 2016	ISBN:978-93-80509-84-6 Pp148-157
15	Micro small and medium Enterprises in India-An overview	Sri Hamsa praba graphics	2016	ISBN:978-93-80509-85-3 Pp 279-283
16	Impact of MGNREGA on Income And Employment of Scheduled Castes & Scheduled Tribes: in Chittoor District of Andhra Pradesh – A Case Study	Peripex Indian journal of Research	Sept 2016	ISSN - 2250-1991 Pp 298-300
17	Development project threats to tribal livelihood in independent India	Vaagdevi Publications	2017	ISBN: 978-93-85132-19-3 Pp 38-44
18	Socio-Economic and health issues of Banjara tribes in the era of globalization: A study in Andhrapradesh Tribal villages.	Vaagdevi Publications	2017	ISBN:978-93-85132-19-3 Pp 38-44
19	Operationalization of corporate governance for effective organizational performance	VRINDA publishing house	2017	ISBN:978-85518-07-2 Pp105-110

20	Impact of goods and service tax on Indian Economy-A analytical study	Roshan publications	2018	ISBN 978-93-87540-39-2 Pp137-142
21	Socio-Economic Conditions Of Migrated Banjara Tribal Women In Andhra Pradesh With Special Reference To Rayalaseema Banjaras	Inspira-Journal of Commerce, Economics & Computer Science (JCECS)	2018	ISSN : 2395-7069 Volume 04, No.03, July-September, 2018, pp. 51-54
22	Migrated of Banjara female Tribal population; A demographic perspective on their Migratory patterns and struggle.	International journal of multidisciplinary educational research	2019	ISSN2277-7881 Volume 8, Issue10(5)October 2019. Pp 122-131
23	The consumer protection councils Role and responsibility Towards the protection of consumer rights in India	International journal of multidisciplinary educational research	2020	ISSN2277-7881 Volume 9, Issue1(7) January 2020' Pp 66-72
24	Analysis of competition in Agree-food sector with special reference to Indian retail sector	International journal of multidisciplinary educational research	2020	ISSN2277-7881 Volume 9, Issue7(6) July 2020 Pp 122-133
25	SC and ST Welfare through their Education, economical and social Empowerment –An over view	International journal of multidisciplinary educational research	2020	ISSN2277-7881 Volume 9, Issue8(6) August 2020 Pp 76-80
	Opportunities and Challenges of Digital Economy in India	Universe International Journals of InterdisciplinaryResearch	2020	ISSN(O)-2582-6417, Vol.1 Issue 4, Sept 2020, Pp185-193

26	New Education policy 2020 Highlights: Key takeaways of NEP to make India A Global Knowledge super power	International journal of multidisciplinary educational research	2020	ISSN2277-7881 Volume 9,Issue 9(8) January 2020 Pp 109-113
27	COVID-19 Pandemics Positive and Negative Impact on Indian Education Sector	International Journal of Research and Analytical Review(IJRAR)	2021	E-ISSN:2348-1269,Volume 8.Issue 1,February 2021,Pp149-154
28	Adoption of Human Resource information system in an organization in India	INSPIRA Journal of Modern Management & Entrepreneurship	2021	ISSN:2231-167X,Volume 11,no 03,July-Sept 2021,Pp 09-15
29	A study and development in APSPDCL with reference to chittoor dt	JUNI KHYAT Journals	2021	ISSN 2278-4632,Vol 11,Issue12,no 02,December 2021,Pp 45-48
30	A Role of Netpreneurs in development of Digital Economy	Seminar Proceedings	2021	ISBN:978-93-5406-152-3,Pp192-196
31	The Role of Telangana Revolutionary Poets in India	Bhava VeenaJournal of Arts,Literary,Culture &Language study	2022	ISSN2456-4702,Vol.19,Issue 8 Spl 3,Pp 249-251
32	A study on Socio-Economic Conditions of Urban oldest-old Women in Sri kalahasthi town, Andhra Pradesh	Rabindra Bharati Journal of Philosophy	2022	ISSN:0973-0087,Vol:XXIII,No:18,Pp 164-168
33	Socio-Economic Conditions Of Handicraft Artisans In Pichatur Mandal Of Tirupati Dist, Ap	International Journal of Multidisciplinary educational research	July 2022	2277-7881
34	The role of Communication skills in Higher education	AIFUCTO	January 2022	978-93-5701-006-1

35	Gig Economy: Growth Factors and Challenges in Reshaping of work force	Sri Prabha Graphics & publishers	August 2022	978-93-5679-949-3
36	A Realistic study on socio-Economic and cultural Conditions of scheduled Tribes at Selected districts of Andhrapradesh	Ijrar.org	February 2023	2348-1269,vol 10,Issue 1

PAPER PRESENTED

Paper presented in Different National and International seminars			
S.No	Title	Name & Address of the College/ University Organized the Seminar	Year
1	Micro Finance Institutions in Andhra Pradesh: Crisis and Diagnosis	Sri Venkateswara University, Tirupathi	2011
2	Challenges and Reforms in electronic Banking in India – A Study	Sri Venkateswara University, Tirupathi	2012
3	Insurance – Types of Insurances, Institutional Frame work And changing trends	Sri Venkateswara University, Tirupathi	2012
4	Consumer Awareness in Tribal people – A Study	NTR Government Degree College, Valmikipuram	2013
5	Business Ethics – Corporate Governance	Sri Venkateswara University, Tirupathi	2013
6	SHG and Bank Linkage Programmes – A Study	PVKN Government Degree College, Chittoor	2013
7	Impact of MGNREGS on SC and ST's in chittoor dist of A.P	Government Degree College, Puttur	2013

8	A Conceptual Study on Foreign Direct Investment in Retail Sector with reference to India	Sanksrithi School of Business, Puttaparthi	2014
9	Human Resource Development in Higher Education	GCGT Association, A.P	2014
10	The role of SHGS in financial Inclusion and bank Linkage Programme – A Study	Government Degree College, Nizamabad	2014
11	Entrepreneurship Development in India – with reference to Chittoor dist	Sri Venkateswara University, Tirupathi	2015
12	Impact of Different Schemes on Rural Economy in A.P	Visvodaya Government Degree College , Venkatagiri	2015
13	Environmental Challenges – Multidisciplinary Approaches – A Study	PVKN Government Degree College, Chittoor	2015
14	RGNIYD Training Programme	Government Degree College, Puttur	2015
15	Sustainable Development in India with reference to minimum need to the people	Visvodaya Government Degree College, Venkatagiri	2015
16	Opportunities and Challenges of MSME in Chittoor dist – A Review	Government Degree College, Srisailam Project, Kurnool	2015
17	Inclusive growth through MGNREGA	Government Degree College, Nagari	2015
18	Rural Entrepreneurship in India – Issues and Challenges	Government Degree College, Rajolu	2015
19	Economic Development of SC, ST's in Andhra Pradesh – A Case Study	Government Degree College, Nagari	2016
20	Increasing Enrollment and Geo-tagging through Bhuvana Rusa App	PB Siddhartha College of Arts and Science, Vijayawada	2016
21	Diversity of NTFP and their Utilization in Kadapa dist of Andhra Pradesh – A Study	Government Degree College, Nagari	2016
22	TISS - Introduction to Entrepreneurship	Pithapur Rajah's Government College, kakinada	2016
23	Socio-Economic Development of SC and ST's in India	Government Degree College, Nagari	2016
24	Choice Based Credit System(CBCS) – A Perspective	Government Degree College, Puttur	2016

25	Human rights and ethical values needs and its importance a study	Govt Degree College , Royachoty	2017
26	Welfare schmes and its impact on scheduled Tribes in chittoor district AP- A study	Govt degree college , Nagari	2017
27	Recent advances in Bio- Sciences	Govt.Degree College Puttur	2017
28	Issues and Challenges of Digital payment system in India	Govt Degree college , puttur	2017
29	Reforms in higher education challenges and opportunities	AIFUCTO	2017
30	Strategies of risk management in derivative market in India	S.V.University , Tirupathi	2017
31	Operationalization of Corporate governance for effective organizational performance	Nagarjuna University, Guntur	2017
32	Foreign direct investment in tourism a study	Govt.Degree College , Srisailam	2017
33	Govt schems and development impact on ST's in Andhra Pradesh	Visvodaya Govt Degree College , Venkatagiri	2017
34	Socio economic conditions of micgrated Banjara Tribals in Rayalaseem of Andhra Pradesh	S.V.University, Tirupathi	2018
35	Impact of Act 2006 on the socio-Economic conditions of scheduled tribes in Andhra Pradesh	Seicom Degree College, Tirupathi	2018
36	Impact of goods and service tax on Indian economy – A analytical study	PVKN Govt Degree College, Chittoor	2018
37	Push and pull marketing in context of online, Mobile marketing in India a study	SRR & CVR Govt Degree College , Vijayawada	2018
38	Higher education in India challenges and opportunities	A.P.GCTA, Vijayawada	2018
39	Transition of Academic Libraries between physical and digital contexts	S.V.A. GOVT.COLLEGE(M) SRIKALAHASTHI	2019
40	Consumer protection in India: Issues and challenges	S.V.University, Tirupathi	2019

41	Emerging Trends in chemical, material and environmental science	Govt.Degree College , Puttur	2019
42	Impact of Navarathnalu on higher education in Andhra Pradesh a study	S.V.University, Tirupathi	2019
43	Role of IQAC in govt.degree colleges in Andhra Pradesh	N.P.S Govt degree college chittoor	2019
44	Essentials of management skills in the age of disruption	S.V.University , Tirupathi	2019
45	Financial markets and services	RISE krishnas ai prakasam group of Institutions , Vallur	2020
46	Digital teaching tools	Govt City Colletge, Hyderabad	2020
47	Expurgate of gender discrimination at work place towards inclusive economic growth	KKC Institute of PG Studies , puttur	2020
48	Recent trends in management	Gate Institute of Technology, Tirupathi	2020
49	Entrepreneurship incubation and innovation	MHRD, New Delhi	2020
50	Impact of covid-19 on higher education and society	Govt First Grade College, Hoskot	2020
51	5 day faculty development programme in LMS Video and Pedagogy	CCE, Vijayawada	2020
52	5 day faculty development programme in commerce	CCE, Vijayawada	2020
53	Digital transformation and its impact on business function	Hindu College of Management , Guntur	2020
54	Filling of income tax returns law and procedure	PBS College of Arts & Science, Machilipatnam	2020
55	Recent trends in Indian Economy, challenges and revival measures	Aadikavi Nannaiah University, MSN Campus, Kakinada	2020
56	Trend and opportunities in travel and tourism industry post covid perspective	CITY COLLEGE, HYDERABAD	2020
57	The role of communication Skills in Higher education	AIFUCTO at Tirupati	2022
58	The Role of Telangana Revolutionary Poets in India	SVCR Govt Degree college,Palmaner	2022

59	New Education Policy 2020	Sri Venkateswara University, Tirupati	2022
60	Food and Livelihood security among STs In chittoor dt	Govt Degree College Puttur	2022
61	Logistics and supply Chain management	CCE, Vijayawada	2022
62	Vocationalisation of Education in the contest automation and Knowledge Economy	HRDC SV University Tirupati	2022
63	Rejuvenation of academic Research in Higher Education	HRDC SV University Tirupati	2022
64	A Role of Npreneurs in development of Digital economy	SG, Govt Degree College, Piler	2022
65	Image Dynamics for Career Excellence	GDC Anatapur	2022
66	“Synthesis, Characterisation And Properties Of Nano Ferrites	SVBR Govt Degree College	2022
67	Know your Bull & Bear of stock Markets	GDC Anatapur	2022
68	Managing Personal Finance and wealth Creation	SDS Mahila Kalasala, Vijayawada	2022

(Dr. M REDDI NAIK)

