

Dr K SREENIVASA MURTHY

Associate Professor
Department of Management
School of Commerce and Business Management
Central University of Tamil Nadu
Thiruvarur – 610 005
Tamil Nadu.

E-mail: sreenivasamurthy@cutn.ac.in
kotamurthy@gmail.com

Mobile: +91 78422 39938



Dr K Sreenivasa Murthy joined Central University of Tamil Nadu on 7th January, 2020 as Associate Professor in Department of Management. He was awarded Doctorate from Sri Venkateswara University, Tirupati in the area of finance. As an active researcher, he is particularly interested in areas such as Accounting, Finance, Banking, Entrepreneurship and Marketing. He has total work experience of 24 years in teaching Accounting, Finance and Management subjects at UG and PG Level. He has published 30 research papers and articles in reputed National and International journals. He has participated more than 50 national and international seminars, conferences and workshops and authored two books and co-authored three books. He has conducted training programmes in all areas of finance and accounts, cost management, corporate accounting, strategic management etc.,

Area of Specialization

By Research : Finance and Banking, Entrepreneurship & Marketing

By Teaching : Finance and Accounting & Marketing

Educational Qualifications:

- **Doctor of Philosophy (Ph.D.)** from Sri Venkateswara University, Tirupati, in August, 2011
- **Master of Philosophy (M.Phil.)** from Sri Venkateswara University, Tirupati, in Feb, 2007 (First Class)
- **Master of Business Administration (MBA)** from Sri Venkateswara University, Tirupati, in April, 2016 (First Class)
- **Master of Commerce (M.Com)** from Sri Venkateswara University, Tirupati, in April, 1994 (First Class)
- **Bachelor of Commerce (B.Com)** from Sri Venkateswara University, Tirupati, in April 1992 (First Class)

Teaching Experience

Under Graduate : 13 Years

Post Graduate : 11 Years

Research Experience : **11 years**

Research Guidance : **Ph.D. Students (Ongoing): 02**
PG Guidance (CUTN) 17

Teaching Experience:

- Present I have been working as Associate Professor in Management, Department of Management, School of Commerce and Business Management at Central University of Tamil Nadu, Since January, 2020.
- Served as Associate Professor in Management at Seshachala Institute of Management Studies, Puttur, Chittoor District, A.P (Affiliated to Sri Venkateswara University, Tirupati) from January, 2012 to December, 2019.
- Served as Assistant Professor in Commerce at Seshachala Degree & PG College, Puttur, Chittoor District, A.P (Affiliated to Sri Venkateswara University, Tirupati) form September, 1998 to December, 2011.

Administrative Experience:

- Served as Vice-Principal at Seshachala Institute of Management Studies, Puttur, Chittoor District, A.P from 2012 to 2019.
- Served as Vice-Principal at Seshachala Degree & PG College, Puttur, Chittoor District, A.P. from 1998 to 2011.
- Worked as Head of the Department of Commerce and Management at Seshachala Degree & PG College, Puttur, Chittoor District, A.P from 1998 to 2011.
- Acted as Chief Superintendent of UG, PG & MBA (University Examinations) for the academic years (2000-2001 to 2009-2010 & 2013-14 to 2017-18)

Extension and Social Work:

- Served as NSS Programme Officer and Chairman of the NSS Unit from 2013-14 to 2018-19, Organized and conducted NSS regular activities and Special Camp Programmes in various adopted villages.

Professional Experience: (Membership in Professional Bodies)

- BOS member Department of Management, School of Commerce and Business Management, Central University of Tamil Nadu.
- School Board Member, School of Commerce and Business Management, Central University of Tamil Nadu.
- BOS Member, Department of Management, Annamacharya Institute of Technology and Science, Tirupati
- BOS member, REVA University, Bengaluru

Editorial Board:

- Editorial Review Board Member of B-Digest Journal of Commerce and Management.
- Editorial Board Member in the conference organized by the PG & Research Department of Commerce, Jairams Arts and Science College, Karur on 19.09.2022.

Journal Peer reviewing:

- Inderscience Publishers
- Sage Journals
- International Journal for Research in Engineering Applications and Management.

Any Other:

- Life Member of All Indian Accounting Association (IAA)
- Life Member of Indian Academic Research Association (IARA)

Awards & Recognitions:

- **Short Term Doctoral Fellowship** from Indian Council of Social Science Research (ICSSR) New Delhi.

Books Published:

1. **“Food Processing Industry in India”** by LAP LAMBERT Academic Publishing GmbH & Co.KG, Germany, ISBN10: 3846530271, ISBN13: 978-3-8465-3027-6 (October,2011)
2. **“Customer Relationship Management”** by KY PUBLICATIONS Guntur, Andhra Pradesh. ISBN: 978-93-87769-97-7 (February, 2021)
3. **“Corporate Governance: Theory and Practice”** by KY PUBLICATIONS Guntur, Andhra Pradesh. ISBN:978-81-948075-9-9 (July, 2021)
4. **“Empowerment of Women Through Micro Enterprises”** by Bharati Publications, New Delhi. ISBN: 978-93-94779-15-0 (June, 2022)
5. Guest Editor of Special Issue on **“Emerging Issues in Contemporary Economics and Business”** The Empirical Economics Letters (EEL), International Journal of Economics, ISSN: 1681-8997 (**ABDC- ‘C’**) Vol 21, Special Issue 4 (July, 2022)
6. **“Emerging Trends in SMEs and Entrepreneurship”** by Bharati Publications, New Delhi. ISBN: 978-81-961368-5-7 (January, 2023)

Patent Published:

1. **“Machine Learning Techniques for Efficacious Corporate Governance”** Published by Publication of the Patent Office, July, 2021 (**Application No:202141030624**)

Research Papers Published:

1. Kranti Kiran T and **Sreenivasa Murthy K** (2023) “Farmers' Assessment and Perception of New Agricultural Laws 2020: Empirical Evidence from Selected States in India”, The Empirical Economics Letters (EEL), International Journal of Economics, ISSN: 1681-8997, Special Issue 2, July, 2023 (<https://zenodo.org/record/8194626>) (**ABDC- ‘C’**) (I.F 0.91)
2. **Sreenivasa Murthy K and** Kranti Kiran T (2023) “Financial Efficacy of Mango Fruit Processing Units in Chittoor District of Adhara Pradesh” International Journal of Advanced Research (IJAR) ISSN: 2320-5407, Vol 11, Issue 8, pp.1140-1152 (July 2023) (<https://dx.doi.org/10.21474/IJAR01/17326>)

3. **Sreenivasa Murthy K** and Sai Kumar K (2023) "A Qualitative Analysis of the Customers' Perceptions of the Restaurant Services in Bangalore" *Global Business Review (Sage Publication)*, ISSN:0972-1509,0973-0664, June, 2023. (**ABDC-'C' and Scopus indexed**) I.F 2.4 (<https://journals.sagepub.com/doi/10.1177/09721509231160379>)
4. **Sreenivasa Murthy K** and Sai Kumar K (2023) "Role of attributes in influencing customer satisfaction: a study with reference to jewellery stores in Chennai" *International Journal of Business Competition and Growth (Inderscience Publication)*, ISSN: Online 2042-3853, Print 2042-3845, **UGC Care List Group – I (I.F 0.6)** (**DOI: 10.1504/IJBCG.2023.10054836**) **In Press**.
5. **Sreenivasa Murthy K** and Balasubramanyam P (2022) "Few theoretical approaches to the problems of Supply Chain Management based on analytics". *Pacific Business Review International*, ISSN: 0974-438X, Volume 15, Issue 6, pp. 14-23. **UGC Care List Group - II (Web of Science)**, (Dec, 2022)
6. **Sreenivasa Murthy K**, Subramanyam M and Neelayathatchi P (2022) Challenges Faced by the Scheduled Castes Women Entrepreneurs in Selected Districts of India". *Pacific Business Review International*, ISSN: 0974-438X, Volume 15, Issue 5, pp. 104-117. **UGC Care List Group - II (Web of Science)**, (Nov,2022)
7. **Sreenivasa Murthy K** and Sai Kumar K (2022) Influence of Intangible Factors on Service Quality: A Study with Reference to Restaurants in Chennai, Tamil Nadu, *International Journal of Business Excellence (Inderscience Publication)*, **Scopus Indexed** ISSN: online 1756-0055, Print: 1756-0047, **In Press**. (I.F 1.80) (**DOI: 10.1504/IJBEX.2022.10051417**)
8. **Sreenivasa Murthy K (2022)** Empowerment of Women – A Conceptual Frame Work" *International Journal of Advanced Research (IJAR)* ISSN: 2320-5407, Vol 10, Issue 4, pp.802-812 (April 2022) (<http://dx.doi.org/10.21474/IJAR01/14617>)
9. **Sreenivasa Murthy K** (2021) MSMEs in Indian Economy in the Context of Covid-19: Evidence from Coir Industry in India" *The Empirical Economics Letters (EEL)*, *International Journal of Economics*, ISSN: 1681-8997 Vol 20, Number 10, pp.1813 – 1824, (October, 2021) (**ABDC- 'C'**) IF 0.91
10. Mamatha S, Subramanyam M and **Sreenivasa Murthy K** (2021) "Socio-Economic Characteristics of Women Entrepreneurs in Ramanagara and Kolar Districts". *The Empirical Economics Letters (EEL)*, *International Journal of Economics*, ISSN: 1681-8997, Vol 20, Number 9, pp. 1645-1657, (September, 2021) (**ABDC- 'C'**) IF 0.91
11. **Sreenivasa Murthy K** and Subramanyam M (2021) "Impact of E-Banking Strategies on Customer satisfaction in select Public and Private Sector Banks in India" *Academy of Marketing Study Journal (AMSJ)*, P ISSN: 1095-6298, E-ISSN: 1528-2678, Volume 25, Issue 5, pp. 1-13, (July, 2021) (**ABDC- 'B'**), F 0.18
12. Balasubramanyam P and **Sreenivasa Murthy K** (2021) "Trend Based Correction to the predicted results for time series for forecasting" *Advances and Applications in Statistics*, Pushpa Publication house, ISSN: 0972-3617, Vol. 66, Number 1, p.p. 103-114, (<http://dx.doi.org/10.17654/AS066010103>) (**ABDC- 'C' and Web of Science**), (January, 2021)

13. **Sreenivasa Murthy K** and Sai Kumar K (2021) “Impact of HR Practices on Organizational Effectiveness: A Study with special reference to Engineering Colleges, Chennai, Tamil Nadu”. International Journal of Asian Business and Information Management (**IJABIM**) **IGI Global** ISSN: 1947-9638, EISSN:1947-9646, Vol.12, Issue 2, pp. 157-168, (<https://doi.org/10.4018/IJABIM.20210401.oa10>) (April-June, 2021) (*Scopus Indexed & Web of science*)
14. **Sreenivasa Murthy K** (2021) “Artificial Intelligence (AI) and Accounting, International Journal of Management and Business Studies, Vol.11, Issue No.4, pp.13-15, ISSN: 2231-2463 (December, 2021))
15. **Sreenivasa Murthy K** & Himachalam Dasaraju (2020) “MSMEs in Developing Economies and their role in Achieving Sustainable Development Goals in the Context of Covid-19: A Theoretical Exposition, International Journal of Small and Medium Enterprises and Business Sustainability, Centre for Industry SME and Business Competition Studies, University of Trisakti, Indonesia, Vol. 5, Issue Number 2, pp.94-121, ISSN:2242-9368, (July, 2020)
16. Subramanyam M, **Sreenivasa Murthy K** and Harani B (2020) “Factors Contributing for Sustainability of SHGs Members in Karnataka – A Case Study of Tumkur District”, International Journal of Advanced Science and Technology, Vol.219, No.3, pp. 10414-10430 Print ISSN: 2005-4238, Online ISSN: 2207-6360 (July, 2020) (*Scopus Indexed*).
17. **Sreenivasa Murthy K** (2019) “Production and Marketing of Handloom Products in Chittoor District of Andhra Pradesh”, International Journal for Research in Engineering Application and Management, Vol.4, Issue 12, pp. 626-631, ISSN: 2454-9150 (March, 2019) (**UGC No: 64077**)
18. **Sreenivasa Murthy K** (2019) “A Study on Digital Environment – Mode of Payments in Digital Banking System in India”, Global Journal for Research Analysis, Vol 08, Issue 4, pp.11-15, ISSN: 2277-8160 (April,2019) (<https://www.doi.org/10.36106/gjra>)(**UGC No:49177**)
19. **Sreenivasa Murthy K** (2019) “Customer Perception on Digital Marketing System in India”, International Journal of Management Technology and Engineering, Vol. 9, Issue 3, pp.4861-4866, ISSN: 2249-7455(March, 2019) (<https://www.ijamtes.org/VOL-9-ISSUE-03-2019/>)(**UGC No: 45550**)
20. **Sreenivasa Murthy K** (2018) “E-Retail Marketing in India”, International Journal of Exclusive Management Research, Special Issue, pp. 165- 167, ISSN:2249-8672, (April, 2018) (**UGC No:49166**)
21. **Sreenivasa Murthy K** (2016) “Prospects of Fruit Processing industry in Chittoor District of Andhra Pradesh”, Global Journal for Research Analysis, Vol 5, Issue 11, pp.22-24, ISSN: 2277-8160, (November, 2016), (<https://www.doi.org/10.36106/gjra>)(**UGC No:49177**)
22. **Sreenivasa Murthy K** (2014) “SMEs in Fruit Processing Industry in Chittoor District of Andhra Pradesh”, International Journal of Research in IT, Management and Engineering, Vol. 04, Issue 03, pp.11-28, ISSN:2249-1619 (March, 2014)
23. **Sreenivasa Murthy K** (2013) “Shadows on Fruit Processing Units in SMEs Sector in Andhra Pradesh – A Study of its Problems in Chittoor District, B- Digest Journal of Commerce and Management”, Vol 5, Issue 2 pp. 53-62, ISSN:0975-2617, (July, 2013)

24. Manohar K, Himachalam Dasaraju and **Sreenivasa Murthy K** (2012) “Dimensions of Non-Performing Assets in Urban Co-operative Banks – An Analytical Study with reference to UCBs in Chittoor District of Andhra Pradesh”, *International Journal of Research in Social Sciences*, Vol 02, Issue 4, pp. 609-635, (November, 2012)
25. Himachalam Dasaraju and **Sreenivasa Murthy K** (2012) “Power Sector in India – The Present status and future Challenges”, *Zenith International Research and Academic Foundation*, Vol.02, Issue No.09, pp. 46-70, ISSN: 2231-5780, (September, 2012)
26. **Sreenivasa Murthy K** & Himachalam Dasaraju (2012) “Role of Agricultural & Processed Food Products Export Development Authority (APEDA) for the Development of Fruit Processing Industry: A Study of Fruit Processing Industry in Chittoor District of Andhra Pradesh”, *International Journal of Management Research and Review*, Vol.2, Issue6, pp. 926-938, ISSN: 2249-7196, (June, 2012)
27. Himachalam Dasaraju, Manohar K and **Sreenivasa Murthy K** (2012) “Performance Assessment of Urban Co-Operative Banks (UCBS): A Case Study of Tirupati UCB” *Emerging Issues of Consumerism Globalized Indian Economy*, *International Journal of Management Research and Review*, Vol. 2, Issue 7, pp. 1132-1144, ISSN: 2249-7196, (July, 2012).
28. Subramanyam M, Himachalam Dasaraju and **Sreenivasa Murthy K** (2011) “Corporate Governance and Business Ethics”, *International Journal of Research in Computer Application & Management*, Vol. 1, Issue No 8, pp. 42-48, ISSN: 2231-1009, (October, 2011)
29. Himachalam Dasaraju and **Sreenivasa Murthy K** (2011) “Corporate Governance Mechanism and Issues in emerging Economies – A Case of India in Global Scenario”, *International Journal of Management and Business Studies*, Vol.1, Issue 03, pp.100-108, ISSN: 2231-2463 (September, 2011)
30. Sudarsan K, Himachalam Dasaraju and **Sreenivasa Murthy K**, (2011) “Andhra Pradesh State Financial Corporation for the Development of Micro, Small and Medium Enterprises- A Study of Tirupati Branch in Chittoor District”, *International Journal of Research in Commerce, IT & Management*, Vol.1, Issue 4, pp. 72-79, ISSN: 2231-5756 (September, 2011)
31. Himachalam Dasaraju and **Sreenivasa Murthy K** (2011) “Efficiency of Indian Power sector an analysis of its performance and its Problems”, *International Journal of Management and Business Studies*, Vol.01, Issue No.3, pp.85-91, ISSN: 2231-2463 (September, 2011)
32. **Sreenivasa Murthy K** & Himachalam Dasaraju (2011) “Fruit Processing Industry in Andhra Pradesh: A Case Study of Its Performance in Tirupati Region of Chittoor District”, *B- Digest Journal of Commerce and Management* 3, Issue 2 pp. 35-49, ISSN: 0975-2617, (July, 2011)
33. **Sreenivasa Murthy K** & Himachalam Dasaraju (2011) “Problems of Fruit Processing Industry in Andhra Pradesh – A Case Study of Select Units in Chittoor District”, *International Journal of Research in Commerce and Management (IJRCM)*, Vol. 2, Issue 05, pp. 46-52, ISSN: 0976-2183, (May, 2011)

Research Papers Published as Chapters in Books:

1. Women Empowerment Through Microfinance – Edited Book: **Microfinance and Women Empowerment an Indian Perspective**: Discovery Publishing House Pvt Ltd. New Delhi, pp. 253-260. ISBN: 978-93-5056-868-2(2017)
2. Emerging Trends in Financial Services Challenges and Opportunities – Edited Book: **E-Banking Problems in India**: Serial Publications, New Delhi, pp.26-34, ISBN: 978-81-8387-533-2 (2012)
3. Emerging Trends in Financial Services Challenges and Opportunities – Edited Book: **Role of SEBI for Small Investor Protection and Its Effectiveness**: Serial Publications, New Delhi, pp.220-242, ISBN: 978-81-8387-533-2 (2012)
4. Women Entrepreneurship Development – A Dire Need in Small Scale – Edited Book: **Emerging Trends in SMEs and Entrepreneurship**” by Bharati Publications, New Delhi ISBN: 978-81-961368-5-7, pp.1-11, (January 2023)

Papers Presented at International/National Conferences (Published in Conf. Proceedings):

1. **“Covid -19 and Its impact on MSME sector in Rayalaseema Region, A.P.”** Organized by 2nd Annual Conference of Rayalaseema Economic Association & Department of Economics, Sri Venkateswara University, Tirupati on 29th August, 2020) and published in Emperor International Journal of Finance and Management Research, ISSN: 2395-5929(August, 2020).
2. **“Applications of Anomaly Detection in Manufacturing”** (Paper ID: 45) Paper Presented in International Conference CBE’20 held from 4-5, December 2020 at Sri Padmavati Mahila Visvavidyalayam, Tirupati, A.P. and published in **Springer Publications**. ISBN: 978-981-16-1940-3 Vol 215, Page No 355-363 (September, 2021). (https://doi.org/10.1007/978-981-16-1941-0_35) (*Scopus Indexed*)
3. **“Entrepreneurship, the mantle of Economy: A Modern Perspective”** Paper Presented in 3rd Global International Conference -2021, held on 11th December, 2021 organized by Global College International, Kathmandu, Nepal.

Participated in the FDP Programmes & Research Methodology Course / Workshop:

1. **One Week** “Training Course in Research Methodology in Social Sciences” Organized by Department of Economics, Sri Venkateswara University, Tirupati, on January 6-12, 2007.
2. **“FDP on Competence Development for Management Teachers”** Organized by Department of Management Studies, Sri Venkateswara University, Tirupati, A.P. on 1st & 2nd June, 2018.
3. **Five Days** “Online Faculty Development Programme on Contemporary Issues on Accounting and Finance” organized by Department of Accountancy & Statistics, University College of Commerce & Management Studies, Mohanlal Sukhadia University, Udaipur, Rajasthan, (May 26-30, 2020).

4. **One Week** online lecture series on “Contemporary Issues in Accounting and Finance, organized by Department of Accountancy & Statistics, University College of Commerce & Management Studies, Mohanlal Sukhadia University, Udaipur, Rajasthan, (July 20-27, 2020).
5. **Seven Days** Certificate Course/FDP on Direct Tax and GST organized by MHRD, Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching Learning Centre Ramanujan College (University of Delhi) (16th Oct to 8th Nov, 2020)
6. **Five Days** National Level Faculty Development Programme on “Tourism and Climate Change-Evidences from India” organized by Department of Tourism and Hospitality Management, Central University of Tamil Nadu, from 27th -31st December, 2021.
7. **“One Week** Short Term workshop on MOOCS, Online Courses and Open Educational Resources” Conducted by UGC-HRDC, Osmania University, Hyderabad from 01-03-2021 to 06-03-2021
8. **One week Faculty Development Programme** on the “Overview of Capital Market and Indian Economy” organized by Department of Accountancy and Business Statistics, Mohan Lal Sukhadia University, Udaipur (Rajasthan) from 6th June, 2022 to 13th June, 2022.
9. **Online work shop on NEP-1(Integrated Higher Education System)** Conducted by UGC-HRDC, Osmania University, Hyderabad from 28-06-2022 to 30-06-2022

Programmes Organized:

1. National Webinar on “**Artificial Intelligence in Manufacturing**” in association with Goa Institute of Management on 10th October, 2020 at Department of Management, Central University of Tamil Nadu, Resource person Dr P. Balasubramanyam, Associate Professor, Goa Institute of Management, Goa. (Convener of the webinar).
2. Virtual International Conference on “**Sustainability of E-education as a close alternative to Traditional Education**” on 16th and 17th December, 2020 at school of commerce and business management in association with Millennium University, Blantyre, Republic of Malawai and Sri Krishnadevaraya University, Ananthapuram. Andhra Pradesh (**Co-Convener of the Conference**).
3. Virtual National Conference on “**Leadership Skills, Teaching, Learning Strategies, Challenges and Opportunities of New Educational Policy2020**” on 21st and 22nd December, 2021 in association with Bharathidasan Institute of Management, Tiruchirapalli at Department of Management, CUTN (**Convener of the Conference**).

Invited Lectures:

1. Guest Lecture on “Capital Budgeting Techniques”, organized by the Department of Management, Sri Vidya Institute of Management Studies, Puttur, A.P on 22nd February, 2020.

2. Resource Person “ICSSR Sponsored National Seminar on “Digital Economy in India: Trends, Prospects and Challenges” organized by the Department of Commerce, S.G. Govt Degree & PG College, Piller, A.P on 5th & 6th March, 2020.
3. Guest Lecture on “Working Capital Management”, organized by the Department of Management, Sri Vidya Institute of Management Studies, Puttur, A.P on 12th August, 2020.
4. Guest Lecture on “Digitalization of Banking Services in the Modern Era”, Organized by the Department of Commerce, Govt Degree and PG College, Naidupeta, Nellore District, A.P on 2nd June, 2021.
5. Guest lecture on “The Significance of Preparing Financial Statements for a Company”, Organized by the Department of Commerce, Smt.N.P.S Govt College for Women, Chittoor, A.P on 17th August, 2021.
6. Guest lecture on “Financial Accounting, Budgets and Budgetary Control”, Organized by the Department of Commerce, Smt.N.P.S Govt College for Women, Chittoor, A.P on 23rd August, 2021.
7. Guest Lecture on “Cost and Management Accounting”, Organized by the Department of Commerce, Govt Degree and PG College, Naidupeta, Nellore District, A.P on 17th January, 2022.
8. Guest Lecture on “Financial Statements – Tools and Techniques” organized by the Department of Management, RCR Institute of Management and Technology, Tirupati, A.P on 28th March, 2022.
9. Guest Lecture on “Future Scope/Career Opportunities for Commerce Students” Organized by the Department of Commerce, SVSSC Govt Degree College, Sullurpet, Tirupati District, A.P on 8th June, 2022.
10. Guest Lecture on “Capital Budgeting Evaluation Methods and Techniques” organized by the Department of Management, Akshara Institute of Management & Technology, Tiruchanoor, A.P on 10th August, 2022.
11. Guest Lecture on “Analysis and Interpretation of Financial Statements”, Indian Culinary Institute, Tirupati, A.P on 22nd September, 2022.
12. Guest Lecture on “Financial Services and Opportunities in Indian Economy “organized by the Department of Management, Seshachala Institute of Management Studies, Puttur, A.P on 26th November, 2022.
13. Guest lecture on “Basics of Leasing and Hire Purchasing” organized by the Department of Management, D.B.B. Institute of P.G Studies, Narayanavanam, Chittoor District, A.P on 22nd December, 2022.
14. Resource Person for webinar and delivered session on “Mergers and Acquisitions – Mode of Entry towards International Business” organized by the School of Commerce, REVA University, Bengaluru on 5th January, 2023.
15. Guest Lecture on “Analysis of Funds Flow and Cash Flow Statements”, Indian Culinary Institute, Tirupati, A.P on 3rd April, 2023.
16. Guest Lecture on “Fundamentals of Financial Accounting”, Indian Culinary Institute, Tirupati, A.P on 14th August, 2023.

Research (Online Research Profile Links):



<https://vidwan.inflibnet.ac.in/profile/235998>



<https://orcid.org/0000-0002-3888-1494>



<https://www.webofscience.com/wos/author/record/AAP-7714-2021>



Scopus

<https://www.scopus.com/authid/detail.uri?authorId=57222468266>



<https://scholar.google.co.in/citations?user=bxfxi-oAAAAJ>



<https://www.researchgate.net/profile/Kota-Murthy>

References:

- 1 **Dr. D. Himachalam (Research Supervisor)**
(Visiting Professor, University of Essex, UK)
Rtd. Professor
Department of Commerce,
Sri Venkateswara University,
Tirupati- 517 502, Chittoor District
Andhra Pradesh
E-Mail: dhchalam@gmail.com
- 2 **Prof D V L N Somayajulu**
Director, IIITDM, Kurnool, A.P
Professor
Department of Computer Science Engineering
National Institute of Technology, Warangal, A.P
E-Mail: soma@nitw.ac.in
- 3 **Dr M Srinivasa Reddy**
Professor,
Department of Business Management
Sri Venkateswara University,
Tirupati- 517 502, Chittoor District
Andhra Pradesh
E-Mail: profmsr@gmail.com

(Dr K SREENIVASA MURTHY)