

DR.MIDDI APPALA RAJU

AIKYA Apartments #142, Flat no:201
2nd lane, Sun City Layout
JP Nagar, 7th Phase
Bangalore-78
Contact :7022384377
Email:
vrrsmiddi7@gmail.com

WORK EXPERIENCE:

- As Visiting Professor in Alliance University,Bangalore
- As Professor in the Department of Management Studies,Christ University,Bangalore(2014-2024)
- As Professor and Head of the Department of Finance,School of Communication and Management Studies(SCMS), COCHIN, Kerala (2007-2010 & 2011-2014)
- Director and Professor-Guru Nanak Business School, Hyderabad(2010-2011)
- As Associate Professor in Siva Sivani Institute of Management,Hyderabad(2006-2007)
- As Assistant Professor and Associate Professor at GITAM University,Visakhapatnam(1992-2006)

EDUCATIONAL QUALIFICATIONS:

- Ph.D awarded for the thesis submitted on"Marketing of Banking Services-A Study of Marketing Operations of State Bank of India" by Andhra University ,Visakhapatnam, India,2004
- State level Educational Test(SLET) Qualified in the test conducted by Andhra Pradesh Public Service Commission(APPSC),1999
- Master of Business Administration(MBA) - from Andhra University,Visakhapatnam, India in 1992
- Master of Commerce(M.Com) - from Andhra University, Visakhapatnam, India in 1989
- Bachelor Degree in Commerce(B.Com) - Andhra University,India in April 1980.

VISITING FACULTY:

- College of Engineering ,Department of MCA,SCMS group,Cochin (2007-2010 and 2011-2014) to teach Accounting and Finance.
- ITM,Department of MBA,Hyderabad 2006-2007, taught Managerial Accounting.
- Academic Guide at ICFAI Business School,Hyderabad 2006-2007.

COURSES/SUBJECTS TAUGHT:

1. BUSINESS STRATEGY
2. ACCOUNTING ,FINANCE & MARKETING

- (A) MODERN MARKETING
- (B) INTERNATIONAL BUSINESS
- (C) MANAGEMENT ACCOUNTING
- (D) FINANCIAL MANAGEMENT
- (E) FINANCIAL ANALYSIS AND REPORTING
- (F) FINANCIAL ACCOUNTING
- (G) COST ACCOUNTING
- (H) FINANCIAL STATEMENT ANALYSIS
- (I) STRATEGIC FINANCIAL MANAGEMENT
- (J) SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
- (K) ADVANCED FINANCIAL ACCOUNTING
- (L) ADVANCED COST ACCOUNTING
- (M) MANAGEMENT OF FINANCIAL INSTITUTIONS AND SERVICES
- (N) STRATEGIC COST MANAGEMENT
- (O) CORPORATE GOVERNANCE AND ETHICS

PUBLICATIONS/BOOKS/RESEARCH ARTICLES

BOOK PUBLISHED:

- “Marketing of Banking Services - A strategic approach for Sustainable Competitive Excellence”
Verlag DR.Muller, VDM Publishers,Germany
Getting Marketed in U.S.A,U.K and other European countries.

RESEARCH ARTICLES PUBLISHED:

S.NO	JOURNAL NAME	TITLE OF THE ARTICLE	PUBLISHER	PUBLICATION TYPE	ISSN	VOLUME ISSUE & PAGE NO.
1	The Management Accountant	Developments in Corporate Debt Markets	ICWAI Journal	International	-	1999
2	Journal Of Commerce	Competitive Analysis of Public Sector Banks , Private Sector Banks and Foreign Banks	Indian Journal of Commerce	International	-	2006
3	The Management Accountant	Efficient Market Hypothesis	ICWAI Journal	International	-	2012
4	International Journal of Academic Research in Business and Social Sciences	Asset-Liability Management to control volatility in NII and EV through Gap Analysis of Public Sector and Private Sector Banks	Human Research Management Academic Research Society	International (Australia)	2222-6990	6,1,123-142

S.NO	JOURNAL NAME	TITLE OF THE ARTICLE	PUBLISHER	PUBLICATION TYPE	ISSN	VOLUME ISSUE & PAGE NO.
5	International Journal of Academic Research in Business and Social Sciences	Application of Value Based Financial Measures to improve Corporate Governance in India-Evidence through Random Effect Model	Human Research Management Academic Research Society	International (Australia)	2222-6990	6,2,100-122
6	Archives of Business Research	Off-Balance Sheet Exposure- Performance Analysis and Risk Management in Indian Banks.	Society for Science and Education	International (U.K)	2054-7404	5,1,112-117
7	Archives of Business Research	Under Pricing of IPOs in Indian Capital Market and Determinants of Under Pricing	Society for Science and Education	International (U.K)	2054-7404	5,1,99-111
8	International Journal Of Applied Business and Economic Research	The Behaviour of Macro and Micro Economic Variables and the Impact of Systematic Risk	Serial Publications	Scopus	0972-3772	14,VI(II) pp 4345-67
9	International Journal Of Economic Research	The Impact of Macro Economic Variables on the Stock Performance of Select Companies in Manufacturing Industry	Serial Publications	Scopus	0972-9380	14,8,321,328
10	Asian Journal of Research In Business Economic s and Management	The Impact of Financial Literacy on Investment Decisions of IT Professionals	Asian Research Consortium	International	2249-7307	10,7,26-34

S.NO	JOURNAL NAME	TITLE OF THE ARTICLE	PUBLISHER	PUBLICATION TYPE	ISSN	VOLUME ISSUE & PAGE NO.
11	International Journal of Engineering Technology and Sciences	Women and Retirement Planning		International	2349-3968	IV,IV 15-17
12	International Journal of Technology Enhancement And Emerging Engineering Research	A Study Of Financial Literacy of Professional Women in the District of Ernakulam		International	2347-4289	4,7,4-8
13	International Journal of Economic And Financial Issues	Initial Public Offering and Performance Evaluation- Evidence From Indian Capital Market	ECON Journals Scopus/ ABDC	International (Turkey)	2146-4138	8,5,1-5
14	International Research Journal Of Finance And Economics	Performance Evaluation And Stock Selection Based on Technical Indicators- RSI,MFI,MACD ,Awesome , Momentum and Stochastic Indicators	ECON Journals Scopus	International (Netherlands)	1450-2887	169,113-129
15	EDP Sciences	Machine Translation Using Natural Language Processing	EI- Compendex	International (New Zealand)	2261236X	277,1
16	International Journal Of Research And Analytical Review	A Relationship Between Gold Prices And Stock Indices in India	UGC	International	2348-1269	
17	Smart Innovation Systems and Technologies	Sign Language Recogniser Using HMMs	Springer	International (Singapore)	2190-3018	715-724, Vol: 195
18	Finance India	Determinants of Bank Profitability	Scopus/ ABDC	International Indian Institute Of Finance	0970-3772	Volume 35 Issue 2

S.NO	JOURNAL NAME	TITLE OF THE ARTICLE	PUBLISHER	PUBLICATION TYPE	ISSN	VOLUME ISSUE & PAGE NO.
19	Intelligent Technologies and Robotics	Currency Exchange Rate Prediction Using Multi-Layered Perceptron	Springer	International (Singapore)	978-981	ICDSMLA20 20, pg. 231-237
20	Finance India	The Behaviour of Macro and Micro Economic Variables and the Impact On Systematic Risk of Non-Banking Finance Companies.	Scopus/ ABDC	International	0970-377 2	XXXII,1,121-138

MDP & CONSULTANCY

1. Organised MDP for managers of ALLIANZ CORNHILL INFORMATION SERVICES LIMITED, Techno Park , Trivandrum -2009
2. Organised MDP for managers of CARBORUMDUM UNIVERSALS LIMITE COCHIN - 2009
3. Organised MDP for managers of ALLIANZ CORNHILL INFORMATION SERVICES LIMITED, Techno Park , Trivandrum -2008
4. Organised MDP for Middle Management of NTPC - Visakhapatnam - 2004
5. Organised MDP for Middle Management of NTPC - Visakhapatnam - 2003
6. Organised MDP for managers of SIDBI VISAKHAPATNAM -2003

ORIENTATION PROGRAMMES ATTENDED:

1. Participated in AICTE SPONSORED PROGRAMME - Organised by Department of Commerce and Management Studies, Andhra University, Visakhapatnam for 21 days in 2002
2. Participated in AICTE SPONSORED PROGRAMME - Organised by Department of Commerce and Management Studies, Andhra University, Visakhapatnam for 21 days in 2000

SEMINARS & WORKSHOPS ATTENDED:

1. Participated in 13th Management Education Convention on WTO & Competitive Challenges for Indian Business and Education - Organised by AIMS: Visakhapatnam
2. Participated in FDP on “ Merchant Banking and Financial Services” organised by ICFAI Hyderabad.

RECENT PARTICIPATION IN CONFERENCES:

1. International Joint Conference on Robotics and Artificial Intelligence , Wellington, New Zealand- Presented a Research Paper titled as “ Machine Translation using Natural Language Processing, December 2018.
2. World Conference on Transport Research WCTR - 2019, Mumbai organised by Elsevier Presented a Research Paper titled as “ Domain Independent Planning for Air Cargo Movement” May 2019.
3. 3Rd IEEE International Conference on electrical, electronics, Communications, Computer Technologies and Optimisation Techniques, GSSS Institute of Technology, Mysore India, December, 2018 Presented a Research Paper titled as “ Stock Prices Prediction using Recurrent Neural Networks.

PROJECTS GUIDED:

For Corporate Professionals of Allianz Cornhill Information Services Limited

1. Productivity Gains in Data Process
2. Changeout Rate

Student Projects

Hundreds of Students of MBA and BBA on a regular basis since 1992 for their Summer Projects in the area of Finance , Accounting and Banking.

ADMINISTRATIVE RESPONSIBILITIES HELD:

1. Member Academic Council of BBA Autonomous Programme -CMS GITAM, Visakhapatnam
2. Chief Superintendent of Examinations - CMS GITAM
3. Member Committee to coordinate activities of MBA Accreditation
4. Co-ordinator Course Structure Design and Revision - SSIM Hyderabad.
5. Member Research and Publications- SSIM Hyderabad

PANEL MEMBER (Highly Confidential Programme)

1. APSET (Andhra Pradesh State Eligibility Test) in Management during 2017, 2018 and 2019.
2. External Panel Member for BOS in Sri Krishna College of Arts and Sciences, Coimbatore in 2019 and 2020

References:

1. Professor K. Ramamohan Rao
Vice Chairman
APSHE Council
Tadepalli
Guntur
Andhra Pradesh
Mobile Number: 99496 69929

2. Srinivasulu Yarlagadda
Professor
Department Of Management
Pondicherry University
Pondicherry
Mobile Number: 76398 46101