

CURRICULUM VITAE



Name: Dr.LANKELA.MADHU KUMAR, M.B.A, M.com., Ph.D.
Department: Dept. of Management Studies
Phone: 9492431067
E-mail: lankelamadhu@gmail.com
Address for communication: AdikaviNannayya University MSN PG Campus,
thimmapuram, Kakinada, East Godavari District,Andhra
Pradesh, India. Pin: 533406

ACADEMIC QUALIFICATIONS:

Ph.D.: Performance Evaluation of Small Industries development
Bank of India with Reference to Andhra Pradesh Region.
2016,Andhra University, Visakhapatnam.

MBA: Finance &Marketing, 2009, Andhra University,
Visakhapatnam.

M.com: Accounting, 2014, School of Distance Education,
Andhra University, Visakhapatnam.

B.com: Financial Accounting, Advanced Management
Accounting, 2007

Teaching Experience: 01 year at P.G. Level (2017-18)

Courses taught: M.B.A

Subjects: Management Accounting, Marketing, Consumer Behavior and Customer relationship management,

Area of Specialization: Accounting & Finance, Marketing

Membership in Professional Bodies:

- 1) Indian Commerce Association Life Member (AP 399)

RESEARCH PUBLICATIONS:

- 1) P.V.M., Madhu., "*Emerging Trends of Business Education In India: Challenges*" published by International Journal Of Educational Aspects, Management Studies And Applied Sciences., ISSN: 2320-0383., Vol-1., Issue-1, Nov-Jan, 2012-13, pp-10-13.
- 2) Madhu., P.V.M., "*Issues & Challenges for Functional Consultant in Erp Implementation*" published by international Journal of Multi-disciplinary Educational Research., ISSN: 2277-7881., Vol-3, Issue: 9(1), Sept 2014, pp-1-11.
- 3) Madhu., P.V.M., "*Addressing the Issues and Challenges in Implementation of IAS& IFRS with oracle ERP*" published by IOSR Journal of Economics and Finance., e-ISSN:2321-5933., P-ISSN:2321-5925., Vol-4, Issue-5., jul-Aug, 2014, pp 45-49.
- 4) Madhu., P.V.M., "*Evaluation Of Operational Performance Of Small Industries Development Bank Of India*" GE-International Journal of Management Research Vol. 4, Issue 3, March 2016 IF- 4.88 ISSN: 2321-1709 © Associated Asia Research Foundation (AARF)
- 5) I.V.N., Madhu., "*Corporate Social Responsibility Role on Societal Development*" "Jamshedpur Research 'Review International Journal of Multidisciplinary Research., ISSN: 2320-2750., Volume: IV. Issue: XVI, June-Aug, 2016, pp-95-100.
- 6) Madhu., P.V.M., "*Financial Performance of Selected Micro Finance Institutions in Andhra Pradesh-A Study*" International Organization for Scientific Research (IOSR) Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 18, Issue 10. Ver. IV (October. 2016), I.F-3.52, PP 50-55.

BOOKS/BOOK CHAPTERS ETC:

- 1) Swamy,P.V&Madhu (2017),“***Education of Schedule Tribes Status of Schedule Tribes in India***”, Status of Schedule Tribes in India, in (ed,)2017, Roshan Publications, Visakhapatnam, ISBN:978-93-86251-49-3,pp 164-182.
- 2) Madhu.,viswanadham.p.v.,(2017), “***Financial Institutions in India***”, published with ISBN:978-620-2-00814-3., in Lap Lambert Publications.
- 3) Suman .G &Madhu (2017),“***Inculcating the Value Education in Teacher Education in Global Scenario***”,Education for Better Living, in (ed,)2017, Roshan Publications, Visakhapatnam, ISBN:978-93-87540-08-8,pp 357-364.

NATIONAL SEMINARS AND CONFERENCES:

- 1) Participated in Two-Day National Seminar on “***Dynamics of Industrial Relations in India-Emerging Challenges and Strategies***” organized by the Department of commerce and Management Studies, Andhra University, Visakhapatnam during 11th-12thNov, 2011.
- 2) Participated and Presented Paper entitled “***Emerging Trends of Business Education In India: Challenges***“ UGC Sponsored National Seminar on “***New Trends in Business Education***” organized and held at Department of commerce and Management Studies, Andhra University, Visakhapatnam on 4th Dec, 2012.
- 3) Participated Two-Day National Seminar on “***Dynamics of Co-Operative Sector in India-Strategies to Strengthen***” Organized by Department of Commerce and Management Studies,Andhra University, Visakhapatnam, during 14th-15th Dec, 2012.
- 4) Participated A Two-day UGC Sponsored Work Shop on “***In Defense Of Women: Challenges and Solutions***” held at Dr.B.R.Ambedkar Assembly Hall, Andhra University, Visakhapatnam, under Dr.DurgabaiDeshmukh Centre for Women’s Studies, Andhra University, Visakhapatnam, Visakhapatnam, Andhra Pradesh., India. On 5th- 6th March, 2013.
- 5) Participated UGC-CAS National Seminar on “***Entrepreneurship in Small Business: Challenges and Strategies***” organized by the Department of commerce and Management Studies, Andhra University, Visakhapatnam on 26th Mar, 2013.
- 6) Presented Paper entitled “***SIDBI role in financing to SMEs***”AICTE sponsored National Seminar on “***Recent Trends in Banking and Financial Services: Challenges & Opportunities***” organized by Department of Management Studies, GVP College for Degree &P.G.Courses, Visakhapatnam on 6th-7th Nov, 2013.
- 7) Participated Two-Day National Seminar on “***Talent Management Practices in India-Emerging Trends***” organized by the Department of commerce and Management Studies, Andhra University, Visakhapatnam during 20th-21th Dec, 2013.
- 8) Participated UGC National Seminar on “***Sustainable Industry Institute Interaction in The Changing Global Environment***“held in Department of commerce and Management Studies, Andhra University, Visakhapatnam on 25th July, 2014.

- 9) Participated and valuable contributed as volunteer in the 38th Indian Social Science Congress on "***The Focal Theme: Knowledge systems, Scientific Temper and the Indian People***". Organized by Indian Academy of Social Sciences under the Auspices of Andhra University, Visakhapatnam, during 29th March-2nd April 2015.
- 10) Participated UGC-DSA programme and National Seminar on "***Social Development in India: Issues & Challenges***" organized by the Department of Social Work, Andhra University, Visakhapatnam on 30th -31st March, 2016.
- 11) Participated in "***AIMA's Diamond Jubilee Foundation Day & National Management Day Panel discussion***" organized by Visakhapatnam Management Association affiliated AIMA, New Delhi in collaboration with Department of Commerce and Management Studies, Andhra University, Visakhapatnam. Focal theme: "***Fast Forward-From Catch-up to Leadership***" held on 21st Feb, 2017
- 12) presented paper entitled on "***MSME's Constraints, Benefits, Challenges and its Role in Social Responsibility***", UGC-SAP, Andhra Pradesh State Council of Higher Education sponsored National Seminar on "***Corporate Social Responsibility in India: Strategies for Inclusive Development***" organized by the Department of Commerce and Management Studies & Centre for Study of Social Exclusion and Inclusive Policy (CSSEIP), Andhra University, Visakhapatnam under, Andhra Pradesh, India. During 17th and 18st March, 2017.
- 13) Participated and presented Paper entitled "***Education of Schedule Tribes in India: Challenges and Govt. Initiatives***" in the ICSSR Sponsored Two-Day National Seminar on "***Trends and Educational Opportunities of Schedule Tribes in India***" held at Adikavi Nannayya University, Dept. of Education, Rajamahendravaram, East Godavari during 12th-13th April, 2017.

INTERNATIONAL SEMINARS/ CONFERENCES:

- 1) Participated 64th All India Commerce Conference of Indian Commerce Association on "***MGNREGA: Issues and Challenges***" Organized by the Department of Commerce and School of Management, Pondicherry University, Pondicherry, during December 13-15, 2011.
- 2) Participated and Presented Paper entitled "***Sector wise Analysis of FDI inflow in India***", in 65th All India Commerce Conference of Indian Commerce Association on "***FDI in India: some challenges and issues***" held in Smt. P.D. Hinduja Trust's K.P.B. Hinduja College of Commerce, Mumbai, held from November 9-11, 2012.
- 3) Participated and Presented paper entitled "***Emerging dimensions of accounting Education***" in 36th All India Accounting Conference & International Seminar on "***Accounting Education and Research***" organized by Department of Commerce and

Management Studies, Andhra University & Indian Accounting Association, Visakhapatnam, held at Andhra University, Visakhapatnam on 11& 12 January, 2014.

- 4) Participated and Presented Paper entitled “***Gender Main Streaming: Issues and Challenges***” UGC Sponsored two day International Conference on “***Gender Mainstreaming: Issues and Strategies for Empowerment***” organized by Dr.DurgabaiDeshmukh Centre for Women’s Studies (UGC) Centre for study of social Exclusion and Inclusive Policy, Andhra University, Visakhapatnam on 5th&6th March, 2014.
- 5) Participated two-day International seminar on “***India’s Role in SAARC: Need for Paradigm Shift in Foreign Policy***” held at the UGC Centre for SAARC Studies Andhra University, Visakhapatnam, during 19-20 Feb, 2015.
- 6) Presented Paper entitled “***Emerging and existing government programs for sustainable development of tribes in India***”. UGC-Sponsored International Seminar on, “***Emerging Business Opportunities for Sustainable Development***” organized by PG Department of Business Administration, Berhampur University, Berhampur,Odisha on6-7th April,2015.
- 7) Presented Paper entitled “***Business Communication Styles in India: A Cultural Perspective***” International Symposium on “***Social Business for Sustainable Development(SBSD-2017)***” organized by the Andhra University, Visakhapatnam, A.P. India, in association with yunus Centre, Dhaka, Bangladesh during 5th -7th January 2017.
- 8) Presented Paper entitled “***Role of SIDBI in Green Financing and Development***” 2nd International Conference on “***Green Developemnt in Tropical Regions-2017***” with subtheme “***Challenges and Stategies for Global Sustainable and Green Economic Development (CSGSGED)***” organized by the AdikaviNannayaUniversity,Dept.of Management Studies in Collaboration with Andalas University, Padang,Indonesia, during 26th -28th July 2017.

TRAINING PROGRAMMES:

- 1) UGC Sponsored Work Shop on “***Research Methodology***” Organized by UGC Academic Staff College, Andhra University, Visakhapatnam, Andhra Pradesh 5th-10th January, 2013.
- 2) ICSSR NewDelhi, Sponsored“***10 day National level training programme on Research Methodologyfor PhD Scholars in Social Sciences***”Organised by Department of studies & Research in commerce, University of Mysore, Mysore, Karnataka during 20th-29th January 2014.