



Dr. Susarapu Prasada Rao

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Academic Profile

M.Com : Andra University

M.B.A. : JNTUK, Kakinada

Ph. D: Andhra University

S. Prasada Rao received his Doctorate from Andhra University, M. Com from Andhra University and M.B.A from JNTU, Kakinada. He worked as an Assistant Professor in SISTAM Engg. College for 12 years and now he has been working as an Associate Professor in Raghu Engineering College since July, 2019

Area of Research:

- Micro Finance
- Empowerment of Women

Papers Published:

- Demographic Profile of SHG Members Effects the Women Entrepreneurship Empowerment. International Journal of

Mechanical Engineering. ISSN: 0974-5823, Vol..7 No.2, December 2021.

- Socio-Economic Background Of Women In Srikakulam District, International Review Of Social Sciences And Humanities, Issn 2348, Impact Factor 2.72, Volume 8, Issue 7, July. 2020
- Customer Relationship Management With The Innovations And Financial Services Of Banks, International Review Of Social Sciences And Humanities, Issn 2348, Impact Factor 2.72, Volume 8, Issue 8, August 2020
- Maintenance of power equipments by Andhra Pradesh Southern power distribution limited in Guntur district, ISSN 2250-0715, volume 9, Number 7, July 2019, International Review of Social Sciences and Humanities Installation, Supply and Quality of power supply by APSPDCL to the Urban and Rural Domestic Consumers in Guntur district, 2019 JETIR.
- Installation, SSupply and Quality of Power Supplied by APSPDCL to the Urban and Rural Domestic Consumers in Guntur District. ISSN-2349-5162, Journal of Emerging Technologies and Innovative Research(JETIR) June 219, Volume 6, Issue 6.
- June 2019, volume 6, issue 6, (ISSN-2349-5162), Sustainable Trends and Policies of MSME in Economic Development in India: an Empirical Study, IJMBS, volume 3, April-June 2013, ISSN:2230-9519(online)
- Presented a paper on “Innovations in Banking Financial Services” in a One Day National Seminar on 12th November, 2016 in Maharaja Post Graduate College, Vizianagaram.
- A Publication in IJMBS Volume-III (April/June 2013) Sustainable Trends and

Policies of MSME in Economic Development in India: An Empirical Study

- Attended many online Seminars, conferences & FDPs during the covid19 pandemic period

Workshops/ Seminars : Organized

- Organized a 3day workshop on administrative training program for non teaching staff eld from 18-02-2021 to 20-02-2021
- Organized IPR Awareness Program Under: “KAPILA: KALAM program for IP Literacy and Awareness” held on 01/07/2022
- Presented a seminar on Financial Independence for women held on 09-08-2019

Workshops/ FDP/ Seminars : Attended

- National workshop on Entrepreneurship Development, Capacity Building on Research Methodology (JNTUK, Vizianagaram), Workshop on Management Case Studies.
- Participated in a Workshop on Management Case Studies on 28-09-2016 in Gayatri College of P.G. Courses in association with Dr. B.R. Ambedkar University, Srikakulam.
- Participated in A Two day National Workshop on Capacity Building on Research Methodology (CBRM)
- A participation in a National Conference on Emerging Challenges in Finance and presented a paper on “What role does MSME play in Economic Development of India”
- Participated and presented a paper in the 60th All India Commerce Conference at Hyderabad on the topic: Impact of Microfinance through SHGs’ – Bank Linkage in India & 64th All India Commerce Conference at Pondicherry University.”
- Participated in International Commerce Conference January, 2013 at Sri Venkateswara University, TIRUPATI

Administrative Responsibilities

- ❖ .He has been working as Coordinator of IQAC
- ❖ Criteria coordinator for NAAC.
- ❖ Member of EISC, Raghu Engineering College.
- ❖ Member of Board of Studies for Management Subjects
- ❖ Course Coordinator for Management Papers
- ❖ He has guided more than 70 students for their M.B.A. projects..