

CURRICULUM VITAE



PERSONAL DETAILS

Name	DR. GATTU RAJUKUMAR
Designation	Head of the Department & Lecturer in Commerce
College	Dr. V.S. Krishna Government Degree College (A), Visakhapatnam
Employee ID	0226962
Date of Birth	07-08-1973
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Visakhapatnam – 530018, India	
Nationality	Indian

EDUCATIONAL QUALIFICATIONS

Qualification	**Year**
P.G. (Post Graduation)	1997
Ph.D. (Doctor of Philosophy)	2017
PGDCA (Post Graduate Diploma in Computer Applications)	1998

PROFESSIONAL EXPERIENCE

Date of First Appointment: 01-11-1999

Date of Promotion: 27-11-2010

Date of Joining in Present Station: 24-09-2021

Expected Date of Retirement: 31-08-2035

PROFESSIONAL DEVELOPMENT

Orientation and Induction Courses

Sl.No.	Course Name	Duration	Institution
01	133rd NSS Orientation	06-11-2012 to 12-11-2012	Andhra University
02	5 Day Faculty Development Programme in Commerce	20-07-2020 to 24-07-2020	Commissionerate of College Education, Govt. of A.P, Vijayawada
03	4 Weeks UGC Faculty Induction Programme	16-02-2022 to 16-03-2022	UGC – Human Resource Development Centre – Andhra University

Refresher Courses Attended

Sl.No.	Course Name	Duration	Institution
01	Commerce and Management	26-06-2013 to 16-07-2013	Academic Staff College, Andhra University, Visakhapatnam
02	Refresher Course in Commerce	01-09-2019 to 16-02-2020	Shri Ram College of Commerce, University of Delhi

Training Programmes Attended

Sl.No.	Title	Date	Conducted By	Level	Role
01	3 Day Induction Training Programme	4-6 Nov 2011	C.C.E, A.P., Hyderabad	State	Participated
02	Training on "Tally on GST"	29-30 Jan 2019	Shri Technologies, M.V.P. Colony, VSP	State	Participated

03	Tally ERP 9 with GST Course	Feb 2022 to March 2022	Learn Vern	National	Participated
04	5 Day Training Programme for (TOT) ICT	22-07-2022 to 26-07-2022	CCE AP	National	Participated
05	5 Day Training Programme for (TOT) Insurance Promotion	14-12-2022 to 18-12-2022	CCE AP	National	Coordinator
06	6 Day Training Programme for English Medium of Instruction	12-06-2023 to 17-06-2023	CCE AP	National	Participation
07	5 Day Faculty Development Programme	21-10-2024 to 25-10-2024	CCE AP	NI-MSME	Participation
08	5 Day Faculty Development Programme on AI Agents	12-05-2025 to 16-05-2025	CCE AP	National	Participation

Seminars and Workshops Attended

Sl.No.	Title	Date	Conducted By	Level	Role
01	Corporate Social Responsibility and Environment	28-02-2015	UGC	National	Participated
02	Recent Trends in Indian Banking	30-12-2014	UGC	National	Paper Presented

03	Talent Management Practices in India: Emerging Trends	20-21 Dec 2013	DCMS, Andhra University	National	Participated
04	Accounting Education and Research	11-12 Jan 2014	DCMS, Andhra University	International	Participated
05	HRM and Inclusive Growth in 21st Century	27-28 Feb 2018	DCMS, Andhra University	National	Participated
06	Impact of GST on Indian Economy	29-30 Jan 2019	Department of Commerce, Dr. V.S. Krishna Govt. Degree College, VSP	National	Participated
07	Impact of COVID-19 on Indian Economy	23 May 2020	Dr. V.S. Krishna College	National Webinar	Participated
08	Filing of Income Tax Returns: Law & Procedure	25 July 2020	SIRC of ICAI	National Webinar	Participated
09	Research Methodology & Writing Your Research Proposal	09-11 Jan 2021	Exceeds Academy	National Online Workshop	Participated
10	Applications of Internet of Things	19-02-2022	EdMoon	National Webinar	Participated

11	The 7 Assessment Criteria for NAAC Accreditation	21-28 Feb 2022	IQAC, S.K.B.R. Govt. Degree College, Macherla, Guntur	Government College Event	Participated
12	National Intellectual Property Awareness Mission	23-02-2022	Intellectual Property Office – India	Government of India	Participated
13	New Trends in Commerce and Management Education and Employment	24-25 Jan 2023	Department of Commerce	International	Paper Presented

PUBLICATIONS

Research Articles

Sl.No.	Article Title	Publication Date	Journal Name	Level
01	Recent Trends in Indian Banking	January 2014	Multidisciplinary Educational Research	International
02	Determinants of Micro-Credit Borrowings among Rural SHG Women in North Coastal A.P. (A Regression Analysis)	February 2017	International Journal & Magazine of Engineering Tech- Management and Research	International

03	Impact of COVID-19 Pandemic on Indian Higher Education	March 2022	Global Publishing House India (ISBN: 978-93-81563-35-9)	National
04	New Trends in Commerce and Management Education and Employment	24-25 Jan 2023	ISBN: 978-93-95944-38-0	International
05	Indian Life Insurance Industry – Future Looks Good	Volume 4, Issue 1, Year 2023, Page No. 156-160	Asian Journal of Management and Commerce (P-ISSN: 2708-4515, E-ISSN: 2708-4523, Impact Factor: RJIF 5.13)	International
06	The Role of Artificial Intelligence in Elevating Customer Experience in Indian E-Commerce: A Human-Centered Perspective	September 2025	IJSREM Volume 09 (ISSN: 2582-3930, DOI: 10.55041/IJSREM52423)	International
07	Sailing into Innovation: Business Models Reshaping the Blue Economy	October 2025	ICSSR-SRC 16th & 17th National Seminar (IJMTE - ISSN: 2249-7455)	National Seminar

BOOKS PUBLISHED/EDITED

Sl.No.	Book Title	ISBN	Publisher	Level
01	Human Resource Management	978-93-95978-51-04	Alfa International	International
02	New Trends in Commerce and Management Education and Employment	978-93-95944-38-0	Paramount	International
03	Business Environment	978-93-95606-43-1	Global Publishing House India	National
04	Fundamentals of Business Environment	978-93-95606-82-0	Global Publishing House India	National
05	Leadership Management	978-93-6940-625-8	Bluepen International Publisher	International

AWARDS AND RECOGNITION

Sl.No.	Award Name	Year	Awarding Authority
01	Doctor of Philosophy (Ph.D)	2017	Andhra University
02	State Best Teachers Award	2023	Government of Andhra Pradesh

ADDITIONAL RESPONSIBILITIES HELD

- Ambedkar (O.U) Regional Coordinator
- Consumer Club Advisor
- Member, Scholarship Committee
- Internal Examinations Coordinator
- Library Committee Advisor