

TEACHING STAFF PROFILE

Name of the Lecturer	:	VEMURU GOPICHAND
Designation	:	Lecturer in COMMERCE
Date of Birth	:	05-08-1981
Educational Qualifications	:	M.Com
Area of Specialisation	:	Marketing
Date of joining in this college	:	01-06-2005
Total teaching Experience	:	18 Years
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Research Papers published at National / International Journals

S. No	Title of the paper	Journal Name	ISSN / ISBN No	Issue
1	A Paper on Customer relationship Management.	JETIR	23495162	Nov-2018
2	A Study on Employ welfare and wellness.	IJRESM	25815792	July-2019
3	A Study on Training on employes at Vijaya Diary.	IJRESM	25815792	April-2019
4	A Study on Flexible Human Management and Firm Innovativeness with reference to Mediating Role of Innovative Work Behavior	JETIR	2349-5162	December2020
5	A Study on Consequences Of Globalization on Domestic Safety	IJCSPUB	2250-1770	October 2022

Seminars / Conferences/ Workshops/Fests Organized

S. No.	Workshop/Seminar/Conference	Title of the Workshop/Seminar/Conference	Date
1	STATE LEVEL (Commerce Fest)	TALENTO 2K19	05-02-2019
2	STATE LEVEL (Commerce Fest)	MARVEL	30-11-2019
3	NATIONAL LEVEL	THE IMPACT OF DIGITAL ONLINE CLASSES ON HIGHER EDUCATION	06-10-2020
4	NATIONAL LEVEL	GROW WITH SBI	25/01/2021
5	NATIONAL LEVEL	TAX PLANING AND MANAGEMENT	10 th ,11 th and 12 th /NOV/2020
6	NATIONAL LEVEL	EMERGING TRENDS IN CCOMMERCE AND BUSINESS	15/03/2022

Seminars / Conferences/ Workshops Attended

Sl. No.	Workshop/Seminar/Conference	Title Of The Workshop/Seminar/Conference	Date	Organized By
1	National Seminar	Agricultural Credit By Commercial Banks	21& 22 July 2006	S D M S M Kalasala Vijayawada.
2	National Seminar	Vaggeyakarulu-Kshetrayya Visisitatha	17 & 18 June 2009	V.S.R Govt. College Movva.
3	National Seminar	Managing Self And Others	13 &14 August 2009	The Hindu College MTM.
4	National Seminar	Corporate Social Responsibility: An Organization Perspective	10 & 11 Sept2009	KRISHNA UNIVERSITY MTM
5	National Seminar	Best Practices In Higher Educational Institutional With Special Reference To Teaching	30-Jan- 2010	Sir C.R. Reddy College , Eluru.

6	National Seminar	The Role Of Service Sector Enhancing “Quality And Image” At Indian Market	13&14 Sept-2010	S D M S M Kalasala Vijayawada.
7	National Seminar	Building Up A Prosperous India- Thriving An Entrepreneurial Spirit	08-Oct-2010	P.V.P.S.I.T Kanuru.
8	National Seminar	Innovative Techniques Towards Quality Enhancement In Higher Education.	29&30-July-2011	MARIS STELLA College, Vijayawada.
9	National Seminar	Demonetization- Effect On Common man	16-Dec-2016	DNR College , Bhimavaram.
10	National Seminar	India’s Demonetization Policy – Prospects And Challenges	23&24-Jan-2017	AG&SG Siddhartha Degree College, Vuyyuru.
11	International Seminar	New Strategies For Transforming Rural Development Issues And Challenges	18&19-Dec-2019	KBN College, Vijayawada.
12	National Symposium	New Vistas Of Global Economic Slowdown With Special Reference To India – Strategic Reforms For Recovery	2020-21	Govt Degree College
13	National Webinar	Effective Online Learning And Assessment Platforms	2020-21	NMKRV College
14	National Webinar	Challenges And Opportunities In Higher Education In Covid -19 Scenario	2020-21	St. Joseph Degree College
15	National Workshop	Strategies And Employment Opportunities For Faculty And Management Students	2020-21	Lingaya’s College
16	International Webinar	The Role Of Personal And Technology In Higher Education Postcovid-19	2020-21	Ch.S.D.St Theresa College , Eluru
17	National Webinar	HR As A Business Partner In The Post Covid-19 Scenario	2020-21	Gayathri Vidya Parishat

18	National Webinar	Sustainable Management Of Wealth & Hygiene Its Impact On Postcovid-19 Environment	2020-21	Gayathri Vidya Parishat
19	International Webinar	India Economy During Covid-19 With Special Reference To Agriculture	2020-21	Sir CR Reddy College ,Eluru
20	National Webinar	Diverse Thinking In New Normal	2020-21	Jain College
21	National Webinar	Test The Knowledge On Commerce And Management	2020-21	SPW Degree & Pg College
22	National Webinar	Plastic Versus Bio Plastic From Environment & Sustainable Point Of View	2020-21	Tirumala Eng. College
23	Online Presentation Webinar	New Challenges & Opportunities In Management Education Covid-19 Pandemic Scenario	2020-21	Annamacharya
24	National Webinar	Management Education & Covid-19	2020-21	Swarna Bharathi
25	National Webinar	New Education Policy Implication To HR	2020-21	P.B Siddhardha College
26	National Webinar	National Education Policy 2020	2020-21	Ves's Sarvajanic
27	National Webinar	Impact Of Covid-19 On Indian Economy	2020-21	TJPS College, Guntur
28	National Webinar	Gst & Its Impact On Indian Economy	2020-21	TJPS College, Guntur
29	National Webinar	Industry Academia Innovative Practice	2020-21	Dr. L.B. College
30	National Webinar	Today's Vision For Youth	2020-21	CCE
31	National Webinar	Indian Capital Markets – The Road A Head	2020-21	P.B. Siddhardha College , Vijayawada
32	National Webinar	New National Education Policy-2020	2020-21	P.B. Siddhardha College , Vijayawada

33	National Webinar	The Impact Of Digital (Online) Classes On Higher Education	2020-21	AG&SGS
34	National Webinar	Disaster Risk Reduction Awareness	2020-21	A.N.U., Guntur
35	National Webinar	The Impact Of Digital Online Classes On Higher Education	2020-21	A.G.&S.G.S
36	National Webinar	Veyyela Telugu Sataka Sahityam- Samalochana Samakaleena Katha	2020-21	Banaras Hindu University
37	International Work Shop	Tax Planning & Management	2020-21	Govt College
38	National Work Shop	Shape Your Future-Share Not Your Ideas	2021-22	Govt Degree College , Avanigadda
39	International Webinar	Women Entrepreneurship- Opportunities And Challenges	2022-23	Srr And Cvr Degree College
40	International Work Shop	Research Methodology – An Interdisciplinary Approach	2022-23	Ag&Sgs
41	National Conference	Emerging Trends In Business Management	2022-23	Andhra Loyola College
42	National Conference	A Study Of Impact On Russia Ukraine War Global Impact On Indian Logistics Business	2022-23	Andhra Loyola College
43	National Work Shop	Road map and Action Plan for EISCs in A.P.	2022-23	VIT University , Amaravathi, A.P.

Participation in FDP / Training program

Sl. No.	Title Of The FDP	Date	Organized By
1	Accounting Standards	28&29 March 2019	P.B Siddhartha College , Vijayawada.
2	GST	29&30 April 2019	SDMSMK, Vijayawada

3	Companies ACT-2013	03 June 2019	AG&SG Siddhartha College , Vuyyuru
4	GST Using Tally Release 6.6	15 May 2020	P.B. Siddhartha, Vijayawada
5	Tools for Online Classroom Post Covid-2019	18 to 20 May 2020	P.B. Siddhartha, Vijayawada
6	Online Teaching Tools for Video lecturing & Digital E- Learning.	19 to 23 May 2020	Sir C.R Reddy College, Eluru.
7	Challenges and Opportunities in Higher Education in Covid-19 Scenario	27&28 May 2020	ST.Joseph Degree College, Vijayawada.
8	Recent Trends in Taxation	29 May 2020	SDMSMK, Vijayawada
9	New Challenges in Business Management – A Strategic Approach	8 to 10 June 2020	Andhra Layola College, Vijayawada.
10	New age Teaching	15 to 19 June 2020	Patrician
11	Unleashing Power of commerce in Digital Era: Global Trade, Business warfare , Levis, Missive learning pedagogy & Business analytics	20 July 2020	CCE, Vijayawada.
12	Filing of Income Tax returns-law & Procedure	25 July 2020	P.B. Siddhartha, Vijayawada
13	Emerging Concepts in Commerce & Management Studies	5 Aug 2020	Adikavi Nannaya University

Additional Responsibilities performing at college level

SL. No.	Name of the Committee	Responsibility
1.	Attendance	Convenor
2.	Student welfare & special fee	Convenor

3.	Press & Publicity	Convenor
4.	Women Empowerment & Anti Sexual Harassment cell	Advisor
5.	NAAC	Member
7.	Magazine	Member
8.	Literary and Cultural	Member
9.	Mentor Mentee	Member
10.	Electoral literacy club	Member
11.	Games & Sports	Member
12.	Best Outgoing Student Selection Committee	Member
13.	NSS Unit -1	Member