

## CURRICULUM VITAE

**Name:** Janamala Krishnam Raju



**Permanent Address:** JANAMALA KRISHNAM RAJU

Dr No: 58-3-3/2,  
Near CTRI, Sanjeev Nagar,  
Rajahmundry.  
East Godavari – District,  
Andhra Pradesh  
INDIA – 533101.  
Mobile No: +91 – 9494908090  
E – Mail: [kr.faculty@yahoo.com](mailto:kr.faculty@yahoo.com)

**Nationality:** INDIAN

**Passport No:** K8906093

**Date of Birth:** 16<sup>th</sup> March 1984.

**Educational Qualifications:**  
(From Highest Degree onwards)

S. No	Qualification	University/Institute	Specialization	Department
1	Ph. D (Pursuing)	DR BRAOU, Hyderabad	Business Management	Commerce and Business Management
2	M.B.A	Andhra University	Finance & Marketing	Commerce and Management
3	B. Tech	Jawaharlal Nehru Technological University, Hyderabad	Electronics & Control Engineering	Electronics & Control Engineering
4	AP – SET	Osmania University, Govt of Andhra Pradesh (2012)	Management	Management
5	UGC – NET	UGC – DELHI (2013)	Management	Management
6	Equity & Derivatives certificate	National Institute of Securities Market	Stock Market	Finance
7	Securities Market Foundation Examination	National Institute of Securities Market	Stock Market	Finance

**Details of MBA Project:**

Area of Research Work :

FINANCIAL MARKETS

Title of the Project work:

Factors affecting the share price movements and indices calculation.

Organization:

UTI Securities Ltd, Visakhapatnam.

Objective:

Analysis of the factors affecting the stock price movements and index valuation.

Description:

It is an observation study that describes how market is fluctuates and the reasons behind it. Index calculation of Bombay Stock Exchange and National Stock Exchange.

## Details of Ph. D Project:

Broad Area of  
Research Work:

Financial Management Behavioral Finance

Area of Research  
work

Behavioural Finance

Title of the  
Project work:

**BEHAVIORAL ASPECTS OF RETAIL INVESTORS IN  
STOCK MARKET (WITH REFERENCE TO EAST  
GODAVARI DISTRICT OF ANDHRA PRADESH)**

Abstract:

The individual investors are the backbone of the capital market. An investor's investment in stock market is influenced by a large number of factors. Behavior of investor is a part of behavioral finance, which seeks to understand and predict systematic financial market implications of psychological decision processes. A healthier understanding of the behavioral process of investors and its outcomes is significant for financial planners, because if financial planners get an understanding that how investor responds to market movements helps them in developing suitable strategies of asset allocation for their clients. Process of decision making is a cognitive that results in selection of one course of action out of several alternatives. Many equity investors do not have appropriate knowledge of the basic concepts of economics required to make decisions of investment. So there exists a need to make research on these factors that can influence the investment decisions. The research attempts to understand how various fundamental issues driven by psychological factors influence human behavior in the process of investment decision making and different investment alternatives available in the stock market to invest is analyzed.

## Professional Experience:

S No.	Institute / Organization	Position held	From	To	Duration
1	Adikavi Nannaya University	Assistant Professor & Course Coordinator (MBA – 2019 onwards)	1 <sup>st</sup> August 2017	Present	
2	Aditya Global Business School	Associate Professor	December 2014	June 2017	2 years and 6 Months
3	SVD & SGL College of Management & Technology	Assistant Professor	June 2009	November 2014	5 Years and 6 Months
4	BEST Institute of Professional Studies	Lecturer	August 2008	May 2009	1 Year

## Subjects taught at PG level:

Quantitative Techniques for Managers  
Operations Research  
Research Methodology  
Security Analysis and Portfolio Management  
Mutual Funds  
Financial Management  
Strategic Financial Management  
Financial Derivatives  
International Financial Management  
Banking and Insurance  
Financial Markets and Services

## Number of Publications:

S. No	Status of Journal	Total
1	International Journals	6
2	National Journals	0
3	International Conferences	0
4	National Conferences	2

## List of Publications:

### International Journals

S. No.	Title of the Research paper	Name of the Journal	Volume No.	Issue No.	Page Nos.	Year of publication
1	Entrepreneurship is a weapon to eradicate poverty in India	International Journal of Management Technology and Engineering	8	VIII	461– 467	2018
2	HRM practices in small medium enterprises with special reference to east Godavari, Andhra Pradesh	Universal Review	7	VIII	86-90	2018
3	Dynamic volatility between foreign exchange rate and indices of BSE & NSE: evidence from Indian capital markets	International Journal of Research	7	X	563 - 570	2018
4	Recruitment and Selection in MSME Organizations with Special Reference to Andhra Pradesh	Journal of Applied Science and Computations	5	XI	440 - 454	2018

5	Problems and Perspectives of Coir Exporters in East Godavari District	Universal Review	7	XII	1717 – 1725	2018
6	Small Industrial Development Bank of India: Its role in Financing and Development of Industries	International Journal of Management Technology and Engineering	IX	I	3838 - 3845	2019

#### National Conferences:

S. No.	Title of the Research paper	Name of the Proceedings	Dates of the conference.	Organized by
1	Customer attitude towards the services of a micro – finance institution with reference to Spandana - Rajahmundry	National conference on “Paradigm shifts in Business Management”	19 <sup>th</sup> March 2016.	Aditya Global Business School, Surampalem.
2	CONSUMER BUYING BEHAVIOUR TOWARDS GREEN PRODUCTS - A CHANGING SCENRIO	Two-Day National Seminar On EMERGING ISSUES AND CHALLENGES IN COMMERCE AND MANAGEMENT	22 <sup>nd</sup> & 23 <sup>rd</sup> March 2019	Dept. of Commerce and Business Management, University Arts & Science College (Autonomous), Kakatiya University, Subedari, Hanamkonda, Warangal. Telangana State.

## **SEMINARS/WORKSHOPS ORGANIZED:**

- A workshop “Stock Markets in India”
- A Workshop on Teaching Methodologies in Management
- A seminar on “Derivatives Market”
- A workshop on “online trading in Indian Stock Markets”
- A workshop on “Case study learning methods”
- A workshop on “General management”
- A Seminar on “Knowledge management”
- A Workshop on Insurance Sector in India

## **SURVEYS CONDUCTED:**

- A survey on investor’s attitude towards stock market avenues in Rajahmundry, East Godavari District.
- A survey on challenges faced by entrepreneurs in east Godavari District.
- A survey on entrepreneurship opportunities in textile business in Rajahmundry, East Godavari District.

## **REFERENCES:**

Prof. S TEKI

DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES,

ADIKAVI NANNAYA UNIVERSITY

RAJA RAJA NARENDRA NAGAR, RAJAHMUNDRY

ANDHRA PRADESH INDIA

MOBILE: +91 – 7093008475

E – MAIL: [tekisunny@rediffmail.com](mailto:tekisunny@rediffmail.com); [teki.cms@aknu.edu.in](mailto:teki.cms@aknu.edu.in)

Prof Y KIRANMAYI

DEPARTMENT OF BUSINESS MANAGEMENT

DR B R AMBEDKAR OPEN UNIVERSITY,

ROAD NO 46, JUBLI HILLS, ROAD NO 46,

HYDERABAD

TELANGANA, INDIA

MOBILE: +91 - 9848539655

E – MAIL: [kiranmayi.y@gamil.com](mailto:kiranmayi.y@gamil.com)

Prof G RAVI KUMAR,  
ASSISTANT PROFESSOR  
ETHIOPIAN CIVIL SERVICE UNIVERSITY ETHIOPIA  
MOBILE: +91 – 7013374001  
E – MAIL: [dadrkgy@rediffmail.com](mailto:dadrkgy@rediffmail.com)

Declaration

The above details furnished by me is true to my knowledge

Station: Tadepalligudem  
Date: 28<sup>th</sup> July 2022

  
(J KRISHNAM RAJU)