

BIO DATA

Name : Mohammed Saleem

Designation : Associate Professor

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Date of Joining : 01-12-2012

Experience : 11 years

Marital Status : Married

Languages Known : English, Hindi, Arabic, and Telugu

Qualification : M.B.A, (Finance & Marketing) M.Com. (Accounts), PG.DFM, Ph.D
(Pursuing)

Papers Handled : Accounting for Managers, Financial Management,
Services Marketing, Project Management, International
Business, and E-Business. Entrepreneurship &
Development ect.,

Paper Publications : 3 Papers published in various National Journals

Evaluation Experience: P.G Valuation Work for all papers in MBA programme
Offered by various Constituent and Autonomous
Colleges in Andhra Pradesh Paper Setting M.B.A
Paper Valuation Work.

Other Training : Goods and Services Tax, Tally

Webinars attended : Attended more than 15 National and State Level
Webinars on various topics ranging from “Beyond
Education”, “Intellectual Property Rights: The Academic
Perspective” etc.



Seminars / Workshops: Took active role in organizing a workshop on “Outcome Based Education (OBE) – Possibilities and Challenges” on 22-11-2019. Attended Various Seminars and Workshops.

Journals: Paper Published to International Journal of Research and Analytical Review (IJRAR) Approved by ISSN and UGC with Paper Id: IJRAR19K7560, (UGC Care List Journal No : 43602) Paper entitled to “A Study on Customer Relationship Management in Indian Retail Sector and its Impact on Consumer Decision Making” Published On 03 June-2019.

Massive Open Online Courses-MOOCs: I completed Massive Open Online Course on Consumer **Behaviour and Market Research** Conducted by **Acharya Nagarjuna University** in MOOCs Awarded on 22May 2019 with 78%. ANU Enrolment No. A18CO018002 and Certificate Number: ANUCBMR39830

Paper Presentations & F.D.P's and Other Duties:-

1. Presented paper in 1st National Conference on Design Thinking- has presented paper entitled on “A Study on Customer Perception towards Rural Banking Services (With Special Reference to Krishna District in Andhra Pradesh). The Paper has been published in ISBN book (ISBN:978-93-5917-000-8)” on 7th & 8th July 2023 organized by Dr. B.R. Ambedkar Chair, Andhra University in Collaboration with Andhra University Trans-Disciplinary Research Hub.
2. Successfully Completed the Short-term online Faculty Development Programme (FDP) on “Professional Development of Teachers for NEP and current opportunities in Education” organized by IQAC Cluster India, H.V. Desai College, Pune. & A.N.R. College, Gudivada, from 22/05/2023 to 31/05/2023.
3. Actively Participated in the Two-Day National Level Workshop on “Research Methodology-I” on 18-03-2023 & 19-03-2023 Organized by Research Centre, Department of Management Studies, Gayatri Vidya Parishad College for Degree & PG Courses (A), Rushikonda, Visakhapatnam-45.

4. Participated in the Online Webinar on “Cryptocurrencies; Issues and Challenges” organized by Administrative Staff College of India (ASCI), on 6th April 2022.
5. Participated in one day “IP Awareness/Training program” on 24th June 2022 conducted by Intellectual Property Office, Government of India under KAPILA and NIPAM Scheme.
6. Participated in One Day Workshop on “How to Groom Entrepreneurs” is organized to the MBA, M.Com and M.C.A. Students on 26-03-2022 with the Association of APCIMSME – EISC (A body of APSCHE) in PG Seminar Hall?
7. Participated in Two day International Conference on “Innovative mechanisms & standards for Assuring Quality in HEIs” on 11th &12th March 2022 conducted by KL University.
8. Participated one day Seminar on “Leadership paradigm- guiding principles for development” on 05th March 2022 conducted by school of commerce, Presidency University, Karnataka.
9. Actively Participated in the Webinar on “Digitalization of Business : Opportunities & Challenges” on 31st August 2021 Organized by PG. Department of Commerce & Business Administration , Akkineni Nageswara Rao College (Autonomous), with the Association of Department of Commerce & Business Management, University College of Arts & Science, Krishna University, Machilipatnam
10. Participated in the One Day National Webinar on “Sustainable Entrepreneurship Development and Institutional Support for MSMEs by Maris Stella College, in Association with KRU, Machilipatnam on 28th August 2021.
11. Participated in a National Webinar on “Start-ups- The GST Perspective” on 9th July. 2021, organized by the Department of Business Management VR Siddhartha Engineering College, Vijayawada.
12. Attended to a Five Day online Faculty Development Programme (FDP) of AICTE – ATAL “Achieving Operational Excellence by Digital

Transformation of Supply Chain” by RV College of Engineering, from 21-25 June, 2021.

13. Participated in the One Day National Webinar on “Mobile Persuasion: for Health & Safety Promotion” on 9nd June. 2021, by MITS, Madanapalle.
14. Participated in the One Day National Webinar on “Financial Empowerment through Wealth Creation” on 5th June. 2021, by MITS, Madanapalle
15. Participated in a National Webinar on “Strategy for Managing Personal Finance includes Mutual Funds” on 27th May 2021, organized by the Department of Business Management Sir Vishveshwaraiah Institute of Science and Technology, Madanapalle.
16. Attended to a Five Day online Faculty Development Programme (FDP) of AICTE – ATAL “Soft Skills at Work Place: Developing the Right Attitude, Etiquette and Communication’ by Indian Institute of Technology, Patna from 17-21 May, 2021.
17. Participated in the One Day Webinar on “Intellectual Property Rights-Key for Achieving Academic Excellence” by the Department of Commerce & Business Administration, PB. Siddhartha College of Arts & Science, Vijayawada, On 26th Feb 2021.
18. Participated in a National Webinar on “Investment Opportunities in India” on 15th December. 2020, organized by the Department of Management Studies Sir Vishveshwaraiah Institute of Science and Technology, Madanapalle.
19. Participated in the One Day National Webinar on “National Unity Day: Sardhar Vallabhai Patel Birthday Celebrations - Nov. 2020”, by Alagappa University, Karaikudi on 2nd Nov 2020.
20. Participated in the One Day National Webinar on “Indian Capital Markets – The Road ahead” by the Department of Commerce & Business Administration, PB. Siddhartha College of Arts & Science, Vijayawada, in Association with SEBI On 5th October 2020.
21. Participated in the One Day National Level Seminar on The Discourse on Feminism and Gender Empowerment in contemporary Indian Literature and Media Organized by The IQAC, Akkineni Nageswara Rao College

- (Autonomous and Affiliated to Krishna University). Under the Assistance of UGC Autonomous Grant. On 6th January 2020.
22. Qualified for Andhra Pradesh Research Common Entrance Test (APRCET) December 2019 in Management Studies.
 23. Appointed as Observer for Krishna University PG I & II Semester Examinations December – 2019 from 02.12.2019 to 12.12.2019 at A.G & S.G.S College (Autonomous) Vuyyuru.
 24. Participated in the One Day National Level Workshop on Outcome Based Education (OBE) – Possibilities and Challenges and presented a paper on “Developing Assessment Plan for an Outcome Based Marketing Curriculum”. On 22nd November 2019. Organized by The Department of business management, Akkineni Nageswara Rao College (Autonomous and Affiliated to Krishna University). Under the Assistance of UGC Autonomous Grant.
 25. Appointed as Examiner and Paper Valuer in Business Economics and Accounting for Managers papers on 10th July 2019 in KBN College (Autonomous) at Vijayawada.
 26. Participated in Two Day National Seminar On “Consumer Protection in Changing Business Environment” on 09th & 10th August 2018 Jointly Organized by Consumer Law Chair, NALSAR University & Department of Commerce and Business Administration, Acharya Nagarjuna University.
 27. Participated in one week faculty development program (FDP) on Research Methodology, organized by Faculty of Business Management, Marwadi University from June 21-27, 2018.
 28. Participated in 7th International Conference and Submitted paper entitled “Awareness among Consumers about Green Marketing in Sri Potti Sriramulu Nellore (SPSR) District of Andhra Pradesh state, India” on 09th February 2018, conducted by Department of business management Sri Ganesh School of Business Management, Chennai.
 29. Participated in UGC Sponsored National Seminar (In Collaboration with Bank of India) and presented a paper entitled “Impact of GST on Small & Medium

Enterprises” on 09th January 2018, conducted by Department of Commerce Dantuluri Narayana Raju (D.N.R) College (Autonomous) Bhimavaram.

30. Appointed as Examiner and Paper Valuer in Business Economics and Accounting for Managers papers on 10th December 2017 in KBN College (Autonomous) at Vijayawada.
31. Paper setter in KBN College (Autonomous) at Vijayawada on November 2017.
32. Participated in The National Seminar On “Logistics” on 25th-26th July 2017 Vijayawada, Andhra Pradesh. Organized by The Andhra Pradesh State Skill Development Corporation (APSSDC).
33. Participated in faculty development programme on Entrepreneurship development, Sponsored by The Department of Science & Technology, Govt. of India. For the Period 05-03-2014 to 18-03-2014. Conducted by Department of Business Management K.L University.
34. Participated in National Seminar and presented a paper entitled “Brand management in Indian Industry” on 28th march 2014, conducted by Department of Business Management Velagapudi Ramakrishna Siddhartha Engineering College and published in ISBN-978-93-83241-32-3.
35. Participated in The National Seminar and presented a paper on Foreign Direct Investment in Service Sector in Emerging Economy; Opportunities and Challenges. On 24th -25th April 2014. Organized by Faculty of commerce and management, Krishna University. In Association with Andhra Pradesh State Council of Higher Education, Hyderabad.
36. Participated in One Day National Seminar and presented a paper entitled “Impact of Depreciation of Indian Rupee on Indian economy” on 27th February 2013, conducted by Department of Business Management Velagapudi Ramakrishna Siddhartha Engineering College.
37. Participated in The National Seminar and presented a paper on “Empowering Women through Micro Finance” .On February 17th -18th 2012. Organized by The Department of business management, Krishna University. In Association with Andhra Pradesh State Council of Higher Education, Hyderabad and National Bank for Agriculture and Rural Development.

NAAC work : Member of Research and Methodology – Criterion III

Member of : 1.Placement and Career Guidance Cell.
2. Member of ANR College Sports Committee.

Academic projects Guide: Under my Guidance several students are submitted
Their Academic Projects for the past 10 years. Project
Guidance areas like Finance, Marketing and Human
Resource.

Other Details :Serving as the NCC Care Taker, ANR College.
Industrial Study Tours to the M.B.A Students.
Free ICET Coaching to the Prospective Students.
Career & Placement Guidance and Assistance.
Counseling to Academic Weaker Students.
Internship and Project Work Guidance
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Signature