

PROFILE OF Dr. K. RATNA MANIKYAM

Name : **K. RATNA MANIKYAM**
Date of Birth : 30-06-1969
Father's Name : K. Mahankali
Mother's Name : K. Anasuya
Native Place : N.R.P. Agraharam, Undi Mandal, West Godavari Dist.
Category : BC-B



Educational Qualifications:

- B.Com., 1989, Andhra University
- M.Com., 1991, Andhra University
- M.B.A., 2010, Andhra University
- M.Phil., 1995, Andhra University
- Ph.D., 2011, Andhra University
- Qualified APSET (Commerce) in July, 2012
- Qualified UGC NET (Commerce) in June, 2013
- Qualified APSET (Management) in November, 2013

Present Position : Lecturer in Commerce
Government College (A)
Rajahmundry – 533 105
East Godavari District (AP)

Academic Experience:

18 years of teaching in Commerce

- Junior Lecturer, Coconut Merchants Government Junior College for Girls, Palakol, from 24-03-1999 to 14-07-2005
- Lecturer, Sri ASNM Government College for Men, Palakol from 15-07-2005 to 03-09-2015.
- Lecturer, Government College (A), Rajahmundry from 04-09-2015 to till date.

Other Experience:

Worked as N.S.S. Programme Officer during 2005-2008 in the College
Served as Academic Advisor, College Co-ordinator for DRC and RUSA

Research Project:

Completed UGC Sponsored Minor Research Project on “*Impact of Organized Retailing on Small Scale Retailing in Andhra Pradesh*” during 2013-2015

Refresher/Orientation Courses Attended:

- Refresher Course in Management from 18-09-2006 to 08-10-2006.
- Orientation Course from 18-01-2010 to 14-2-2010.
- Inter Disciplinary Refresher Course (IDRC) in Human Rights from 11-03-2011 to 31-03-2011.
- Refresher Course in Commerce from 27-01-2015 to 16-02-2015.

Publications:

Book:

1. **Retail Marketing**, *Discovery Publishing House Pvt. Ltd.*, New Delhi (2013), ISBN: 93-5056-292-8, pages 275

International Journals:

1. Customers' Experience with Small Scale Retail Stores - An Empirical Study, *International Journal of Research in Commerce and Management (IJRCM)*, Vol. No. 3(2012) Issue No.5, May 2012, pp. 86-89, ISSN: 0976-2183, www.ijrcm.org.in
2. Customers' Service Experience in Small Scale Retail Stores - A Case Study, *International Journal of Sales and Marketing Management (IJSMM)*, Vol.1, Issue 1, August 2012, pp7-16, ISSN: 2319-4898, www.iaset.com
3. Organized Retailing in India – Challenges and Opportunities, *Asia Pacific Journal of Marketing & Management Review*, Vol.1 No. 2, October 2012, pp.82-91, ISSN: 2319-2836, www.indiaresearchjournals.com
4. Management of Customer Communications – A Case Study of Small Scale Retail Organizations, *ZENITH - International Journal of Multidisciplinary Research*, Vol.2 Issue 11, Nov. 2012, pp.132-143, ISSN: 2231-5780, www.zenithresearch.org.in
5. Foreign Direct Investment in Indian Retailing – An Analysis, *International Journal of Multidisciplinary Educational Research*, Vol. 2, Issue. 1, January 2013, pp. 14-25, ISSN: 2277-7881, www.ijmer.in
6. Customers' Shopping and Buying Experiences with Small Scale Retail Units – A Case Study, *GITAM Journal of Management*, Vol.11, No.2, April – June 2013, pp.11-25, ISSN: 0972-740X
7. Indian Banking Sector- Challenges and Opportunities, *IOSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 16, Issue 2. Ver. I (Feb. 2014), PP 52-61 www.iosrjournals.org
8. Emerging Dimensions of Accounting Education and Research in India, *International Journal of Multidisciplinary Educational Research*, ISSN : 2277-7881; Impact Factor - 2.735; IC Value:5.16, Volume 3, ISSUE 2(4), February 2014
9. Customer Services Management in Small Scale Retailing – An Empirical Study, *International Journal of Business Management & Research (IJBMR)*, ISSN(P): 2249-6920; ISSN(E): 249-8036, Vol. 4, Issue 2, Apr 2014, 91-106
10. Human Development Index for Villages, *Indian Rural Economy & Employment*, Paramount Publishing House, Hyderabad, pp. 54-58

11. Product Mix and Pricing Strategies of Small Scale Retailers, *International Journal of Retailing & Rural Business Perspectives*, Pezzottaite Journals, ISSN (Print): 2279-0934, (Online): 2279-0942, January-March 2015
12. Micro Finance in India Contemporary Issues & Challenges, *Paramount Publishing House*, Hyderabad, ISBN: 978-93-85100-6-1, pp. 99-105, April, 2015
13. Role of Micro Finance & Self Help Groups in Women Empowerment, *Paramount Publishing House*, Hyderabad, ISBN: 978-93-85100-6-1, pp. 239-245, April, 2015
14. Impact of Demonetization in India, *International Journal of Academic Research*, ISSN: 2348-7666, Volume 3, Issue – 12 (6), December, 2016.
15. Portfolio-Revision Strategies, *International Journal of Business, Management and Allied Sciences (IJBMAS)*, ISSN: 2349-4638, Volume 5, Issue – 2, pp. 111-116, April-June, 2018, www.ijbmas.in.

National Journals

16. Marketing Strategies of Small Scale Retailers – A Study, *Journal of Small Enterprises Development, Management & Extension (SEDME)*, Vol.39, No. 1, March 2012, pp. 43-57, ISSN: 0970-8464, www.nimsme.org
17. Management of Store Operations - A Case Study of Small Scale Retail Organizations, *Management: Issues and Challenges for the Decade*, Paramount Publishing House, Hyderabad (2012), pp.316-326, ISBN: 978-93-82163-24-4
18. Emerging Trends in the Indian Retail Industry - A Conceptual Study, *New Paradigms of Management – Global Challenges of Managers in the 21st Century (NPM – GCM 2012)*, Vijay Nicole Imprints Pvt. Ltd, Chennai (2012), pp. 43-48, ISBN: 978-81-8209-330-0
19. Customer's Opinion on Small Scale Retail Stores: A Case Study, *Indian Journal of Marketing (IJM)*, Vol.43, Number 5, May 2013, pp.5-15, ISSN: 0973-8703
20. Customers' Relationship Experience in Small Scale Retail Stores – A Case Study, *SUMEDHA Journal of Management*, ISSN: 2277-6753, Volume 3, No.2, April-June 2014
21. Higher Education System in India: Challenges and Opportunities, *National Seminar on Reforms in Examination System at under Graduate Level* –July, 2013, ISBN No. 978-93-82163-62-6.
22. Promoting Industry – Institution Collaboration – A Win-win Approach for Enhancing Employability skills and Research, *National Seminar on Recent Innovations in Commerce, Management, Skill envelopment & E-Commerce (CMSDE)*, PR Govt. College, Kakinada, 2017, ISBN No. 978-81-33256-4-3.

Papers Presented in National/International Seminars:

1. Participated in Workshop on ***“Internal Quality Assurance in Higher Education Institutions”*** Organized by Internal Quality Assurance Cell, Andhra University and DNR College, Bhimavaram on 27th October 2006.
2. U.G.C. Sponsored two day National Seminar on ***“Marketing of Insurance Services Emerging Challenges and Opportunities”*** Organized by the Department of Commerce, SKSD Mahila Kalasala, Tanuku, Presented a paper on ***“Privatisation of Insurance Sector: Some Issues and Challenges”*** on 7th & 8th September 2007.
3. Presented a paper entitled ***“Ethical Issues in Marketing Innovations (With Reference to Marketing Innovations in India)”*** in **62nd All India Commerce Conference of Indian Commerce Association** Organized by Maharshi Dayanand Saraswati University, Ajmer from 10-12 October, 2009.
4. Participated in two day Faculty Development Programme cum Workshop on ***“Research Methodology – Techniques and Applications”*** at Centre for Management Research, Department of Management Studies, MR Post Graduate College, Vizianagaram, AP. Held on 28th and 29th November, 2009.
5. Presented a paper entitled ***“Organised Retailing in India – Challenges and Opportunities”*** in the **International Conference on Survival and Growth Strategies in Changing Business Scenario** held on 28th & 29th December, 2009 Organised by Commerce Wing, Directorate of Distance Education, Annamalai University, Annamalainagar, Tamilnadu, India.
6. U.G.C. Sponsored two day National Seminar on **Commerce Education and Employability** on 10th & 11th July 2010, presented a paper entitled ***“Commerce Education and Employability – A Case Study of Campus Interviews and Selections of Commerce Graduates in Selected Colleges of Visakhapatnam”*** held at SKBR College, Amalapuram, East Godavari District, AP.
7. Presented a paper entitled ***“Consumer Protection and Right to Information”*** in Indian Institute of Public Administration (IIPA) Sponsored two day National Seminar on **Consumer Protection and Welfare** on 13rd & 14th August, 2010 held at Dr. B.R. Ambedkar College of Law, Andhra University, Visakhapatnam.
8. Presented a paper on ***“Green Marketing: Strategies and Challenges”*** in 63rd All India Commerce Conference, Organized by Faculty of Commerce, Goa University from 1st – 3rd October, 2010.
9. Presented a paper entitled ***“Online Banking Challenges & Innovations”*** on 21st January, 2012 in the UGC Sponsored National Seminar on **Banking Technology – The Dimensions and Future** organized by DNR College (Autonomous), Bhimavaram, West Godavari District, AP.
10. Paper presented on ***“Management of Store Operations - A Case Study of Small Scale Retail Organizations”*** in Dr. C. K. Prahalad Memorial National Conference on **Management – Issues and Challenges for the Decade** on 4th & 5th April, 2012 Organised by School of Management Studies, Vignan University, Vadlamudi, Guntur, AP in Association with Hyderabad Management Association, Hyderabad.

11. Presented a Research Paper titled ***“FDI in Multi Brand Retail in India – An Analysis”*** in 65th All Indian Commerce Conference Organized by K. P. B. Hinduja College of Commerce, Mumbai held from 9 – 11th Nov, 2012.
12. Presented a paper on ***“Customer’s Shopping and Buying Experiences with Small Scale Retail Units – A Case Study”*** in National Seminar on **Role of FDIs in Retail Sector in India** organized by the Department of Commerce and Management Studies, Ragiv Gandhi College of P.G. and Professional Studies, Rajahmundry during December 7th & 8th, 2012.
13. Presented a paper entitled ***“A Study on Evolution of Corporate Governance (With reference to Indian Banks)”*** in **International Conference on Corporate Governance Emerging Issues and Global Challenges** on January 30-31, 2013 organized by the Department of Commerce, Sri Venkateswara University, Tirupati, A.P., India.
14. Paper presented on ***‘Emerging Dimensions of Accounting Education and Research in India’*** in 36th All India Accounting Conference & International Seminar organized by the Department of Commerce and Management Studies, Andhra University & Indian Accounting Association, Visakhapatnam Branch on 11th – 12th January, 2014.
15. Presented paper on ***‘Higher Education System in India: Challenges and Opportunities’*** in UGC Sponsored Two Day National Seminar Organized by the Department of Commerce, Government Degree College, Srisailam Project during 19th and 20th July, 2013.
16. Presented a paper on ***‘Preventive Measures for E-Banking Frauds’*** in UGC Sponsored Two Day National Seminar Organized by the Department of Commerce, V.K.V. Government Degree College, Kothapet on 15th & 16th November, 2013.
17. Paper presented on ***‘Directions and Implications of Cash Transfer Subsidy in India’*** in National Seminar and Indian Commerce Conference, Organized by the Department of Commerce, Bangalore University, Bangalore from 5th to 7th December, 2013.
18. Paper presented on ***‘Strategic Approach to Human Resource Development’*** in Two Day National Seminar Organized by Maharajah’s Post Graduate College, Pool Baugh, Vizianagaram on 13th & 14th December, 2013.
19. Paper presented on ***‘The Role of DRDA in PURA’*** in UGC-SERO Sponsored National Seminar Organized by the Department of Social Science, K.G.R.L. College (A), Bhimavaram during 13th and 14th February, 2014.
20. Presented a paper on ***‘Indian Banking Sector- Challenges and Opportunities’*** in National Seminar Organized by the Department of Commerce, Sir C.R.Reddy Autonomous College, Eluru on 13th February 2014.
21. Presented paper on ***‘The Role of SEBI in Investors’ Protection’*** in UGC Sponsored National Seminar on Indian Capital Market – Role of SEBI in Investors’ Protection Organised by GDC, Rajampeta on 5-6 September, 2014

22. Paper Presented on '*Human Development Index for Villages*' in Two Day UGC Sponsored National Seminar on 23-24 February, 2015 Organized by GDC, Razole.
23. Paper Presented on '*Changing Role of Insurance in Post Liberalization Era*' UGC National Seminar on Changes in Insurance Business after liberalization of Insurance Sector in India Organized by GDC, Tuni on 9th March, 2016.
24. Paper Presented on '*Impact of Demonetization in India*' in UGC Sponsored National Seminar on 'Demonetization in India – The Philosophy, Practice and Problems' Organized by DNR College, Bhimavaram on 16th December, 2016.
25. Paper Presented on '*Limited Liability Partnershi in India*' in UGC Sponsored Two day National Seminar on 'Limited Liability Partnership – A New Opportunity' on 21-22 December, 2016 Organized by Govt. College (A), Rajahmundry.
26. Paper Presented on '*Environmental Pollution: Its Effects on Human Life*' in UGC Sponsored Two day National Seminar on 'Strategies towards Actualizing the Concept of Sustainable Environment' 17-18 March, 2017 Organized by ASNM Govt. College, Palakol.

Address for Communication: Dr. K. Ratna Manikyam
Lecturer in Commerce
Government College (A)
Rajahmundry – 533 105
East Godavari Dist. (AP)
Mobile: 9949229236
E-mail: kadalirm@gmail.com