



1. Educational/Technical Qualifications :

- 2004-2005, **Master of Philosophy in Commerce** , Osmania University
- 2002-2005, **M.B.A (Finance)**, B.R. Ambedkar University
- 1994-1996, **Master in Commerce**, Osmania University, Hyderabad, Andhra Pradesh, INDIA.
- 1991-1994, **Bachelors in Commerce**, Osmania University, Hyderabad, Andhra Pradesh, INDIA
- 1996-1997, **Diploma In Software Technology**, from CMC Ltd., INDIA
- 1997-1998, **Certificate Course In Database Technology**, from CMC Ltd., INDIA
- ICWAI – Institute Of Cost And Works Accountants Of India: Finished 1 stage out of 4 stages.

2. Membership in Professional Societies :

Member in All India Accounting Association

3. Teaching, Research and Consultancy Profile :

3.1 Teaching Interests :

Financial Accounting and Analysis, Financial Statement Analysis, Financial management, Management accounting and control, Cost accounting, Managerial Economics, Economic Environment and Policy, Management accounting, Strategic financial decisions, International finance, Security Analysis and Portfolio Management, Supply Chain Management, Marketing Research, Accounting and Financial Management

3.2 Ph.D/ M.Phil works guided/being Guided :

- Pursuing Ph.D from Osmania University on the topic “Trade in Financial Services – an empirical analysis”.
- Completed M.Phil from Osmania University in 2005 on the topic “Service Tax Administration – with special reference to Andhra Pradesh”.

3.3 PGDM Projects Guided :

Guided students for Summer Project in 2008-2010 batch

3.4 Research Interest :

Assets Liability Management, Financial Services and Systems, Financial Statement Analysis

4. Outcome of Research :

4.1 M.Phil/Ph.D Thesis :

M.Phil Thesis: “Service tax administration with special reference to Andhra Pradesh”

4.2 Papers Presented in International Conferences :

- Presented a paper titled “Environmental Accounting: An analysis of the existing and alternative economic instruments” in the 27th ALL INDIA ACCOUNTING CONFERENCE AND INTERNATIONAL SEMINAR held at Utkal University, BHUBANESWAR in December, 2004.
- Presented a paper titled “Offshoring As A Competitive Advantage- A Strategic Cost Management Perspective” in the 28th ALL INDIA ACCOUNTING CONFERENCE, held at Hyderabad in Dec, 2005.

4.3 Term Papers :

- Project on “ Working Capital Management “ at Dual Rings Pvt. Ltd., in 2005
- A project on TRAVEL EXPENSE ANALYSIS of FLY HIGH COMPANY [Project done in FOXPRO for the completion of the semester 1 of the Certificate course in Data processing from CMC LIMITED, a government of India enterprise].
- A project in SURVEY OF LAND using C [The project is done in ‘C’ to help the civil engineer to feed the data and get the result and helps avoiding tedious calculations, Project done for the completion of the semester 2 of the Certificate course in Unix and C from CMC LIMITED].
- A Project in CIVIL SUPPLIES [Using the database Oracle and Visual basic as front end. Project done for the completion of the semester 3 of the Certificate course in Database Technology from CMC LIMITED].

5. Work Experience and Training Activities

5.1 Professional Experience :

- Worked with Fergusson College P G Centre since September 2001 to June 2008 as a lecturer in Business Management. Taught various subjects for the M.B.A, M.C.A and P.G.D.M.I.S.C.A courses offered by the college.
- Worked with Sai Sudhir Post Graduate colleges since August 1998 to August 2001 as a lecturer in management and

accounting subjects. Taught various subjects in that college for courses like M.B.A, M.C.A, and P.G.D.M.I.S.C.A.

- Worked as a accounts trainee for about two years at ITW Signode India Ltd, a multi-national company and a major manufacturer of packing materials in India and in U.S.A.

6. Co-curricular and Extra-Curricular Activities :

6.1 Interests and Hobbies :

- Reading books, gardening, music, traveling historic and religious site of India
- To promote efficiency and good attitude towards work.

6.2 CCA/ECA Organized :

Working as Admissions Coordinator for 2009-2011 batch which is the XVII batch at VJIM

6.3 CCA/ECA Involved :

- Rappoteur at the All India Accounting Conference at Hyderabad in 2005 for a technical session.
- Rappoteur for a technical session at the National Seminar conducted on “Business Social Responsibility- a value enhancing strategy for sustainable development.” at VJIM.

6.4 Counseling and Mentoring Activity :

Conducted mentoring to the PGDM candidates twice a week throughout the year 2008-09.

6.5 Monitoring Activities (anti-ragging, general discipline) :

- Member in the purchase committee in at VJIM
- Member in the anti-ragging committee for the year 2009-2011 at VJIM

7. Student Project Guidance at VJIM :

Guiding summer projects of the PGDM students for 2008-2010 batch.

7.1 Areas of Guidance :

Accounting & Finance

8. Personal Details :

8.1 Family :

Married/Single : Single
Father's Name & Occupation : Devarakonda Kesava Murthy, Retired Govt. Polytechnic Principal
Mother's Name & Occupation : Devarakonda Sri Padmavathi, Home maker

8.2 Permanent Address :

Moula-ali, Hyderabad, Andhra Pradesh

8.3 Present Address :

Moula-ali, Hyderabad, Andhra Pradesh

8.4 Phone Number, Mobile and Email :

040-23044902, 9849800819 - d.srijanani@vjim.edu.in

8.5 Social Activities :

Time with family, friends and relatives

8.6 Motto :

- Nothing is Impossible
- Where there is a Will, there is a Way
- When the world

