

## Faculty Profile

Name: **Dr. D. Srinivasa Rao**

Designation: Associate Professor

Teaching Areas: Business Analytics, Econometrics, Business Forecasting  
Machine Learning, Deep Learning

Research Interests: Financial Analytics, Volatility Modelling, SEM, Machine Learning

Education: Ph.D. (Econometrics) Acharya Nagarjuna University - 2011  
MBA, IGNOU - 2007  
MA (Mathematical Economics), Andhra University (Campus) - 1990  
MS (Data Science), IIIT (Bangalore) & LJMU (UK) – 2022



### Research Publications:

1. Impact of Talent Management Practices on Employee Performance in Select Retail in Bangalore City: The Mediating Role of Employee Behaviour and Moderating Role of HR Analytics (ABDC, C), Korea Review of International Studies, Volume 15, Issue 30, Jan 2022
2. Humanitarian Efficiency & Role of Relief Workers: Testing a competency based approach (ABDC, C), International Journal of Service Science, Management, Engineering, and Technology, Volume 11, Issue 4, October-December, 2020
3. A Perception Analysis on The Impact Of Data Driven Decision Making And It's Moderating Resistance Effect, Journal of Advanced Research in Dynamical & Control Systems, Vol. 12, Issue-06, 2020
4. Peri-Urban livelihood dynamics: a case study from Eastern India (ABDC, B), Forum geographic Studii și cercetări de geografie și protecția mediului, Oct 2020
5. A study on work life balance policies and its impact on employees in retail industry, Test Engineering and Management, June 2020
6. A Study on the Impact of Compensation Package on Employee Retention in Organized Retail Sector, International Journal of Advanced Science and Technology. August 2020
7. Predicting Student's Campus Placement Probability Using Binary Logistic Regression, American Journal of Theoretical and Applied Statistics, March 2020
8. HRIS driving Healthcare Institutes, International Journal of Innovative Technology and Exploring Engineering, Jan 2019
9. An Analysis on Perspectives of Investors on Commodity Trading and Risk Management in India, International Journal of Innovative Technology and Exploring Engineering, 2019
10. Financial Risk Quantification of Indian Agro-Commodities using Value At Risk, International Journal of Engineering and Advanced Technology, June 2019
11. An Empirical study on Organisational Learning Capability in IT Industry, International Journal of Innovative Technology and Exploring Engineering, June 2019
12. Preferred Humanitarian Competencies: An empirical Exploration.(ABDC, C), International Journal of Management and Business Research, Dec 2019
13. A Pilot Study on Impact of Socio Cultural Factors on Entrepreneurial Success, International Journal of Civil Engineering and Technology, Jan 2018
14. Antecedents of Perceived Family Support and Impact on Successors Perception of Career Resources and Growth in Small Business Entrepreneurial Families in Indian Rural Economy, Journal of Advanced Research in Dynamical and Control Systems, April 2018.
15. A factor Analysis Study on Relationship between Successor's Entrepreneurial Orientation and Strategic Survival of Family owned Enterprises in India, Journal of Advanced Research in Dynamical and Control Systems, Dec 2018.

16. A Study on Consumer Behaviour at Corporate Retail Stores in Vijayawada City, International Journal of Applied and Computational mathematics June 2017
17. Impact of HRIS on firms performance: A Conceptual framework, Journal of Advanced Research in Dynamical and Control Systems. Jan 2017
18. A Crystallized Exposition on Indian Muslim's Attitude and Consciousness Towards Halal(ABDC,B), Journal of Islamic Marketing, Emerald, March 2017
19. Transforming the Intelligence levels in Employees, International Journal of Applied Business and Economic Research July 2017
20. Indian Commodity Markets: A Thematic Review of Existing Literature, International Journal of Applied Business and Economic Research. June 2017
21. A Study on Socio-Cultural Factors Affecting Entrepreneurial Activity: A Conceptual Framework, Man in India, June 2016
22. A Study on Determinants of Equity Share Prices of Companies Listed in BSE SENSEX, International Journal of Economic Research, July 2015
23. Building an Optimum Trade Portfolio for Indian Spice Exports by Mean Variance Optimization(ABDC,C), Indian Journal of Finance, March 2013