

Dr. Ashok Botta

M.com, SLET (Commerce), MBA, SLET (Management), Ph.D

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Personal Profile

Date of Birth	12 th May, 1987
Father's Name	B. Satya Prakash (Late)
Gender	Male
Nationality	Indian
Religion	Hindu
Martial status	Married
Languages known	English, Telugu and Hindi.
Current Employer	GVP PG College, Visakhapatnam.
Current Address	Flat No:3, Vijayalakshmi Nagar, Kothapeta, Vzm.
Preferred work location	Vizianagaram & Visakhapatnam
Total Experience	11 years

Research Matrix

Publications	National	International
Journals	1	15
Paper Presentations	8	
Workshops	10	
Scopus	2	
UGC Care	11	
FDPs	16	
Books Writing	4	
Patents Published	2	
Book Chapters	2	
Courses/Skills acquired	7	
Consultancy Projects	2	

Total Publications: 22

Management Subjects Teaching Exp.

- ❖ Financial Management.
- ❖ Accounting for Managers
- ❖ Financial Derivatives
- ❖ Management of Financial Services
- ❖ Security Analysis and Portfolio Management.
- ❖ Financial Institutions and Markets
- ❖ Taxation
- ❖ Insurance and Banking

Work Experience

- Working as **Assistant Professor** in MBA department, **G.V.P. College for Degree and P.G.Courses**, Visakhapatnam for last **4 years** (from 19 August 2019 to till date).
- Worked as an Asst. Prof. for MBA Department in **NOBLE Institute of Science and Management** at LankelaPalem, Visakhapatnam from 2018 December to June 15, 2019.
- worked as an Asst. Prof. for MBA Department in **Srinivasa Institute of Management Studies** at P.M Palem, Visakhapatnam from 2018 April to December 2018.
- Worked as an Asst. Prof. for MBA Department in **Avanthi Institute Of Engineering And Technology** at Tagarapuvalasa from 2014 June to 2018 April.
- Worked as an Asst. Prof. for MBA Department in **RAGHU College** at Dakamarri from June 2013 to June 2014.

Educational Qualifications

- **Ph.D** from KL Deemed to be University in 2023.
- **Qualified AP SLET in 2019 (Management)** for Lectureship.
- **Qualified AP SLET in 2016 (Commerce)** for Lectureship.
- **MBA** (Full time- Finance & Marketing) from Andhra University with first class.
- **M.com** (Full time- Finance & Banking) from Andhra University with first class with Distinction from Andhra University.

Administrative Responsibilities as Assistant Professor

- Coordinator NBA Accreditation work in the department
- Class Mentor, MBA and Student Counseling.
- Preparation of reports for the department as required by AICTE, UGC and Andhra University.
- Preparation of Timetables.
- Conducting business games during personality development activities for MBA students.
- Preparing Syllabus along with Sr. Professors for Autonomous Courses.

Universities Ratification Details

- ❖ I am ratified as an Asst. Professor by **Andhra University** on **27th June 2022**.
- ❖ I am ratified as an Asst. Professor by **JNTUK University** on **4th October 2014**.

Educational Qualifications:

Course	Institution	University / Board	Year	% Marks
Ph.D.	Koneru Lakshmaiah University	Koneru Lakshmaiah University	July 2023	
AP SLET Commerce	Andhra University	Andhra University, Visakhapatnam.	September 2016	62%
AP SLET Management	Andhra University	Andhra University, Visakhapatnam.	October 2019	68%
M.B.A.	Bhavani PG College, Vizianagaram	Andhra University, Visakhapatnam.	2011 – 13	78%
M.com	Maharaja PG college, Vizianagaram	Andhra University, Visakhapatnam.	2009 – 11	80%

Title of the Thesis: “DIGITAL FINANCIAL LITERACY IN RURAL HOUSEHOLDS WITH REFERENCE TO NORTH COASTAL ANDHRA PRADESH”.

Publications in International Journals (15)

- Ashok Botta, (2024), “Deep Learning for Sentiment Analysis in Financial Markets”, [2024 5th International Conference on Recent Trends in Computer Science and Technology \(ICRTCST\)](#), Date of Conference: 09-10 April 2024, Date Added to IEEE Xplore: 04 July 2024, ISBN Information: Electronic, ISBN : 979-8-3503-5137-8, Print on Demand (PoD) ISBN: 979-8-3503 51385, DOI: [10.1109/ICRTCST61793.2024.10578359](#), Publisher: IEEE, Conference, Location: Jamshedpur, India .[Indexed in Scopus]**
- Ashok Botta, (2024), “EMPOWERING RURAL ECONOMIES: A STUDY OF DIGITAL FINANCIAL LITERACY IN NORTH COASTAL ANDHRA PRADESH.”, “Published In Anvesak, ISSN : 0378 – 4568 Vol. 54, No. 01(VIII) : January – June : 2024. UGC Care Group – 1, Peer Reviewed, bi-annual Journal**
- Ashok Botta, (2022), “Rethinking Digital Finance On Financial Inclusion And Stability: Evidence From Andhra Pradesh” , Business, Management and Economics Engineering, Vol. 20, Issue 2, 2022 ISSN: 2669-2481/eISSN:2669-249X” page no: 657-673.[Indexed in Scopus]**
- Ashok Botta, (2022), “A Study on Digital Financial Literacy: A precedent for better Financial Literacy and Financial Inclusion with specific reference to north coastal Andhrapradesh.”, “IJFANS International Journal of Food and Nutritional Sciences, Vol. 11, Issue 2, 2022 ISSN: 2319 1775/ISSN PRINT: 2320 –7876” page no: 257-273.[UGC-Care-I Journal]**
- Ashok Botta, (2022), “Financial literacy in the digital age: awareness and access”, International Journal of Food and Nutritional Sciences, Vol. 11, Issue 2, 2022 ISSN: 2319 1775/eISSN: 2320 –7876” page no: 221-227. [UGC-Care-I Journal]**
- Ashok Botta, (2022), “Assessment of Financial Literacy and Financial Inclusion among Rural Households: a Case Study of north coastal Andhra Pradesh” IJFANS International Journal of Food and Nutritional Sciences, Vol. 11, Issue 10, 2022 ISSN: 2319 1775/ISSN PRINT: 2320 –7876” page no: 1380-1388.[UGC-Care-I Journal]**
- Ashok Botta, (2022), A Study On The Adoption Of Digital Payment Mechanism By Small Retail Stores In Visakhapatnam City, Journal of Fundamental & Comparative Research, Vol. VIII, Issue XXXIV, 2022 ISSN: 2277-7067[UGC-Care-I Journal]**
- Ashok Botta, (2022), A Study On The Impact Of Digital Finance On Financial Inclusion, International Journal of Food and Nutritional Sciences, Vol. 11, Issue 1, 2022 ISSN: 2319 1775/ISSN PRINT: 335 –342” page no: 1380-1388.[UGC-Care-I Journal]**
- Ashok Botta, (2022), A Review Of The Literature On High-Quality Economic Development, Upgrading Of Consumption, And Digital Finance, International Journal of Food and Nutritional Sciences, Vol. 11, Issue 11, 2022 ISSN: 2319 1775/ISSN PRINT: 2320 –7876” page no: 1692-1696. [UGC-Care-I Journal]**
- Ashok Botta, (2022), A Study Of Digital Financial Literacy Among The College Students In Visakhapatnam, International Journal of Food and Nutritional Sciences, Vol. 11, Issue 11, 2022 ISSN: 2319 1775/ISSN PRINT: 2320 –7876. [UGC-Care-I Journal]**

11. **Ashok Botta, (2022)**, Determinants of Digital Financial Services: A review of literature, International Journal of Food and Nutritional Sciences, Vol. 11, Issue 3, 2022 ISSN: 2319 1775/ISSN PRINT: 2320 –7876” *page no: 207-218*. **[UGC-Care-I Journal]**
12. **Ashok Botta, (2020)**, an Empirical Evaluation on Identification of Frequently Performed Digital Financial Transactions in Visakhapatnam City, International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 06, 2020 ISSN: 1475-7192. **[Indexed in Scopus]**
13. **Ashok Botta, (2017)**, Demonetization Impact on Indian Economy - “Impact on three sectors of economy, *International Journal of Latest Engineering Research and Applications (IJLERA)* ISSN: 2455-7137- Vol. 02 - issue 11. **[Indexed in Cross reff]**
14. **Ashok Botta, (2016)**, Commodities Derivatives Market In India - Growth And Prospects, , International Journal of Academic Research [IJAR]" of February, 2016 issues vol.3 issue 2(4), ISSN: 2348-7666. **[Indexed in Cross reff]**
15. **Ashok Botta, (2015)**, Financial Inclusion - “Taking Banking Services to the Common Man. Intercontinental journal of finance research review issn: 2321-0354 -online issn: 2347-1654 -impact factor: 0.720 volume 3, issue 4. **[UGC-Care-I Journal]**

Publications in National Journals (1)

Ashok Botta, and Dr. K.V. Devi Prasad (2020), A study on Digital Financial Transactions performed by citizens of Visakhapatnam city, *our heritage journal*” ISSN.: 0474-9030- Vol. 68 - issue 1, January 2020. **[UGC-Care-I Journal]**

Paper Presentations in Seminars/Conferences (8)

1. Presented a paper to The five-day international conference “Ties 2024- Business Beyond Borders ” with a title of “Exploring the Investment Habits of Millennials: A Case Study of Young Professionals with Reference to Visakhapatnam City” organized by Vivekananda Education Society's Institute of Management Studies and Research, Mumbai, Maharashtra, India on 2nd & 6th April 2024. e-ISBN: 978-81-970159-9-1; DOI No.: 10.17492/jpi.VESIM.042401
2. Presented a paper to two day “National Seminar on Navigating the future: Managerial Challenges in the VUCA Environment” with a title of “The rose of Robo-Advisors: A comparative study of Automated Investment Services” organized by Gayatri Vidya Parishad College for Degree and PG Courses (A).Visakhapatnam on 10th & 11th November 2023.
3. Presented a paper to two day “NCDT 2023 | 1st National Conference on Design Thinking: Trans-Disciplinary Challenges & Opportunities” with a title of “Idea for creating a website for online therapy by using Design thinking tools: An Empirical Project Report” organized by AU TRANS-DISCIPLINARY RESEARCH HUB (A.U.TDR-HUB).Visakhapatnam on 7th & 8th July 2023. Published in Conference Proceedings with ISBN: 978-93-5917-000-8.
4. Presented a paper to two day “NCDT 2023 | 1st National Conference on Design Thinking: Trans-Disciplinary Challenges & Opportunities” with a title of “A Descriptive study on Design Thinking in Business and Management challenges and Opportunities” organized by AU TRANS-DISCIPLINARY RESEARCH HUB (A.U. TDR-HUB).Visakhapatnam on 7th & 8th July 2023. Published in Conference Proceedings with ISBN: 978-93-5917-000-8.
5. Presented a paper to two day “*national conference on interdisciplinary research innovations in the social sciences landscape*” with a title of “competitive advantage of mergers in banking sector organized by st.joseph’s college for women (a) in collaboration with andhra pradesh economic association (apea).visakhapatnam on 23rd

-24th november 2018,published in international journal of business, management & allied sciences(ijbmas) volume 5, s2:2018, november issue, issn :2349-4638 with an impact factor 6.853.

6. Presented a paper to *national conference on services in emerging markets* with a title of “e-banking in india” organized by gitam school of international business gitam (deemed to be university), visakhapatnam on 9-10th march 2018. Published in shanlax international journal of management. Volume.5, special issue 1, issn: 2321-4643 with an impact factor 2.082.
7. Presented a paper to two days national seminar on “corporate social responsibility in india: strategies for inclusive development” being held during 17th -18th march, 2017 at andhra university, visakhapatnam. With a title of corporate social responsibility: driving forces and challenges.
8. Presented a paper to One Day National Seminar on "Emerging Trends in Marketing “on 20th November, 2015 with ISBN Book Publication organised by VR Siddhartha Engineering College, and Department of Business Management, Vijayawada.

Books published (4)

1. **Ashok Botta (2021)**, “Financial Markets”, Shree Publishing House, ISBN: 978-93-91117-71-9.
2. Dr.P.V.Mohini, **Ashok Botta (2021)**, Dr.N.S.V.N.Raju, Insurance promotion Shree Publishing House, ISBN: 978-93-91117-76-4.
3. **Ashok Botta (2021)**, Agriculture Marketing, Himalaya Publishing House, ISBN: 978-93-5495-136-7.
4. R.G.Saxena, N.Padmalata, **Ashok Botta (2022)**, Auditing, Himalaya Publishing House, ISBN: 978-93-5596-367-3.

Book Chapters published (2)

1. Ashok Botta (2023), “The Evolution of Fintech: Revolutionizing Finance” in the e-Book (E-ISBN: (978-93-95659-55-0) entitled Convergence of Business and Technology. By Beyond Line Publisher.
2. Ashok Botta (2024), Empowering Tomorrow's Workforce: Unleashing Human Potential with Digital-Driven Talent Management in the book title 'Green Metaverse for Greener Economies', by CRC Press E-ISBN: 9781032638188 DOI: [10.1201/9781032638188-5](https://doi.org/10.1201/9781032638188-5) (Taylor & Francis Scopus Indexed).

Patents published (2)

1. “Title of the invention: **“Strategic workforce development methodology for integrating HR and entrepreneurship strategies”**. Date of Filing 10/11/2023 published in the patent office journal No: 50/2023 on 15/12/2023. **Application no:202341076965**
2. “Title of the invention: **“Automated Ai Based Share Market Financial Flux and Price Prediction System**. Date of Filing 09/02/2023. **Application no: 202441001711**

Consultancy Projects (2)

1. “Title of the project: **“Study on Solid Waste Management Practices”**. Submitted to Water, Sanitation and Hygiene Institute of 16 mandals in Badradri, Kothagudem District of Telangana.
2. “Title of the project: **“Study on Solid Waste Management Practices”**. Submitted to Water, Sanitation and Hygiene Institute of 5 mandals in Badradri, Kothagudem District of Telangana.

Courses/Skills Acquired (7)

1. Successfully completed and received a passing grade in **Stats100 Statistics Fundamentals for Business Analytics** a course of study offered by LehighX, an online learning initiative of Lehigh University through **edX** platform.
2. Successfully completed and received a passing grade in **AC105x: Financial Accounting and Analysis** a course of study offered by IIMBx, an online learning initiative of Indian Institute of Management Bangalore through **edX** platform.
3. Successfully completed and received a passing grade in **RMPC1.2x: Measuring Risk: Equity, Fixed Income, Derivatives and FX** a course of study offered by NYIF, an online learning initiative of New York Institute of Finance through edX.
4. Successfully completed and received a passing grade in **DA0130: Analyzing Data with Excel** a course of study offered by IBM, an online learning initiative of IBM. through edX.
5. Successfully completed and received a passing grade in **ML001 Machine learning with Python for finance** professionals a course of study offered by ACCA, an online learning initiative of Association of Chartered Certified Accountants through edX.
6. Successfully completed and received a passing grade in **AI0121EN: Introduction to Generative AI** a course of study offered by IBM, an online learning initiative of IBM through edX.
7. Successfully completed and received a passing grade in **RPFML-AI: Introduction to Machine Learning and AI** a course of study offered by RaspberryPiFoundation, an online learning initiative of Raspberry Pi Foundation.

Workshops Participation (10)

1. I have participated State Level **One-Day workshop for Autonomous Colleges on “Data uploading for Academic Bank of Credits (ABC)”** on 11.03.2024 at JNTUK, Kakinadain collaboration with NAD Digi Locker, Digital India Corporation, Meity, Govt. of India.
2. I have participated one day state level Workshop for Universities and autonomous colleges on “Implementation of Academic Bank of Credits (ABC) in collaboration with NAD Digi Locker, Digital India Corporation, Meity, Govt. of India & P.B. Siddhartha College of Arts & Science on 21st June 2023.
3. I have participated one day Online Workshop on Research Data Analysis Using Ms-Excel Organized by Shri Ramswaroop Memorial University on 1st may 2020.
4. I have participated two days Online Course On Arithmetic Ability Organized by RAJAPALAYAM RAJU'S COLLEGE, RAJAPALAYAM on 23rd and 24th April 2020.
5. I have participated two days Online course on Personality Development Organized by Vivekanandha College Of Arts And Sciences For Women (Autonomus),Tamilnadu on 17th & 18th April 2020.
6. I have participated to a one day symposium on "DIGITAL FINANCE OPPORTUNITIES & CHALLENGES". Organized by KL BUSINESS SCHOOL, IN ASSOCIATION WITH BSE & MCX at KLEF (Deemed to be University) on 23rd November 2019.
7. I have participated in the faculty knowledge sharing program organized by IBS ICFAI Business School on 20th

July 2019, Visakhapatnam.

8. I have participated in the three day workshop on “THEORY BUILDING AND STRUCTURAL EQUATION MODELING” Organized by Gitam School of International Business, GITAM (Deemed to Be University), Visakhapatnam on 15, 16 & 17th November 2018.
9. I have organized a one day National level workshop on "MICRO ANALYSIS OF FINANCIAL STATEMENTS". At SRINIVASA INSTITUTE OF MANAGEMENT SCIENCES College on 17th August 2018.
10. I have participated to a one day National level workshop on "CHANGING PARADIGM OF MANAGEMENT EDUCATION". Organized by JNTUK, KAKINADA on 30th July 2016.

FDP/ Short-term Courses Participation (16)

1. I have participated **AICTE-ISTE Approved Two Week short term training program on Recent Trends in AI, ML and IOT** during 12th & 25th June 2024 organized by department of E & TC Engineering SKNCOE, Pune.
2. I have received a participation certificate on successful completion of a Two-Week Faculty Development Program (Online Mode) on “Transforming Education: Integrating OBE and NEP 2020” from 22 July to 2 August 2024, Organized by the Department of Electronics and Communication Engineering, CVR College of Engineering.
3. I have participated National Level AICTE-ISTE Approved Two Weeks Faculty Development Program (Online mode) On “Innovative Teaching and Research Methodologies” organized by Department of Information Technology, S m t. K a s h i b a i N a v a l e C o l l e g e o f E n g i n e e r i n g , Pune, Maharashtra, India, conducted during 20th February to 4th March 2024.
4. I have participated in the Seven Days National Level PDP on “Effective & Quality Research Writing - Phase V ” organized by the Departments of Commerce and Accounting & Finance (Shift II), Patrician College of Arts & Science on 6th June & 12th June 2024.
5. I have participated in a Faculty Development Program (online) on NEP- 2020 Orientation and Sensitization under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) Organized by Malaviya Mission Teacher Training Centre, University of Hyderabad (MMTTC-UoH) from 23rd May to 31st May 2024.
6. I have participated a National Level AICTE-ISTE Approved Two Weeks Faculty Development Program (Online mode) On “Innovative Teaching and Research Methodologies” organized by Department of Information Technology, S m t. K a s h i b a i N a v a l e C o l l e g e o f E n g i n e e r i n g , Pune, Maharashtra, India, conducted during 20th February to 4th March 2024.
7. I have participated to a five days online FDP on “Real Estate Management”. Organized by “Chh.Shahu Institute Of Business Education & Research, 8-2-2021 to 12-2-2021.
8. I have participated to a five days online FDP on “Research in finance using E-views”. Organized by “PSGR Krishnammal College for Women, 4-1-2021 to 8-1-2021., Online Mode.

9. I have participated to a seven days online FDP on “Front Accounting ”. Organized by “Spoken Tutorial Project, IIT Bombay, funded by the National Mission on Education through ICT, MHRD, and Govt. of India. On 29th April to 5th may 2020.
10. I have participated to a five days online FDP on “Digital Marketing" Organized by “Gayatri Vidya Parishad College for Degree & PG Courses (A). 10th Oct to 14th Oct 2020
11. I have participated to a three days online national level FDP on Online College Management & Online Content Creation Tools Organized by “Lala Lajapathi Rai College of Commerce & Economics. On 30th April to 2nd may 2020.
12. I have participated to a one day online FDP on “Examinations in wake of COVID-19-ONLINE ”. Organized by Patrician College, Chennai on 08th march 2020.
13. I have participated “National faculty development program on Financial Reporting and Taxation Scenario Post Covid-19 ”. Organized by “The Maharaja Sayajirao University of Baroda. 14th May to 16th may 2020.
14. I have participated “Universal Human Values and Professional Ethics". Organized by “Chebrolu Engg College, Chebrolu”, On 13th May to 17th may 2020.
15. I have participated international faculty development program on Digital Teaching and Learning Environment ". Organized by “Pillai college of Arts,Commerce & Science in association with Mumbai University and College Teachers’ Association (MUCTA), 11th May to 13th may 2020
16. I have participated “Universal Human Values and Professional Ethics". Organized by “Chebrolu Engg College, Chebrolu”, On 13th May to 17th may 2020.

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