

Name	MR P.GANESH ANAND
Designation	Assistant Professor
Qualification	MBA
Mail-Id	ganeshmba2008@josephspgcollege.ac.in
Experience	13 Yrs +2 Yrs Industry
Paper Publications	<ol style="list-style-type: none"> 1. Participated in National Conference On “REVOLUTIONALISING BUSINESS PRACTICES IN DIGITAL” Organized by St. Joseph’s Degree & PG College (Autonomous and presented paper on “Forensic Accounting & Its Uses inBusiness“ 2. Participated in International Conference on Public Private Participation organized by Institute ofPublic and published paper 3. Participated in International Conference on Retail Marketing organized by Hyderabad CentralUniversity and Published paper 4. Participated and presented a Paper on “Financial Statements Leverage with Special Reference to NSIC “ in International Conference on Innovation and reengaging of Management Practices and Sustainability organized by St Joseph’s Degree & PG College (Extended Campus) Hyderabad. 5. Participated and presented a Paper on “A STUDY ON “INVESTORS PERCEPTION ABOUT INVESTMENT IN STOCK MARKET” in National Conference on Sustainable solutions - A key to challenges and opportunities in Business, Management and Entrepreneurship organized by St. Ann’s College for Women, Hyderabad. 6. Published chapter on “Crisis Management- Government of India Boon on MSME’s Under ANBA(AtmaNirbhar Bharat Abhiyan) Scheme During COVID 19 in book Economic Policy andPlanning in IndiaPost COVID 19 Published by BLOOMSBURY PUBLISHING INDIA PVT. LTD.New Delhi London Oxford New York Sydney(ISBN not Rec Yet) 7. Published paper on “UNDERSTANDING THE OTT-STREAMING BEHAVIOR AMONG GENERATION Z CONSUMERS DURING THE LOCKDOWN PERIOD”
Awards & Rewards	<ol style="list-style-type: none"> 1. Best Teacher Award February 2013 –cash award of Rs. 2,000 in St. Joseph’s Degree & PGCollege. 2. Resource Person for Operations Research 3. Research for Decisions at Nizam College Resource Person for Operations Research and Research for Decisions at St Ann’s College for Women