

## Faculty Profile

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

Designation: Associate Professor

Teaching Areas: Business Analytics,  
MCIS,  
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. A Bibliometric Analysis of Green Finance, *Indian Journal of Finance*, Volume 17, Issue 9, 2023.
2. 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 *Korea Review of International Studies*, Volume 15, Issue 30, Jan 2022
3. Humanitarian Efficiency & Role of Relief Workers: Testing a competency based approach *International Journal of Service Science, Management, Engineering, and Technology*, Volume 11, Issue 4, October-December, 2020
4. 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
5. Peri-Urban livelihood dynamics: a case study from Eastern India, *Forum geographic Studii si cercetări de geografie și protecția mediului*, Oct 2020