

## RESEARCH SCHOLAR (UGC-JRF)

### PUNNA AJAY KUMAR

Research Scholar, Osmania University, Hyderabad, India.

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**Academic Profile:** <https://osmania.irins.org/profile/555920>



#### Key Skills

- **Expert command** over **Accounting, Finance** and **Business Management** Subjects
- Exceptional **Research** and **Academic Writing** Skills
- Good knowledge on **Artificial Intelligence**, Machine Learning and Neural Networks
- Expert knowledge on **Statistics** and Data Analysis
- Good knowledge on **Philosophical Foundations** of Research in Business and Social Sciences
- Practical experience on **IBM SPSS**, Stata, Gretl, **Python, R** and MS Excel

#### Social Profiles (Scholarly and Professional)

|                              |                                                                                                                                                 |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| ORCID                        | <a href="https://orcid.org/0009-0006-7090-084X">https://orcid.org/0009-0006-7090-084X</a>                                                       |
| Vidwan INFLIBNET             | <a href="https://vidwan.inflibnet.ac.in/profile/555920">https://vidwan.inflibnet.ac.in/profile/555920</a>                                       |
| Google Scholar               | <a href="https://scholar.google.com/citations?user=jUequL8AAAAJ">https://scholar.google.com/citations?user=jUequL8AAAAJ</a>                     |
| ResearchGate                 | <a href="https://www.researchgate.net/profile/Punna-Kumar">https://www.researchgate.net/profile/Punna-Kumar</a>                                 |
| Academia                     | <a href="https://osmania.academia.edu/AjayKumarPunna">https://osmania.academia.edu/AjayKumarPunna</a>                                           |
| SSRN                         | <a href="https://papers.ssrn.com/Sol3/Cf_Dev/AbsByAuth.cfm?per_id=6635283">https://papers.ssrn.com/Sol3/Cf_Dev/AbsByAuth.cfm?per_id=6635283</a> |
| Web of Science Researcher ID | <a href="https://www.webofscience.com/wos/author/record/MGT-0144-2025">https://www.webofscience.com/wos/author/record/MGT-0144-2025</a>         |

#### Educational Qualifications

| Institution                            | Name of the College                   | Certification                        | Year     | Percentage/<br>CGPA    |
|----------------------------------------|---------------------------------------|--------------------------------------|----------|------------------------|
| Osmania University                     | UCCBM, OU Campus                      | Ph.D. (Spl. in Finance)              | Pursuing | --                     |
| Osmania University                     | UCCBM, OU Campus                      | M. Com (Finance)                     | 2022     | 77.86% or<br>7.79 CGPA |
| Osmania University                     | Vahini Degree College,<br>Hyderabad   | B. Com                               | 2016     | 83.5%                  |
| Board of Intermediate<br>Education, AP | Narayana Junior College,<br>Hyderabad | Intermediate (MPC)                   | 2013     | 95.5%                  |
| Board of Secondary<br>Education, A.P.  | Vignan High School                    | Secondary School (10 <sup>th</sup> ) | 2011     | 87%                    |

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### Other Academic Achievements

| S.No. | Description                    | Subject(s)                                               | Percentage/<br>Percentile         | Examiner                              | Month<br>Year |
|-------|--------------------------------|----------------------------------------------------------|-----------------------------------|---------------------------------------|---------------|
| 2     | <b>PhD Coursework</b><br>Exams | Finance, Research<br>Methodology &<br>Publication Ethics | <b>70 percent</b><br>(139/600)    | Osmania University                    | Aug<br>2025   |
| 1     | <b>UGC NET JRF</b>             | Commerce                                                 | <b>99.39</b><br><b>percentile</b> | University Grants<br>Commission (UGC) | Dec<br>2022   |

### Professional Qualifications

| Institution                                        | Certification   | Year     | Percentage |
|----------------------------------------------------|-----------------|----------|------------|
| Institute of Chartered Accountants of India (ICAI) | CA-Final        | Pursuing | --         |
|                                                    | CA-Inter        | May 2015 | 55%        |
|                                                    | CA-CPT          | Dec 2013 | 87.5%      |
| Institute of Company Secretaries of India (ICSI)   | CS Professional | Pursuing | --         |
|                                                    | CS Executive    | Dec 2021 | 51%        |

### Research Publications

| S.No. | Title of the publication                                                                                                                                                                                                                                                                                                                                                   | Type                   | Journal/Book                                                                   | ISSN/<br>ISBN    | Volume<br>& Issue | Month<br>& Year |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------------------------------------------------------------------------|------------------|-------------------|-----------------|
| 7     | Free TSRTC Bus Travel Service for Women Passengers: A Comparative and Perceptual Study<br><a href="https://jipp.jsqp.edu.in/index.php/jipp/article/view/307">https://jipp.jsqp.edu.in/index.php/jipp/article/view/307</a>                                                                                                                                                  | Research Article       | Jindal Journal of Public Policy                                                | 2278-8743        | 9(2)              | Aug<br>2026     |
| 6     | AI Chatbots as Marketing Intermediaries<br><a href="https://doi.org/10.58532/nbennurEAMBB4P2C1">https://doi.org/10.58532/nbennurEAMBB4P2C1</a>                                                                                                                                                                                                                             | Chapter in Edited Book | Emerging approaches in marketing, branding, and consumer insights (IIP Series) | ISSN: 3070-7617  | 6                 | June<br>2026    |
| 5     | Public Private Partnership for Telangana Tourism: A Comparative and SWOC Analysis<br><a href="https://www.researchgate.net/publication/413752797_Public_private_partnership_for_Telangana_tourism_a_comparative_and_SWOC_analysis">https://www.researchgate.net/publication/413752797_Public_private_partnership_for_Telangana_tourism_a_comparative_and_SWOC_analysis</a> | Research Article       | Osmania Journal of International Business Studies                              | ISSN: 00973-5372 | 20 (6)            | Dec<br>2025     |
| 4     | Generative AI in Social Media Marketing: An Evaluation of Adobe Firefly<br><a href="https://gjeis.com/index.php/gjeis/article/view/641">https://gjeis.com/index.php/gjeis/article/view/641</a>                                                                                                                                                                             | Research Article       | Global Journal of Enterprise Information System                                | ISSN: 0975-1432  | 16(3)             | Sep<br>2024     |
| 3     | Video Generative AI in Digital Marketing: A SWOT Analysis on E-Commerce<br><a href="https://doi.org/10.46632/jbab/3/4/7">https://doi.org/10.46632/jbab/3/4/7</a>                                                                                                                                                                                                           | Research Article       | REST Journal of Banking, Accounting and Business                               | ISSN: 2583-4746  | 3(4)              | Dec<br>2024     |
| 2     | Generative AI in Indian Fashion E-Commerce: Insights from Myntra<br><a href="http://dx.doi.org/10.13140/RG.2.2.17386.32961">http://dx.doi.org/10.13140/RG.2.2.17386.32961</a>                                                                                                                                                                                              | Research Article       | Journal of Indian Institute of Management and Commerce                         | ISSN: 2581-6527  | 7(1)              | June<br>2024    |

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| S.No. | Title of the publication                                                                                                                                                                                                                                                                                                                                                                                                                                         | Type             | Journal/Book                                     | ISSN/ ISBN              | Volume & Issue | Month & Year |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------------------------------------|-------------------------|----------------|--------------|
| 1     | Generative AI in Quick Commerce: Achieving financial Inclusion Through Open Network for Digital Commerce (ONDC)<br><a href="https://www.researchgate.net/publication/384058207_Generative_AI_in_Quick_Commerce_Achieving_Financial_Inclusion_Through_Open_Network_for_Digital_Commerce_ONDC">https://www.researchgate.net/publication/384058207_Generative_AI_in_Quick_Commerce_Achieving_Financial_Inclusion_Through_Open_Network_for_Digital_Commerce_ONDC</a> | Research Article | Emerging Trends in Banking & Finance (ETBF-2K24) | ISBN: 978-81-971811-0-8 | N/A            | June 2024    |

### Conference and Seminar Presentations

| S.No. | Date         | Title of the Paper Presented                                                                                                                    | Name of the event                                                                                                                              | Place                                        | Mode      |
|-------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-----------|
| 6     | Oct 16, 2025 | Public Private Partnership for Telangana Tourism: A Comparative and SWOC Analysis                                                               | International Conference on Global Tourism: New Avenues for Sustainable Development                                                            | Dept. of Commerce, Osmania University        | Online    |
| 5     | Nov 23, 2024 | Related Party frauds and corruption in corporates: Perspectives of Hyderabad's Chartered Accountants post-Hindenburg SEBI-Adani Controversy     | 46th All India Accounting Conference and International Seminar on Accounting Education & Research (organized by Indian Accounting Association) | Science City, Kolkata                        | In-person |
| 4     | Jun 24, 2024 | Generative AI in Quick Commerce: Achieving financial Inclusion Through Open Network for Digital Commerce (ONDC)<br><b>(Awarded Consolation)</b> | 5 <sup>th</sup> Annual Conference of Telangana Commerce Association – One Day National Conference on Emerging Trends in Banking & Finance      | Mahatma Gandhi University, Nalgonda          | In-person |
| 3     | May 17, 2024 | Generative AI in Indian Fashion E-Commerce: Insights from Myntra<br><b>(Awarded 1<sup>st</sup> Best Paper and Won Cash Prize)</b>               | A Two Day Multi-Disciplinary National Conference on Global Opportunities Through Holistic Development in Education, Technology & Research      | IIMC Hyderabad                               | In-person |
| 2     | Apr 16, 2024 | Generative AI in Social Media Marketing: A Focus on Adobe Firefly<br><b>(Awarded Best Topic)</b>                                                | National Seminar on Recent Trends in Online Marketing in India                                                                                 | Bhavan's New Science College, Hyderabad      | In-person |
| 1     | Feb 17, 2024 | Free Bus Travel for Women Passengers: A Comparative and Perceptual Study                                                                        | One Day Seminar on "Growth Performance and Challenges of Telangana Economy"                                                                    | The Indian Institute of Economics, Hyderabad | In-person |

### Conferences, Seminars and Summits Participated

| S.No. | Name of the event                                        | Organizer                                  | Mode      | Duration                 | Sponsor       |
|-------|----------------------------------------------------------|--------------------------------------------|-----------|--------------------------|---------------|
| 8     | 17 <sup>th</sup> ISB Accounting Research Conference 2024 | Indian School of Business (ISB), Hyderabad | In-person | 2 Days (Dec 19-20, 2024) | ISB Hyderabad |

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| S.No. | Name of the event                                                                                                             | Organizer                                                                                                    | Mode      | Duration                    | Sponsor                                                                       |
|-------|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------|-----------------------------|-------------------------------------------------------------------------------|
| 7     | 46 <sup>th</sup> All India Accounting Conference and International Seminar on Accounting Education & Research                 | Indian Accounting Association, South Bengal Branch                                                           | In-person | 2 days<br>(Nov 23-24, 2024) | Indian Accounting Association                                                 |
| 6     | AI and Cloud Conference 2024                                                                                                  | TechXConf<br>(At Chennai Trade Center, Chennai)                                                              | In-person | 2 days<br>(Nov 15-16, 2024) | N.A.                                                                          |
| 5     | One Day National Seminar on Financial Shenanigans                                                                             | Bhavan's Vivekananda College, Sainikpuri, Hyderabad                                                          | In-person | 1 day<br>(Sep 13, 2024)     | Indian Accounting Association– Hyderabad Branch                               |
| 4     | <b>Telangana Global AI Summit, 2024</b>                                                                                       | Emerging Technologies, <b>ITE&amp;C Department, Govt. of Telangana</b>                                       | In-person | 2 days<br>(Sep 5-6, 2024)   | Govt. of Telangana                                                            |
| 3     | One Day National Seminar on "Sustainable Finance and Investments: Issues and Prospects"                                       | Badruka College of Commerce and Arts, Kachiguda, Hyderabad                                                   | In-person | 1 day<br>(July 27, 2024)    | Indian Accounting Association– Hyderabad Branch                               |
| 2     | 5th Annual Conference of Telangana Commerce Association – One Day National Conference on Emerging Trends in Banking & Finance | Telangana Commerce Association<br>(organized at Department of Commerce, Mahatma Gandhi University, Nalgonda) | In-person | 1 day<br>(June 24, 2024)    | Telangana Commerce Association (TCA) and Institute of Public Enterprise (IPE) |
| 1     | 2 <sup>nd</sup> National "Doctoral Conclave – 2024"                                                                           | Department of Commerce, Osmania University                                                                   | In-person | 2 days<br>(Mar 15-16, 2024) | --                                                                            |

### Workshops and Courses on Research Methodology Participated

| S.No. | Name of the Event                                                       | Organizer                                                                                      | Mode      | Duration                            |
|-------|-------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-----------|-------------------------------------|
| 7     | Research Methodology for Research Scholars/Faculty Members              | Human Capital Development Centre (HCDC), Osmania University.                                   | In-person | <b>7 days</b><br>(Feb 14-21, 2025)  |
| 6     | Ten Day Research Methodology Course for PhD students in Social Sciences | South Regional Centre, Indian Council for Social Science Research (ICSSR-SRC)                  | In-person | <b>10 days</b><br>(Aug 1-10, 2024)  |
| 5     | One-Week Online Workshop on IBM SPSS and AMOS                           | VIT-AP University<br>(in collaboration with Anthropic Center for Languages and Social Science) | Online    | <b>7 days</b><br>(July 8-13, 2024)  |
| 4     | Seven Days Research Methodology Course                                  | Institute of Public Enterprise (IPE)<br>(in collaboration with ICSSR-SRC)                      | In-person | <b>7 days</b><br>(June 24-30, 2024) |
| 3     | 5 Days Workshop on Research Methodology and Multivariate Data Analysis  | <b>IIT Tirupati</b><br>(Department of HSS)                                                     | In-person | <b>5 days</b><br>(May 20-24, 2024)  |
| 2     | Osmania University Research Skills (OURS) Series – 3                    | Osmania University Human Capital Development Centre                                            | In-person | <b>4 days</b><br>(Feb 19-22, 2024)  |
| 1     | Osmania University Research Skills (OURS) Series – 2                    | Osmania University Human Capital Development Centre                                            | In-person | <b>5 days</b><br>(Feb 12-16, 2024)  |

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### Faculty Development Programs (FDPs) Participated

| S.No. | Name of the FDP                                                                                              | Organizer                                                                                                                      | Mode      | Duration                              |
|-------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|-----------|---------------------------------------|
| 7     | Advanced Research Methodologies                                                                              | <b>IIT Hyderabad</b><br>(Department of Entrepreneurship and Management)                                                        | Online    | <b>7 days</b><br>(Jun 29-Jul 5, 2026) |
| 6     | Advanced Econometrics and Data Analytics for Research and Decision-Making                                    | <b>Woxsen University</b><br>(School of Business)                                                                               | Online    | <b>One week</b><br>(Jun 22-28, 2026)  |
| 5     | Entrepreneurship and Startup: Accelerating Indian Economy                                                    | St. Pious X Degree and P.G. College for Women, Hyderabad<br><b>(ATAL-FDP)</b>                                                  | In-person | <b>Two weeks</b><br>(Dec 9-21, 2024)  |
| 4     | Artificial Intelligence, Machine Learning and Data Science with Research Applications                        | Sri Venkateswara College of Engineering, Tirupati<br><b>(ATAL-FDP)</b>                                                         | In-person | <b>One week</b><br>(Oct 21-26, 2024)  |
| 3     | Industrial Applications of Artificial Intelligence and Machine Learning                                      | Bajaj Chandrapur Polytechnic Chandrapur, Maharashtra<br><b>(ATAL-FDP)</b>                                                      | In-person | <b>One week</b><br>(Oct 14-19, 2024)  |
| 2     | Faculty Development Program (FDP) on Emerging Professional Courses                                           | Department of Commerce, Osmania University, Hyderabad (in collaboration with HOCK International)                               | In-person | <b>1 day</b><br>(Sep 23, 2024)        |
| 1     | Two-Day Faculty Development Programme on Contemporary Teaching and Research Methods in Management Discipline | Aditya Degree and PG College, Surampalem.<br>(in collaboration with Association of Indian Management Schools (AIMS)-Hyderabad) | In-person | <b>2 days</b><br>(May 20-24, 2024)    |

### Invited as Resource Person

| S.No. | Name of the Programme                                                              | Session Topic                                                     | Organizer                                                   | Date Delivered |
|-------|------------------------------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------|----------------|
| 2     | FDP on Research Methodology with AI Tools<br>(Feb 17-21, 2026)                     | AI Tools for Research<br>Patent Drafting and<br>Journal Selection | Dr. B.R. Ambedkar College, Baghlingampally, Hyderabad.      | Feb 02, 2026   |
| 1     | Free Ten-Day Training Program for UGC-NET Aspirants on Paper-I<br>(Dec 9-21, 2024) | Tips and Tricks to crack UGC-NET Paper-I                          | Human Capital Development Centre (HCDC), Osmania University | Dec 21, 2024   |

### Editor/Reviewer Roles

| S.No. | Served as              | Journal/Edited Book                                                                                                                                                       | ISSN/ISBN       | Member ID       | Since     |
|-------|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|-----------|
| 4     | Journal Reviewer       | Journal of Emerging Trends and Novel Research (JETNR)<br><a href="https://rjpn.org/jetnr/index.php">https://rjpn.org/jetnr/index.php</a>                                  | 2984-9276       | 112142          | Sep 2026  |
| 3     | Journal Reviewer       | International Journal of Research Trends and Innovation<br><a href="https://ijrti.org/">https://ijrti.org/</a>                                                            | 2456-3315       | 112389          | Aug 2026  |
| 2     | Editorial Board Member | Contemporary Development in Finance, Banking, and Risk Management (Edited Book Series ID: 020IIP2026S2_G1)<br><a href="https://iipseries.org/">https://iipseries.org/</a> | ISSN: 3070-7617 | IIPER1768028594 | July 2026 |
| 1     | Journal Reviewer       | REST Journal on Banking, Accounting and Business (JBAB)<br><a href="https://restpublisher.com/journals/jbab/">https://restpublisher.com/journals/jbab/</a>                | ISSN: 2583-4746 | N.A.            | Feb 2026  |

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### Membership in Professional Bodies

| S.No. | Name of the Professional Body | Member Type | Membership No. | Joined       |
|-------|-------------------------------|-------------|----------------|--------------|
| 3     | World Research Union          | WRU Member  | WRU003361      | August 2026  |
| 2     | Indian Commerce Association   | Life Member | T179           | October 2025 |
| 1     | Indian Accounting Association | Life Member | HYD-250        | August 2024  |

### Teaching Experience

**1. Govt. Lecturer in Commerce (Gazetted) – March 2025 till Present**

**Govt. Junior College, Zaheerabad (Dept. of Education, Telangana.)**

Teaching commerce and accounting students of grade XI and XII of Telangana State Board.

**2. Teaching Assistant – September 2023 to March 2025**

**University College of Commerce and Business Management, Osmania University**

Helped university masters' students with subjects related to taxation and cost and management accounting as a teaching assistant to my PhD supervisor Prof. Indrakanti Sekhar.

**3. PGT Accountancy – March 2023 to December 2023**

**Delhi Public School (DPS) Nacharam, Hyderabad**

Taught Accountancy to over 100 CBSE Grade XI & XII students across three sections, delivering engaging, concept-driven lessons establishing a strong foundation in the subject.

**4. Lecturer in Commerce – September 2022 to March 2023**

**Sanskriti Degree College, Kondapur, Hyderabad**

Served as a Lecturer in Commerce, teaching Financial Management and Financial Accounting to students in the BBA and BCom programs

**5. Guest Faculty – February 2022 to May 2022**

**International Institute of Hotel Management (IIHM) Gachibowli, Hyderabad**

Taught 'Hotel Accounts and Costing' to undergraduate Hotel Management students, focusing on practical applications and industry relevance.

**6. PGT Accountancy – November 2020 to March 2023**

**Sanskriti International School, Kondapur, Hyderabad.**

Taught Accountancy and Retail to CBSE Grade XI and XII students through online (Microsoft Teams) & offline methods, assisting with real-life, application-oriented projects

**7. Lecturer in Commerce – January 2019 to November 2019**

**Rishi UBR Degree College for Women, Nizampet, Hyderabad.**

Taught undergraduate BCom students the subjects of Corporate Accounting, Advanced Corporate Accounting, Cost Accounting, Business Laws, and Foreign Trade.

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### Special Teaching Project

- **Video Lectures for the subject "Cost Control and Management Accounting"** (BCom VI Sem) **SIA Publishers, Hyderabad.**

Recorded a video lecture project hosted on the SIA app and YouTube channel.

Sample for viewing: <https://youtu.be/0RiO5r1WQ6I?si=TFrRVd4RuWkXpa2M>

### Courses and Certifications

| S.No | Name of the Course/Certification                                                                                                       | Organizer                   | Mode        | View Certificate           |
|------|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------------|----------------------------|
| 5    | Generative AI Mastermind                                                                                                               | Outskill                    | Online      | <a href="#">Click Here</a> |
| 4    | Certified AI Associate                                                                                                                 | Salesforce                  | Online Test | <a href="#">Click Here</a> |
| 3    | Fundamentals of Deep Learning (Instructor-led)                                                                                         | NVIDIA                      | Online      | <a href="#">Click Here</a> |
| 2    | Outcome Based Education (OBE) & Academic Quality Assurance                                                                             | Udemy                       | Online      | <a href="#">Click Here</a> |
| 1    | EF SET Full English Certificate<br>English Reading, Writing, Listening and Speaking<br><b>70/100 C1 Advanced (~IELTS 7.0-8.0 Band)</b> | EF Standard<br>English Test | Online Test | <a href="#">Click Here</a> |

### Strengths

- Expertise in Quantitative and Qualitative Research
- Quick and enthusiastic learner
- Good Public Speaking skills with great confidence
- Collaborative and People skills
- Good interpersonal and communication skills
- Attention to detail

### Personal Details

|                               |                                                                                                                       |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| 1. Gender                     | Male                                                                                                                  |
| 2. Nationality                | Indian                                                                                                                |
| 3. Religion                   | Hindu                                                                                                                 |
| 4. Category                   | OBC-NCL (BC-B, S.No. 17)                                                                                              |
| 5. Marital Status             | Single                                                                                                                |
| 6. Date of Birth              | June 8, 1996                                                                                                          |
| 7. Address for Correspondence | H. No. 53-010/3/1A, Maqdhum Nagar, Block No. 4-53, Road No. L-16, Jagadgirigutta, Hyderabad, Telangana, PIN – 500037. |

Date: 02-09-2026

Place: Hyderabad

(Punna Ajay Kumar)