

Name of Faculty	Dr. YESUBABU KONGA	
Designation	Assistant Professor	
Nature of Job/Appointment	Regular	
Date of Joining	01-07-2024	
E-mail	yesubabuk_sms@cbit.ac.in	
<b>Education Qualifications</b>	<b>Name of the Degree</b>	<b>Class</b>
Ph. D	Doctor of Philosophy (Management - Finance), <b>Pondicherry University, Puducherry</b>	Awarded
PG	M.B.A (Finance & HR), M.Com	First
UG	B.Sc. (MPC)	First
<b>Work Experience</b>		
Teaching	7 years 9 months	
Research	--	
Industry	--	
Others	--	
Area of Specialization	Startup Business Finance, Entrepreneurship	
Professional Memberships	--	
Responsibilities held at Institution Level	1. Member in Social Media Cell	
Responsibilities held at Department Level	1. Department Coordinator for Web and Branding Committee	
Research Guidance	--	
Awards Received		
Courses Handled at Under Graduate / Post Graduate Level.	UG Level: Managerial Economics and Financial Analysis, Management Science, and Intellectual Property Rights.  PG Level: Management Process, Managerial Economics, Business Policy and Strategic Management, Accounting for Managers, Financial Management, Security Analysis and Investment Management, Portfolio Management, International Financial Management, Business Ethics and Corporate Governance, Human Resource Management, Economic Environment and Policy, Statistics for Management, and Financial Markets and Services, Business Data Mining, Artificial Intelligence and Machine Learning, and Cloud Computing	

No. of Papers Published	National Journals – 03	International Journals – 02
	National Conference – Nil	International Conference – 01
Projects Carried out	--	--
Patents	--	--
Technology Transfer	--	--
Invited Speaker	--	--
No. of Books/Chapter Published with details	<p>1. Published a book chapter titled “The Role of Innovation in Startup Business Financing, Performance, and Survival” in “Handbook of Research on Future Opportunities for Technology Management Education.” by IGI Global with ISBN No. 9781799883272 (Indexed in Scopus)</p>	
Details of Short-Term Training Programs/Faculty Development Programs/Seminars/Workshops. Other Training ( <b>Attended and/or Organized</b> ).	<ol style="list-style-type: none"> <li>1. Successfully completed the two week “Capacity Building Programme for the Young Social Sciences Faculty on Entrepreneurship and Startups” during June 9-20, 2025 sponsored by Indian Council of Social Sciences Research (ICSSR), New Delhi and organized by Institute of Public Enterprise, Hyderabad</li> <li>2. Participated in the One-Week National-Level online Workshop on “Learning Methods in Artificial Intelligence” organized by the Department of Computer Science and Engineering in Association with ACM Hyderabad Deccan Professional Chapter at Chaitanya Bharathi Institute of Technology (Autonomous), Hyderabad held from 12th April, 2025 to 17th May, 2025 (on Every Saturday)</li> <li>3. Participated &amp; completed AICTE Training And Learning (ATAL) Academy Faculty Development Program on “Industry 4.0: Transforming Manufacturing through Innovation” at Fortune Institute of International Business from 24.02.2025 to 01.03.2025.</li> <li>4. Participated in One-Week Online Short-Term Training Program (STTP) on “IoT, Cyber Security and Blockchain Technology”, organized by the Department of Computer Engineering &amp; Technology, Chaitanya Bharathi Institute of Technology (Autonomous), Gandipet, Hyderabad - 500075, Telangana, India, from 6th January, 2025 to 10th January, 2025</li> <li>5. Faculty Development Program on Mastering AI and GPT: Unleashing the Power of Intelligent Automation” organized by National Institute of Electronics &amp; Information Technology, Aurangabad held form 17-21, December 2024.</li> <li>6. Guest lecture on “Research Paper writing, Publishing, and</li> </ol>	

	<p>Citation Management" organized by Department of Electrical and Electronics Engineering, CBIT on 16 November 2024.</p> <ol style="list-style-type: none"> <li>7. Webinar on "How to Do Research and Get Published - How to connect the study's methodology with publication options" organized by Sage on 31 January, 2024.</li> <li>8. Webinar on "Initiatives of ICAR to Support Incubation and Agri-Startups" conducted by National Institute of Agricultural Extension Management (MANGE) – Centre for Innovation and Agripreneurship on 6 January, 2024.</li> <li>9. Participated in a Ministry of MSME, Government of India sponsored Five-Day Management Development Program (MDP) on "Quality Management Practices for MSME Sector" organized by the National Institute for Micro, Small, and Medium Enterprises at Secunderabad from 18-22, December, 2023.</li> <li>10. International webinar on "How to Overcome from Corona Waves" on 28th December 2021 organized by IQAC &amp; Department of Commerce, D.K.Government College for Women (A), Nellore, Andhra Pradesh, India.</li> <li>11. Certificate Course in Spoken English held on 6th to 7th &amp; 14th February 2021, organized by MTC Global Leadership Institute, Bangalore.</li> <li>12. SAGE Author workshop on "How to get Published in an Academic Journal" on 22nd January 2021 organized SAGE Publishing India Pvt Ltd and Pondicherry University.</li> <li>13. National webinar on "Scale Development in Social Sciences" conducted by KLH Business School, Hyderabad on 26th December, 2020.</li> <li>14. Online-workshop on "Open Educational Resources for Open and Distance Learning" organized by Directorate of Distance Education &amp; Ananda Rangapillai Library, Pondicherry University on 20th December 2020.</li> <li>15. Workshop on "ScienceDirect: Read Quality... Publish Quality" organized by Researcher On Campus, Elsevier on 11th December, 2020.</li> <li>16. Training on "EBSCOhost – General" on 12th November, 2020, organized by Customer Engagement Services, EBSCO Information Services.</li> <li>17. Author workshop on "Publishing Impactful Articles" on 5th November 2020, organized by Emerald Publishing.</li> <li>18. Three-day online-workshop on "Systematic Review and Meta-Analysis in Social Sciences" conducted by Dhanya Educational and Environmental Development Society (DEEDS), Guntur, Andhra Pradesh during 28th – 30th August, 2020.</li> <li>19. Webinar on "Strengthening Research Planning Using Elsevier Tools-Scopus &amp; ScienceDirect" at Pondicherry University, organized by Researcher On Campus, Elsevier on 26th August, 2020.</li> <li>20. Webinar on "Boost Your Skill Set with Open Source Technologies" held on 2nd August 2020, organized by Andhra Pradesh State Skill Development Corporation (APSSDC).</li> <li>21. Webinar on "Innovation and Design Thinking" held on 27th July, 2020 organized by Andhra Pradesh State Skill Development Corporation (APSSDC).</li> <li>22. Webinar on "Tips for writing a high quality research paper" organized by Fortune Institute of International Business (FIIB), New Delhi on 7th July, 2020.</li> <li>23. Workshop on "Ethics in Research" organized by Pondicherry University during 6th – 9th July, 2020.</li> <li>24. Webinar on "Publishing Ethics: The Role of Publishers, Journals, Researchers and Institutions" organized by SPRINGER NATURE in collaboration with INFLIBNET Centre on 25th June, 2020.</li> <li>25. Webinar on "Trends in Publishing" held on 16th June, 2020 organized by SPRINGER NATURE in collaboration with INFLIBNET Centre.</li> <li>26. One-day online webinar on "Techpreneur – The Future"</li> </ol>
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	<p>organized by Gnanmani College of Technology, Tamil Nadu on 3rd June 2020.</p> <p>27. Workshop on "Research Skills" organized by Ananda Rangapillai Library, Pondicherry University on 5th November, 2019.</p> <p>28. Seven-day National Level Workshop on "Econometric Tools for Business Research" conducted by Department of Management Studies, School of Management, Pondicherry University from 25th June to 01st of July, 2019.</p> <p>29. Five-day National Level Workshop on "Data Analysis for Business Research" conducted by Department of Management Studies, School of Management, Pondicherry University from 18th to 22nd of June, 2019.</p> <p>30. Four-day National Level Workshop on "Model Building" organized by Department of Management Studies, School of Management, Pondicherry University from 12th to 15th of June, 2019.</p> <p>31. Seven-day National Level Workshop on "Econometric Tools for Business Research" organized by Department of Management Studies, School of Management, Pondicherry University from 3rd to 9th of January, 2019.</p> <p>32. Eight - day national level workshop on "Statistical Analysis for Business Research" from 10th to 17th December, 2018 conducted by the Department of Management Studies, Pondicherry University.</p> <p>33. Five - day national level workshop on "Econometric tools for Business Research" from 2nd to 6th July, 2018 conducted by the Department of Management Studies, Pondicherry University.</p> <p>34. Eight - day national level workshop on "Statistical Analysis for Business Research" from 6th to 13th of June 2018 conducted by the Department of Management Studies, Pondicherry University.</p> <p>35. Eight - day national level workshop on "Statistical Analysis for Business Research" from 3rd to 10th of January 2018 conducted by the Department of Management Studies, Pondicherry University.</p> <p>36. AICTE sponsored two-week national level Faculty Development Program on "Research Methodologies for Engineering &amp; Management Teachers and Research Scholars" from 27th November to 10th December 2017 organized by the School of Management Studies, Kongu Engineering College (Autonomous), Perundurai, Erode.</p> <p>37. Three - day national level Management Development Program on "Business Analytics (Descriptive, Predictive and Prescriptive Analytics)" from 15th to 17th September 2017 conducted by the Department of Management Studies, Pondicherry University.</p> <p>38. Five - day national level workshop on "Econometrics Tools for Business Research" from 19th to 23rd June, 2017 organized by the Department of Management Studies, Pondicherry University.</p> <p>39. Ten - day national level workshop on "Statistical Analysis for Business Research" from 15th to 24th March, 2017 conducted by the Department of Management Studies, Pondicherry University.</p> <p>40. 34. One - day national level awareness workshop on "IPR &amp; PATENTS" at Malineni Perumallu Educational Society's Group of Institutions, Pulladigunta, Guntur held on 17th July, 2015.</p>
<b>Details of Journal Publications/ Conferences (National and International)</b>	

**Publications:**

1. Konga, Y., & Ramaiah, K. (2023). The Economics of Startup Business Finance: An Investigation Through the Lens of Financial Growth Cycle Theory. *Bulletin of Monetary Economics and Banking*, 26(2), 311–332. <https://doi.org/10.59091/1410-8046.2071>
2. Konga, Y., & Kasilingam, R. (2022). Exploring the Business Motives of the Indian Startup Entrepreneurs. *Journal of the Oriental Institute*, 71(1), 55–58
3. Konga, Y., & Kasilingam, R. (2021). Investigation of Financial Growth Cycle Theory: Evidence from India. *Journal of the Asiatic Society of Mumbai*, XCIV(6), 51–58 (UGC CARE)
4. Konga, Y., & Kasilingam, R. (2018). Start-Up India Initiative: What's in it for an Aspiring Entrepreneur? *Vidyaniketan Journal of Management Research*, March (Special Issue), 194–198 (UGC Approved)

**Papers presented in Conferences:**

1. Presented a paper titled "Exploring the Business Motives of the Indian Startup Entrepreneurs" in the Two Day International Conference on 'Recent Trends on Digital Transformation in Commerce' organized by the Department of Commerce, Periyar Maniammai Institute of Science & Technology (Deemed to be University), Vallam, Thanjavur, Tamil Nadu held on 18th & 19th March 2022.
2. Presented a paper titled "Investigation of Financial Growth Cycle Theory: Evidence from India" in the International Conference on 'Emerging Trends in Banking, Finance, Marketing, and Management' organized by the Department of B. Com (Bank Management), Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam, Chennai, Tamil Nadu held on 29th & 30th November 2021.
3. Presented a paper titled "Exploring the Nitty-gritty of Startup Business Scalability" in the ICWA sponsored International Conference on "SAARC Countries Relationship with India: Policies, Challenges, and Strategies" held at Kongu Engineering College on 30th & 31st January 2020.
4. Presented a paper titled "Start-Up India Initiative: What's in it for an Aspiring Entrepreneur?" in a Two-day International Conference on 5S – "Strategy, System and Service for Sustainability and Scalability of Business" organized by Department of Management Studies, Pondicherry University on 23rd & 24th of March 2018.

