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Dr. Y. Prasad is working as Assistant Professor (C) in the Department of Commerce and Business Management, University P.G. College, Godavarikhani, Satavahana University, Karimnagar. He obtained the Post graduate and Doctorate in Commerce and Business Management from Kakatiya University, Warangal. He also qualified in UGC-NET in Commerce. He has 22 years of teaching experience at under graduation and post-graduation level. He published 14 research publications in various National and International reputed Journals with ISSN/ISBN. He attended and presented papers in various seminars and workshops. He has been teaching in area of Corporate Accounting, Accounting for Managers, Marketing Management, Strategic Management, Security Analysis and Portfolio Management, Consumer Behaviour and working as NSS Programme Officer at University P.G. Godavarikhani with great persistence on academics.