



School: School of Studies of Commerce and Management

Department: Department of Commerce

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Dr. Gosala Raju

Qualifications:

- **Ph.D.** – School of Management Studies, University of Hyderabad (Institution of Eminence), Hyderabad, Telangana, India.
- **M.Com (Accounting & Taxation)** – Department of Commerce, Pondicherry University, Puducherry, India.
- **B.Com** – Sri Krishnadevaraya University, Anantapur, Andhra Pradesh, India.

Area of Interest/Specialization:

- Accounting
- Economics & Econometrics
- Finance & Financial Modelling
- Taxation

Experience:

- **Assistant Professor** – Department of Commerce, Guru Ghasidas Vishwavidyalaya (Since 28th November 2017).
- **Guest Faculty** – Department of Commerce, Pondicherry University (September 2014 – July 2015).

Publications:

1. **Gosala Raju & Irala Lokanandha Reddy** (2022). Mobile Banking and Financial Inclusion: The proximate determinants of adoption in Rural India. *Journal of Management & Entrepreneurship*, Vol. 16, Issue 3, pp 124-141. [\[UCG-CARE\]](#)
2. **Gosala Raju & Irala Lokanandha Reddy** (2022). Use of UPI payments in the Informal Sector: An Indian Context. *AIMS Journal of Management*, Vol. 8, Issue 1, pp 179-196. [\[UCG-CARE\]](#)
3. **Gosala Raju & Irala Lokanandha Reddy** (2022). Mobile bank use by rural students. *Journal of Algebraic Statistics*, Vol. 13, Issue 1, pp 817-828. [\[Web of Science\]](#)
4. Jaipal Rathod & **Gosala Raju** (2020). THE DETERMINANTS OF CUSTOMER' SHOP ONLINE: A CASE OF STUDY FROM INDIAN CONTEXT. *Academy of Marketing Studies Journal*, Vol. 24, Issue 3. [\[ABDC – B\]](#)

Books/Book Chapters/Monographs:

1. Anamika Tiwari & **Gosala Raju** (2022). ROLE OF BANKING AND WOMEN DEVELOPMENT. In Nidhi, M., & Lalita K. S. (Eds.), *Women Empowerment in Contemporary India* (1st ed., pp. 179-182). Bhopal, India: Innovative Research Publications.

Research Supervision:

- **Post-Graduation** – More than 20

Administration Responsibilities/Assignments:

- Coordinator for Department level website Maintenance (from 2021 to date).
- Admission Committee member of Department of Commerce and Department of Zoology, GGV.
- Department-level discipline Committee member (Commerce, GGV).
- Vice Chancellor Nominee for Ad-hoc Faculty Recruitment in various Departments of Commerce, GGV .
- Scrutiny Member for regular recruitment in various Departments of GGV (2019).