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Dr. Chintala Balaji is a distinguished professor for the past 17 years teaching both Financial Management and Marketing Management at Undergraduate as well as Postgraduate levels in various premier Institutions in India & Ethiopia. He is currently Alternate HOD & Assistant Director for in Koneru Lakshmaiah Education Foundation, Andhra Pradesh, India. He received his Master in Business Management degree at Acharya Nagarjuna University, Andhra Pradesh in 2006 with Finance & Marketing specialization and his Ph.D. at Rayalaseema University, Andhra Pradesh, in Management 2018.

Dr. Balaji is the author of Financial performance of Banking sector in India. In addition, he has published more than 36 articles in leading journals, including Scopus, WOS & UGC indexed journals in various countries like **Canada, Singapore, Bangladesh and India.**

He is the Editorial Board Member & Reviewer for many journals and awarded Best teacher award from KL University in 2022 & Vidhyasree Foundation in 2016. He is Certified for “**Quality Contribution**” as Assistant Professor at KL Education Foundation (Deemed to be University) for the year 2018 & Won “**Outstanding faculty**” award from “**Arunai International research foundation (AIRF)**” Pattaya, Thailand for the year 2018. He also Won “**Best paper presentation**” award in “**International Seminar on CSR-2017**” which was organized by Acharya Nagarjuna University in March 2017. Won the “**Outstanding research paper**” award for presenting paper in University of Mumbai on January, 2016. He got best teacher awards in KL University for two consecutive years i.e., 2021 & 2022.