

## PROFILE

**Name** : T. Naga Rani

**Designation** : Assistant Professor

**Experience** : 18 years

**Educational Qualifications:** M. Com, MBA.

**Teaching**



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### Academic Profile

COURSE	NAME OF THE INSTITUTION	YEAR OF PASSING	PERCENTAGE OF MARKS
M.B.A.	Prabhala Women's College	2004-2006	75%
M.Com.	P.B.Siddhartha College, Vijayawada	2002-2004	73%
B.Com.	Adarsha Mahilakalasala, Patamata	1999-2002	73%
Intermediate	Adarsha Mahilakalasala, Patamata	1997-1999	72.6%
SSC	H.M.K. Public School, Gosala	1997	70%

### Achievements

#### **Teaching and Pedagogical Excellence:**

- ❖ **Innovative Teaching Methods:** Adoption of modern teaching tools and techniques, such as the use of multimedia, e-learning platforms, or interactive methods to enhance student learning.
- ❖ **Course Development:** Designing and developing new courses or curricula that meet industry standards and help in skill-building.
- ❖ **Student Mentoring:** Providing academic and career guidance to students, assisting with internships, placements, and research projects.
- ❖ **Community Engagement and Outreach:**

**Industry Collaboration:** Establishing partnerships with industries or businesses to bring real-world commerce experience to the classroom (e.g., guest lectures, internships, live case studies).

**Workshops and Training:** Conducting workshops or professional development programs for students or other educators in the field of commerce (e.g., workshops on financial literacy, business ethics, or entrepreneurship).

#### **Administrative and Institutional Contributions:**

- **Curriculum Development:** Contributing to the development or review of the institution's curriculum to align it with current industry trends and academic advancements.
- **Accreditation and Quality Assurance:** Helping the institution gain accreditations, approvals, or recognition from educational bodies by ensuring the quality of commerce programs.

### ❖ Professional Development and Networking

- Advanced Studies: Participating in ongoing education, attending training, or completing certifications in areas like finance, economics, or educational leadership.
- Networking and Collaborations: Building relationships academic institutions to promote the growth of the commerce discipline.

### ❖ Impact on Students and Society:

- Student Success: Demonstrating the success of students who have achieved high academic performance, earned scholarships, or secured positions in reputable companies.
- Alumni Engagement: Maintaining a connection with alumni and helping to create a network of successful professionals in the field of commerce.
- Social Responsibility: Promoting social awareness among students, such as teaching corporate social responsibility (CSR) or guiding students to take part in community service activities.

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### Subjects Handled:

- ❖ Principles of Accounting
- ❖ Business Economics
- ❖ Financial Management
- ❖ Business Law
- ❖ Cost Accounting
- ❖ Corporate Accounting
- ❖ Management Accounting
- ❖ Taxation
- ❖ Auditing
- ❖ Marketing Management
- ❖ Business Communication
- ❖ Entrepreneurship

### Publications:

- ❖ Published a paper on "Emerging Start-ups in E-Commerce Platform in India organized by KBN College on 21&22 nd June 2024.
- ❖ Published a paper on "The impact of mobile commerce on E- Business- enhancing accessibility, Customer Experience, and Competitive Advantage". " International Conference on cyber security in E-Business and Management(ICCEBM-2024)" organized by Department of Commerce & Management at Sri Durga Malleswara Siddhartha Mahila Kalasala in association with SOLETE ( Society for Learning Technologies). Vijayawada on 29 th August, 2024.

### **Workshops/Seminars/FDP Orgnized/ Attended:**

- ❖ Attended Faculty Development Programme (FDP) on Implications of GST Conducted by SDMSMK, Vijayawada on 29<sup>th</sup> and 30<sup>th</sup> march 2019.
- ❖ Attended Faculty Development Programme (FDP) on Accounting Standards Conducted by P.B. Siddhartha College of Arts and Science Vijayawada on 4-5- 2019.
- ❖ Attended Faculty Development Programme (FDP) on Companies Act Conducted by AG & SG Siddhartha College vuyyuru on 4-6-2019
- ❖ Attended Faculty Development Programme (FDP) on Tally Nipunya with GST conducted by A.P. State Skill Development Corporation (APSSDC), Vijayawada on 26-09-2018 & 27-09-2018.
- ❖ Participated in Faculty Development Programme conducted by HR Footprints in association with NHRD Network, Vijayawada Chapter at P.B. Siddhartha College of Arts & Science, Vijayawada on 12-10-2018.
- ❖ Participated in an International Conference on Domestic Violence conducted by Women's Cell, SDMSMK, Vijayawada on 13-12-2018.
- ❖ Presented a paper on Global business – A Paradigm shift- Entrepreneurship in a UGC sponsored National Seminar on Global Business – A Paradigm Shift conducted by Maris Stella College, VJA on 23<sup>rd</sup> Feb, 2018.
- ❖ Participated in a National Level workshop on Supply Chain Management conducted by K.B.N. College, VJA on 28th & 29th July, 2017.
- ❖ Presented a paper on Role of ICT and Women Empowerment in a U.G.C. National Seminar on Role of Information and Communication Technology in Rural Development conducted by S.D.M. Siddhartha Mahila Kalasala, Vijayawada on 25<sup>th</sup> Feb, 2015.
- ❖ Presented a paper on Corporate Governance & Business Ethics in a U.G.C. National Seminar on Good Corporate Governance in India and Challenges conducted by S.D.M. Siddhartha Mahila Kalasala, Vijayawada on 3<sup>rd</sup> & 4<sup>th</sup> Feb, 2015.
- ❖ Presented a paper on Media Brand and Consumer Perception in the National Seminar on Brand Management conducted by V.R. Siddhartha College of Engineering, VJA on 28<sup>th</sup> Mar, 2014.
- ❖ Attended National Workshop on Benefits and Challenges of Inter Disciplinary Research conducted by K.B.N. College, Vijayawada on 13-11- 2018.
- ❖ Attended National workshop on Entrepreneurial Pursuits for Youth in Fostering Start-Ups conducted Montessori Mahila Kalasala, Vijayawada on 18-02-2019 to 19-02-2019.
- ❖ Participated in a UGC sponsored One-Day National Workshop on Research Methodology- Approaches and Techniques conducted by P.B. Siddhartha College of Arts & Science, Vijayawada on 3-11-2018.
- ❖ Participated in a UGC sponsored National Workshop on Intellectual Property Rights – Issues and Challenges conducted by K.B.N. College, Vijayawada on 23-11-2018.
- ❖ Participated in the ICSSR-SRC “( Indian Council of Social Science Research – Southern Regional Centre, Hyderabad) “Two day Workshop on Data Analysis For Social Science Research Organized by SRR& CVR Govt Degree college Vijayawada on 20 &21 JUNE, 2024.

- ❖ Participated in Workshop on GST Tally with Prime at P.B.Siddhartha College Arts & Science.
- ❖ Participated in Atal FDP “Manufacturing Innovation and Organizational Excellence” Organized by P.B Siddhartha college on 2/12/2024 to 7/12/2024.
- ❖ Participated in Two day Workshop on “Emerging Skill Based Education in 21<sup>st</sup> Century as per NEP 2020” Organized by Bharatiya Vidya Bhavan’s Hazarimal Somani College of arts a& science. 2<sup>nd</sup> January 2024.
- ❖ Participated in National Symposium on Union Budget 2024-2025 organized by Hindu College , Guntur on 26/07/2024.

**Positions Held:**

- Programme Officer NSS.
- Commerce Association
- Games Committee
- Cultural Committee
- Convener Discipline Committee



