

PROFILE

Name : CH. Lavanya

Designation : Assistant Professor

Teaching Experience : 16 years

Educational Qualifications: M. Com, MBA

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Academic Profile:

Course	Name of the Institution	Year of passing	Percentage
MBA	Acharya Nagarjuna University	2016	7.58
M.Com	Acharya Nagarjuna University	2008	70%
B.Com	Andhra University	2005	68%
Intermediate	Board of Intermediate Education	2002	67%
SSC	Board of Secondary Education	1999	71%

Achievements

Awarded NPTEL-AICTE Faculty Development Programme Certificate for successfully completing the course Management – I in the month of Sep, 2018.

Subjects Handled:

- Marketing
- Marketing of Financial Services
- Auditing
- Finance and accounting for BPS
- Insurance for BPS
- Tally
- Central Banking
- Digital Marketing
- Fundamentals of Commerce

Publications:

- Attended International conference on Cyber security in E-Business and Management published paper on “Essential E-Commerce Marketing Strategies for Boosting online sales and customer relation on 29-08-2024
- Presented a paper on **Environment Accounting System** in a UGC sponsored two-day National Seminar on **Green Accounting – Issues and Implementation** conducted by K.B.N. College, VJA on 8th & 9th Dec, 2017.
- Presented a paper on **Trends in Service Marketing** in a UGC sponsored two-day National Seminar on **Marketing Trends in Virtual Era** conducted by S.R. R & C.V.R. Govt. College, VJA on 23rd & 24th Jan, 2018.
- 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 25th Feb, 2015
- Presented a paper on **Corporate Social Responsibility** 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 3rd & 4th Feb, 2015.
- Presented a paper on **Brand Management** in the National Seminar on **Brand Management** conducted by V.R. Siddhartha College of Engineering, VJA on 28th Mar, 2014.

Positions Held:

- Member NIRF
- Member Commerce Association
- Member Digi Locker
- Member Internal Examination
- Member IIC

Workshops/ Seminars/ FDP attended:

- Attended day workshop on Data Analysis for Social Science Research organised by SRR & CVR Government Degree college from 20-06-2024 to 21-06-2024
- Attended a seminar Intellectual property rights, copy righting and patenting – moving towards innovation at Sri Durga Siddhartha Mahila Kalasala on 19-07-2024
- Attended National online workshop on Teaching & Research with Artificial Intelligence at CSSR & SRRM Degree & PG college at kamala puram, Kadapa from 23-07-2024 to 25-07-2024

- Attended National symposium on union budget 2024-25 organised by Department of Economics, Hindu College, Guntur on 26-07-2024

- Attended FDP on “Manufacturing Innovation and Organisational Excellence at PB Siddhartha

College of Arts & Science in association with ATAL from 02-12-2024 to 07-12-2024

- Attended FDP on “International Financial Reporting Standards at Acharya Nagarajna University on 20-12-2024

- National Webinar on “Managing Personal Finance and Wealth Creation in State 07-09-2022 collaboration with Association of Mutual Fund in India “

- Career Orientation Programme by TCS by Sridhar, Placement officer, PB Siddhartha on 29-12-2022

- Financial Empowerment through wealth creation National Webinar on 28-11-2023
- Mutual fund – A tool for financial empowerment National Webinar on 29-01-2024

- Attended Faculty Development Programme (FDP) on Implications of GST Conducted by SDMSMK, Vijayawada on 29th and 30th 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 Effective Classroom Communications Conducted by SDMSMK, Vijayawada 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.
- 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 Two Day National Hands on Workshop on **Content Designing and Development on MOOCS and MOODLE** Organised by Department of Computer Science, MOOCS and IQAC of SDMSMK on 23rd and 24th March 2019.
- Participated in a National Level workshop on **Supply Chain Management** conducted by K.B.N. College, VJA on 28th & 29th July, 2017.
- Participated in a conference on **an overview on GST** Conducted by Andhra Chamber of Commerce at GATE WAY Hotel, VJA on 29-06-2017.
- Participated in an International Conference on **Domestic Violence** conducted by Women's Cell, SDMSMK, Vijayawada on 13-12-2018.

Seminar Presentations: