

PROFILE

Name : G. Renuka Bai

Designation : Lecturer in Department of Commerce

Teaching Experience : 5 year

Educational Qualifications : M. Com

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Academic Profile

Course	Name of the Institution	Year of Passing	Percentage of Marks
M.com	S k University	2007	68%
B.com computer Applications	S k University	2004	65%
Intermediate	Board of Intermediate Education	2001	65%
SSC	Board of secondary Education	1999	65%

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.

Subjects Handled

Financial Accounting
Business Organization
Advance Accounting

Corporate Accounting
Business Law
Business Statistics
Business Economics
Central banking
Marketing Financial Services
Advertising & Media Planning

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 “E- Leadership in virtual Teams: Strategies for Success in the Digital Workplace”. “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.
- ❖ 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.

Positions Held:

- ❖ Member in commerce association
- ❖ Member in EDC
Discipline Committee

Workshops/Seminars/FDP Orgnized/ Attended:

- ❖ 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 GST Tally with Prime.
- ❖ Participated in Atal FDP “ALL INDIA COUNCIL FOR TECHNICAL EDUCATION” Teaching & Learning Program 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 21st Century as per NEP 2020” Organized by Bharatiya Vidya Bhavan’s Hazarimal Somani College of arts a& science. 2nd January 2024.
- ❖ Participated in National Symposium on Union Budget 2024-2025 organized by Hindu College , Guntur on 26/07/2024.
- ❖ Participated in 2K Walk for women’s equality with the slogan “ Mahilala Rakshana Samajika Badhyatha” on 15 JULY 2022.

- ❖ 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 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.

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