

## PROFILE

### P. BHAGYA LAKSHMI

Lecturer, Dept. of Commerce & Department

**Qualification:** M.B.A, M. Com

**Experience:** 14 Years

1 Year in Sarada Degree College, Vijayawada

1 Year in KBN College, Vijayawada.

4 years in SUPERWHIZZ, Vijayawada.

5 years in Maris Stella College, Vijayawada.

4 years in Sri Durga Malleswaram Siddhartha Mahila

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### Academic Profile

COURSE	NAME OF THE INSTITUTION	YEAR OF PASSING	PERCENTAGE OF MARKS
M.Com	Acharya Nagarjuna university	2019-2021	78%
MBA	ST. Ann's college of engineering & Technology	2007-2009	75%
DEGREE	Triveni Mahila Kalasala	2004-2007	65%
INTERMEDIATE	Triveni Mahila Kalasala	2002-2004	62%
10 <sup>Th</sup> Class	Gowtham public school	2002	60%

### Achievements

#### Completed two online courses

1. Introduction to technology –Enabled learning(**with ATHABASCA UNIVERSITY CANADA**)
2. Learn Moodle 3.8 basics
3. Participated in the One week National Level Online Faculty Development Program on Outcome Based Education and application of Generative AI in Teaching and Research organised jointly by the IQAC of Vasireddy Venkatadri Institute of Technology, Guntur, Andhra Pradesh and The IQAC of Siddaganga Institute Of Technology, Tumkur, Karnataka in association with ipsr solutions limited from 24 – 07 -2024 to 31- 07- 2024 and has successfully completed all the assessments and secured an **A grade**.

### Subjects Handled:

- ❖ Business law
- ❖ Auditing
- ❖ Marketing
- ❖ sales promotion & practices
- ❖ marketing of financial services
- ❖ Business organization
- ❖ Marketing management
- ❖ Fundamentals of commerce,
- ❖ fundamentals of financial management
- ❖ Managing business process-I
- ❖ Managing business process-II
- ❖ Warehouse management
- ❖ Global Human resource management
- ❖ Income Tax

### Publications:

- ❖ Published research paper on customer satisfaction on retail marketing: Evidence from Vijayawada in **International Research Journal Of Management Sociology & Humanities in Vol -10, Issue -11 Nov,2019**
- ❖ Published research paper on Social Media Marketing Strategy and Effect Evaluation in E-Commerce in International Conference on Cyber Security in E- Business & Management in ISBN- 978-93-341-0261-1 in proceedings of ICCEBM-2K24.

### Positions Held:

- ❖ MEMBER ALUMINAE ASSOCIATIONS
- ❖ MEMBER STUDENT PUBLICATIONS COMMITTEE
- ❖ MEMBER ATTENDANCE COMMITTEE
- ❖ MEMBER VI CRITERIA
- ❖ MEMBER NEWSLETTER COMMITTEE.

### Workshops/ Seminars/FDP Organized/Attended

- Attended one-day faculty development programme on International financial Reporting Standards ( IFRS) Conducted by Department of Commerce & Business administration Acharya Nagarjuna University held on 20-12-2024.
- Presented a paper on “**Global Business-A Paradigm Shift**” which is a UGC supported one day national seminar on **23-02-2018** at Maris Stella College.
- Participated in a two day training programme on “**Effective Classroom Tools for Education**” at **Maris Stella College Vijayawada** on **15-10-2018 & 16-10-2018**.
- Participated in “**Faculty Development Program**” conducted by HR FOOTPRINTS in association with NHRD network, Vijayawada chapter at **P B SIDDHARTHA COLLEGE OF ARTS AND SCIENCE** on **12-10-2018**.
- Participated in a one-week faculty development program on “ZOHO” and “Insta EMI” conducted by APSSDC at KBN COLLEGE from 20-10-2018 to 26-10-2018.

- Participated in ministry of electronics and information technology, Govt.of India, sponsored one week orientation workshop on “ OER, CONTENT DEVELOPMENT, MOOCS AND MOODLE” Organized by the E & ICT Academy, NIT Warangal from 19-11-2018 to 24-11-2018.
- Participated in the workshop on “IPR IN INDIAN SCENARIO: current perspectives and future challenges” at Maris Stella College on 16- 11-2019.
- Participated in two day faculty development programme organized by human development foundation on 8-11-2020 & 9-11-2020
- Participated in national level faculty development programme on National education policy-2020 organized by IQAC of sri durga malleswara siddhartha mahila kalasala on 27-08-2022.
- Participated in one day national webinar on Managing personal finance and wealth creation organized by sri durga malleswara siddhartha mahila kalasala in collaboration with association of mutual funds of india on 7-09-2022.
- Participated in national webinar on wealth creation through financial planning organized by department of financial studies IIS in collaboration with association of mutual funds in india on 12 -09-2022.
- Participated in national level conference on overview of IPRs capital building organized by government degree college srikakulam on 12-09-2022 & 13-09-2022.
- Participated in two day virtual NAAC -sponsored national seminar on IIA,SRR,DVV and peer team visit organized by shri shankarlal sundarbai shasun jain college for women on 15-09-2022 & 16-09-2022.
- Participated in five days FDP on statistical analysis using SPSS AND R PROGRAMMING organized by sri durga malleswara siddhartha mahila college on 7-11-2022 to 11-11-2022.
- Participated in national webinar on Research methodology conducted by SRI C R REDDY COLLEGE FOR WOMEN eluru on 18-11-2022 & 19-11-2022.
- Participated in “three days in international online workshop on Research Methodology conducted by Global Research & Training Centre from 5<sup>th</sup> oct 2024 to 7<sup>th</sup> oct 2024
- Participated in National webinar on “Financial wisdom tools for prosperity “organised by Department of commerce & Economics university of science and technology , MEGHALAYA and Association of Mutual Funds in India on 30-07-2024.
- Participated in the one-day National Seminar on “Sustainable Finance and Investments: Issue and Prospects “conducted by Badruka college of commerce and arts on 27-07-2024.
- Participated in National consumer rights day Online Quiz conducted by S.W.R Govt degree college on 24-12-2024.
- Participated in IP Awareness /Training Program under National Intellectual property awareness mission organised by Intellectual property office held on 19-07-2024.
- Participated in National Symposium on UNION BUDGET 2024-2025 organised by Department of Economics, HINDU COLLEGE, Guntur on 26-07-2024.
- Participated in the webinar on Opportunities in Cyber Security organised by ipsr solutions limited on 23-11-2024.
- Attended UGC sponsored national workshop on “**Research Methods in Commerce and Management Studies**” organized by the department of commerce and business administration, KBN COLLEGE, Vijayawada on **25-06-2011 & 26-06-2011**.

- Attended in a national seminar on logistics which was organized by APSSDC, Vijayawada on **25-07-2017 & 26-07-2017**.
- Attended National level workshop on “Moving towards synergistic convergence of society for equal rights and opportunities for girls and young women” organized by Mahita-plan international on **26-09-2017** at Maris stella college, Vijayawada.
- Attended national workshop on “Designing Effective Assessment Practices and Digital Technology” at MARIS STELLA COLLEGE on 2-12-2019 & 3-12-2019.
- Attended national workshop on “**Constructive Alignment and Outcome Based Education**” at MARIS STELLA COLLEGE on 21-10-2019 to 23-10-2019.
- Participated in Workshop on Tally Gst with Prime at P.B. Siddhartha College of Arts & Sciences.

