

PROFILE

MANJUSHA CHENNAREDDY

Lecturer, Dept. of Commerce & Department

Qualification: MBA

Experience: 6 years

1 year in Devi Builders as an Accountant

2 years in Triveni Degree College as a lecturer

1 year in ICL Fincorp LTD as an Accountant

1 year in SDMSMK as a lecturer



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Academic Profile

COURSE	NAME OF THE INSTITUTION	YEAR OF PASSING	PERCENTAGE
MBA	AMRITHA SAI INSTITUTE OF SCIENCE AND TECHNOLOGY	2013	78%
DEGREE	SRI KRISHNAVENI DEGREE COLLEGE	2011	70%
ICWA Foundation	Institute of Cost & Works Accountants of India	2008	50%
Intermediate	Narayana Junior college, Vijayawada	2007	79%
SSC	Children's Montessori high school, Vijayawada	2005	76%

Achievements

1. Participated in **Commerce e – Quiz Organized by** Department of Commerce, **SDMSMK** Vijayawada, on 22nd June 2024 and **Secured 84%**
2. Participated in the One week national level online **FDP on outcome based Education and application of Generative AI in Teaching and Research**, Organized 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 24th July 2024 to 31st July, 2024 and has successfully completed all the assessments and **secured A Grade**.

Subjects Handled:

- ❖ Business law
- ❖ Marketing
- ❖ Auditing
- ❖ Cost and Management Accounting
- ❖ Management Accounting for Decision Making
- ❖ Organizational Behavior
- ❖ Retail Marketing Research
- ❖ Corporate Banking
- ❖ Business Environment

Publications:

- ❖ Published research paper on **Social Media Marketing Strategy and Effect Evaluation** in the **ICCEBM-2024** (International Conference on Cyber Security in E- Business and Management) Organized by the Department of Commerce and Management at **SDMSMK**, Vijayawada in association with **SOLETE** (Society for Learning Technologies), Vijayawada on 29th August, 2024.

Positions Held:

- ❖ MEMBER IN CRITERIA-1
- ❖ MEMBER IN NSS UNIT-I
- ❖ MEMBER IN NIRF COMMITTEE
- ❖ MEMBER IN COMMERCE ASSOCIATION
- ❖ MEMBER IN TUTORWARD COMMITTEE
- ❖ MEMBER IN PURCHASE COMMITTEE

Workshops/ Seminars/FDP Organized/Attended

1. Participated in Quiz related to International Yoga Day on 21st June, 2021 conducted by NSS Unit-I& II, Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada.
2. Participated in National webinar on **Commerce through Ages: A Historical Perspective**, Organized by Department of commerce, **Andhra Loyola College**, Vijayawada on 5th July, 2021.
3. Participated in the **ICSSR-SRC**(Indian Council of Social Science Research- Southern Regional Centre, Hyderabad) sponsored **Two day** workshop on **Data Analysis for Social Science Research** organized by Department of commerce & Internal Quality Assurance cell, **SRR & CRR Government Degree College (Autonomous)** Vijayawada, 20th & 21st June, 2024.
4. Participated in **National Symposium on UNION BUDGET 2024-2025** organized by the Department of Economics, **Hindu College**, Guntur on 26th June, 2024.
5. Participated in **One-Day Teacher's Upskilling Program** held on 28th July, 2024 at **VIT-AP University**, Amaravati.
6. Participated in the One-Day Seminar on **Sustainable Finance and Investments: Issues and Prospects** organized by **Badruka College of Commerce and Arts** in association with **Indian Accounting Association**, Hyderabad held on 27th July, 2024.

7. Participated in the **International Nutrition Webinar- 2K24 a Five-Day** Lecture series event organized by the Department of Biochemisry , **St. Joseph's college for women (A) ,** Visakhapatnam in collaboration with **IQAC** from 1st to 6th September, 2024.
8. Participated in the webinar on **Opportunities in cyber securities organized by ipsr solutions limited** on 23rd November 2024.
9. One day workshop on **INTERNATIONAL FINANCIAL REPORTING STANDARDS (IFRS)** organized by Department of commerce and business administration , **Acharya Nagarjuna University** in association with **the Association of Chartered Certified Accountants (ACCA)** on 20th December, 2024.
10. Participated and completed AICTE Training and Learning (ATAL) Academy Faculty development Programme on **Manufacturing Innovation and Organizational Excellence at PB Siddhartha College of Arts and Science PG Studies** from 2nd December 2024 to 7th December 2024.

