

PROFILE

Name : K. Padmaja Devi

Designation : Lecturer in Department of Commerce

Teaching Experience : 32 years

Educational Qualification: M. Com, M.Phil.

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Positions Held:

- NSS Programme Officer
- Convenor Student Union
- Member Commerce Association
- Member EDC

Refresher Courses Attended:

- Participated in the Refresher Course arranged by U.G.C- Academic Staff College, University of Hyderabad, Hyderabad in Applied Social Sciences from 17th Oct 2008 to 6th Nov, 2008.

Orientation Programmes Attended:

- Participated in U.G.C. Sponsored one-week Orientation Programme on *Future Trends in Quality Enhancement of Professional and Academic Skills in HEIs* conducted by K.B.N College, VJA from 5th to 11th Aug, 2017.

Faculty Development Programmes Attended

- 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 a Faculty Development Programme conducted by Andhra Loyola College, Vijayawada from 28-07-2016 to 30-07-2016.

- Participated in a ***Faculty Development Programme on Effective Teaching*** organized by P.B. Siddhartha College of Arts & Science, Vijayawada on 24-10-2016.
- Attended a Faculty Development Programme conducted by Indian Business School, Bangalore on 21-08-2015.

Seminars Participated

- Participated in a two- day National Seminar on ***Logistics*** conducted by Andhra Pradesh State Skill Development Corporation, VJA on 25th & 26th July, 2017.
- Presented a paper on ***The Future of Innovation Management*** in a UGC sponsored two-day National Seminar on ***Innovation Management: A Strategic Imperative for Growth*** conducted by P.B. Siddhartha College of Arts & Science, VJA on 22nd & 23rd Aug, 2017.
- Presented a paper on ***Green Accounting*** 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 ***Product Life Cycle*** 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 ***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 23rd Feb, 2018.
- Participated in two-day U.G.C. National Seminar on ***New Education Policy*** conducted by P.B. Siddhartha College of Arts & Science, VJA on 14th & 15th March, 2017.
- Presented a paper on ***Significance of Green Marketing and Challenges in Green Marketing*** in a National Seminar on ***Emerging Trends in Marketing*** organized by V.R. Siddhartha Engineering College, Kanuru, Vijayawada on 20-11-2015.

- Presented a paper on ***Talent Management Strategies*** in an International Seminar on ***Transforming Organizations through Talent Management*** conducted by V.R. Siddhartha Engineering College, Vijayawada on 18th Nov, 2014.
- Presented a paper on ***Rural Entrepreneurship in India Issues and Challenges*** in a U.G.C. National Seminar on ***Indian Rural Economy and Employment – Importance, Issues and Challenges*** conducted by Govt. Degree College, Razole, Vijayawada on 23rd & 24th Feb, 2015.
- Presented a paper on ***Corporate Governance and 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 ***Role of ICT in Rural Development with various Aspects*** 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 ***Media Brand and Consumer Perception*** in the National Seminar on ***Brand Management*** conducted by V.R. Siddhartha College of Engineering, VJA on 28th Mar, 2014.

Workshops Participated

- 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 National Level workshop on ***Supply Chain Management*** conducted by K.B.N. College, VJA on 28th & 29th July, 2017.