

PROFILE

Name : K. VIJAYA ROHINI
Designation : Lecturer in Department of Commerce
Teaching Experience : 24 years
Educational Qualifications : M. Com, B.Ed.
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Positions Held:

- Convenor Student Redressal Cell
- Member Commerce Association
- Member Student Union
- Member Assembly committee
- Member Sports Committee
- Member EDC

Faculty Development Programmes:

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

Conference Attended:

- Participated in an International Conference on *Domestic Violence* conducted by Women's Cell, SDMSMK, Vijayawada on 13-12-2018.

Workshops Participated:

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

Seminars Attended:

- Presented a paper on *Social Media 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 *Creating Work Culture for Talent Management* 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 *Major Agricultural Problems in India and their Possible Solutions* 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 *Benefits of 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 Different 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 ***Brand Promotion*** in the National Seminar on ***Brand Management*** conducted by V.R. Siddhartha College of Engineering, VJA on 28th Mar, 2014