

# PROFILE

**Name** : V. Sandhya Lakshmi

**Designation** : Lecturer in Department of Commerce

**Teaching Experience** : 16 years

**Educational Qualifications:** M. Com, MBA, M.Phil.

**E-mail I'd** : sandhyadheeru@gmail.com



## Present Positions Held:

- Convenor Personality Development Club.
- Member.
- Commerce Association.
- Eco Club.
- Canteen Committee.
- Permissions Committee.

## Workshops Attended

- Attended National Workshop on *Benefits and Challenges of Inter Disciplinary Research* conducted by K.B.N. College, Vijayawada on 13-11-2018.
- 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.
- 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 National Level workshop on *Supply Chain Management* conducted by K.B.N. College, VJA on 28<sup>th</sup> & 29<sup>th</sup> July, 2017.

### **Faculty Development Programmes Attended:**

- 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.
- Participated in a *Faculty Knowledge Programme* by IBS, ICFAI business School, VJA on 20<sup>th</sup> July, 2017.
- 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.

### **Seminar Paper Presentations:**

- Presented a paper on *Responsible Innovation in Technology (CAD & 3D Printing) and Skill Development in the Jewellery Industry* 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 22<sup>nd</sup> & 23<sup>rd</sup> Aug, 2017.

**ISBN: 978-93-5268-742-8**

- Presented a paper on *A Study on Consumer Awareness on Jewellery Marketing through Internet (WEB)* 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 *Role of Corporate Social Responsibility in Higher Education in India* 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 3<sup>rd</sup> & 4<sup>th</sup> Feb, 2015.

**ISBN :978-81-8424-966-8**

- Presented a paper on *Role of ICT for Agriculture and Rural Development* 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 25<sup>th</sup> Feb, 2015.

- Presented a paper on ***Importance and Process of Talent Management*** in an International Seminar on ***Transforming Organizations through Talent Management*** conducted by V.R. Siddhartha Engineering College, Vijayawada on 18<sup>th</sup> Nov, 2014  
ISBN: 978-93-83241-63-7
- Presented a paper on ***Brand Management*** in the National Seminar on ***Brand Management*** conducted by V.R. Siddhartha College of Engineering, VJA on 28<sup>th</sup> Mar, 2014.
- Presented a paper on Executive Development in the National Seminar on Enhancing Competitive Advantage through Strategic HRM conducted by V.R. Siddhartha college of Engineering on 11<sup>th</sup> April 2012  
ISBN: 978-81-923134-1-2
- Presented a Paper on Performance of the Micro Finance Sector in India in the National Seminar on Performance of the Micro Finance Sector in India conducted by SDMSMK on 12<sup>th</sup> July 2011
- Presented a paper on Emerging Business Models and Strategies in the National Seminar conducted by P.B. Siddhartha college of Arts and Science on 9<sup>th</sup> and 10<sup>th</sup> March, 2012
- Presented a paper on Knowledge Management in Higher Education Institutions in the National Seminar on knowledge Management Issues and Challenges for 21<sup>st</sup> Century conducted by Nagarjuna University on 28<sup>th</sup> and 29<sup>th</sup> March 2012
- Presented a paper on Employee Performance Management in the National Seminar on Building Human Capital conducted by V.R. Siddhartha college of Engineering on 29<sup>th</sup> March 2012
- Presented a Paper on Health Care Industry in the National Seminar on the role of Service Sector enhancing Quality and Image at Indian Market conducted by SDMSMK on 13<sup>th</sup> & 14<sup>th</sup> Sep 2010

#### **ARTICLES PUBLISHED**

- An article was published in International Journal of Commerce on ***Skill Development Schemes in India for Rural Women's to empower their***

***Employability*** published by V.R. Siddhartha College of Engineering ISSN:  
2394-9597.