

PROFILE

Name : K. Subba Lakshmi
Designation : Lecturer in Department of Commerce
Teaching Experience : 8 years
Educational Qualifications: M. Com, MBA.
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Positions Held:

- Member Commerce Association
- Member Garden Committee
- Member Tutor ward Committee

Awarded NPTEL-AICTE Faculty Development Programme Certificate for successfully completing the course Management – I in the month of Sep, 2018.

Faculty Development Programmes Attended:

- 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 Effective Classroom Communications Conducted by SDMSMK, Vijayawada on 4-6-2019.
- Participated in a Faculty Knowledge Programme conducted by IBS Business School, Vijayawada on 21st July, 2016.
- 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.

Acted as Judge:

- Acted as a judge for Elocution, Inter House Competition, in Nalanda Vaidyanekathan, Vijayawada on 2-07-2016.

Articles Published:

- Published an article on *The Key Players of two-wheeler industry in India a Case Study of Hero/Hero Honda Two Wheelers* in an International Journal of Scientific

& Engineering Research (IJSER) ISSN No: 2229-5518 Vol:7 Issue: IV April, 2016.

Workshops Attended:

- 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.

Conferences Participated:

- Participated in an International Conference on *Domestic Violence* conducted by Women's Cell, SDMSMK, Vijayawada on 13-12-2018.
- The Key Players of Two-Wheeler Industry in India a Case Study of Hero/Hero Honda Two Wheelers in a National Conference on Recent Innovations in Science and Engineering (NCRISE- 2K16) conducted by Guntur Engineering College, Guntur on 27th & 28th June, 2016.
- Micro Finance an Innovative Practice of Combating Rural Poverty in an International Conference on Financial Markets and Corporate Finance (ICFMCF) conducted by Indian Institute of Technology Madras, Chennai on 12th & 13th Aug, 2016.

Seminars Attended:

- Presented a paper on *The Start- Up Eco System in India* 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 Issues and Implementation*** 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 ***Recruitment in the digital era*** in a UGC sponsored two-day National Seminar on ***Human Resource Management in digital Age*** conducted by Acharya Nagarjuna University, Guntur on 27rd & 28th Feb, 2018.
- Presented a paper on ***Corporate Governance*** in a National Seminar on ***Corporate Governance – Emerging Issues*** organized by Acharya Nagarjuna University, Guntur on 15th & 16th July, 2015.
- Presented a paper on ***Sales Promotion – The Key element of Promotional Mix*** 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 ***Attrition in India as Compared to other Countries*** in a U.G.C. National Seminar on ***Human Resource Management: Exploring New Dimensions*** organized by Acharya Nagarjuna University, Guntur on 12th & 13th Dec, 2015.
- Presented a paper on ***Women Entrepreneurs in India*** in a National Seminar on ***Entrepreneurship- 2.0 – Changing Models in New Economic Era*** conducted by P.V.P. Siddhartha Institute of Technology, Vijayawada on 29th & 30th March, 2016.
- 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 of State- Owned Enterprises*** 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 *Dwarka and Role of ICT in Women Empowerment* 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.
- The research paper on *Stress Management at Work Place* was published in *Stress Management at Workplace*. ISBN: 978-81-923134-0-1. In the National Seminar conducted by V.R. Siddhartha Engineering College, Vijayawada on 12-04-2013.