

# PROFILE

Name : K.Asha Jyothi

Designation : Lecturer in Department of Commerce

Teaching Experience : 4 year

Educational Qualifications : M. Com

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## Academic Profile

Course	Name of the Institution	Year of Passing	Percentage of Marks
M.com	P.B.Siddhartha College	2016	82%
B.com computer Applications	Triveni Degree College	2014	80%
Intermediate	Triveni Degree College	2011	65%
SSC	Vijaya Public High School	2009	65%

## Achievements

### Teaching and Pedagogical Excellence:

- ❖ **Innovative Teaching Methods:** Adoption of modern teaching tools and techniques, such as the use of multimedia, e-learning platforms, or interactive methods to enhance student learning.
- ❖ **Course Development:** Designing and developing new courses or curricula that meet industry standards and help in skill-building.
- ❖ **Student Mentoring:** Providing academic and career guidance to students, assisting with internships, placements, and research projects.

### Subjects Handled:

Advanced Accounting  
Business Organization

Corporate Accounting  
Business Law  
Business Statistics  
Business Economics  
Marketing Financial Services  
Advertising & Media Planning  
Service Marketing  
Tally

### **Publications**

- ❖ Published a paper on “Emerging Cyber Threats and their impact on Digital Security in the Modern E-Business Landscape”. “ International Conference on cyber security in E-Business and Management(ICCEBM-2024)” organized by Department of Commerce & Management at Sri Durga Malleswara Siddhartha Mahila Kalasala in association with SOLETE ( Society for Learning Technologies). Vijayawada on 29<sup>th</sup> August, 2024.

### **Positions Held:**

- ❖ Member commerce association
- ❖ Member EDC
- ❖ Member Wellness Club
- ❖ Member Website Committee
- ❖ Member Internal Committee
- ❖ Member 5<sup>th</sup> Criteria
- ❖ Member Attendance Committee

### **Workshops/Seminars/FDP Orgnized/ Attended:**

- ❖ Participated in GST Tally with Prime.
- ❖ Participated in Atal FDP “ALL INDIA COUNCIL FOR TECHNICAL EDUCATION” Teaching & Learning Program Organized by P.B Siddhartha college on 2/12/2024 to 7/12/2024.
- ❖ Participated in National Symposium on Union Budget 2024-2025 organized by Hindu College , Guntur on 26/07/2024.
- ❖ Attended Faculty Development Programme (FDP) on Implications of GST Conducted by SDMSMK, Vijayawada on 29<sup>th</sup> and 30<sup>th</sup> 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 *Tally Nipunya with GST* conducted by A.P. State Skill Development Corporation (APSSDC), Vijayawada on 26-09-2018 & 27-09-2018.

- Participated in a Two-day Virtual NAAC- Sponsored National Seminar on IIAQ, SSR, DVV and Peer team Visit: Modalities and Guidelines for HEIs Organised by the IQAC of Shri Sundarbai Shasun Jain College for women in association with NAAC on 15-09-2022 C 16-09-2022.
- Participated in the “National Webinar on Wealth Creation through Financial Planning” Organised by Department of Financial Studies, IIS, Jaipur in Collaboration with Association of Mutual Funds in India (AMFI) on 12-09-2022.
- Participated in One day National Webinar on “Managing Personal Finance and Wealth Creation”, Organised by Sri Durga Malleswarara Siddhartha Mahila Kalasala, in Collaboration with Association of Mutual Funds of India on 0/-09-2022.
- Participated in one week Faculty Development Programme on “Research Methodology and Data Analysis in Business Management” Organised by Department of Commerce and Business Management, Krishna University From 25-08-2022 to 01-09-2022.
- Participated in a National level Faculty Development Programme on “National Education Policy-2020 (NEP) An Overview” Organised by IQAC of Sri Durga Malleswarara Siddhartha Mahila Kalasala, Vijayawada
- Participated in One day National Webinar on “Quality of Higher Education C Role of Research’ Organised by IQAC, Sri Durga Malleswarara Siddhartha Mahila Kalasala, Vijayawada
- Participated in One day National Webinar on “ The Fourth Industrial Revolution Opportunities C Challenges for the Indian History” Organised by the Department of Commerce C Business Administration, PB Siddhartha College of Arts C Science, Vijayawada on 10-0/-2021.
- Participated in the National Webinar on Commerce Through Ages: A Historical Perspective. Organised by the Dept. of Commerce, Andhra Loyola College, Vijayawada on 05-0/-2021.
- Participated in a two day Training Programme on “Effective Class room Tools for Education” at Maris Stella College.
- Participated in ministry of Electronics and information technology, Govt of India, Sponsored one week Orientation Work shop on “ OER, Content development, MOOCS and MOODLE” Organised by the ECICT Academy, NIT Warangal from 19-11-2018 to 24-11-2018.

