

## **LAVANYA P B**

W/o. M. Raghuraman,

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### **Career Objective**

Successful and Challenging career in a well reputed organization where my academic, managerial skills are utilized optimally for personal and professional development of self and for the organization.

### **Work Experience**

**Asst. Prof. – Dept. of Master of Business Administration – Lakireddy Balireddy College of Engineering, Mylavaram – 02.09.2025 – till date**

- Dealing the papers of Business Administration and imparting the knowledge with changing trends for MBA students
- Playing key role in association activities.

**Asst. Prof. – Dept. of Master of Business Administration – Andhra Loyola Institute of Engineering Technology, Vijayawada from 05.05.2017- 30.07.2024**

- Dealing the papers of Business Administration and imparting the knowledge with changing trends for MBA students
- Institutional level NAAC coordinator Criterion 7
- Institutional level NBA coordinator Criterion 10
- Department Coordinator of NAAC work
- Counseling the students and parents in academic matters

**Asst. Prof. – Dept. of Business Administration – SRK Institute of Technology, Vijayawada from 13<sup>th</sup> October, 2014 – 29.05.2017**

- Dealing the papers of Business Administration and imparting the knowledge with changing trends for MBA students.
- Playing key role in association activities.
- Counseling the students and parents in academic matters.

**Asst Prof. – Dept. of Business Administration – Vijaya Institute of Management Sciences for Women, Vijayawada – 15<sup>th</sup> June, 2010 – 08<sup>th</sup> October, 2013**

- Dealing the papers of Business Administration and imparting the knowledge with changing trends for MBA students.
- In-charge of the department and responsible for the overall coordination.
- Playing key role in association activities.
- Counseling the students and parents in academic matters
- Representing the college as a Coordinator of Women Empowerment and Grievance Cell organized by Jawaharlal Nehru Technological University Kakinada(JNTUK), Kakinada

**Counseling Officer – ICFAI National College, Vijayawada - 1<sup>st</sup> July, 2007 – 29 January, 2010**

- Front Office Management, Tele Marketing
- Counseling the aspirants and advising for admission to the various Courses of INC like MBA
- Handling student related issues and maintaining relationship with the parents
- Monitoring the Marketing Activities, leading and motivating the Marketing Team in achieving the Target
- Active member of the various Brand Building activities of the Center in the areas of planning and execution.
- Training the new members of the team and of other centers in the region.

**Student Advisor – ICFAI National College, Vijayawada – 19<sup>th</sup> June, 2004 – 30<sup>th</sup> June, 2007**

- Tele Marketing
- Counseling the aspirants and advising for admission to the various Courses of INC
- Handling student related issues and maintaining relationship with the parents
- Monitoring the Marketing Activities, leading and motivating the Marketing Team in achieving the Target
- Maintaining liaison with the R.O and HQ for various correspondences in regard to smooth functioning of Marketing Activities
- Worked as Visiting Faculty for B.B.A , H.R.M in INC – Vijayawada

**Academic Qualifications**

- 2018 Acharya Nagarjuna University, Guntur: completed Part –I exam for **Ph. D (Part Time)** in the Department of Commerce and Business Administration with - **62%**
- 2018 - Qualified AP–SET, June, 2018

- 2018 - Qualified UGC – NET, December, 2018
- 2017 Ratified as Assistant Professor from Jawaharlal Nehru Technological University Kakinada, (JNTUK), Kakinada
- 2017 Acharya Nagarjuna University Centre for Distance Education: **MHRM - 72.30%**
- 2002-2004 Sri Sai Madhavi Institute of Engineering and Technology, Mallempudi, Affiliated to Andhra University, Visakhapatnam: **M.B.A Marketing & Finance - 61%**
- 1999-2002 Maris Stella College, Vijayawada affiliated to Nagarjuna University **B. Com (Tax)- 70%**
- 1997-1999 Nalanda Jr. College, Vijayawada, from Board of Intermediate : **M.E.C - 80%**
- 1996-1997 Children's Montessori High School, Vijayawada, Board of Secondary Education- **77%**

#### **Summary of Academic and Administrative Credentials**

- Publications - 36 (Scopus Indexed -2, ABDC- C-1, UGC Care - 11, UGC - 1, Peer Reviewed - 4, Conference Publications & Book Chapter-17)
- Papers presented in Conferences and Seminars - 31 (International Conferences- 18, National Conferences - 6, Seminars -7)
- Best Paper Awards -02 (in International Conferences)
- FDPs and STTPs attended - 92, Workshops - 16
- Coordinator at Institute Level - NAAC Criterion-7, NBA Criterion -10)
- Proact Digital Teacher certified by Loyola Institute of Business Administration, Chennai
- Events Coordinated: FDPs -04 (International-2, National -2)

<h4><b>List of Publications in Scopus Indexed, ABDC, UGC Care, UGC &amp; Peer Reviewed Journals, Conference, Seminars Proceedings and Book Chapters: 36</b></h4>
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| <ol style="list-style-type: none"> <li>1. The Influence of Demographic Variables on Work-life Balance Among nurses in Government and Private Hospitals in the State of Andhra Pradesh. Digital Transformation and Sustainability of Business. (e book) ISBN: 9781003606185 CRC Press (Taylor &amp; Francis Group). <a href="https://doi.org/10.1201/9781003606185">https://doi.org/10.1201/9781003606185</a>. 20 May, 2025, 633-636 (Book Chapter-Scopus Indexed)</li> <li>2. Issues and challenges of financial inclusion: Empowering the underserved. Digital Transformation and Sustainability of Business Digital Transformation and Sustainability of</li> </ol> |
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Business. (e book) ISBN: 9781003606185 CRC Press (Taylor & Francis Group).  
<https://doi.org/10.1201/9781003606185>. 20 May, 2025, 245-248. (Book Chapter-Scopus Indexed)

3. HR Analytics for Strategic Decision Making: Opportunities, Challenges and Future Trends in UGC sponsored Two Day National Seminar on Advances in Business Analytics and Intelligence. ISBN: 978-93-90146-97-0
4. A Comprehensive Review of Work–Life Balance and Its Impact on Employee Commitment in Healthcare, Journal of Interdisciplinary Cycle Research, ISSN: 0022-1945, XVI (II), November, 2024, DOI:18.0002.JICR.2024.V16I11.008301.31712373453221, 293-311. (UGC Care)
5. Determinants of Work–Life Balance in the Nursing Profession: The Role of Workload, Environment, and Organisational Welfare, The International Journal Of Analytical And Experimental Modal Analysis, ISSN:0886-9367, XVI (10), October, 2024, DoI:18.0002.IJAEMA.2024.V16I10.200001.01568597179076153, 444-457. (UGC Care)
6. Review of Related Literature of Work Life Balance Theories published in 1<sup>st</sup> International Conference on Navigating the Future Trends & Strategies for Sustainable Business Management (ICNFTSBM2024), ISBN: 978-93-340-2977-2 pages 60- 68 (Peer Reviewed)
7. A Comparative Analysis of Factors Influencing Work Life Balance Among Nurses Working in Government and Private Hospitals - An Empirical Study in the State of Andhra Pradesh, Advances in Economics, Business and Management Research, 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023), Atlantis Press, Springer Nature Group, published on 20 February, 2024, pages 669-679, ISSN (Online): 2352-5428 [https://doi.org/10.2991/978-94-6463-374-0\\_58](https://doi.org/10.2991/978-94-6463-374-0_58) (WoS)
8. Analysis and Preventive Measures of Banking Frauds with Reference to Indian Banking Sector Advances in Economics, Business and Management Research, 3rd International Conference on Reinventing Business Practices, Start-ups and Sustainability (ICRBSS 2023), Atlantis Press, Springer Nature Group, published on 20 February, 2024, pages 389-397, ISSN (Online): 2352-5428, [https://doi.org/10.2991/978-94-6463-374-0\\_34](https://doi.org/10.2991/978-94-6463-374-0_34) (WoS)
9. Russia-Ukraine war impact: India’s International Trade Recent Advancements in Commerce, Management and Tourism, BP International, ISBN:978-81-19761-80-7 (e book), pages 42-51, published on 28-09-2023 DOI: 10.9734/bpi/mono/978-81-19761-70-8

10. Issues and challenges of management education in Emerging era with special reference to Andhra Pradesh. Management Innovator (ISSN 0974-6749) Vol.15, No. 2, 2022 (Peer Reviewed)  
Link: [https://www.keralauniversity.ac.in/pdfs/journals/Management\\_innovator\\_2022.pdf](https://www.keralauniversity.ac.in/pdfs/journals/Management_innovator_2022.pdf)
11. Effect of Covid-19 Pandemic on Foreign Direct Investment: Indian Perspective. Indian Journal of Natural Sciences (Web of Science). ISSN: 0976 – 0997, Vol.13 / Issue 73 / August / 2022. Front Paper link: <http://www.tnsroindia.org.in/JOURNAL/issue73/ISSUE%2073%20%20-%20FRONT%20PAGE%2001.pdf>  
Paper download link: <http://www.tnsroindia.org.in/JOURNAL/issue73/ISSUE%2073%20%20-FULL%20TEXT%20PART%2001.pdf> Page No: 45238-45243
12. “Covid-19 Lockdown in India: Effect on Key Industries and unemployment” two days International virtual conference on Business Research organized by SRM Institute of Science and Technology, Kattankulathur, Tamilnadu held on 01<sup>st</sup> & 02<sup>nd</sup> December 2021.
13. Issues and Challenges of National Monetization Pipeline policy. AJANTA – ISSN 2277 – 5730 –Impact Factor-5.5 (www.sjifactor.com). UGC Listed *Journal* No. : 40776. Volume-X, Issue No: IV, October-December 2021. (Peer Reviewed)
14. Neo banking-overview in Indian banking industry. VidyaBharati International Interdisciplinary Research Journal. Special issue ISSN:2319-4979 pp: 25-27 (Web of Science) Web of Science Indexed link: <https://mjl.clarivate.com/search-results> publication link: <http://www.viirj.org/specialissue.html> paper download link: <http://www.viirj.org/specialissues/2021/SP2106/Part%201.pdf>
15. Digital marketing: Challenges and Opportunities in Indian Context. Kalyan Bharati. Volume: 36, Issue No: VII, 2021, ISSN No: 0976-0822 (UGC CARE-Print), <https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList>, Publisher: Kalyan Kumar Dasgupta Memorial Committee
16. A comparative financial performance analysis of banking sector with reference to select public and private sector banks. Utkal Historical Research Journal (print only). April,2021, Volume: XXXIV, ISSN: 0976-2132 (UGC CARE-Print) Publisher: Department of History, Utkal University <https://ugccare.unipune.ac.in/Apps1/User/WebA/SearchList>
17. The Covid-19 in India – impacts on the economy and the automobile sector. Journal of Contemporary Issues in Business and Government. March, 2021, Volume 27, Issue 03, E-ISSN:

1323-6903, pp.197-201 (Scopus & ABDC-C). [https://cibg.org.au/article\\_10710.html](https://cibg.org.au/article_10710.html)  
<https://ores.su/en/journals/journal-of-contemporary-issues-in-business-and-government/>

- 18.** Covid-19 lockdown in India- Impacts on the economy and key sectors. Akshar Wangmay International Research Journal. December, 2020, Special issue IV, ISSN: 2229-4929 (UGC Care (Print))
- 19.** “Women Entrepreneurship in India- Issues, Opportunities and Challenges” National e-conference on Technology, Innovation and Entrepreneurship: Recent trends and practices on 5<sup>th</sup> December, 2020 organized by Sasmira’s Institute of Management Studies and Research sponsored by All India Council for Technical Education (AICTE), Mumbai, Maharashtra.
- 20.** “Corporate Social Responsibility: Overview of Indian Corporate During Covid-19 Pandemic” Two days International Virtual Conference on Revisiting CSR in the post Covid era-Statutory Guidelines and Societal Concerns from 12th to 13th October, 2020 organized by Alagappa University, Karaikudi, Tamil Nadu.
- 21.** “Opportunities and Challenges of FinTech in India- A Qualitative Study” Two days International e-Conference on Exponential Transition of Management Practices and Implications for Sectorial Prosperity from 28th to 29th September, 2020 organized by Dr.B.R. Ambedkar University Srikakulam, Andhra Pradesh, India
- 22.** “A Study on Issues and Challenges of Indian Automobile Industry” three days Virtual international Multidisciplinary Conference on Latest Advancements & Future Trends in Commerce, Economics, Management, Education, Social, Science and Applied Science from 25<sup>th</sup> to 27<sup>th</sup> September, 2020 organized by Inspira Research Association, Jaipur, Rajasthan
- 23.** Economic Slowdown and its Impact on Economy: A Qualitative Study with Reference to Indian Economy. International Journal of Engineering and Research & Management Technology. September, 2020, Article No: 3/10-14. ISSN: 2348-4039. <https://ijermt.org/publication/6/ITE%2003%20Lavanya.pdf> (NON-UGC)
- 24.** A Study on Growth and Challenges of Digital Transactions in India. Purakala Journal. May-2020, Volume 3, Issue 19, pp.35-41. ISSN 0971-2143 <https://www.purakala.com/index.php/09712143/issue/archive>. (UGC CARE)
- 25.** “A Study on Impact of Demonetization on Non-Performing Assets with Special Reference to Selected Public Sector Banks” one day National Conference on Financial Markets-Issues,

Challenges and way forward on 12<sup>th</sup> March, 2020 organized by Alpha Arts and Science College, Porur, Chennai, Tamil Nadu

26. A study on Impact of Demonetization on usage of plastic money. Studies in Indian Place Names. February 2020, Volume 40, Issue 3, ISSN: 2394-3114, pp. 4148-4156. <https://archives.tpnindia.org/index.php/sipn/article/view/1048> (UGC CARE)
27. A Study on Issues and Challenges of Financial Inclusion in India. International Journal of Research Culture Society. January 2020, Special Issue: 16, ISSN: 2456-6683, pp.183-186. <https://ijrcs.org/ncsd-jan-2020/> (Non UGC)
28. “A Study on Socio-Economic Status of Scheduled Tribes” ICSSR (Impressed) Sponsored two-day national seminar on Modern Methods and Effectiveness of Tribal Programmes Suggest Necessary measures in the light of findings 29<sup>th</sup> & 30<sup>th</sup> November 2019 at Kakaraparti Bhavanarayana College, in collaboration with Krishna University, Vijayawada, Andhra Pradesh
29. “Digital Labour – An Introduction to the Architecture of Digital Labour platform” A one Day National seminar on Future of Work (FoW) in changing Business Landscape 23rd March 2019 at P B Siddhartha College of Arts and Science, Vijayawada, in collaboration with National HRD Network, Vijayawada Chapter
30. “A Study on Issues and Challenges of Financial Literacy in Rural India” National Conference on Contemporary Innovations in Business and Management, 22nd March 2019 at AJK Institute of Management, Palakkad main road, Navakkari, Coimbatore, Tamil Nadu
31. “A Study on status of Education among Scheduled Tribes in Andhra Pradesh” ICSSR-SRC Sponsored two-day national seminar on Modern Methods and Effectiveness of Tribal Programmes Suggest Necessary measures in the light of findings 18th & 19th March 2019 at Kakaraparti Bhavanarayana College, in collaboration with Krishna University, Vijayawada ISBN No: 978-81-936640-2-5, Pages – 218-223
32. “Empowerment of Tribal Employees – An Overview” ICSSR-SRC Sponsored two-day national seminar on Modern Methods and Effectiveness of Tribal programmes Suggest Necessary measures in the light of findings 18th & 19th March 2019 at Kakaraparti Bhavanarayana College, in collaboration with Krishna University, Vijayawada. ISBN No: 978-81-936640-2-5, Pages – 293-302

33. “A Qualitative study on Blue Ocean Strategy with reference to selected MNCs” 3rd National Conference on Applications of Management Research in Social Science, Engineering and Technology, 25th January 2019 at M.A.M.B- School, Siruganur, Tiruchirappalli, Tamil Nadu
34. Qualitative Study on Growth, Opportunities and Challenges of Fin-Tech in India- International Journal of Scientific Research and Review, January 2019, Volume No: 8, Issue No: 1, ISSN: 2279-543X. pp. 236-243. UGC Journal No: 64650. <http://www.dynamicpublisher.org/VOL-8-ISSUE-1-2019> (UGC)
35. “Integrated approach of CSR, Law and Ethics in India” UGC sponsored three-day International seminar on Corporate Social Responsibility on 10th – 13th March, 2017 organised by Department of HRM, Acharya Nagarjuna University, Guntur. ISBN: 978-93-85518-08-9. Editor: Dr. Nagaraju Battu, Publisher: Vrinda Publishing House, Hyderabad. Pages: 156-159
36. “Changing Scenario in Corporate Social Responsibility” UGC Sponsored two-day national seminar on Good Corporate Governance in India and Challenges on 03rd and 04th February, 2015 organised by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada. ISBN No: 978-2-12-345680-3, Pages: 286-291

#### **Papers presented in International and National Conferences - 24**

1. Presented a paper on “Review of Related Literature of Work Life Balance Theories” in 1<sup>st</sup> International Conference on Navigating the Future Trends & Strategies for Sustainable Business Management organized by Mohanbabu University, Tirupathi on 01<sup>st</sup> -03<sup>rd</sup> April, 2024
2. Presented a paper on “Impact of Demographic Variables on Work Life Balance among Nurses Working in Government and Private Hospitals - An Empirical Study in the State of Andhra Pradesh” in 1<sup>st</sup> International Conference on Digital Transformation & Sustainability of Business (ICDTSB-2024) organised by Department of Management Studies, Vardhaman College of Engineering held on 29<sup>th</sup> – 30<sup>th</sup> March, 2024
3. Presented a paper on “Issues and Challenges of Financial Inclusion: Empowering the Undeserved” in 1<sup>st</sup> International Conference on Digital Transformation & Sustainability of Business (ICDTSB-2024) organised by Department of Management Studies, Vardhaman College of Engineering held on 29<sup>th</sup> – 30<sup>th</sup> March, 2024
4. Presented a paper on “Influence of Work Life Balance on Commitment Dimensions among Nurses working in Government and Private Hospitals - An Empirical Study in the State of Andhra Pradesh” in International Conference on Global Transformation: Now, Next and Beyond



organized by Symbiosis Centre for Management Studies, Noida Symbiosis Institute of Business Management, Hyderabad in association with University of Wollongong, Dubai Campus from 30<sup>th</sup> – 31<sup>st</sup> January, 2024

5. Presented a paper on “A Comparative Analysis of Factors Influencing Work Life Balance among Nurses working in Government and Private Hospitals – An Empirical Study in the State of Andhra Pradesh” in 3<sup>rd</sup> International Conference on Reinventing Business Practices Start-ups and Sustainability (ICRBSS- 2023) organized by SRM Institute of Science and Technology, Vadapalani in collaboration with Lincoln University and University of Technology and Applied Sciences from 2<sup>nd</sup> to 03<sup>rd</sup> November, 2023 and **won Best Paper award**.
6. Presented a paper on “Analysis and Preventive Measures of Banking Frauds with reference to Indian Banking Sector” in 3<sup>rd</sup> International Conference on Reinventing Business Practices Start-ups and Sustainability (ICRBSS- 2023) organized by SRM Institute of Science and Technology, Vadapalani in collaboration with Lincoln University and University of Technology and Applied Sciences from 2<sup>nd</sup> to 03<sup>rd</sup> November, 2023
7. Presented a paper on “Russia-Ukraine war impact: India’s international trade” International Conference on "Rethinking Commerce, Management, and Tourism - Post-Covid New Normal" organized by School of Commerce & Management, Garden City University, India in collaboration with CINEC-Campus, Sri Lanka on 13th and 14th March 2023.
8. Presented a paper on “Issues and challenges of management education in Emerging era with special reference to Andhra Pradesh” one day International conference on Business Management and allied disciplines (ICBMAD22) organized by University of Kerala in association with Maseno University, Kenya and Addis Ababa Science and Technology University, Ethiopia during 22-24th August 2022 and **won Best Paper award**.
9. Presented a paper on “Effect of Covid-19 Pandemic on Foreign Direct Investment: Indian Perspective” one day International Conference on Emerging trends in Commerce, Management, and Computer Science (ICETCMC-2022) organized by Brindavan College, Bangalore, Karnataka on 13th August, 2022.
10. Presented a paper on “Covid-19 Lockdown in India: Effect on Key Industries and unemployment” two days International virtual conference on Business Research organized by SRM Institute of Science and Technology, Kattankulathur, Tamilnadu held on 01<sup>st</sup> & 02<sup>nd</sup> December 2021.

- 11.** Presented a paper on “Neo banking- Overview in Indian Banking Industry” two days International Conference (VARTANA 2021) on Innovation – an Engine for Inclusive growth and sustainable development organized by Department of Commerce St. Claret College in association with Department of Studies and Research in Commerce, Tumkur University held on July 28 and 29, 2021
- 12.** Presented a paper on “A comparative financial performance analysis of banking sector with reference to select public and private sector banks” One day Virtual International Conference on the theme “Restructuring of Trade & Industry for the upliftment of Indian Economy” held on 17<sup>th</sup> April 2021 organized by PG Department of Commerce In association with IQAC- ST.Joseph’s College (Arts & Science) Kovur, Chennai - 600128, Tamilnadu, India.
- 13.** Presented a paper on “Covid-19 lockdown in India-Impacts on the economy and key sectors” One day International e-conference on Multidisciplinary perspectives on Health, Society, Environment & Sustainable Development on 20<sup>th</sup> December, 2020 organized by Dnyan Prbodhini Mandal’s Shree Mallikarjun & Shri Chetan Manju Desai College, Goa.
- 14.** Presented a paper on “Women Entrepreneurship in India- Issues, Opportunities and Challenges” National e-conference on Technology, Innovation and Entrepreneurship: Recent trends and practices on 5<sup>th</sup> December, 2020 organized by Sasmira’s Institute of Management Studies and Research sponsored by All India Council for Technical Education (AICTE), Mumbai, Maharashtra.
- 15.** Presented a paper on “Corporate Social Responsibility: Overview of Indian Corporate During Covid-19 Pandemic” Two days International Virtual Conference on Revisiting CSR in the post Covid era-Statutory Guidelines and Societal Concerns from 12th to 13th October, 2020 organized by Alagappa University, Karaikudi, Tamil Nadu.
- 16.** Presented a paper on “Opportunities and Challenges of FinTech in India- A Qualitative Study” Two days International e-Conference on Exponential Transition of Management Practices and Implications for Sectorial Prosperity from 28th to 29th September, 2020 organized by Dr.B.R. Ambedkar University Srikakulam, Andhra Pradesh, India
- 17.** Presented a paper on “Economic Slowdown and its Impact on Economy- A qualitative study with reference to Indian Economy” One day online International Conference on Recent Trends in Science, Humanities & Engineering on 27th September, 2020 organized by Institute of Teacher Education in association with Advance Research Educational Society Uttar Pradesh, India.

18. Presented a paper on “A Study on Issues and Challenges of Indian Automobile Industry” three days Virtual international Multidisciplinary Conference on Latest Advancements & Future Trends in Commerce, Economics, Management, Education, Social, Science and Applied Science from 25<sup>th</sup> to 27<sup>th</sup> September, 2020 organized by Inspira Research Association, Jaipur, Rajasthan.
19. Presented a paper on “A Study on Impact of Demonetization on Non-Performing Assets with Special Reference to Selected Public Sector Banks” one day National Conference on Financial Markets-Issues, Challenges and way forward on 12<sup>th</sup> March, 2020 organized by Alpha Arts and Science College, Porur, Chennai, Tamil Nadu.
20. Presented a paper on “A study on Growth and Challenges of Digital Transactions in India” One day International National Conference on Multidisciplinary Innovative Strategies in Commerce and Management on 19<sup>th</sup> February 2020 organized by Sankara College of Science and Commerce, Coimbatore, Tamil Nadu.
21. Presented a paper on “A study on Impact of Demonetization on usage of plastic money” in National Conference on Digitalization of Business – Opportunities and Challenges, 26<sup>th</sup> February, 2020 of Conference proceedings NCDB 2020, at Ponmana Semmal Puratchi Thalaivar MGR Govt Arts and Science College, Puthur, Tamilnadu, published by Studies in Indian Place Name, Part-I, ISSN No: 2394-3114, Volume 40, Issue-03 February-2020, pp. 4148-4156.
22. Presented Conference on Sustainable Development & Social Innovation in Business on 31<sup>st</sup> January, 2020 of Conference proceedings SDSIB-2020 at Lady Doak College (Autonomous), Madhurai, Tamilnadu, ISBN No: 978-81-937540-6-1, First Edition- Jan, 2020 by Research Culture Society and Publications, pp.183-186.
23. Presented a paper on “A Study on Issues and Challenges of Financial Literacy in Rural India” National Conference on Contemporary Innovations in Business and Management, 22<sup>nd</sup> March 2019 at AJK Institute of Management, Palakkad main road, Navakkari, Coimbatore, Tamil Nadu.
24. Presented a paper on “A Qualitative study on Blue Ocean Strategy with reference to selected MNCs” 3<sup>rd</sup> National Conference on Applications of Management Research in Social Science, Engineering and Technology, 25<sup>th</sup> January 2019 at M.A.M.B- School, Siruganur, Tiruchirappalli, Tamil Nadu.

**Participated:**

25. Participated in a Two Day International Conference on “Covid 19 impact on Indian Foreign Policy” organised by Janseva Sikshan Mandal Shantarambhau Gholap Arts, Science and Gotirambhau Pawar Commerce College, Shivle from 02nd – 03rd June, 2020

### **Papers presented in Seminars: 07**

1. Presented a paper on “HR Analytics for Strategic Decision Making: Opportunities, Challenges and Future Trends” in UGC sponsored Two Day National Seminar on Advances in Business Analytics and Intelligence. ISBN: 978-93-90146-97-0 organised by Department of Commerce and Business Administration, Acharya Nagarjuna University, Guntur from 14-15 February, 2025
2. Presented a paper on “A Study on Socio-Economic Status of Scheduled Tribes” ICSSR (Impressed) Sponsored two-day national seminar on Modern Methods and Effectiveness of Tribal Programmes Suggest Necessary measures in the light of findings 29<sup>th</sup> & 30<sup>th</sup> November 2019 at Kakaraparti Bhavanarayana College, in collaboration with Krishna University, Vijayawada, Andhra Pradesh.
3. Presented a paper on “Digital Labour – An Introduction to the Architecture of Digital Labour platform” A one Day National seminar on Future of Work (FoW) in changing Business Landscape 23<sup>rd</sup> March 2019 at P B Siddhartha College of Arts and Science, Vijayawada, in collaboration with National HRD Network, Vijayawada Chapter
4. Presented a paper on “A Study on status of Education among Scheduled Tribes in Andhra Pradesh” ICSSR-SRC Sponsored two-day national seminar on Modern Methods and Effectiveness of Tribal Programmes Suggest Necessary measures in the light of findings 18<sup>th</sup> & 19<sup>th</sup> March 2019 at Kakaraparti Bhavanarayana College, in collaboration with Krishna University, Vijayawada ISBN No: 978-81-936640-2-5, Pages – 218-223
5. Presented a paper on “Empowerment of Tribal Employees – An Overview” ICSSR-SRC Sponsored two-day national seminar on Modern Methods and Effectiveness of Tribal programmes Suggest Necessary measures in the light of findings 18<sup>th</sup> & 19<sup>th</sup> March 2019 at Kakaraparti Bhavanarayana College, in collaboration with Krishna University, Vijayawada. ISBN No: 978-81-936640-2-5, Pages – 293-302
6. Presented a paper on “Integrated approach of CSR, Law and Ethics in India” UGC sponsored three-day International seminar on Corporate Social Responsibility on 10<sup>th</sup> – 13<sup>th</sup> March, 2017 organised by Department of HRM, Acharya Nagarjuna University, Guntur. ISBN:

978-93-85518-08-9. Editor: Dr. Nagaraju Battu, Publisher: Vrinda Publishing House, Hyderabad. Pages: 156-159

7. Presented a paper on “Changing Scenario in Corporate Social Responsibility” UGC Sponsored two-day national seminar on Good Corporate Governance in India and Challenges on 03<sup>rd</sup> and 04<sup>th</sup> February, 2015 organised by Sri Durga Malleswara Siddhartha Mahila Kalasala, Vijayawada. ISBN No: 978-2-12-345680-3, Pages: 286-291

#### **Seminars Attended**

8. Participated in seminar on entrepreneurship organized by NSIC at SRK Institute of Technology, Vijayawada.
9. Participated in seminar on Entrepreneurship Development by MSME at Vijaya Institute of Management Sciences for Women, Vijayawada.

#### **Training Programmes Attended: 04**

1. All India Council for Technical Education (AICTE) sponsored Short term training programme on “Emotional Intelligence for Teaching staff in Enhancing Efficiency of Students” organized by Tagore Engineering College, Chennai, Tamil Nadu from 9<sup>th</sup> December to 15<sup>th</sup> December, 2020.
2. All India Council for Technical Education (AICTE) sponsored Short term training programme on “Emotional Intelligence for Teaching staff in Enhancing Efficiency of Students ” organized by Tagore Engineering College, Chennai, Tamil Nadu from 30<sup>th</sup> November to 5<sup>th</sup> December 2020.
3. All India Council for Technical Education (AICTE) sponsored Short term training programme on “Dynamic Transformation of Innovative Teaching- Pedagogy” organized by Vaagdevi College of Engineering, Warangal, Telanga State from 23<sup>rd</sup> to 28 November, 2020.
4. All India Council for Technical Education (AICTE) sponsored Short term training programme on “Emotional Intelligence for Teaching staff in Enhancing Efficiency of Students” organized by Tagore Engineering College, Chennai, Tamil Nadu from 17<sup>th</sup> to 23 November, 2020.

#### **Faculty Development Programmes attended: 88**

1. 5-Day Management Development Program on “Next-Gen Finance: Unlocking Growth with Fin-tech Innovations”, organized by the VIT-AP School of Business (VSB), VIT-AP University, Amaravati, held from 19<sup>th</sup> to 23<sup>rd</sup> July 2025.

- 2.** Five Day Online International Faculty Development Program on “Supply Chain Resilience in India” organised by KL University, Vaddeswaram from 23<sup>rd</sup> – 27<sup>th</sup> September, 2024
- 3.** Five Day National Virtual FDP on “Integrating NEP 2020 into Higher Education: Strategies for Faculty Development and Curriculum Innovation” organised by Hindustan College of Arts & Sciences, Coimbatore from 02<sup>nd</sup> – 06<sup>th</sup> September, 2024
- 4.** Five Day International Faculty Development Program on “Digital Marketing” organised by MIT Arts & Science College, Maharashtra, Nishitha Degree College, Nizamabad, Seshadripuram College, Tumakur, P B Siddartha College of Arts & Science, Vijayawada in collaboration with ExcelR Edtech Private Limited from 27<sup>th</sup> – 31<sup>st</sup> May, 2024
- 5.** Five Day National Level FDP on “Application of Artificial Intelligence (AI) in Academic Research” organised by Vidya Vikas Mandal’s Shree Damodar College of Commerce and Economics, Gao from 5<sup>th</sup> – 13<sup>th</sup> April, 2024
- 6.** Five Day National Level Virtual Faculty Development Program on “Globalisation Unleashed: Advancing Commerce and Management Education” organised by Department of Commerce, Nirmala Memorial Foundation College of Commerce and Science, Mumbai in Collaboration with University of Mumbai and Andhra Loyola College, Vijayawada from 13<sup>th</sup> – 17<sup>th</sup> February, 2024
- 7.** Five Day National Level Virtual Faculty Development Program on “AI in Business and Education” organised by Department of Business Administration, Hindusthan College of Arts and Science, Coimbatore from 08<sup>th</sup> – 12<sup>th</sup> January, 2024
- 8.** A 10-hour International Faculty Development Program on “Application of Business Analytics” organised by Ramaiah Institute of Technology, in Collaboration with Excler Edtech Private Limited from 09<sup>th</sup> to 13<sup>th</sup> October, 2023
- 9.** One Day National Level Faculty Development Program on “Green Audit and Energy Audit in HEI’s” organised by IOT Academy, Coimbatore on 04<sup>th</sup> September, 2023
- 10.** National Level Virtual Five-Day Faculty Development Program on “Universal Human Values” organized by Department of Department of Mechanical Engineering, Andhra Loyola Institute of Engineering and Technology from 13th July to 18th July 2023
- 11.** National Level Virtual Five-Day Faculty Development Program on “Skills Reengineering in Business Management” organized by Department of Master of Business Administration, Andhra Loyola Institute of Engineering and Technology from 23rd to 27th May, 2023

- 12.** 7-day International online Faculty Development Programme on “Pathway to Modern Accounting Era” organized by Nirmala Memorial Foundation College of Commerce & Science, Mumbai, in collaboration with Western India Regional Council of ICAI from 14th to 21st March, 2023
- 13.** Five Day International Faculty Development Program on “Challenges for Students in the New Normal” organised by Government Arts College (Autonomous), Coimbatore from 13<sup>th</sup> - 17<sup>th</sup> February, 2023.
- 14.** AICTE Sponsored Five-day Faculty Development Program on “Cognitive skills, Design thinking and Critical thinking” organized by National Institute of Technology Mizoram from 19th to 23rd September, 2022
- 15.** One-week Faculty Development Program on “Research Methodology and Data Analysis in Business Management” organized by Department of Commerce and Business Management, Krishna University from 25-8-2022 to 1-9-2022.
- 16.** The International Virtual Faculty Development Program on “Research and Writing” Organised by Andhra Loyola Institute of Engineering and Technology, Vijayawada, Andhra Pradesh, India & Cape Comorin Trust, India 26-30 June 2022.
- 17.** Five-day Faculty Development Program on “Inculcating Universal Human Values in technical Education” organized by All India Council for Technical Education (AICTE) from 27<sup>th</sup> to 01<sup>st</sup> July, 2022.
- 18.** One -Week Online Faculty Development Program on “ICT tools for Effective Teaching Learning” organized by Kamla Nehru Mahavidyalaya, Nagapur from 23<sup>rd</sup> to 28<sup>th</sup> May, 2022
- 19.** Ten days Virtual Faculty Development Program on “Advanced Research Methodology, organized by Department of Commerce, SRM Institute of Science and Technology, Chennai from 9<sup>th</sup> to 20<sup>th</sup> May, 2022.
- 20.** Six-day MDP on “Innovation, Digitalization and Change Management” organized by the Department of Management Studies, Ramaiah Institute of Technology, Bangalore from 21st to 26th March, 2022.
- 21.** One - Week Online FDP on “New Paradigms in Teaching Methodology/Pedagogy” organised by the Department of Management Studies, Geetanjali Institute of Technical Studies, Udaipur, from 7th to 12th March, 2022.

- 22.** One - Week Online FDP on “New Paradigms of Management Education in Next Normal”, organised by the Department of Management Studies in Association with IQAC, Ramaiah Institute of Technology, Bangalore from 7th to 12th February, 2022.
- 23.** One week National Level Faculty Development Programme entitled “From Research to Publication” from 18<sup>th</sup> August 2021 to 25<sup>th</sup> August 2021 organized by Guru Shree Shantivijai Jain College for Women, Chennai, Tamilnadu.
- 24.** One week Faculty Development Programme on “Transforming Teachers for a Sustainable Post Covid-19 world” held on 16<sup>th</sup>- 20<sup>th</sup> August 2021 organized by Institute of Information Technology & Management, New Delhi.
- 25.** National Level Five Days Online Faculty Development Program on “Transforming a Teaching Faculty to a Facilitator and Mentor” held on July 27<sup>th</sup>- July 31<sup>st</sup>, 2021 at JAIN (Deemed-to-be University), Sheshadri Road Campus, Bengaluru.
- 26.** Five days online Faculty Development Programme on “ Issues and Challenges in Business Management” organized by Department of Business and Management Studies, Gudlavalleru Engineering College from 22<sup>nd</sup> to 27<sup>th</sup> July 2021.
- 27.** One week International Virtual Faculty Development Program (FDP) on Data Analytics and Business Intelligence powered by IBM Cognos Analytics and Tableau organised by Smartbridge Educational Services Private Limited in association with Stanley College Of Engineering & Technology for Women from 05<sup>th</sup> – 10<sup>th</sup> July, 2021.
- 28.** 5 Day Online FDP on "Innovation, Incubation, start-ups and Research Challenges in India" organized by IQAC of St. Mary's Centenary Degree College, Secunderabad from 29 June 2021 to 3 July 2021.
- 29.** One week National Level E-Faculty Development Programme on “Revised NAAC Assessment and Accreditation Framework for Teacher Education Institutions” organised by Tamil Nadu Teachers Education University in Collaboration with N.S.S. Training College, Pandalam from 19<sup>th</sup> to 25<sup>th</sup> November 2020.
- 30.** One day Faculty Development Programme on “Preparing Quality Research Proposal and Research Publication in High Indexed Journals” Organized by the Department of Management Sciences, Hindusthan College of Engineering and Technology, Coimbatore, on 11<sup>th</sup> November 2020.
- 31.** One week Faculty Development Programe on “Soft skills: Mentoring Skills and Emotional Intelligence in education” organized by Bharat Institute of Engineering and Technology (BIET),



Center for Research and Education in Social Integration & HR Development (CRESIHRD) & Telangana State Council for Higher Education (TSCHE), Hyderabad, from 5<sup>th</sup> to 10<sup>th</sup> October, 2020

**32.** One day Faculty Development Programme on “Guidelines for Sponsored Research Projects” organised by School of Management Studies, Pratap University, Jaipur on 31<sup>st</sup> October, 2020.

**33.** One week Faculty Development Programme on “Revised Assessment and Accreditation frame work of NAAC” organized by Andhra Christian College, Guntur in collaboration with Andhra Pradesh State Council of Higher Education (APSCHE) from 9<sup>th</sup> to 15<sup>th</sup> September, 2020.

**34.** Three day Faculty Development Programme on “Improving Teaching Skills” organized by Department of Management, Geetanjali Institute of Technical Studies, Udaipur, Rajasthan from 10<sup>th</sup> to 12<sup>th</sup> September, 2020.

**35.** Three day Faculty Development Program on “Skill Development in Academic and Research” organized by Telangana State Social Welfare Residential Degree Colleges (TSWRDC)” from 14<sup>th</sup> to 18<sup>th</sup> August, 2020.

**36.** Two day National Level Faculty Development Program on “Online Teaching Tools and Development Program” organized by Sri Sivani College of Engineering, Srikakulam, Andhra Pradesh from 13<sup>th</sup> to 14<sup>th</sup> August, 2020.

**37.** One-week Faculty Development Programme on "Recent Advances in Business Studies" organized by Karpagam Academy of Higher Education (Deemed to be University) in association with Coimbatore Branch of the Institute of Chartered Accountants of India from 7<sup>th</sup> - 13<sup>th</sup> August, 2020.

**38.** A Seven-day ICSSR-Southern Region Center, MHRD sponsored Faculty Development Programme on “The Role of a Teacher in Nation Building” organized by Keshav Memorial Institute of Commerce and Sciences” from 3<sup>rd</sup> to 9<sup>th</sup> August, 2020.

**39.** Two days Faculty Development Programme on “HR Analytics” organized by National Institute of Science and Technology from 8<sup>th</sup> to 9<sup>th</sup> August, 2020.

**40.** One Day Faculty Development Programme on “Understanding Analysis in Research” organised by RR Institute of Advanced Studies, Bangalore on 08<sup>th</sup> July, 2020

**41.** Two-day International Level Faculty Development Programme on "Sustaining Academics: The Role of Teacher's in Tackling Post Covid-19" organized by Mother Theresa College of Engineering and Technology, Telangana State on 4<sup>th</sup> to 5<sup>th</sup> July, 2020.

**42.** Five day International Faculty Development Programme on "A to Z Research" organized by SRM Institute of Science and Technology, Chennai from 27<sup>th</sup> to 31<sup>st</sup> July, 2020.

- 43.** One day Faculty Development Programme on "GST using Tally" organized by University College of Commerce and Business Management, Osmania University, Hyderabad in collaboration with Tally Education Private Limited on 29<sup>th</sup> July, 2020.
- 44.** Three Day Faculty Development Programme on "Outcome Based Education" organized by School of Arts, Science and Commerce and Internal Quality Assurance Cell, Rai University, Ahmedabad, Gujarat from 22<sup>nd</sup> to 24<sup>th</sup> July, 2020.
- 45.** One week Faculty Development Programme on "Competency & Sustainability of Commerce & Management Teachers-Post Covid-19 Scenario" organized by University College of Commerce and Business Management, Kakatiya University, Warangal from 16<sup>th</sup> to 22<sup>nd</sup> July, 2020.
- 46.** One week Faculty Development Programme on "Recent Trends in Management" organized by Gates Institute of Technology, Anantapuram, Andhra Pradesh from 13<sup>th</sup> to 19<sup>th</sup> July, 2020.
- 47.** One week National Level Faculty Development Programme on "Innovative Entrepreneurship" organized by Anand Institute of Higher Technology, Chennai, Tamil Nadu from 13<sup>th</sup> to 19<sup>th</sup> July, 2020.
- 48.** One day National Level Faculty Development Programme on "MSMEs: Threats, Challenges and Revival Measures" organized by Central University of Kerala in association with The Institute of Company Secretaries of India on 9<sup>th</sup> July, 2020.
- 49.** One day National Level Faculty Development Programme on "Teaching Statistics using Case study Approach" organized by Brindavan College, Bangalore on 14<sup>th</sup> July, 2020.
- 50.** One week Faculty Development Programme on "Inclusive Procedures and Process in Assessment and Accreditation by NAAC" organized by IQAC of St. Joseph's College, Tiruchirapalli, Tamil Nadu from 30<sup>th</sup> June to 4<sup>th</sup> July, 2020.
- 51.** Three Day Faculty Development Programme on "New Challenges in Business Management – A Strategic Approach (pre and post Covid scenario)" organized by Department of Business Administration, Andhra Loyola Institute of Engineering and Technology, Vijayawada, Andhra Pradesh from 8<sup>th</sup> to 10<sup>th</sup> June, 2020.
- 52.** Five day Faculty Development Programme on "Multidisciplinary Approach towards Emerging trends in Science & Humanities (MASH-2020)" organized by Ramachandra College of Engineering, Eluru from 1<sup>st</sup> to 5<sup>th</sup> June, 2020.
- 53.** One Week Faculty Development Programme on "ProAct Digital Teacher" organised by Loyola Institute of Business Administration, Chennai from 15<sup>th</sup> June to 20<sup>th</sup> June, 2020

- 54.** One week Faculty Development Programme on "New Challenges in Business Management post Covid-19 Pandemic Scenario" organized by CMR technical Campus, Hyderabad from 25<sup>th</sup> to 31<sup>st</sup> May, 2020.
- 55.** Three Day Faculty Development Programme on "Impact of Covid-19 on Commodity Sector" organized by Anantha Lakshmi Institute of Technology & Sciences, Ananthapuram, Andhra Pradesh from 28<sup>th</sup> to 30<sup>th</sup> May, 2020.
- 56.** Three Day Faculty Development Programme on "Banking Sector Reforms" organized by Saiva Bhanu Kshatriya College in association with Edufly Group of Companies from 27<sup>th</sup> - 29<sup>th</sup> May, 2020.
- 57.** Two Faculty Development Programme on "Capacity Building Program for Teachers and Post Covid-19" organized by Godavari Institute of Engineering and Technology, Rajamahendravaram, Andhra Pradesh from 28<sup>th</sup> to 29<sup>th</sup> May, 2020.
- 58.** Two day National Level Faculty Development Programme on "Art of Writing & Publishing Research Paper and Application of Statistical Tools" organized by Aurora's Degree & P.G. College, Hyderabad from 27<sup>th</sup> to 28<sup>th</sup> May, 2020.
- 59.** One day National Level Faculty Development Programme on "Application of Statistics in Research" organized by SNMV College of Arts & Science and Institute of Management, New Delhi on 28<sup>th</sup> May, 2020.
- 60.** Three Days International Level Faculty Development Programme on "Research Methodology" organized by Dnyan Ganga Education Trust's Degree and Junior College of Arts, Commerce and Science in Association with Indian Accounting Association, Mumbai from 24<sup>th</sup> - 26<sup>th</sup> May, 2020.
- 61.** One week Faculty Development Programme on "Effective Learning and Teaching Methods of Business Practices" organized by Kalasalingam Academy of Research and Education Deemed to be University, Tamil Nadu from 19<sup>th</sup> to 25<sup>th</sup> May, 2020.
- 62.** One day Faculty Learning Program on "Post Covid World: Skills & Strategies for Faculty" organized by Business Standard-Learning on 25<sup>th</sup> May, 2020.
- 63.** One day Faculty Development Programme on "Creation of Google Sites and OER" organized by Department of Business Management RBVRR Women's College, Hyderabad on 26<sup>th</sup> May, 2020.
- 64.** Four Day Management Development Programme on "Empowering MSME's during Crisis Time" organised by RV Institute of Management from 20<sup>th</sup> – 23<sup>rd</sup> May, 2020

- 65.** One Week International Faculty Development Programme on "Online Teaching Tools for Trainers" organized by International Association of Academic plus Corporate Society (IAAC) from 18<sup>th</sup> to 24<sup>th</sup> May, 2020.
- 66.** Five days Faculty Development Programme on "Research Methodology: Tools & Techniques" organized by IILM College of Engineering and Technology from 18<sup>th</sup> to 22<sup>nd</sup> May, 2020.
- 67.** One day National Level Faculty Development Programme on "Fundamentals of Writing a Research Paper" Organized by ICBM-School of Business Excellence, Hyderabad on 22<sup>nd</sup> May, 2020.
- 68.** One day National Level Faculty Development Programme on "Strategies to Revive the Economy for Better Performance-Post Covid-19 organized by Internal Quality Assurance Cell & Department of Commerce and Management BNM Degree College, Bangalore on 21<sup>st</sup> May, 2020.
- 69.** One week Faculty Development Programme on "Insights into Quality Research and Innovation" organized by Vivekanandha College of Engineering for Women, Chennai from 13<sup>th</sup> to 20<sup>th</sup> May, 2020.
- 70.** Three day National Level Faculty Development Program on "Tools for Online Classroom Post Covid-19" organized by Codegnan IT solution in association with P.B.Siddhartha College of Arts & Science, Vijayawada, Andhra Pradesh from 18<sup>th</sup> to 20<sup>th</sup> May, 2020.
- 71.** One week Faculty Development Programme on "Innovation to Academicians" organized by Ramachandra College of Engineering, Andhra Pradesh from 11<sup>th</sup> to 16<sup>th</sup> May, 2020.
- 72.** Three Days Faculty Development Programme on "Economic Downturn and Phenomenal Progress" organized by Nallamuthu Gounder Mahalingam College, Coimbatore from 14<sup>th</sup> to 16<sup>th</sup> May, 2020.
- 73.** One week training program on R (Faculty Development Program) organized at Birla Institute of Technology, Mesra, Noida Campus in association with IIT Bombay, Funded by the National Mission on Education through ICT, MHRD, Government of India, from 11<sup>th</sup> to 15<sup>th</sup> May, 2020.
- 74.** One Week National Level Faculty Development Programme on "Teaching, Learning and Research in Higher Education: A Covid-19 Response" organized by P.K.R.Arts College for Women, Tamil Nadu from 4<sup>th</sup> to 9<sup>th</sup> May, 2020.
- 75.** One day Faculty Learning Program on "Changes in the Higher Education Sector and Strategies for Management Education in India" organized by Business Standard-Learning on 6<sup>th</sup> May, 2020.
- 76.** One Week National Level Faculty Development Programme on "Covid-19: Issues, Challenges and Interventions in the Contemporary Crisis" organized by Government First Grade College, Bangalore from 30<sup>th</sup> April to 6<sup>th</sup> May, 2020.

- 77.** One Week National Level Faculty Development Programme on "Entrepreneurship: Research, Critical Thinking and Innovation" organized by Indian Academic Researchers Association, Tamil Nadu from 22<sup>nd</sup> to 28<sup>th</sup> April, 2020.
- 78.** Three day National Level Faculty Development Program on "Online College Management & Content Creation Tools" organized by Lala Lajpat Rai College of Commerce & Economics and University of Mumbai in association with North Storm Academy from 30<sup>th</sup> April to 01<sup>st</sup> May, 2020.
- 79.** One day National Level Faculty Development Programme on "Scientific Research Article Writing & Publishing" organized by AE Consultancy services on 21<sup>st</sup> April, 2020.
- 80.** A One Day Faculty Development Program on Awareness of Publication Ethics and Anti-Plagiarism Tools for Thesis Writing organised by Ramachandra College of Engineering, Eluru on 07<sup>th</sup> March, 2020.
- 81.** A Two Day Faculty Development Programme on Case Study Method of Teaching, organised by Adikavi Nannaya University, Rajamahendravaram, on 07<sup>th</sup> and 08<sup>th</sup> March, 2019.
- 82.** A two day faculty development programme on "Perception & Perspectives of Pedagogy – The role of Case Study in Management Education" organized by the Gudlalleru Engineering College, Gudlalleru, Vijayawada, Andhra Pradesh from 17<sup>th</sup> & 18<sup>th</sup> August 2018.
- 83.** A three day Faculty Development Programme on "Research Methodology" organized by the Gudlalleru Engineering College, Gudlalleru, Vijayawada, Andhra Pradesh, from 18<sup>th</sup> to 20<sup>th</sup> December 2017
- 84.** A three day Faculty Development Programme on "Thresholds and Absolutes in Management Education - HR, Marketing and Finance" organized by the Gudlalleru Engineering College, Gudlalleru, Vijayawada, Andhra Pradesh, from 7<sup>th</sup> to 8<sup>th</sup> July 2017
- 85.** Attended and trained on Technology Entrepreneurship Development Programme organized by National Institute for Micro, Small and Medium Enterprises (ni-msme) sponsored by Department of Science and Technology, Government of India from 24<sup>th</sup> September, 2018 to 06<sup>th</sup> October, 2018.
- 86.** Participated in One day Faculty Development program organized on Effective communication skills for Educators on 04<sup>th</sup> May, 2017 by SRK Institute of Technology, Vijayawada.
- 87.** Participated in National Women's Parliament organized by MIT Pune and Andhra Pradesh Legislative Assembly from 10-12<sup>th</sup> February, 2017.

**88.** Participated in National level one week Faculty Development Programme organized by JNTU, Kakinada and sponsored by TEQUIP - II on 21<sup>st</sup> Century Teaching Methodologies from 24<sup>th</sup> 28<sup>th</sup> October, 2016.

**Webinars Attended: 17**

- 1.** Participated in Webinar on “Quality Management Tools for workplace Efficiency” conducted by St. Joseph’s Institute of Management, Bengaluru on 30<sup>th</sup> October, 2020.
- 2.** Completed One week online certificate course (Learnathon 2.0) on “Art of Business” organized by The Headway Academy from 13<sup>th</sup> to 19<sup>th</sup> July, 2020.
- 3.** Participated in One day Orientation Program on “Enhancing Teaching Quality through ProAct Digital Methodology” organized by Internal Quality Assurance Cell of Andhra Loyola Institute of Engineering and Technology on 16<sup>th</sup> July, 2020.
- 4.** Participated in Interdisciplinary International Symposium on “Covid -19 Socio-Economic and Traumatic Challenges Impacting Migrant Workers organised by Andhra Loyola Institute of Engineering and Technology, Vijayawada on 09<sup>th</sup> June, 2020
- 5.** Participated in National Webinar on “Impact of Covid - 19 Pandemic on Indian Economy” organised by Padmashri Vikhe Patil College of Arts , Science and Commerce, Pune on 09<sup>th</sup> June, 2020.
- 6.** Participated in National Webinar on “How to publish Research Article in SCI Journals using Info-Graphics” organised by Rai University, Ahmedabad on 04<sup>th</sup> June, 2020.
- 7.** Participated in one day International Webinar on “Digital Marketing” organised by Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore on 03<sup>rd</sup> June, 2020
- 8.** Participated in One Day Virtual Summit on “Covid-19 impact on Education, Training, Environment and Mankind organised by Andhra Loyola Institute of Engineering and Technology, Vijayawada on 30<sup>th</sup> May, 2020
- 9.** Participated in National Webinar on “Finding Equity Investment Opportunities During Crisis” organised by Thakur College of Science and Commerce on 23<sup>rd</sup> May, 2020
- 10.** Participated in International webinar on “Women in STEM” organised by Central University of Haryana, Haryana on 23<sup>rd</sup> May, 2020
- 11.** Participated in one day National Webinar on “Cyber Security: Challenges and Wayouts” organised by Dyal Singh College, Karnal on 22<sup>nd</sup> May, 2020.
- 12.** Participated in one day National Webinar on “Entrepreneurial Challenges and Opportunities” organised by Rathinam College of Arts and Sciences, Coimbatore on 20<sup>th</sup> May, 2020

13. Participated in Webinar on “Recent Developments and Future Trends in Banking Sector” organised by Bunts Sangha’s Uma Krishna Shetty Institute of Management Studies and Research on 16<sup>th</sup> May, 2020
14. Participated in one day National Level Webinar on “Role of Review of Related Literature in the Research” organised by Janabai Vikas Santha’s Gajananrao Pandurang Patil College of Arts & Sci (IT), Mumbai and MUCTA on 15<sup>th</sup> May, 2020
15. Participated in the National Webinar on “Use of Elsevier Tools in Research Workflow” organised by University of Madras and Elsevier on 05<sup>th</sup> May, 2020
16. Participated in Data collection for Verification of Open Defecation free project sponsored by Swatch Andhra Corporation, Government of Andhra Pradesh during 2017-18, conducted by Institute of Public Enterprises (IPE), Hyderabad.
17. Participated in a one day NBA Orientation Programme conducted at Andhra Loyola Institute of Engineering and Technology on 6<sup>th</sup> June 2016.
18. Participated in a one-day e-Content Development Webinar organized by Research Centre For English Language and Literature on 10<sup>th</sup> April, 2020.

#### **Workshops attended: 16**

1. Participated in one day workshop on “The joy or Research” organized by Nirmala Memorial Foundation College of Commerce & Science, Mumbai, on 20th March, 2023.
2. Participated in one day Workshop on “Tools and Techniques for an Effective Literature Review” organized by Auro University, Surat, Gujarat, on 17th February, 2023.
3. Participated in three days national level online workshop on “NAAC’s Revised Guidelines for Accreditation and Assessment of Higher Education Institutions” organised by Edupass, E- Academy Foundation, Tamilnadu from 3 -5 June 2021.
4. Participated in Three Day International Virtual Workshop on Institutional Management and Administrative Procedures jointly organised by Andhra Loyola Institute of Engineering and Technology, Vijayawada Malaysian Industrial Relations and Human Resource Association (MIRHA), Malaysia, Lavender Literary, India and Cape Comorin Trust from 23 - 25 May, 2021.
5. Participated in Five - Day Virtual National Level Workshop on “Artificial Intelligence in Business Management” organized by Karnataka state Akkamahadevi Women’s University Department of P. G. Studies & Research in Management Jnanashakti Campus, Torvi, Vijayapura, Karnataka, India – Sponsored by DST-CURIE-AI, New Delhi from 22 to 26, February 2021.

- 6.** Participated in five days International Virtual Workshop on “Thesis Writing and Publication” Jointly organised by Lavender Literary Club, India, Cape Comorin Trust, India, Andhra Loyola Institute of Engineering and Technology, Vijayawada, Andhra Pradesh, India, Department of English, St. John’s College of Arts and Science, Amandivilai, Kanyakumari, Tamilnadu, India, Cape Comorin Publisher, India from 24-28 January 2021.
- 7.** Participated one day National Level Workshop on “Atmanirbharatha in Stock Markets” organized by Department of Management New Horizon College, Kasturinagar, Karnata on 10<sup>th</sup> September, 2020.
- 8.** Participated two day National Level Workshop on “Multi-Criteria Decision Making (MCDM)” organized by Department of Management, Vignan Foundation for Science, Technology & Research, Vadlamudi, Guntur, Andhra Pradesh from 28<sup>th</sup> to 29<sup>th</sup> August, 2020.
- 9.** Participated in a One day E Workshop on “Entrepreneurship through Digital Marketing” organised by Sai Spurthi Institute of Technology in collaboration with Career Designing Solutions on 20<sup>th</sup> July, 2020.
- 10.** Participated in One day National Level E Workshop on “Digital Forensics” organized by Department of Master of Business Administration, Sai Spurthi Institute of Technology in collaboration with Indian Servers on 15<sup>th</sup> July, 2020.
- 11.** Participated in National Level Three Day Online Workshop on “The Role of Industry and Academia in Building Institutions and Innovations” organized by Industry Institute Interaction Cell, Anurag University, Hyderabad during 28<sup>th</sup> to 30<sup>th</sup> May, 2020.
- 12.** Participated in One Day Online National Level Workshop on “Strategies and Employment Opportunities for Faculty and Management Students” organized by Lingayas Institute of Management and Technology, Andhra Pradesh on 30<sup>th</sup> May, 2020.
- 13.** Participated in 4-Day Online Workshop on “COVID-19: Resurgence of Entrepreneurship and Startups at Indian Glance” organized by Lakireddy Bali Reddy College of Engineering, Mylavaram, Andhra Pradesh from 25<sup>th</sup> to 28<sup>th</sup> May, 2020.
- 14.** Participated in One week workshop on “Data Analysis & Optimization Techniques by using spread sheets” organized by Eswar College of Engineering, Narasaraopet, Andhra Pradesh from 8<sup>th</sup> to 13<sup>th</sup> May, 2020.
- 15.** One Day Workshop on IPR in Indian Scenario: Current Perspectives and Future Challenges organised by Maris Stella College (Autonomous), Vijayawada on 16<sup>th</sup> November, 2019.



**16.** National Workshop on Intellectual Property Rights – Issues and Challenges organized by Kakaraparti Bhavanarayana College (Autonomous), Vijayawada on 23<sup>rd</sup> November, 2018.

**Events Organised: 13**

- 1.** Co-coordinator for Seven-Day International Faculty Development Program on “Academic Writing and Research (Multidisciplinary) from 25<sup>th</sup> to 31<sup>st</sup> May, 2024 organised in collaboration with Office of the Internationalisation, Mindanao State University, Sulu, Philippines and in association with Cape Comorin Trust
- 2.** Co-coordinator for Kairos-2k23, A State Level Management Meet organised on 23<sup>rd</sup> November, 2023
- 3.** Coordinator for Five-day National Level Virtual FDP on “Skills Re-engineering in Business Management” from 23<sup>rd</sup> to 27<sup>th</sup> May, 2023
- 4.** Coordinator for Five-day National Level Online FDP on “Promoting Innovations in Business Management” from 26<sup>th</sup> to 31<sup>st</sup> May, 2022
- 5.** Coordinator for Three Day International Virtual Workshop on Institutional Management and Administrative Procedures jointly organised by Andhra Loyola Institute of Engineering and Technology, Vijayawada Malaysian Industrial Relations and Human Resource Association (MIRHA), Malaysia, Lavender Literary, India and Cape Comorin Trust from 23 - 25 May, 2021.
- 6.** Coordinator for Mr. and Ms. Kairos at Kairos 2k20, a State Level Management Meet organized by Andhra Loyola Institute of Engineering and Technology, Vijayawada on 13<sup>th</sup> March, 2020
- 7.** Coordinator for “The Team” in Outbound Training Programme (OBT) organized for MBA I students on 06<sup>th</sup> September, 2019
- 8.** Coordinator for “Dream Corner” Startup Idea at Kairos 2k19, a State Level Management Meet organized by Andhra Loyola Institute of Engineering and Technology, Vijayawada on 06<sup>th</sup> February, 2019
- 9.** Coordinator for “The Team” in Outbound Training Programme (OBT) organized for MBA I and II year students on 27<sup>th</sup> October, 2018
- 10.** Coordinator for “The Team” and “Shepherd and Pen” in Outbound Training Programme (OBT) organized for B. Tech I year students of all branches from 25<sup>th</sup> – 30<sup>th</sup> June, 2018
- 11.** Coordinator for Best out of Waste (Strategic game) at Kairos 2k18, a State Level Management Meet organized by Andhra Loyola Institute of Engineering and Technology, Vijayawada on 14<sup>th</sup> March, 2018

12. Coordinator for Outlander (HR Game), in the National Level management Meet, Convegno2k15 organized by Department of Business Administration, SRK Foundation on 25<sup>th</sup> March, 2015.
13. Organizing Committee, overall in-charge in the National Level management Meet, Convegno2k13 organized by Department of Business Administration, SRK Foundation on 15<sup>th</sup> February, 2013.

### **Awards**

- Won Best Paper award for a paper presented at SRM Institute of Science and Technology, Vadapalani in collaboration with Lincoln University and University of Technology and Applied Sciences from 2<sup>nd</sup> to 03<sup>rd</sup> November, 2023
- Won Best Paper award for a paper presented at University of Kerala in association with Maseno University, Kenya and Addis Ababa Science and Technology University, Ethiopia during 22-24<sup>th</sup> August, 2022
- Star Counselor Award for being best performing Counselor in Andhra Pradesh (East) Region 2007.
- Best performer award in the Marketing Induction Program (MIP) conducted by ICFAI National College, HQ, 2007.
- Secured highest marks and stood College First in M.B.A at college level.
- Merit Scholarship and Certificate from State Government for Securing distinction in Intermediate, M.E.C, 1999.
- Received Merit Certificates in Hindi for participating in Inter School Competitions conducted in 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup>.

### **Skills:**

- Innovative Teaching Pedagogies
- Administrative Skills
- Multi-Tasking
- Counselling and Admissions

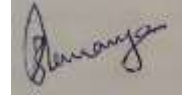
### **Personal Profile**

Name	:	Lavanya P B
Husband's Name	:	Mr. M. Raghuraman
Sex	:	Female

Date of Birth : 26/04/1981  
Languages Known : English, Hindi, Telugu, and Tamil  
Nationality : Indian  
Marital Status : Married

Place: Vijayawada

Date: 23.08.2025

A handwritten signature in black ink, appearing to read 'Lavanya', is enclosed within a rectangular border.

(LAVANYA P.B)