

Dr S VARALAKSHMI

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Objective:

To strive for improvement and success within me and my organization.

Educational Qualifications:

- Ph.D from Andhra University,May 2023
- MBA from Adikavi Nannaya University 2006 To 2008
- B.Sc.(M.P.C)From Andhra University 2001To May 2004

Professional Experience:

- Working as Assistant Professor in Department of Management Studies, Gayatri Vidya Parishad in Visakhapatnam since May-2023 to tilldate.
- Worked as Assistant Professor in Department of Management Studies,SD College of Information Technology in Tanuku from July 2016 to July2021
- Worked as Assistant Professor in Department of Management Studies,SKBR PG College,Amalapuram from June 2008 to July2016

Computer skills:

Well versed with all applications of Microsoft Office and Internet applications

SUBJECTS HANDLED:

Marketing Management, Sales& Distribution Management, Consumer Behavior, Retail Marketing, Services marketing, Operations management, Advertising& Brand Management

KEY AREAS WORKED:

- Initiated and made a Minor research Work on “BRASS INDUSTRY” at AZZARAM village of West Godavari District of Andhra Pradesh which is a traditional industry facing problems by both labor and the owners

- Organized a research work on “COCONUT SHELL INDUSTRY”- PROBLEMS AND PROSPECTS, in the KONASEEMA areas in the East Godavari District of Andhra Pradesh and YANAM (UT).
- Carrying out research and produce publications, or other research outputs, in line with personal objectives agreed in the Staff review process.
- Assisting in the development of learning material, preparing schemes of work and maintaining records to monitor student progress, achievement and attendance.
- Participated in Departmental and faculty seminars and presented papers aimed at sharing research outcomes and building interdisciplinary collaboration within and outside the department

Publications and Faculty Development Programs:

- The Role of Disaster affected people on Natural Disaster Management in Godavari Districts of Andhra Pradesh- An Overview, Library Progress International Vol.44 No.3, Jul-Dec 2024: P.13806-13813 Print version ISSN 0970 1052
- Successfully completed two NPTEL course in Integrated Marketing Management – March 2024 and Organizational Design Change and Transformation–April 2024
- Successfully completed FDP for Innovative Teaching Methods in Business Management organized by KGR Institute of Technology and Management, Medchal, Telangana from 29th January 2024 to 5th February 2024.
- Successfully completed certificate course “Understanding Patenting Process in India” with First Class DPIIT-IPR Chair, Centre for Intellectual Property Rights, Andhra University, Visakhapatnam, 530003 from 21st August to 26th August 2023.