

Faculty Information



Brief Profile of Faculty in Less than 500 words

Mrs. A. LAKSHMI
M. Com, M Phil, PGDCA,
Assistant Prof (C),
In charge Head.

A.Lakshmi is Assistant Professor (C) and In charge Head in department of Marketing, Nizam College since June 2005. Her qualification is M. Com (Marketing), M Phil, and PGDCA. She was awarded her M Phil in 2010. Her Specialization is Marketing Management and areas of Interest are Entrepreneurship development, Management of Sales forces, Service Marketing and Advertising Management. She teaches both UG&PG Courses apart from the various add on courses being offered by department of Marketing. She held several administrative posts in the college including editor for college handbooks, NAAC Steering committee member for UG admissions committee etc. Presently Course Coordinator of "Certificate Course in Advanced Multimedia skills And Certificate course in Computer Application and Basic skills". She has presented 3 National papers and 1 international paper. She has published one course material book for certificate course students of Nizam College. She has participated a Two day workshop to train new entrant lecturers was held on 27 & 28 September 2014 Organized by vijayanagar colony, Hyderabad. In Association with Indian Accounting Association, Hyderabad chapter Sponsored by SRC of ICSSR. She has participated a National seminar on "Commodity markets & risk management" conducted by Bhavans Vivekananda college of science humanities and commerce, sainikpuri, secbad. In Association with Indian Accounting Association, Hyderabad chapter. RBVRR womens college Affiliated to our Reaccredited grade (a) by NAAC, a college with potential for excellence selected by UGC is an outreach programme she has participated a "World wide web and social networking for beginners from 1-12-2014 to 6-12-2014. She has presented a paper at Government degree college, Khairtabad at national symposium on "Rural Industrialization" with special reference to micro, small and medium enterprises sector in the growth of Indian economy She has participated 20th & 21st Feb 2015, two days National seminar was organized by Department of Economics and presented a paper on "Participation of women Inclusive department" Till today she have 8 national publication and 2 International publication and modulated book which is used as a course material for certificate courses.

Faculty Information

Detailed CV



1. Personal Details

Name of the faculty	A.Lakshmi
Gender	Female
Department	Marketing
PAN	
Designation	Asst.Professor (C)
Qualification	M.Com, M.Phil
Date of Joining (Submit Appointment Letter)	01/06/2005
Date of Birth	03 rd Dec' 1982
Category	BC-A
Mobile Number	9848315023
E-Mail Id	Ankelakshmi786@Yahoo.co.in
Address	6-3-2494/A/56,NGO's Colony, Vanastalipuram, Hyderabad

2. Academic details:

Degree	Qualification	Month and Year of Passing	Division	% of Marks	Univ/Board/ Institution with State
PG (M.A./M.Com/ M.Sc/M.Tech/ MBA/ MCA/Any other)	M.com	2005	First	69%	Osmania University
CSIR/UGC-NET /SELT/Any other					
Any other	PGDCA	2002	First	84%	Softnet Computer
Research details	Title of Thesis			Month and Year of award	Univ/Board/ Institution with State
M.Phil	Industrial growth withEffect from 2005			2013	Madurai Kamaraju University (Tamilanadu)
Ph.D					
Post Doctorial/ D.Sc./D.Litt.					
Any other					
*Please provide the scanned copies of certificates					

3. Teaching Experience: Total: _13yrs UG: _13yrs PG: __yrs

4. Academic Promotions:

Designation	Month and Year of Promotion
Associate Professor	
Professor	
* Please provide order copies	

5. Resource persons:

Guest Lectures/ Extension Lectures	No. of Lectures	Name of Program	Organization / Institution	Date and Year
* Please provide the certificates or letter of invitation				

6. Carrier Development Programs: Orientation Course/ Refresher courses/Short Term Course/Faculty Development Programme

Course attended	Institution /University	Title of the Professional Development Programme	Duration	
			From	To
* Please provide the certificates				

7. Research Details:

Research Experience (No. of years):			
Area of research :			
Supervisor for M.Phil/Ph.D (Guideship Letter)			
No of students working/Registered	Ph.D: F: M:		
No. of students with fellowship (JRF)	M:	F:	Total:
No. of students with fellowship (SRF)	M:	F:	Total:
No. of students with fellowship (Project fellow)	M:	F:	Total:
No. of students with any other fellowship	M:	F:	Total:
No of students working for M.Phil.	M:	F:	Total:
No of students working as Post.docs.	M:	F:	Total:
No of students working as RA	M:	F:	Total:
No. of M.Phil/Ph.D. Produced	Ph.D: M: F: Total:		M.Phil: M: F: Total:
Name of Students awarded. M.Phil/Ph.D	Title of Thesis	Month and Year of Registration	Month and Year of Award
1.			
2.			

* Please provide the list of students registered, along with their category and fellowship details

National:

8.1 List of publications(## If possible use MS-Excel file which is attached as separate file)

[illegible]

9. List of Publication in Conference proceedings:

SNo	Title of Paper	Name of Conference	Name of the Publisher	Month and Year of Publication	ISBN No.	State/National /International	Affiliated institute at the time of publication
1	Role of Quality higher Education: Empowering rural women towards Development	National conference	Maharani women's arts, Commerce and Management College, Bangalore	11 th & 12 th Mar'2016	ISBN:978-81-931746-0-9	Karnataka	1
2	Women Entrepreneurs in India: Issues and Policies	National conference	Paramount Publishing House	23 rd & 24 th Feb'2018	ISBN:978-93-85101-12-0	Telangana	2
3	Role of Technology in Banking and Financial services	National conference	AEPH Arechers and Elvvators Publishng House	1 st May'2017	ISBN:978-93-85640-99-5	Telangana	
4	Initiatives For Stimulating Enterprenureial Skills	National conference	AEPH Arechers and Elvvators Publishng House	4 th Mar'2016	ISBN:978-93-85640-53-7	Telangana	
5	Digital India; Infuse Technology In Governance	National conference	Sri Padmavati Mahila Visvavidyalayam	23 rd & 24 th Mar'2018		Andhra Pradesh	
* please provide the PDF or scanned copy of the articles along with ISBN no. and DOI							

10. List of Books Published:

S.No	Title of Book/Chapter	Edited/ Authored	Name of the Publisher	Month and Year of Publication	ISBN No.	State/National /International	Affiliated institute at the time of publication
1							
2							
* please provide the PDF or scanned copy of the first page along with ISBN no.							

11. Member on editorial board or referee for national/international

S.No.	Name of the Journal	Status on the editorial Board	ISSN Number	Periodicity of Publication	Month and Year of Inception of Journal	Impact factor

* Please provide the certificates or e-Copy of letter from editor or editorial board

12. No. of Papers Presented in Conference/workshop/seminars: (Oral/Poster)

SNo	Title of the paper	Name of Conference/ workshop/ Seminars	Oral/Pos ter	Organized by	Date and year	State/National /International	Oral/ Poster
1							
2							
* Please provide the certificates							

13. Conferences/ workshop/ seminars/Training Program etc organized.

SNo	Name of the Seminar	International/ National/State/Universi ty/College level	Date	No. of papers presented	No. of Participants		Source of funding/ Sponsorin g Agency
					Nizam College	Other Institutions	
* Please provide the proof of organization and sanction letter for funding							

14. Conferences/ workshop/ seminars/Training Program etc attended/participated.

S.No	Name of the Seminar attended	National/ International	Duration		Organized by	Funded/Not Funded	Funding agency	Amount
			From	To				
1								
2								
3								
* Please provide the certificates and sanction letter for funding								

15. Patents:

Total No. of Patents: _____ No. of Patents applied: _____ No. of Patents approved: _____

S.No	Month and Year	National/ International/ Commercialized	Country	Patent Information	Patent Filed/ Published /Granted	Patent Applicaton no./Grant No.
1						
2.						
* Please provide the copy of patent publication and Patent grant orders						

16. Research Projects:

Total No. Projects:

Major: -

Minor:

Title/Name of	Major	Funding	Amount	Amount	Duration	Date	Status –
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Project	/Minor	Agency	Granted (in Rs. Lakhs)	Received (in Rs. Lakhs)		and Year	Completed /Ongoing/ Sanctioned/ Submitted
* Please provide the scanned copy of sanction letter/ grant received orders/project closure orders							

17. Consultancy Projects:

Name of the Consultant	Name of the Consultancy Project	Consulting/Sponsoring Agency with Contact Details	Month and Year	Funds earned/ Revenue generated during last five years (in Rs.)*
* Audited statement of accounts indicating the revenue generated through consultancy				

18. Collaboration activities for research:

Title of the collaborative activity	Name of the Collaborating agency with contact details	Source of financial support	Month and Year of collaboration	Duration	Nature of activity
* Audited statement of accounts indicating the revenue generated through consultancy					

19. Students Projects:

Total No.of Student Projects Guided:

S.No	Name of the student	Course	Title of the Project	Duration of the Project	Month & Year of the Award
* please provide copy of certificate page or certificate from Head/Principal					

20. Faculty visit abroad on academic purpose:

Institution Visited & Period of Visit	Country	Sponsoring of agency	Activity undertaken	Month and Year of Visit
* please provide invitations/sanction letters/grant received letter				

21. Awards / distinction received if any

Name of the award Received	International/ National/ State/University/District/College level	Nature of Award	Month & Year of the Award
* please provide copy of certificate			

22. International fellowship for advanced studies/research received if any

Name of the award	Month and Year of Award	Awarding agency
* please provide copy of certificate		

23. Faculty Distinction/Nominations to University/State/National/International bodies.

Membership / Distinction earned	Organization	University/State/ National/International Level	Month and Year
*please provide copy of offer letters/appointment orders			

24. Collaborative programs if any other University / Organization/ Industries

Name of Program	Nature of Collaboration	Collaborating organization and Country	Objectives of MOU	Month and Year
* please provide copy of MoU letter				

25. Innovation adopted in Teaching (If any, provide details.):

26. Participation in Curriculum design/BOS etc. (copy of minutes of meeting)

27. List of ICT modules prepared (Please provide soft copies of modules, url link/videos):

28. Social outreach programs conducted (If any, proof as photographs, videos, certificate of appreciation, etc):

29. Life Members of any bodies (provide membership details):

30. Extension activities and institutional social responsibility (If any, provide proof)

31. Contribution to environmental awareness and protection (If any, provide proof)

32. Please provide the details if any MoUs/Linkages (If any, provide MoU letter):

33. Any another relevant information:

SIGNATURE