

Mrs. A. LAKSHMI

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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 20<sup>th</sup> & 21<sup>st</sup> 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 has 8 national publications and 2 International publications and modulated book which is used as a course material for certificate courses.