

# Profile

## Dr. A. SREE LAKSHMI



**Designation:** Assistant Professor  
**Department:** Commerce  
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### Education:

Details	Year	Institution	Percentage/Grade
UG	2000	Maris Stella College, Vijayawada	76.75
PG	2002	Acharya Nagarjuna University, Guntur	First
ICWA-Inter	2015	Institute of Cost Accounts of India	
APSET	2017	Andhra University	
Ph.D.	2023	Dr. B R Ambedkar Open University, Hyderabad	

### Experience:

Period	Designation	Institution / Organization
2002-2013	Lecturer in commerce	NEI, Vijayawada
2013-Present	Assistant Professor	Andhra Loyola college, Vijayawada

### Courses Taught:

Year	Title(s) of the Courses
2017-2018	Financial Accounting(I) , Tally, Marketing(V) Financial Accounting(II) ,Auditing(VI)
2018-2019	Financial Accounting-I (I) , Tally, Marketing(V) Financial Accounting-II (II), Auditing(VI)
2019-2020	Financial Accounting-I (I) , Tally , Marketing(V) Financial Accounting-II (II) , Auditing(VI)
2020-2021	Fundamentals of Accounting(I) , Marketing(V) Financial Accounting-II (II) , Auditing(VI)

2021-2022	Fundamentals of Accounting(I ), Marketing(V) Financial Accounting-II (II) , Auditing(IV&VI), Marketing of Services(V)
2022-2023	Advanced Accounting (III ), Marketing(III), Business Statistics(III), Advertising& Media Planning(V) Corporate Accounting(IV), Business Law(IV) , Cost & Management Accounting(IV)

### Research Profile:

### Research Area: Social Science

### Research Publications:

1. <https://ijiemr.org/downloads/Volume-12/Issue-4>
2. <https://www.ijfans.org/issue?volume=Volume%2011&issue=Issue%209&year=2022>
3. <https://docs.google.com/document/d/1pWGYY40cpYDJv39t4gIO3aZudaBenLtb/edit?usp=sharing&oid=113553147966800489070&rtpof=true&sd=true>

- Published a Research Article entitled “**Factors Influencing Consumer Buying Behavior in Trendset Shopping Mall, Vijayawada**”, Journal “IJFANS *International journal Of Food and Nutritional Sciences*” Journal - ISSNPRINT 2319 1775, Online 23207876, UGC care listed (Group-I) Vol.No.11, issue7, Page No. 1460-1467on November 2022.
- Published a Research Article entitled “**Preparation of a Business Plan in Entrepreneurship: The Road Map of an enterprise**” in journal of Creativity and Innovation in Entrepreneurship. Journal ISBN 978-93-92257-48-3 Vol-1 Page no- 126-133(Chapter-26) on November 2022 in Roshan publications.
- Published a Research Article entitled “**Customer buying behavior and satisfaction level towards PVP shopping mall in Vijayawada city**” in International Journal for Innovative Engineering and Management Research Journal-ISSN 2456-5083, IJMERE VOL- 12, issue-04 impact factor 7.812, page no-1193-1204 on March 2023.

### Professional Development Activities – Participations

Year	Programme	Number
2017-2018	National seminars	3
	International seminars	1
2019-2020	National webinars/seminars	4

	<b>International</b>	<b>2</b>
	<b>FDP</b>	<b>5</b>
<b>2020-2021</b>	<b>National seminars</b>	<b>14</b>
	<b>International</b>	<b>3</b>
	<b>FDP</b>	<b>4</b>
<b>2021-2022</b>	<b>National</b>	<b>13</b>
	<b>International</b>	<b>6</b>
	<b>FDP</b>	<b>1</b>
<b>2022-2023</b>	<b>FDP</b>	<b>1</b>

**Awards / Achievements/Recognitions**

As a Board of Studies member in Maris Stella College for academic year 2019-20 & 2020- 21