

# KODALI SWARNA LATHA

## Department of Commerce

Qualification: **M.B.A**

Date of Joining in Teaching Field: **15-07-2013**

Date of Joining in this Institution: **08-11-2021**



Total Experience: **07**

Area of Specialization: **Finance & Marketing**

### Research Papers published at National / International Journals:

S. No	Title of the paper	Journal Name	ISSN / ISBN No	Issue
1	A STUDY OF IMPACTIVE OF ELECTRONIC COMMERCE ON BUSINESS ORGANISATION	IJCSPUB	2250-1770	October 2022
2	A STUDY ON E-COMMERCE AND THE BOTTOM LINE : A COST EFFECTIVE SOLUTION FOR MODERN BUSINESS	IJCSPUB	2250-1770	June 2023
3	A STUDY ON EXPLORING THE IMPACT OF INTEGRATED MARKETING COMMUNICATION ON CONSUMER PURCHASING PATTERNS	IJCSPUB	2250-1770	August 2023

### Seminars / Conferences/ Workshops/Fest Organized

SL. No.	Workshop/Seminar/ Conference	Title of the Workshop/Seminar/ Conference	Date
1	NATIONAL LEVEL	TAX PLANING AND MANAGEMENT	2020-21
2	NATIONAL LEVEL	EMERGING TRENDS IN CCOMMERCE AND BUSINESS	2020-21

### Seminars / Conferences/ Workshops Attended

Sl. No.	Workshop/Seminar/Conference	Title Of The Workshop/Seminar/Conference	Date	Organized By
1	International Work Shop	Research Methodology – An Interdisciplinary Approach	2022-23	AG&SGS
2	National Conference	Emerging Trends In Business Management	2022-23	Andhra Loyola College
3	National Conference	A Study Of Impact On Russia Ukraine War Global Impact On Indian Logistics Business	2022-23	Andhra Loyola College
4.	National Conference	A Study on Management roles and leadership skills to attract venture capital in India with Reference to 2019 To 2023”	22,23 March 2024	Andhra Loyola College

### Participation in FDP / Training program

Sl. No.	Title Of The FDP	Date	Organized By
1	Advanced Reached methodology and data Analysis.	3 to 9 Oct 2023	CMRUniversity, Bengaluru

### Additional Responsibilities performing at college level

SL. No.	Name of the Committee	Responsibility
1.	Career & Placement cell	Member
2.	Mentor Mentee	Member
3.	Women Empowerment & Anti Sexual Harassment cell	Member

4.	Consumer Club	Member
5.	Parent Teacher Association	Member

**Personal Information**

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