

# AKULA NAGA LAKSHMI MANOHARI

## Department of Commerce

Qualification: **M.B.A**

Date of Joining in Teaching Field: **12-07-2017**

Date of Joining in this Institution: **12-07-2017**



Total Experience: **06**

Area of Specialization: **Finance and Marketing**

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

S. No	Title of the paper	Journal Name	ISSN / ISBN No	Issue
1	Online Marketing Through Consumers: A Study Of Effectiveness Of Various Tools	JETIR	2349-5162	December2020
2	A Study Of Impactive Of Electronic Commerce On Business Organisation	IJCSPUB	2250-1770	October 2022
3	A Study On E-Commerce And The Bottom Line : A Cost Effective Solution For Modern Business	IJCSPUB	2250-1770	June 2023
4	A Study On Exploring The Impact Of Integrated Marketing Communication On Consumer Purchasing Patterns	IJCSPUB	2250-1770	August 2023
5.	A Study On Understanding Shopping Journey Factors Shaping Consumer Choice In Local Stores	IJNRD	2456-4184	March 2024

### MOOCS Certification

S. No.	Name of the MOOCS Course	Exam Held on	Offered by
1	Management of New products and services	24 March 2024	Indian Institute of Technology Kanpur

### Seminars / Conferences/ Workshops/Fests/Webinars Organized

SL. No.	Workshop/Seminar/Conference	Title of the Workshop/Seminar/Conference	Date
1	State Level (Commerce Fest)	Talento 2k19	05-02-219
2	State Level (Commerce Fest)	Marvel	30-11-2019
3	National Level	The Impact Of Digital Online Classes On Higher Education	06-10-2020
4	National Level	Grow With SBI	25/01/2021
5	National Level	Tax Planning And Management	10 <sup>th</sup> , 11 <sup>th</sup> and 12 <sup>th</sup> /NOV/2020
6	National Level	Emerging Trends In Commerce And Business	15/03/2022

### Seminars / Conferences/ Workshops Attended

Sl. No.	Workshop/Seminar/Conference	Title Of The Workshop/Seminar/Conference	Date	Organized By
1	International Seminar	New Strategies For Transforming Rural Development Issues And Challenges	18&19-Dec-2019	KBN College, Vijayawada
2	National Symposium	New Vistas of Global Economic Slowdown with Special Reference To India – Strategic Reforms For Recovery	2020-21	Govt. Degree College
3	National Webinar	Effective Online Learning and Assessment Platforms	2020-21	NMKRV College
4	National Webinar	Challenges And Opportunities In Higher Education In Covid - 19 Scenario	2020-21	St. Joseph Degree College
5	National Workshop	Strategies And Employment Opportunities For Faculty And Management Students	2020-21	Lingaya's College

6	International Webinar	The Role Of Personal And Technology In Higher Education Postcovid-19	2020-21	Ch.S.D.StTheresa College , Eluru
7	National Webinar	HR As A Business Partner In The Post Covid-19 Scenario	2020-21	Gayathri Vidya Parishath
8	National Webinar	Sustainable Management of Wealth & Hygiene Its Impact On Postcovid-19 Environment	2020-21	Gayathri Vidya Parishath
9	International Webinar	India Economy During Covid-19 With Special Reference To Agriculture	2020-21	Sir CR Reddy College ,Eluru
10	National Webinar	Diverse Thinking In New Normal	2020-21	Jain College
11	National Webinar	Test The Knowledge on Commerce And Management	2020-21	SPW Degree & Pg College
12	National Webinar	Plastic Versus Bio Plastic From Environment & Sustainable Point Of View	2020-21	Tirumala Eng. College
13	Online Presentation Webinar	New Challenges & Opportunities In Management Education Covid-19 Pandemic Scenario	2020-21	Annamacharya
14	National Webinar	Management Education & Covid-19	2020-21	Swarna Bharathi
15	National Webinar	New Education Policy Implication To HR	2020-21	P.B Siddhardha College
16	National Webinar	National Education Policy 2020	2020-21	Ves's Sarvajanik
17	National Webinar	Impact Of Covid-19 On Indian Economy	2020-21	TJPS College, Guntur
18	National Webinar	Gst& Its Impact On Indian Economy	2020-21	TJPS College, Guntur

19	National Webinar	Industry Academia Innovative Practice	2020-21	Dr. L.B. College
20	National Webinar	Today's Vision For Youth	2020-21	CCE
21	National Webinar	Indian Capital Markets – The Road A Head	2020-21	P.B. Siddhartha College , Vijayawada
22	National Webinar	New National Education Policy- 2020	2020-21	P.B. SiddharthaCollege , Vijayawada
23	National Webinar	The Impact Of Digital (Online) Classes On Higher Education	2020-21	AG&SGS
24	National Webinar	Machine Learning With Python	2020-21	AG&SGS
25	National Webinar	TLE In A Nutshell: The Present Scenario	2020-21	AG&SGS
26	National Webinar	Veyyela Telugu SatakaSahityam- Samalochana Samakaleena Katha	2020-21	Banaras Hindu University
27	International Work Shop	Tax Planning & Management	2020-21	Govt College
28	National Work Shop	Shape Your Future-Share Not Your Ideas	2021-22	Govt Degree College,Avanigadda
29	International Webinar	Women Entrepreneurship- Opportunities And Challenges	2022-23	SRR And CVR Degree College
30	International Work Shop	Research Methodology – An Interdisciplinary Approach	2022-23	AG&SGS
31	National Conference	Emerging Trends In Business Management	2022-23	Andhra Loyola College
32	National Conference	A Study Of Impact On Russia Ukraine War Global Impact On Indian Logistics Business	2022-23	Andhra Loyola College

33	National Conference	A Study on Effects of leadership styles and organizational culture over firm performance: With reference to multi-national Companies in India	2023-24	Andhra Loyola College, Vijayawada
----	---------------------	---	---------	-----------------------------------

### Participation in FDPs / Training programs

Sl. No.	Title Of The FDP	Date	Organized By
1	Accounting Standards	28&29 March 2019	P.B Siddhartha College, Vuyyuru.
2	GST	29&30 April 2019	SDMSMK, Vijayawada
3	Companies ACT-2013	03 June 2019	AG&SG Siddhartha College , Vuyyuru
4	GST Using Tally Release 6.6	15 May 2020	P.B. Siddhartha, Vijayawada
5	Tools for Online Classroom Post Covid-2019	18 to 20 May 2020	P.B. Siddhartha, Vijayawada
6	Recent Trends in Taxation	29 May 2020	SDMSMK, Vijayawada
7	Plagiarism – Free Research Report Writing	08 June 2020	QIS College Of Engineering and Technology
8	New Challenges in Business Management – A Strategic Approach	8 to 10 June 2020	Andhra Loyola College, Vijayawada.
9	New age Teaching	15 to 19 June 2020	Patrician
10	Filing of Income Tax returns-law & Procedure	25 July 2020	P.B. Siddhartha, Vijayawada
11	Emerging Concepts in Commerce & Management Studies	5 Aug 2020	Adikavi Nannaya University
12	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.	Literary and Cultural Committee	Convenor
2.	Consumer Club	Convenor
3.	Mentor Mentee	Member
4.	Women Empowerment & Anti Sexual Harassment cell	Member
5.	Admission Committee	Member
6.	Internal Compliance Cell	Member

#### Personal Information

Date of Birth : 05-11-1994

Email Id : manohari.akula94@gmail.com

Phone Number : 9573777687