

Profile of Mrs. A Siva Naga Lakshmi



1	Name	Siva Naga Lakshmi Alluri
2	Date of Birth	12-11-1982
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5	Office Address	Assistant Professor, Department of Commerce & Business Administration PB Siddhartha College of Arts & Science Vijayawada, Andhra Pradesh
6	Residential Address	D.No-10-3, Besides Sai Souda Apartments,Near Vikas School, Prasadampadu, Vijayawada Andhra Pradesh-521108
7	Academic Qualifications	Ph.D. P u r s u i n g a t Andhra University M B A From Dr. B R Ambedkar University M.Com From Acharya Nagarjuna University
8	Specialization	Finance & Marketing
9	Total Teaching Experience	18 years of Degree and PG Courses teaching.
10	Research Publications	Papers in International Journals-07 Papers in Conferences and Seminars-24
11	Chapters edited in Books	05
12	Projects Guided	157
13	Articles/Papers Published in National Magazines	12
14	Additional Information	<ul style="list-style-type: none">▪ Guest Faculty for Hotel Management Courses.▪ NCC C- Certificate Holder▪ Online certifications 83▪ Professional body memberships 2
15	Fields of knowledge	ACCOUNTING & FINANCE <ul style="list-style-type: none">• Financial Management• Financial Institutions & Markets• International Financial Management• Business Organization & Management• Business Law• Income Tax

- Accounting for Managers
 - Financial Reporting & Analysis
 - Security Analysis and Portfolio Management
 - Financial Accounting
 - Cost accounting.
 - Management Accounting
- Corporate accounting

- Goods & Services Tax

MARKETING

- Services Marketing
- Sales and Distribution Management

GENERAL & OTHERS

- Research Methodology & IPR
- Knowledge Management
- Political and Legal Environment at Hotel Management

LAB COURSES

- Spread Sheets
- Tally
- SPSS
- Power BI