

Maris Stella College (Autonomous), Vijayawada

Department of Commerce and Management studies

Profile of P Sai Lakshmi Padmaja

Name: P Sai Lakshmi Padmaja

Educational Qualification: Research Scholar

(Augmented Reality in Marketing), MBA-Digital Marketing, Diploma
in Psychology (Counseling & Career Guidance

Designation: Assistant Professor

Years of experience: 10 Years

Maris Stella College: 3 Years

Other Institutions: 7 Years

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Contact No: 9951674044

Languages Known: Telugu, Hindi, English

Areas of Interest: Digital Marketing, Marketing, HRM, Business Organisation

Academic Contribution: Nil

Academic Profile: Nil

Refresher Courses/Orientation Courses/Short Term Courses:

1. Attended Online Short Term Training Programme on Writing Quality
Research Paper & Proposals during 6th-10th July, 2021

Research Publications:



1. 'A Study on Impact of Social Media on Higher Education' published in an International Research Journal titled Wesleyan Journal of Research, UGC care approved, Peer Reviewed and Refereed Journal (2021)
2. 'A Study on Augmented Reality in Shopping: Is it Gimmick or Real - Time Experience?' - Paper got published in UGC Care List Group I with ISSN: 0972-0766
3. 'A Study on Factors Influencing Work-Life Balance among Employed Women in Vijayawada' published in 1st National Conference on Design Thinking: Trans-Disciplinary Challenges & Opportunities | 7-8 July 2023
4. 'A Study on Personal Finance among Gen-Z Special Reference to Undergraduate Students of Maris Stella College, Vijayawada' published in European Economic Letters, ISSN 2323-5233, Vol 13, Issue 3 (2023)

Paper Presentations:

1. Presented paper titled 'Social Listening- A Sustainable Solution for Brands during Turbulence' in 'International Conference on Data Driven Sustainable Business Practices During Turbulent Times' organised by Mt. Carmel College, Bengaluru

Research Projects: Nil

Books Published/Chapters in Books:

1. Digital Marketing Today: A Paradigm Shift to AI Unveiled. Chapter published in edited book 'Applications of AI in Emerging research & Education' by Annamalai Univesity.

Research Guideship: Nil

Workshops/Seminars/Webinars/Conferences Attended:

1. Participated in 3-day virtual Professional development programme on motivators held during 18th-20th November 2021
2. Attended webinar on 'We Think Digital-Digital Shakti 3.0' on 28th September, 2021
3. Participated in 3-day International Webinar on 'Online Safety of Women from Sexual Exploitation' held during 17th-19th August, 2021

4. Participated in ICSSR sponsored 2-day webinar held during 2nd-3rd July 2021
5. Participated in National Webinar on ' Green Accounting Practices in India' held on 26th March, 2021
6. Participated in National Webinar on ' Breaking the Glass Ceiling-Rise of Women as Leaders' held on 18th March, 2021
7. Participated in the Workshop on Capacity Building in Higher Education held during 5th-6th March 2021
8. Participated in the United Board sponsored Phase I: Five - day Virtual Capacity Building Workshop on “Research & Publications in Service Learning Programs” during 9 - 13 Jan, 2023 organized by the IQAC, Maris Stella College.
9. Participated in ICSSR - SRC funded Three - day Virtual National Conference on “Towards Aatmanirbhar Bharath: Realisation of a Five Trillion Dollar Economy” held from 24th - 26th of May 2022 organised by the Department of Economics, Maris Stella College.
10. Participated in a Three - day National Webinar on “ Project/Research Synopsis and Proposal Writing” organised by the ALC - ELT Centre and Department of English, Andhra Loyola College, Vijayawada from 23-05-2022 to 25-05-2022.

FDPs/Training Programs Attended:

1. Online Short Term Training Programme on Writing Quality Research Paper & Proposals during 6th-10th July, 2021
2. Attended Virtual Faculty Development Program on ' Concepts of S-L Models' organised by IQAC, Maris Stella College from 7th-11th February, 2021
3. Bajaj FinCorp Facilitation Program 2020
4. Participated in the Two - day Professional Development Programme: workshop on ‘professionalism, work ethics for professional growth’ from 11th to 12th November, 2022 Organised by the IQAC, Maris Stella College.

5. Participated in the International Virtual Faculty Development Programme on “Research Writing” organized by Andhra Loyola Institute of Engineering Technology, Vijayawada from 26th to 30th June 2022.
6. Participated in Virtual One Week Faculty Development Programme on “Digital Marketing” from 24th to 28th May, 2022 organised by the Department of Management Studies, G H Rasoni College of Engineering, nagpur
7. Attended Virtual Faculty Development Programme on "Concepts and S-L Models" Organized by IQAC, Maris Stella College, Vijaywada from 07/02/2022 to 11/02/2022
8. Attended 5-day Faculty Development Programme for Young Faculty organized by United Board for Christian Higher Education held at St. Christopher's College of Education, Chennai from 11/04/2023 to 15/04/2023

Membership in Professional Bodies: Nil

Recognition/Awards: Nil