

PROFILE

Name: Ch. Lakshmi hyma

Position: Assistant Professor

Department: MBA

Name of the institution: Maris Stella College , Vijayawada.

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Educational Qualifications:

MBA (Finance & HRM) from Acharya Nagarjuna University

M.Com (Finance) from Acharya Nagarjuna University

Ph.D: Pursuing Ph.D at Central University of Andhra Pradesh, Ananthpuramu

Teaching Experience: 20 Years

Currently working as: Assistant Professor, MBA Department, **Maris Stella College, Vijayawada**, August 2024.

Previous Experience

1. Assistant Professor, MBA Department – **T. John College, Bangalore**, January 2024 – June 2024
2. Assistant Professor, BBA Department – **GIBS Business School, Bangalore**, January 2019 – October 2023
3. Assistant Professor, BBM & B. Com Departments – **The Oxford College of Business Management, Bangalore** July 2014 – August 2018
4. External Faculty, Management Studies Department – **Christ University, Bangalore**, July 2013 – April 2014
5. Lecturer, Commerce (PG Department) – **Maris Stella College, Vijayawada**, June 2005 – April 2013

Paper presentations in Seminars/Conferences

1. Presented a paper titled “Data-Driven Insights into Student Performance: Benchmarking Machine Learning Models for Grade Prediction using Regression and Classification Approaches” at the International Conference on Intelligent Systems and Computational Networks (ICISCN-2025), held on 24–25 January 2025 at Lingraj Appa Engineering College, Bidar.
2. Presented paper on “Green Finance precipitating and clearing routes to strengthen the Grassroots of sustainability” in the international conference, Coimbatore on 10 October, 2023
3. Presented a paper on the title: Role of Digital Marketing in Transforming Health Care, Two Day International Conference on Innovations in Life Science Research:

Harnessing Transformative Technologies for a Sustainable Future (LIFT_2025), 11-12 March 2025, Maris Stella College Vijayawada.

4. Presented a paper titled “Enhancing Skill Development through Online Learning Tools: Benefits, Challenges, and Future Directions” at the ICSSR-SRC sponsored Two-Day National Seminar on "Road Map to Viksit Bharat @2047" held on 21–22 March 2025 at Central University of Andhra Pradesh.
5. Presented paper on “Green Finance precipitating and clearing routes to strengthen the Grassroots of sustainability” in the international conference, Coimbatore on 10 October, 2023
6. Participated and presented paper titled “NEO banks – The Rise of Banking Industry in India” on August 11th & 12th 2023
7. Presented and published paper titled “A Study on Major Challenges and Opportunities of Demonetization in the Emerging Digital Economy of India. ISBN Number:97-81-931746 6-

Workshops:

1. Attended the Capacity Building Workshop for Faculty on “Research Techniques & Manuscript Development for Service- Learning Programmes” held on 12th & 13th December 2024 at Maris Stella College Vijayawada, organized by the IQAC and sponsored by the United Board for Christian Higher Education, Asia.
2. Attended the Capacity Building Workshop for Faculty on “Assessment Criteria & Rubrics for Service- Learning” held on 30th & 31st August 2024 at Maris Stella College Vijayawada, organized by the IQAC and sponsored by The United Board for Christian Higher Education, Asia.
3. Attended the NEP 2020 Orientation & Sensitization Workshop (MMC-049-2024-DEC-B-00525) under the UGC’s Malaviya Mission Teacher Training Programme, organized by MMTTC, University of Calicut, from 11th to 21st December 2024.

FDPs:

1. Participated in 5 Day FDP on Research Skills and Quality Publication at Kingdom College Bangalore. On August 2023
2. Participated in Faculty Development Programme on orientation of VI semester B.com & BBA syllabus Organized by Bangalore university held on 6th April 2023.
3. Participated in Faculty Development Programme on orientation of second semester.com & BBA syllabus held on 3/6/22.