

Profile of Mrs. A Siva Naga Lakshmi



1	Name	Siva Naga Lakshmi Alluri	
2	Date of Birth	12-11-1982	
3	Mobile	+91-9848919197	
4	Email-Id	asivanagalakshmi@pbsiddhartha.ac.in	
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. Pursuing at Andhra University MBA 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	<ul style="list-style-type: none">• Business Organization & Management• Business Law

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

- Income Tax
- 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