



Name : K. Lalitha Bhavani
Designation : Assistant Professor
Qualification : MHRM, MBA
Experience : 16 Years
Areas of Interest : Human Resource Management
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ACADEMIC BACKGROUND:

- ❖ Master of Human Resource Management (M.HRM) from A.U. Arts College, Visakhapatnam.
- ❖ MBA (Marketing) from ANU, Guntur.
- ❖ Ph. D (pursuing) from J.N.T.U, Kakinada.

TECHNICAL SKILLS:

- ❖ Operating Systems : Windows'98
- ❖ Packages : M.S.Office, M.S. Excel, Internet Basics
- ❖ Programming language : C, C++

TEACHING EXPERIENCE:

- Working as Assistant Professor in Department of Management Studies, Sri Vasavi Engineering College, Tadepalligudem from February 2021
- Worked as Vice-Principal in Aditya Degree College, Eluru from 2016 to 2020

- Worked as Head of the Department in Department of Management studies, Ramachandra college of Engineering, Eluru from 2011 to 2015
- Worked as Assistant Professor in Department of Management studies, Aditya P.G. College, Kakinada from 2008 to 2010
- Worked as Assistant Professor in Department of Human Resource Management, Sir.C.R.R.P.G.College, Eluru from 2005 to 2008.

PUBLICATIONS:

- ❖ A Paper entitled “Balanced Scorecard as an Effective Strategic HR Tool: A Conceptual Framework” in the 2nd NCHRM, New Delhi was Published in “Review of HRM” Journal, January – March – 2012, ISSN: 2249 – 4650.
- ❖ A paper titled “A case Study on the gaps between expectations & Experiences of the Employees in the APHDC Ltd on Performance Appraisal” was published in “IJRCM”, Volume No 3(2012), Issue No. 12(December).
- ❖ A Paper entitled “A study on HRD Climate with reference to “The Jeypore Sugars Company Ltd”, Chagallu, Andhra Pradesh” in the 2 day International Conference on “ Management & Behavioral Sciences” which was organized SMBS at Ahmadabad during 1st – 2nd December 2012

PROJECT GUIDANCE:

- Guided as many as about 250 MBA Study projects and Mini projects.

SEMINARS / CONFERENCES ATTENDED:

- ❖ A Paper entitled “Doing Business in India: Opportunities and Challenges in the Retail Sector” in the Convergence – 2012, 4th International Conference, IFIM Business School, Bangalore.
- ❖ A Paper entitled “Managing Turbulence and Uncertainties in Organization Behavior” in the 4 day International Seminar on “Managing Turbulence and Uncertainties in Management Education: New Landscapes and Roadmaps.” AIMS International, Vadodara.

- ❖ A Paper entitled “Balanced Scorecard as an Effective Strategic HR Tool: A Conceptual Framework” in the 2nd NCHRM, New Delhi.
- ❖ A Paper entitled “Domestic Enquiry” in the 2 day National Seminar on “Dynamics of IR in India – Emerging challenges and Strategies, Andhra University, Visakhapatnam (November 2011)
- ❖ A Paper entitled “Global Challenges and Strategies of Indian Banking Sector” in the 3 day National Seminar on “Emerging challenges and Strategies for Service Sector”, Adikavi Nannaya University, Rajahmundry (December 2011)
- ❖ A Paper entitled “Industrial Relations & Productivity “in the 3 day National Conference on “Accelerating India’s Economic Growth: Is Manufacturing a Prime Driver?” which was held at Vignana Jyothi Institute of Management, Hyderabad during 15th – 17th December 2011
- ❖ A Paper entitled “A study on HRD Climate with reference to “The Jeypore Sugars Company Ltd”, Chagallu, Andhra Pradesh” in the 2 day International Conference on “ Management & Behavioral Sciences” which was organized SMBS at Ahmadabad during 1st – 2nd December 2012
- ❖ A Paper presented on “Micro Finance – Anguishes & Auspicious of Rural Poor” in the 2 day Annual International Seminar on “Economics, Politics and Civil Society” at XIV Annual International Seminar, New Delhi, during 2nd – 3rd January 2013
- ❖ A paper entitled “Role of Women in 21st Century” in the 2 day National Seminar, IPE, Hyderabad.
- ❖ A paper entitled “Impact of Microfinance on Rural Poor” in the 2 day National Seminar, Krishna University, Machilipatnam.
- ❖ Participated in workshop on “Research Methodology and Report Writing” on 29th & 30th January 2016, Adikavi Nanayya University, Rajahmundry.