

Name: Dr. N. Lakshmi Srikanth

Employee ID: A5BSH00T121

Designation: Assistant Professor & HOD

Department: Management Studies

Date of Birth: 20-02-1992

Father Name: Sri N Mutyala Rao

Mother Name: Smt. N. Punyavathi

Reservation Category if Any: BC-D

Address: MIG-52, APHB Colony, Opp. ZP, Srikakulam

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Date of Joining in the Institution: 09-01-2024

Academic Excellence:

QUALIFICATION	BOARD / UNIVERSITY	DIVISION	YEAR
Ph. D in Management	Dr. BRAU, Srikakulam		2025
MBA (HR &Mktg.)	JNTU, Kakinada	FIRST Class with Distinction	2017
M.Com. (Accountancy)	AU Distance School, Vishakhapatnam	FIRST Class	2020
B. Tech. (ECE)	JNTU, Kakinada	FIRST Class with Distinction	2013

Total Years of Experience (Teaching/Industry): 7 Years

Period		Organization/Institution/Industry	Designation
Jan 24	Till Date	AITAM, Tekkali	Asst. Professor
Feb 21	Dec 23	Gayatri College for PG Courses, SKLM	Asst. Professor
Jan 18	Dec 19	Aditya Institutions, Kakinada	Lecturer



Areas of Interest:

1. Business Analytics
2. Operations Research
3. Quantitative Techniques for Managers
4. Marketing Management
5. Research Methodology
6. Operations Management
7. MEFA, MS
8. Human Resource Management
9. E-Commerce
10. Computer fundamentals for Management
11. Digital Marketing

Ph.D Guiding: Nill

Academic Projects Guided:

- i) Masters Projects : 08
- ii) Bachelor Projects : 64(includes LMS Mentorship)

Honors and awards received:

1. Awarded **Gold Medal** in MBA during 2015-2017 for best academic performance from AITAM, NAAC A+, Autonomous University, Permanent affiliated to JNTU K
2. Participated in **Virtual International Faculty development Program** “Legal, Ethical and Social Issues of Digital Age: Stay Online Stay Safe” organized under the aegis of IQAC by Department of Commerce - UG from 1st September 2021 to 8th September 2021 conducted by Government Ramnarayan Chellaram College of Commerce And Management, Bangalore
3. Participated in online **National Faculty development Program** on “Upgrading teaching and research skills in Management through emerging Technologies” organized by Business administration department during 19th -23rd May-2022 conducted by Aurora’s Post gradation College, Hyderabad
4. Participated in IP awareness/Training Program under National Intellectual Property awareness mission on January 4th 2023
5. Participated in online **National level Faculty development Program** on “Business Analytics and Emerging Technologies” organized by department of Management studies during 18th -22nd Mar-2024 conducted by Madanapalle Institute of Technology & Science , AP
6. Participated in online **National level Faculty development Program** on “Recent announcements in AI & Generative AI for Sustainable development” under

AICTE(ATAL), during 25th -30th Nov-2024 conducted by Ministry of MSME,India

7. Participated in online **National level Faculty development Program** on “AI Tools and Techniques for Research” organized by department of Business Administration & IQAC, during 9th -13th Dec-2024 conducted by Andhra Loyala College, AP
8. Participated in online **National level Faculty development Program** on “Research Methodology & Funding Opportunities” organized by IQAC, during 9th -14th Dec-2024 conducted by Gokul Global University, Sidhpur, Gujarat

Other Responsibilities:

1. Head of the Department of Management Studies at AITAM

Details of Publications:

UGC- Group 1 Journals:

1. N.Lakshmi Srikanth, Prof.Tulasi Rao.G - “Status of Municipal Solid Waste Management practices India” **AIMS** Journal of Management- January issues 2023 - Vol 8, No 2, ISSN 2395-6852, Pg.No. 418
2. N.Lakshmi Srikanth, Prof.Tulasi Rao.G - “A Brief Analysis of Solid Waste Management Practices Among Different Municipalities In India” in Bi-annual journal **Anvesak**, ISSN : 0378 – 4568 Vol. 51, No. 01(XXVI) : January – June 2021

SCOPUS:

1. Nakka.Lakshmi Srikanth, Neyyila Saibabu, Neyyala Chaitanya - *Asian Journal of Water, Environment and Pollution* **2025**, 22(3), 63–72; <https://doi.org/10.36922/ajwep.8593>

Other International Journals:

1. Aschalew Adane Brhanu 1 , Lakshmi Srikanth, N. 2 and AjayRaj, ‘Exploring AI Tools in Academia: A Theoretical Examination of Their Application for Academic Advancement’-International Journal of Innovative Research and Practices- forum4researchers- VOLUME 12, ISSUE 5, 2024, Pages:8-17, https://www.forum4researchers.com/cw_admin/docs/IJIRP-AUG-24-02.pdf
2. WassieGetahun1 , Lakshmi Srikanth, N. 2 and Pranaya, ‘Youth Empowerment through Social Media in Career Building’-International Journal of Innovative Research and Practices- forum4researchers- VOLUME 12, ISSUE 8, 2024, Pages:6-15, https://www.forum4researchers.com/cw_admin/docs/IJIRP-MAY-24-02.pdf

3. Mulugeta Negash¹ , Lakshmi Srikanth, N.2 and AjayRaj, ‘Consumer Perceptions and Attitudes towards Electric Vehicles: A Review and Synthesis’-International Journal of Innovative Research and Practices- forum4researchers- VOLUME 12, ISSUE 4, 2024, Pages:17-29, https://www.forum4researchers.com/cw_admin/docs/IJIRP-APR-24-03.pdf
4. LAKSHMI SRIKANTH.N “Municipal Solid Waste Management practices and perceptions among residents in the North Coastal Andhra Pradesh, India” Periodico di Mineralogia ISSN: 0369-8963 - VOLUME 93, ISSUE 5, 2024

International Seminar/ Conference:

1. N.Lakshmi Srikanth, Prof.Tulasi Rao.G “Solid Waste Management in India - A Review on Waste Management Hierarchy” in **International Seminar** "New trends in commerce and management Education and Employment" conducted by Dr. V.S.Krishna Govt. Degree and PG college on 24th & 25th January 2023, First edition 2023, ISBN : 978-93-95944-38-0, Pg. No. 170

National Seminar/Conference:

1. N.Lakshmi Srikanth, Parishkrit Agrawal, Dola Mounika “A Qualitative Research On Revolutionizing Health Insurance Marketing: The Digital Approach” in **National Conference** "Empowering Young Researchers:Strategies for Visionary India " conducted by G. S. COLLEGE OF COMMERCE, WARDHA in Aug 2024, ISBN: 978-81-975949-5-3, Pg. No. 108
2. N.Lakshmi Srikanth, Dr. Avvaru Venkata Satyanarayana “A Study On “Enhancing Consumer Engagement And Conversion Through Search Engine Optimization (Seo) Campaign Performance” in **National Conference** "Empowering Young Researchers:Strategies for Visionary India " conducted by G. S. COLLEGE OF COMMERCE, WARDHA in Aug 2024, ISBN: 978-81-975949-5-3, Pg. No. 117
3. N.Lakshmi Srikanth“Determinants of Local Communities Impacting the Sustainability of EcoTourism at Seetampet Mandal” in ICSSR sponsored **National Seminar** "Eco- Tourism and sustainable development in India trends,opportunities, challenges" conducted by S.G. Govt. degree & PG college, Piler on 12th & 13th Dec 2024
4. N.Lakshmi Srikanth, Dr. Atchyuta Rao “An Impact of Artificial Intelligence on Teaching and Learning” in **National Seminar** "Innovative Teaching & Research Practices In Higher Education Institutions For Sustainable Development" conducted by Dr.B.R.Ambedkar University, Srikakulam on 18th July 2023

Book’s Published:

1. Saumendra Das, Saibabu Neyyila, N.Lakshmi Srikanth-“Industrial Management and Entrepreneurship”-‘Harper Publications’- ISBN: 978-93-9417-528-0, First edition 2025

2. Koppala Venugopal, Aguru Venkata Satyanarayana, M.S.R Naidu, N.Lakshmi Srikanth-“AI for Academia-The Worst Beauty-A Research Exploration”-ISBN:978-93-6349-376-6, First edition 2025

Patent's Published:

1. Dr.Chaitanya Kalangi, Dr.Nakka Lakshmi Srikanth and et al., Application number-202541061839, Utility patent published-Ip India-“Advanced Error correction algorithm for quantum computing systems”, on 11/07/2025

Certifications:

- 1 Qualified National Eligibility Test (**UGC-NET**) in Management in December 2019
2. Qualified Andhra Pradesh State Eligibility Test (**APSET/SLET**) equivalent to UGC NET in Management on 1st Jul 2018
3. Qualified Expertise Certification in “**Sustainable Waste management**” course, mandatory program for Industrial managers conducted by “Confederation of Indian Industries (CII)”
4. Qualified NPTEL course titled “Python for Data Science” with consolidated score 76% held on 21st Sep 2024
5. Qualified NPTEL course titled “Accreditation and outcome based learning” with consolidated score 60% held on 25th Oct 2025

Other Achievements:

1. Guest faculty for the subjects Commerce & Management at Govt. degree college, Srikakulam
2. Qualified for APRCET-2018 examination and screened for PhD Interviews among top 5% qualifiers cutoff
3. Question Paper Setter for different autonomous colleges.
4. Successfully conducted and acted as **Resource Person** for “Investor Education” initiative by HSBC Mutual funds at Srikakulam district on 22nd Dec 2023- organized by **FinEdu** Connect Consultancy
5. Having an experience of Marketing field as a Super stockiest of **Craze India Pvt.Ltd.** products in Srikakulam district during period 2013-2015
6. Successfully conducted state level Management event as an event organizer titled Scintilla-2k18 in Blue Earth Hotel conducted by Kakinada Sri Aditya Degree College, Srikakulam



Signature