

Faculty Profile

Name: **Lakshmi Hymavathi. Ch.**
Designation: Assistant Professor
Teaching Areas: Organizational Behaviour
Human Resource Management
Research Interests: Management Consulting
Employer Branding
Education: Ph.D., Nagarjuna University, AP, 2011
MBA, IGNOU, Delhi, 1999
M.Com, Nagarjuna University, AP, 1996



Professional Experience (15 Years)

1. Since 2011: IFHE, IBS Hyderabad
2. 2010-2011: Ascent Leadership & Management Consulting (P) Ltd., Hyderabad
3. 2004-2010: Faculty Member, Icfai National College, Guntur

Research/Selected Publications

1. Rao, TUM., and Hyma, Ch., "Customer Relationship Management Practices in India Inc.," Journal of Commerce & Management, Vol.1, No.1, June 2009, pp 3-13.
2. Rao, TUM., and Hyma, Ch., "Internet Banking," Indian Journal of Marketing Management, Vol..XXXV, No.4, April 2005, pp 54 -61.