

Dr. ACHUTA SRILAKSHMI

Designation: Assistant Professor

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Dr. Achuta Srilakshmi, Assistant Professor, holds a Ph.D. in Commerce and Management from Andhra University. Additionally, she holds an M.Phil. in Commerce from Pondicherry Central University and a Master of Commerce (Business Finance), demonstrating her strong academic foundation in commerce and management.

With 19 years of teaching experience, Dr. Srilakshmi has had a significant impact on both undergraduate and postgraduate education. She currently serves as an Assistant Professor in the Department of Commerce at Dr. Lankapalli Bullayya College, a role she has held since December 2022. Previously, she has taught at various prestigious institutions in Visakhapatnam. Her experience also extends to serving as a Guest Faculty at the School of Distance Education at Andhra University.

Dr. Srilakshmi has made notable contributions to academic research, with publications in UGC-approved and international journals. Her research interests revolve around consumer behaviour, particularly focusing on women's purchasing decisions. Some of her prominent works include “The Perception of Women Customers on the Service of Two-Wheeler Dealers in Visakhapatnam City” and “Buying Behaviour of Women Customers: A Study with Reference to Two-Wheeler Dealers,” published in reputed journals.

She is a dedicated educator, passionate about staying updated with the latest trends in commerce and management. Dr. Srilakshmi is committed to fostering a vibrant academic environment and inspiring her students through her extensive knowledge and experience.