

Faculty Profile

Name: **M. Padmashree Radhaswamy**
Designation: Soft Skills Trainer
Teaching Areas: Career Management
Business communication
Research Interests: Assertive Communication
Education: M.A English Language Literature, Sri Satya Sai Institute of Higher Learning, (Deemed University) Puttaparthi, Andhra Pradesh, 1991
B.Ed, Sri Satya Sai Institute of Higher Learning, (Deemed University) Puttaparthi, Andhra Pradesh, 1988



Professional Experience (20 Years)

1. Since 2010 : IFHE, IBS Hyderabad
2. 2008 – 2010: Faculty, Soft Skills and Business Communication, ISHRD
3. 2007 – 2008: Technical Writer, Kornerstone Consultancy, Hyderabad
4. 1994 – 2007: Senior Lecturer and HOD of English Department, Ratna Junior college, Hyderabad

Research/Selected Publications

1. Radhaswamy, P., "Building Logic into Communication using the Minto Pyramid Principle" *IUP Soft Skills Journal*, (7:2), June 2013, pp 40-49.
2. Radhaswamy, P., "The Importance of Communication," *IUP Soft Skills Journal*, (5:4), December 2011, pp 52-56.
3. Radhaswamy, P., "Controlling a Tsunami called Emotions," *IUP HRM Review*, (10:5), October 2010, pp 68-70.
4. Radhaswamy, P., "Eco Etiquette," *IUP HRM Review*, (9:10), January 2009, pp 24-27.
5. Radhaswamy, P., "The Brand Me," *IUP HRM Review*, (9:1), October 2009, pp 26-31.