

Faculty Profile



Name: Lakshmi Hymavathi.Ch.

Designation: Assistant. Professor

Teaching Areas: Marketing & Strategy

Research Interests: Employer Branding

Management Consulting

Consumer Behaviour

Education: Ph.D., Nagarjuna University, 2011

MBA, IGNOU, 1999

M.Com, Nagarjuna University, 1996

Professional Experience (15 years)

(i) 2011 (May) - Till date: IBS, Hyderabad, IFHE Hyderabad

(ii) 2010 (Aug)-2011(March): Ascent Leadership & Management Consulting (P) Ltd., Hyderabad

(iii) 2004-2010 (April): Icfai National College, Guntur

Selected Publications

1. Hyma.Ch. "Creating Radical Honesty in Organizations", The IUP journal of Soft Skills, vol.7., June 2013, pp:5.
2. Hyma.Ch., Book Review on "HR", Journal of Chinese Human Resources Management, Emerald Group Publishing, vol.no.4., May 2013, pp: 3.
3. "Customer Relationship Management Practices in India Inc.," Journal of Commerce & Management, ANU Publications, vol.no.1, no.1 June 2009, pp: 3-13
4. "Internet Banking", Indian Journal of Marketing Management, vol.no.XXXV, no.4, April 2005, pp: 54 - 61.