



## Dr C Sharmila Rao

Assistant Professor

**Specialization:** Management

**Email:** dr.sharmila\_rao@cms.ac.in

**LinkedIn:** <https://www.linkedin.com/in/dr-c-sharmila-rao-278a21201>

### Qualification

- PhD (Management)
- PGDPM (2 Medals)
- MA (University Rank 2)
- K-SET (Management)
- BA (University Rank X)

### Work Experience – 11 Years

- **6 Years in Teaching**
- **5 Years in Corporate**
- 2020-Present  
Assistant Professor-Center for Management Studies, Jain (Deemed-to-be University)
- 2017-2018  
Guest Faculty-Ramaiah Institute of Management Studies
- 2010-2014  
Assistant Professor -New Horizon College
- 2008-2009  
Faculty and Public Relations Officer-St Joseph's College of Business Administration

### Courses Facilitated & Taught

- Production and Operations Management
- Strategic Management
- Human Resource Management
- Human Resource Development
- Business Communication

### Career Summary

Dr C Sharmila Rao is an Assistant Professor at Center for Management Studies, Jain (Deemed-to-be University). She secured second rank in her University Post Graduate Degree. She is the recipient of 2 Medals in her Post Graduate Diploma in Personnel Management – (i) AIOE Gold Medal for securing the highest percentage of marks in Industrial Relations subject and (ii) Karnataka Chapter Medal for securing the highest percentage of marks at Karnataka State level. She has qualified K-SET in Management and completed her PhD in Management. She had five years of industry experience before joining the teaching profession. As Public Relations Officer and Faculty in St. Joseph's College of Business Administration, she had introduced and designed the syllabus for Public Policy for the first-year PGDM students. She also played an active role as Placement Coordinator. As an Assistant Professor in New Horizon College, she handled subjects such as Production and Operations Management, Strategic Management, Human Resource Management, Human Resource Development, Business Communication, Soft Skills for Business, Advertising and Media Management, Entrepreneurial Development Program, Organizational Behavior, Principles of Management, Management Process, Services Marketing, and Sales and Distribution Management. She had planned and executed 'Tarang'- the first Intracollegiate Management Fest. Her research contributions include two paper presentations – one on Work-Life Balance in an International Conference and another paper on Employee Engagement in a National Seminar. She has also published four research papers in reputed journals.

### Research Interest

**PhD Thesis Title:** Employee Benefits and its Impact on Enhancing Employer Brand Value: A Study on Select IT Companies in Bengaluru. She plans to continue her postdoctoral research on Employer Branding.

### Research Publications

SN	Title of Paper	Journal Name/Seminar	Impact Factor	ISSN /ISBN	Scopus Indexed	Year
1	Work-Life Balance Policies – A Potential HR Tool for Women Empowerment	Research Revolution International Journal of Social Science and Management	0.434	ISSN 2319-300X	No	2014
2	Emerging Trends in Human Resource Management - Employee Engagement	National Seminar in Indian Academy School of Management Studies		ISBN 978-81-920859-4-4	No	2014

- Soft Skills for Business
- Advertising and Media Management
- Entrepreneurial Development Program
- Organizational Behavior
- Principles of Management
- Management Process
- Services Marketing
- Sales and Distribution Management

**Member on Committees / Editorial Boards**

- NIL -

**Professional Memberships**

- NIL -

	through Mentoring					
3	Employee Volunteer Programs and Their Significance to Employees, Employers, and Society	Contemporary Research in India	0.956	ISSN 2231-2137	No	2015
4	Coming of the Millennials – Rewriting Workplace Strategies	International Education and Research Journal	4.064 (SJIF)	E-ISSN: 2454-9916,	No	2017
5	A Study Of Health Benefits and its Impact on Employer Brand Image (With Reference to IT Companies in Bengaluru)	International Journal for Research in Engineering Application and Management	5.646	ISSN: 2454-9150 ,	No	2018
6	Retirement Benefits and its Impact on Brand Image (With Reference to Information Technology Companies in Bengaluru)	International Journal of Research and Analytical Reviews	5.75	E-ISSN: 2348-1269, Print ISSN 2349-5138,	No	2018

**Articles / Case Studies**

- NIL -

**Consultancy / Projects –**

- NIL -

**Books / Chapters**

- NIL -

**Activities**

- NIL -

**Recognition / Awards**

**Academic Awards**

- University Rank 10 – BA, Madras University
- University Rank 2 – MA, Madras University
- (i) AIOE Gold Medal for securing highest percentage of marks in Industrial Relations subject and (ii) Karnataka Chapter Medal for securing highest percentage of marks at Karnataka State Level – PGDPM

## Seminar/ Conferences Attended

### Webinars

S.N.	Webinar	Institution	Year
1	Rediscovering Management of Business Post-COVID 19	Center for Management Studies, Jain (Deemed-to-be University)	2020
2	Unwrapping the National Education Policy NEP	Center for Management Studies, Jain (Deemed-to-be University)	2020
3	Data Analysis using SPSS, AMOS & R	Center for Management Studies, Jain (Deemed-to-be University)	2020
4	Together Towards Tomorrow	Center for Management Studies, Jain (Deemed-to-be University)	2020