



Ms. Saritha S R

Assistant Professor

Specialization: Marketing and HR & Accountancy

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Qualification

- M.Com
- B.Com
- PhD (Pursuing in HR)

Work Experience – 11 Years

- 2016 – Present - Assistant Professor- Center for Management Studies, Jain (Deemed-to-be-University), Bangalore
- 2007-2010- Lecturer- Center for Management Studies, Sri Bhagawan Mahaveer Jain College, Bangalore
- 2005-2007- Lecturer- KLE's S Nijalingappa College
- 2004-2005- Lecturer- Baldwin's Methodist Boy's College

Courses Facilitated

- Business Management
- Marketing Management
- Services Management
- Human Resource Management
- Production and Operations Management
- Office Management
- Research Methodology
- Entrepreneurship Development
- Organization Psychology
- Organizational

Career Summary

Saritha S R completed her post-graduation in Commerce from St. Joseph's College of Commerce (SJCC) in the year 2004. Through campus selection she got recruited as a Faculty at Baldwin Methodist Boys' College from where her journey began in the field of teaching. She has worked at reputed institutions in Bangalore and been associated with Center for Management Studies, Jain (Deemed-to-be University) since 2007. She has eleven years of teaching experience in various subjects relating to Management particularly in the field of Marketing and Human Resource.

Research Interest

HR (Unethical Pro-Organisation Behaviour of Employees)

Research Publications

Sl.No	Title of Paper	Journal Name	Impact Factor	ISSN	Scopus Indexed	Year
1	The Impact of Scope for Creativity at the Workplace on Family-Life and Work-Life Balance of Employees	International Journal of Advance and Innovative Research	7.36	2394-7780	No	2019

Articles / Case Studies

- NIL -

Consultancy / Projects

- NIL -

Books / Chapters

- NIL -

Activities

Sl.No	Activity	Title	Year
1	Management Expo	College Activity	2016-19
2	OBOW- Open-Book Open-Web	College Activity	2016-19
3	Education Expedition	College Activity	2019-20
4	International Management Day	College Activity	2016-19
5	Advertising and Media Management Campaign Day	College Activity	2018-20

Behaviour

- Consumer Behaviour
- Corporate Governance
- Advertising and Media Management
- International Business

Member on Committees / Editorial Boards

- IQAC Committee
- Current Affairs Committee
- Library Committee
- Internal Audit Committee

Professional Memberships

-NIL-

Recognition / Awards

- NIL -

Seminar Conferences Attended

Sl. No.	Title of Conference	Institute Full Name & Location	Year
1	Business Potential in India in the Global Recession Scenario	Sri Bhagawan Mahaveer Jain College, Bangalore	2009
2	Innovative Pedagogy in Business and Management Education	Center for Management Studies, Jain (Deemed-to-be-University), Bangalore	2009
3	Samshodhana- Research Workshop	Sri Bhagawan Mahaveer Jain Evening College, Bangalore	2018
4	Emerging Trends in Business and Finance	Center for Management Studies, Jain (Deemed-to-be-University), Bangalore	2019
5	Workshop on Financial Education	Center for Management Studies, Jain (Deemed-to-be-University), Bangalore	2019
6	Rediscovering Management of Business Post COVID-19	Center for Management Studies, Jain (Deemed-to-be-University), Bangalore	2020
7	Research Retreat	Jain (Deemed-to-be-University), Bangalore	2020

Webinars Attended

SL. NO.	FDP/MDP-Webinar	Institution	Year
1.	FDP on Effective Teaching in Management Education	SBMJJC- CMS	2007
2.	FDP on Teaching Pedagogy	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2018
3.	FDP on Data Analysis	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2018
4.	FDP on Mental Wellbeing	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2019
5	NDLI User Awareness	MHRD-NDLI	2020
6	Impact of COVID on Entrepreneurship	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
7	Crafting the Post-Covid Bounce Back	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020

8	Gender Implications of COVID-19 Pandemic	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
9	A Sustainable Response to COVID-19 - The New Normal	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
10	Marketing During COVID-19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
11	Moving Forward Through the Challenges Posed by COVID-19 in the Manufacturing Sector	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
12	Goal Setting That Cannot Fail	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
13	Microbiologists Eye view on COVID-19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
14	Online Panel Discussion on COVID-19 Crisis: The Global Economy Reshaping	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
15	Consumer Social Responsibility	St. Claret College, Bangalore	2020
16	Managing Your Finances and Investment During COVID Time	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
17	Current Scenario of Art	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
18	Juggling in the Midst of New Normal	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
19	Paradigm Shift in Teaching Pedagogy-Post COVID-19	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
20	Leading the Way Forward in the Unprecedented Times: With Special Reference to the Global Markets and Economy	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
21	Indian Economy During Unprecedented Times and Way Forward	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
22	Empower, Enthuse and Excel in Research	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
23	Introduction to R Programme	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020
24	Application of R in Finance and Social Science	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2020

25	Project Centric Learning	Jain (Deemed-to-be University)	2020
26	Funded Research	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	2021

Online Certification

Sl. No.	Course	University	Year
1	Marketing Management	University of Illinois at Urbana-Champaign	2020