



Dr. Shruthi K Bekal

Assistant Professor

Specialization: Marketing and Human Resource Management

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Qualification

- Ph.D
- M Phil
- UGC-NET
- MBA
- BBA
- PhD (Pursuing) on Employer Branding

Work Experience – 8 Years

- 2015-Present
Assistant Professor - Center for Management Studies, Jain (Deemed-to-be University)
- 2013-2014
Engagement Specialist - Altisource
- 2011-2013
Business HR Partner - Mahindra Comviva

Courses Facilitated & Taught

- BBA – Marketing Courses
 1. Business Management
 2. Marketing Management
 3. Retail Management
- BBA-E-World of Work Course
 1. Consumer Behaviour
- Dual program:

Career Summary

Shruthi K Bekal, having had an industry experience in HR, got inspired to become a teacher by her wonderful teachers. She felt organic to choose teaching as her profession, mentoring young minds. She has also been passionate about conducting research. Being a voracious reader from childhood has resulted in her being highly inclined academically.

Research Interest

Employer Branding

Research Publications

Sl.No	Title of Paper	Journal Name	Impact Factor	ISSN No.	Year
1	A Study on the Influence of Perception of Equity by Contractual Employees on Their Job Satisfaction in the Workplace	International Journal of Applied Research	5.2	2394-5869	2017
2	The Efficiency and Effectiveness of Various Graduate Recruitment Program	International Organization for Scientific Research	3.58	2319-7668	2017
3	Impact of Perceived Equity of Contractual Employees on Productivity in the Work Place	International Organization for Scientific Research	3.58	2319-7668	2016

Activities

- NIL -

Recognition / Awards

Research Awards

- Outstanding Researcher, JGI Research Awards 2018
- Best Researcher Award (Management track 3), Jain (Deemed-to-be University) Research Retreat 2020

2. Human Resource Management Dual Program

Member on Committees

- Time Table committee:
2019-present
- Exam committee:
2017-2019
- NAAC: 2015-2017

Professional Memberships

- NIL -

Seminars and Conferences Attended

3 International and National Conferences

Sl No	Title of Conference	Institute Full Name & Location	Paper Presented	Year
1	XII International Conference on Business and Human Resources Management (ICBHRM-16)	Society of Technical and Management Professionals (STMP), New Delhi	The Effectiveness and Efficiency of Various Graduate Recruitment Methods	2016
2	Higher Education of Women in India – Challenges and Opportunities	Bishop Cottons Women’s Christian College, Bangalore	The Relationship between Leadership Skills, Emotional Intelligence and Personality of Working Women in India	2016
3	4th International Conference on “Managing Human Resources at the Workplace”	SDMIMD, Mysore	Impact of Perceived Equity of Contractual Employees on Productivity in the Workplace	2015

Online Certifications and Webinars

Online Certifications:

Sl No	Course	University	Year
1	The Fundamentals of Digital Marketing	Google Digital Garage	2020
2	Intro to International Marketing	Yonsei University	2020
3	Marketing Mix Fundamentals	Yonsei University	2020
4	An Introduction to Consumer Neuroscience & Neuromarketing	Copenhagen Business School	2020

Webinars-FDP/MDP

SL NO	FDP/MDP-Webinar	Institution	Year
1	Managing Stress During Uncertain Times	Jain (Deemed-to-be University) Vishwas	2020
2	COVID -19 Crisis: The Global Economy Reshaping	Center for Management Studies, Jain (Deemed-to-be University)	2020
3	Paradigm Shift in Teaching Pedagogy - Post COVID -19	Center for Management Studies, Jain (Deemed-to-be University) - IQAC	2020
4	Goal Setting That cannot Fail	Center for Management Studies, Jain (Deemed-to-be University)	2020
5	Marketing During COVID-19	Center for Management Studies, Jain (Deemed-to-be University)	2020

	6	Gender Implications of COVID -19 Pandemic	Center for Management Studies, Jain (Deemed-to-be University)	2020
	7	Moving Forward Through the Challenges Posed by COVID -19 in the Manufacturing Sector	Center for Management Studies, Jain (Deemed-to-be University)	2020