



Dr. Varalakshmi S

Assistant Professor

Specialization: Marketing Management

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Qualification

- Ph.D
- PGDBD – HR/Marketing – Symbiosis – Pune
- SQL and Visual Basics - Chennai
- BE – Chemical Engineering
- Diploma – Chemical Engineering
- PhD (Pursuing)

Work Experience – 13 Years

- 2001 – 2003 - Conclave IT Systems- IT Solution Manager
- 2008- 2010 - Visiting Faculty - Al-Ameen Institute of Management-
- 2010 – Present – Assistant Professor – Center for Management Studies, Jain (Deemed-to-be University), Bangalore

Courses Facilitated

- Quantitative Techniques I
- Quantitative Techniques II
- Retail Marketing
- Strategic Management

Career Summary

Varalakshmi did her schooling from Sacred Hearts Girls' School with moderately good marks, and a centum in Mathematics. In Diploma in Chemical Engineering, she secured the third rank in Karnataka University. She was offered a job in BHEL, but, there was an urge to gain more knowledge in the same field and was given the first preference to choose among all engineering colleges in Karnataka, starting from Ramaiah Institute of Technology to Manipal Institute of Technology. She diverted herself from chemical field to management by successfully finishing her PGDBA – Human Resource from Symbiosis, Pune. She worked as a visiting faculty at both Al-Ameen Institute of Management as well as CMS. Currently, she is pursuing a PhD in Mathematics from Jain (Deemed-to-be University).

Research Interest

Interdisciplinary – Organization Psychology – Branding (Marketing)

Research Publications

- Acculturation and Need to Belong in a Reference Group: Explanatory Effects of Self- and Group-Orientations(2020- Sage publication) - Accepted, Awaiting AE Recommendations - Journal of Cross-Culture Psychology
- Willingness to Buy Luxury Brands and Antecedents of Brand Prominence- UGC Care Journal(2020)- ISSN: 0975-1386

Articles / Case Studies

- YouTube Video on Simple Applications on Linear Equations
- YouTube Video on Regression – Business Applications

Consultancy / Projects

-NIL-

Books / Chapters

Business Statistics for Better Decision Making (Book) – Jain (Deemed-to-be University)

Activities

Sl. No.	Activity	Title	Year
1	Head of the Department	Internship - Jain (Deemed-to-be University)	From 2013
2	Coordinating for Internships	Jain (Deemed-to-be University)	FROM 2013

- Marketing Management
- Environmental science

Member on Committees / Editorial Boards

Head of Department – Internship

Professional Memberships

- NIL -

3	Visiting Companies for Internship	Jain (Deemed-to-be University)	FROM 2013
4	Coordinating with B-school Internship	Jain (Deemed-to-be University)	FROM 2013
5	Orientation of Internship Program	Jain (Deemed-to-be University)	2013 - Present
6	Conducting Interviews after Completion of Internships and Collaborating Internships for Students with Alumni	Jain (Deemed-to-be University)	2013 - Present
7	Creating Reports and Records for NAAC	Jain (Deemed-to-be University)	2013 - Present
8	Coordinator for Lasya	Jain (Deemed-to-be University)	2010 - 2012
9	Coordinator for uploading the study material of all BBA syllabus from first semester to eighth semester.	Jain (Deemed-to-be University)	2011 - 2012
10	Member of Timetable Committee	Jain (Deemed-to-be University)	2012 - 2013
11	Coordinator for Outbound Activity	Jain (Deemed-to-be University)	2009 - 2012
12	Panelist for Recruitment Interviews	Jain (Deemed-to-be University)	2013 - 2020
13	Speaker at Discussion Forum of Teachers in Bangalore - Harnessing skillsets in Schools	Jain (Deemed-to-be University)	2016

Recognition / Awards

Recreating Opportunities for Students in terms of Virtual Internship/Certification Courses – well before UGC Approval, article for the same published in The New Indian Express, dated 7th May 2020.

FDP, MDP, Seminar, Webinars, Conferences Attended 2019- 2020

Swayam Course –

Sl. No.	Course	Platform	Year
1	Brand Management	IIMB	2020
2	Retail Marketing	IIMB	2020
3	Business Statistics and Analysis	Rice University - US	2020
4	Research Retreat - Presentation, Panelist Dr. Harold Patrick & Dr Kanthi Kumar	Jain (Deemed-to-be University)	2019
5	Coordinator for International Conference on Rediscovering Management of Business post Covid-19	Jain (Deemed-to-be University)	2020

Sl. No.	Title	Institute/ Place	Year
1	FDP on Discourse Analysis of 21st Century Literary Text by Dr Venkateshwaran	Center for Management Studies – Jain (Deemed to be University), Bangalore	2020
2	FDP On Innovative Teaching Pedagogy in Education for Gen Z and Gen Alpha in	Center for Management Studies – Jain (Deemed to be	2020

	the Era of Information Explosion	University), Bangalore	
3	FDP on Trending Teaching for Participation and Performance	Center for Management Studies – Jain (Deemed to be University), Bangalore	2019
4	FDP on Financial Education by SEBI	Center for Management Studies – Jain (Deemed to be University), Bangalore	2020
5	MDP on International Level Online Panel Discussion on Covid-19 Crisis: The Global Economy Reshaping	Center for Management Studies – Jain (Deemed to be University), Bangalore	2020
6	MDP on Teaching – An Amalgam of Negotiation, Performance and Struggle for Acceptance	Center for Management Studies – Jain (Deemed to be University), Bangalore	2020
7	MDP on Live chat with NAAC expert	Center for Management Studies – Jain (Deemed to be University), Bangalore	2020
8	Data Analysis Research conducted by Dr Vivekananda	Alliance University	2018
9	HR Conclave	Center for Management Studies – Jain (Deemed to be University), Bangalore	2020
10	Using Emerging Technology for Effective Pedagogy in Management Education	Center for Management Studies – Jain (Deemed to be University), Bangalore	2018
11	FDP by Ian Faria & Rahul Kapoor - Goal Setting and Personal Growth	Center for Management Studies – Jain (Deemed to be University), Bangalore	2008 - 2012
12	Case Study Analysis	IIMB	2011
13	National Level on Work-Life Balance	Center for Management Studies – Jain (Deemed to be University), Bangalore	2010

Sl. No.	Title	Particulars	Year
1	Impact of COVID on Entrepreneurship	National Level Webinar	2020
2	Grooming	National Level Webinar	2020
3	Marketing During Covid-19	National Level Webinar	2020
4	Information Systems During and After the COVID-19”	National Level Webinar	2020
5	International Online Panel Discussion on COVID-19 Crisis: The Global Economy Reshaping	International Level	2020
6	Faculty Development Programme on Happily Retired	National Level Webinar	2020
7	Unwrapping the National Education Policy NEP	National Level Webinar	2020
8	NDLI User Awareness	National Level Webinar	2020
9	Webinar with NAAC Experts organized by IQAC	National Level Webinar	2020
10	Quality Research and Its Output	National Level Webinar	2020
11	Ranga Bhoomi	National Level Webinar	2020
12	Teaching- An amalgamation of Negotiation, Performance and Struggle for Acceptance	National Level Webinar	2020
13	Microbiologists’ Eye view on Covid -19	National Level Webinar	2020
14	Goal Setting That Cannot Fail	National Level Webinar	2020
15	Crafting the Post-Covid Bounce Back	National Level Webinar	2020
16	Managing Your Finances and	National Level Webinar	2020

	Investments During Covid-Finmark		
17	Moving Forward Through the Challenges Posed by COVID-19 in the Manufacturing Sector	National Level Webinar	2020
18	A Sustainable Response to COVID-19: The New Normal	National Level Webinar	2020
19	International Online Panel Discussion on Leading the Way Forward in Unprecedented Times: With a Special Reference to the Global Market and Economy	International Level Panel Discussion	2020

Projects

GUIDED PROJECTS FOR BBM STUDENTS:

1. An Organisational Study on Jaguar Cars - Customer Satisfaction
2. An Organisational Study on Karur Vysya Bank – Investments
3. An Organisational Study on Red Rose Inc - Inventory Management
4. An Organisational Study on Salarpuria Sattva - Marketing Strategies
5. An Organisational Study on ITC Gardenia – Customer Satisfaction
6. An Organisational Study on Vikram Eye Hospital – Departmental Management
7. An Organisation Study on Goldman Sachs
8. An Organisational Study on Maps Auto Components Pvt Ltd – Customer Perception
9. An Organisation Study on Bajaj Vehicles- Customer Perception
10. An Organisation Study on Chopras - Consumer Awareness and Behaviour
11. An Organisation Study on Marudhar Stones International Pvt – Marketing Strategies
12. An Organisation Study on NK Capital – Mutual Funds
13. An Organisation Study on Micro Labs- Customer Satisfaction
14. An Organisation Study on Godrej Pvt Ltd- Effective Methods of Performance Appraisal
15. An Organisation Study on Titan - Marketing Strategies
16. A Study on Brand Awareness at Volvo
17. A Study on Marketing Strategies at TATA (Tanishq)
18. A Study on Silicon Honda - Customer Satisfaction with Honda Activa
19. A Study on Naina Fab - Customer Relationship
20. A Study on Effective Marketing Strategies - Philips
21. A Study on Distribution Networking - Progressive Life Sciences Pvt Ltd
22. A Study on Customer Retention Strategies – Hitech Pvt Ltd
23. A Study on Redbull India - Brand Awareness
24. A Study on Public Relations Through Social Media Marketing – Orange Travelers

