



Dr. C. Sharmila Rao

Associate Professor

Specialization: Human Resource Management

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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**
- 2022 till date
Associate Professor – JAIN (Deemed-to-be University) Center for Management Studies Bangalore
- 2020-2022
– JAIN (Deemed-to-be University) Center for Management Studies Bangalore
- 2017-2018
Guest Faculty-Ramaiah Institute of Management Studies
- 2010-2014
Assistant Professor -New Horizon College
- 2008-2009
Faculty and Public Relations Officer-St

Career Summary

Dr C Sharmila Rao is an Associate Professor at JAIN (Deemed-to-be University).Center for Management StudiesBangalore. 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 many 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

Joseph's College of Business Administration

Courses Facilitated & Taught

- 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
- Sales and Distribution Management
- Retail Management
- Business Management
- Business Trends
- Business Economics
- Communicative English
- Marketing Management
- Banking and Insurance,
- Economics for Business
- Doing Business in India
- People Management

Member on Committees / Editorial Boards

- NIL -

Professional Memberships

- NIL -

2	Emerging Trends in Human Resource Management - Employee Engagement through Mentoring	National Seminar in Indian Academy School of Management Studies		ISBN 978-81-920859-4-4	No	2014
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
7	Qualitative Analysis of various schemes of Financial Inclusion in India	Adalya Journal, (UGC-CARE Approved Group - 2 Journal, ISO 7021-2008 Certified Journal)	5.3	ISSN: 1301-2746	No	2022
8	Hybrid Workplaces – ‘The New Normal: A Qualitative Analysis on Indian IT Companies	International Journal of Enhanced Research in Management and Computer Applications, (UGC Journal No 7618),	7.751	ISSN: 2319-7471No	No	2022
9	A Study of Financial Inclusion	International Journal of Creative	7.97	ISSN: 2320-2882	No	2023

	Schemes for Rural Women by the Indian Government	Research Thoughts, UGC Approved Journal No: 49023 (18)				
10	A study on Employee Empowerment and its impact on Employee Engagement, Confidence and Employee Brand in IT industry in Bengaluru,	International Journal of Enhanced Research in Management & Computer Applications, UGC Journal no. 7618,	7.751	ISSN: 2319-7471	No	2023

Articles / Case Studies

- NIL -

Consultancy / Projects -

- NIL -

Books / Chapters

Introduction to People Management
Handbook of Modern Marketing

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	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
2	Unwrapping the National Education Policy NEP	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
3	Data Analysis using SPSS,	JAIN (Deemed-to-be University)	2020

		AMOS & R	Center for Management Studies Bangalore	
	4	Together Towards Tomorrow	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020