



Name: Saritha S R

Designation: Assistant Professor

Specialization: Marketing and HR, Accountancy

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Qualification
M.Com
Pursuing PhD in OB &HR
Work Experience
<ul style="list-style-type: none"> 2016-Present- Assistant Professor- Center for Management Studies, JAIN (Deemed-to-be-University) 2007-2010- Lecturer- Center for Management Studies, Sri BhagawanMahaveer JAIN College 2005-2007- Lecturer- KLE's S Nijalingappa College 2004-2005- Lecturer- Baldwin's Methodist Boy's College
Courses Facilitated
<ol style="list-style-type: none"> Business Management Marketing Management Services Management Human Resource Management Production and Operations Management Office Management Research

Career Summary	<p>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.</p> <p>She has worked at reputed institutions in Bangalore and been associated with JAIN (Deemed to be University), Center for Management Studies since 2007. She has 14 years of teaching experience in various subjects relating to Management particularly in the field of Marketing, OB & HR.</p>
Research Interest	<p>Pursuing Doctoral Degree from JAIN (deemed-to-be University) in the field of OB &HR on the topic 'Unethical Pro-Organisation Behaviour of Employees'.</p>
Research Publications	<ul style="list-style-type: none"> Published Paper titled, "The Impact of Scope for Creativity at the Workplace on Family-life and Work-life Balance of Employees" in International Journal of Advance and Innovative Research with an Impact Factor 7.36 Published Paper titled, "Senior Citizen Customer Acceptance towards Internet Banking Among the Literates Post COVID 19 in Bangalore City", in Kala Sarovar-UGC CARE Group-I Journal with an Impact Factor 5.2 Published Paper titled, "Conceptual Framework on Impact of COVID-19 on Consumer Behaviour in Bangalore with reference to service sector", in Wesleyan Journal of Research with an Impact Factor 5.4 Published Paper titled, "An Exploratory Study on the Challenges Faced by Teachers in Online Classes During Pandemic- COVID-19", in International Journal of Research in Engineering, Science and Management (IJRESM) with an Impact Factor 4.308 Published Paper titled, "Role of Spirituality-at-work and Happiness-at-work on Unethical Behaviour of Organisational Employees", in International Journal of Multidisciplinary Research Review (IJMDRR) with an Impact Factor 6.089 Published Paper titled "Growth of Green Eco-Automobiles in India-Customer Perception and their Impact on Green Marketing in Automobile Industry" in Journal of Fundamental

<p>Methodology</p> <p>8. Entrepreneurship Development</p> <p>9. Organization Psychology</p> <p>10. Organizational Behaviour</p> <p>11. Consumer Behaviour</p> <p>12. Corporate Governance</p> <p>13. Advertising and Media Management</p> <p>14. International Business</p> <p>15. Psychology</p> <p>16. Business Intelligence</p> <p>17. Digital and Social Media Marketing</p>		<p>& Comparative Research with ISSN No: 2277-7067.</p> <ul style="list-style-type: none"> Published Paper titled, "Factors Affecting Work-Family Conflict among Women Employees in the Insurance Sector with reference to Bengaluru City", in Journal of the Asiatic Society of Mumbai with ISSN No: 0972-0766. Publication in International Conference Proceedings in the Journal International Journal of Multidisciplinary Research and Technology with ISSN No: 2582-7359 with Impact Factor 6.325
<p><u>Member on Committees / Editorial Boards</u></p> <ol style="list-style-type: none"> Current Affair Committee Library Committee Internal Audit Committee Edu Expo Core Committee Seminar and Workshop Committee Conference Committee <p><u>Professional Memberships</u></p> <p>-</p>	<p>Research Presentations</p>	<ul style="list-style-type: none"> Presented Paper at the National Conference on Emerging Trends in Business and Finance titled, "The Impact of Scope for Creativity at the Workplace on Family-life and Work-life Balance of Employees" held on 8th March, 2019 at Center for Management Studies, JAIN (deemed-to-be) University. Presented Paper at the International Conference on ATMANIRBHAR BHARAT (Self-Reliant India): Building Global Competitiveness through Innovation, Integrity and Inclusion titled, "An exploratory study on the issues encountered during the online classes through pandemic-COVID-19" held on 25th& 26th June, 2021 at Center for Management Studies, JAIN (deemed-to-be) University. Presented Paper at the International Conference on Global Perspectives on Business, Economy and Society-ForSustainability in the New Normal", titled, "Importance of online shopping and buying motives during the COVID-19 Pandemic with reference to Bangalore-Lessons from Crisis" held on 5th& 6th August, 2021 at ISBR Business School. Presented Paper at the International Conference on DiGiXMAR 2021: Digital Marketing Experiences titled, "Role of Spirituality and Happiness on Unethical Behaviour of Employees" held on 27th- 29th October, 2021 at CMS B School, JAIN (deemed-to-be) University. Presented Paper at the National Conference on Digital India-Opportunities and Challenges titled, "Role of Spirituality-at-work and Happiness-at-work on Unethical Behaviour of Organisational Employees" held on 22nd& 23rd December, 2021 at JAIN College VV Puram. Presented Paper at the National Conference on Multidisciplinary Approach- The Role of NEP 2020 in Transforming Higher Education titled, "Transformation in Education System Post COVID-19 with reference to Bangalore City" held on 24th& 25th January, 2022 at Sri BhagawanMahaveer JAIN Evening College. Presented Paper at the International Conference on Innovative Practices for Sustainable Development: Business Management and Analytics titled "Influence of e-banking services towards student's satisfaction and their motives towards global transactions in International Universities" on 2nd& 3rd September 2022 at Center for Management Studies, JAIN (deemed-to-be) University. Presented Paper at the International Conference on Innovation and Management: The Way Ahead, titled

	<p>“Influence of Social Media Applications in Libraries towards Growth of e-learning among student community towards education sector”, held on 29th& 30th September, 2022 at Kirloskar Institute of Management, Harihar, Karnataka.</p> <ul style="list-style-type: none"> Presented Paper at the JAIN International Conference (JAIN ICON) 2023 on “Convergence and Transformation as ways of Business Translating Academic Research Insights into Business Solutions” titled “A Conceptual Study on effectiveness on physical activities towards Working Professionals through Digital Platforms”, held on 28th January, 2023 at Kochi, Kerala. Presented Paper at the International Conference on “Recent Advancement and Innovation in Business & Management & Its Contemporary Issues in Sustainable Economy”, titled, “Impact of Workplace Happiness among Employee Job Satisfaction: A Conceptual Study” held on 2nd& 3rd August, 2023 at Sri BhagawanMahaveer JAIN Evening College, Bangalore. Presented Paper at the ‘Model G-20 Summit 2023’ titled “Importance of physical activity for physical health”, held on 6th& 7th July, 2023 at School of Sciences, JAIN (deemed-to-be) University. Presented Paper at the Two-Day International Conference on Artificial Intelligence towards Fostering Sustainable Development in Business, titled “Influence of Animated Advertisements on Consumer Buying Behaviour towards their purchasing decisions”, held on 8th& 9th December, 2023 at Center for Management Studies, JAIN (deemed-to-be) University.
Articles / Case Studies	-
Consultancy / Projects	-
Books / Chapters	<ul style="list-style-type: none"> Corporate Trends Advertising and Media Management Marketing for Entrepreneurs Essentials of Digital and Social Media Marketing
Activities	<ul style="list-style-type: none"> Education Expedition International Management Day Advertising and Media Management Campaign Day AVLOKAN- International Research Summit Faculty Enrichment Programme, March 2022 Yukti, 2022& 2023 FDP on “Academic Interface with Industrial Practices” in January 2023 Entrepreneurship Workshop UTKARSH 2023 Two-Day International Conference on Artificial Intelligence towards Fostering Sustainable Development in Business in December, 2023, Three-day Seminar on “New Ideas in Strategic Thinking and Management” in January 2024 Illusion Advertisement Campaign Day February, 2024

Recognition / Awards

- **Won Best Paper Award at the International Conference on Global Perspectives on Business, Economy and Society- For Sustainability in the New Normal**, titled, "Importance of online shopping and buying motives during the COVID-19 Pandemic with reference to Bangalore-Lessons from Crisis" held on 5th& 6th August, 2021 at ISBR Business School.
- **Won Best Paper Award at the International Conference on DiGiXMAR 2021: Digital Marketing Experiences** titled, "Role of Spirituality and Happiness on Unethical Behaviour of Employees" held on 27th- 29th October, 2021 at CMS B School, JAIN (deemed-to-be) University.
- **Won Best Paper Award at the National Conference on Multidisciplinary Approach- The Role of NEP 2020 in Transforming Higher Education** titled, "Transformation in Education System Post COVID-19 with reference to Bangalore City" held on 24th& 25th January, 2022 at Sri Bhagawan Mahaveer, JAIN Evening College.
- **Won 2nd Best Research Paper Award in the Human Resource Track at the International Conference 'ICRAIBM 2023'** titled "Recent Advancement and Innovation in Business and Management and Its Contemporary Issues in Sustainable Economy", held on 2nd& 3rd August, 2023 at Sri Bhagawan Mahaveer, JAIN Evening College, Bangalore.
- **Certificate of Appreciation for contribution as a committee member in organising two-day International Conference** titled, "Innovative Practices for Sustainable Development: Business Management and Analytics", held on 2nd&3rd September, 2022 at Center for Management Studies, JAIN (deemed-to-be) University.
- **Won 3rd Best Research Paper Award in the Marketing Management Track at the 'Global Entrepreneurship & Management Summit AAROHAN 2023'**, titled "A Conceptual Study on Online Grocery Shopping Perspectives & Behaviour in India", held from 23rd to 29th March, 2023.
- **Certificate of Appreciation for contribution as a committee member in organising "Five-day Entrepreneurship Workshop UTKARSH 2023"**, held from 4th to 8th September, 2023.

**Seminar/Conferences
Attended**

- **Attended National Seminar on “Business Potentials in India in the Global Recession Scenario” conducted by Shree BhagwanMahaveer JAIN College, JAIN (Deemed to be University),Bangalore on 4th April 2009.**
- **Attended International Conference on “Innovative Pedagogy in Business and Management Education” conducted byCenter for Management Studies,JAIN (Deemed-to-be University) Bangalore on 10th October 2009.**
- **Attended National Conference on “Emerging Trends in Business and Finance” organized by Center for Management Studies,JAIN (Deemed-to-be University), Bangalore on 8th March 2019.**
- **Attended International Conference on “Rediscovering Management of Business Post Covid19” organised by Center for Management Studies, JAIN (Deemed-to-be University), Bangalore on 8th& 9th August, 2020.**
- **Attended Research Retreat and presented on the topic ‘Unethical Pro-organisation behaviour of employees’ on 20th December, 2020.**
- **Attended International Conference on ATMANIRBHAR BHARAT (Self-Reliant India): Building Global Competitiveness through Innovation, Integrity and Inclusion on 25th& 26th June, 2021 at Center for Management Studies, JAIN (deemed-to-be) University.**
- **Attended International Conference on Global Perspectives on Business, Economy and Society- For Sustainability in the New Normal”, on 5th& 6th August, 2021 at ISBR Business School.**
- **Attended International Conference on DiGiXMAR 2021: Digital Marketing Experiences on 27th- 29th October, 2021 at CMS B School, JAIN (deemed-to-be) University.**
- **Attended National Conference on Digital India- Opportunities and Challenges on 22nd& 23rd December, 2021 at JAIN College VV Puram.**
- **Attended National Conference on Multidisciplinary Approach- The Role of NEP 2020 in Transforming Higher Education on 24th& 25th January, 2022 at Sri BhagwanMahaveer JAIN Evening College.**
- **Attended Three-day National Level Seminar on “Academic Interface with Industrial Practices” held from 4th to 6th January 2023.**
- **Attended International Conference on ‘Resume Building Skills’ conducted by “Skill Developer” on 3rd October, 2023.**
- **Attended International Conference on ‘Interview Skills’ conducted by “Skill Developer” on 15thNovember, 2023.**
- **Attended Two-day International Conference on, “The Myriad Facets of Women: A Celebration of the Extraordinary”, conducted by Centre for Educational Transformation Through Technology, JAIN (Deemed-to-**

	be University) on 1 st & 2 nd March, 2024.
Research Summit Attended	<ul style="list-style-type: none"> • Digital Summit 2019- Future Unlocked on, “Cyber Security, AI and Simulation”, on 28th December, 2019. • International Research Summit AVLOKAN 2021 titled, “Redefining Social Responsibility and Ethical Leadership” from 2ⁿ- 10th August, 2021. • International Research Summit AVLOKAN 2.0 titled, “Beyond Sustainability- Trends in Regenerative Socially Responsible, Community Ventures” in January 2022.
FDP/Workshop Attended	<ul style="list-style-type: none"> • Global Entrepreneurship & Management Summit ‘AAROHAN 2023’ titled “Sustainable Ideas for Business in the New Normal” from 23rd to 29th March 2023 organised by Atlas Skill Tech University. • Attended FDP on the topic, “Empower, Enthuse and Excel in Research”, on 24th December, 2020. • Attended FDP on the topic, “Introduction to R Programme”, on 29th December, 2020. • Attended FDP on the topic, “Application of R in Finance and Social Science”, on 30th December, 2020. • Attended FDP on the topic, “Preparing Research Grants Proposals, consultancy projects and publications”, from 4th – 8th January, 2021. • Attended FEP on the topic, “Professional Ethics- People Empower People”, from 22nd – 26th March, 2022. • Attended Pre-Conference preparatory training on “Research Paper Writing” on 2nd& 3rd September 2022. • Attended FDP on, “Accounting Trends Now and Beyond”, on 1st& 2nd December, 2022. • Attended FDP on, “SPSS and Mind-mapping” on 12th& 13th December, 2022. • Attended Five-day Faculty Refresher Programme held from 12th to 16th June 2023. • Attended Three-day FDP on “Professional Growth and Strengthening Capacity for Educators through Quality Parameters- NEP 2020” held on 8th, 10th& 11th July 2023. • Attended Three-day FDP on “Integrated FDP- Reinforcing Personal, Professional and Institutional Well-being” from 27th to 31st July 2023. • Attended Pre-conference Workshop on “Research Paper Writing” on 10th& 11th August 2023.

	<ul style="list-style-type: none"> • Attended Five-Day Entrepreneurship Workshop UTKARSH 2023 from 4th to 8th September, 2023. • Attended Workshop on, “Enhancement of Scholarly Research Using EBSCO Updated Features”, on 9th January, 2024, conducted by Learning Resource Centre, JAIN (Deemed-to-be University). • Attended One- Week International Level FDP on, “Interdisciplinary Insights: Data Science, Machine Learning and Cyber Security”, from 19th to 24th February, 2024. • Attended 10 hours National Level FDP on, “Deep Learning and Artificial Intelligence”, from 26th February to 1st March, 2024. • Attended 10 hours National Level FDP on, “Data Analytics using Power BI and Tableau”, from 11th to 15th March, 2024.
<p>Webinars Attended</p>	<ul style="list-style-type: none"> • Attended one week Online National Level FDP on, “Data Visualization Using Tableau”, from 1st to 5th April, 2024. • National Webinar organised by MHRD-NDLI on ‘NDLI User Awareness’ on 13th May, 2020. • National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on ‘Impact of COVID on Entrepreneurship’ on 21st May, 2020. • National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on ‘Crafting the Post-Covid Bounce Back’ on 23rd May, 2020. • National Webinar organised by Center for Management Studies B-School, JAIN (Deemed-to-be-University) on ‘Gender Implications of COVID-19 Pandemic’ on 23rd May, 2020. • National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on ‘A Sustainable Response to COVID-19- The New Normal’ on 27th May, 2020. • National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on ‘Marketing during COVID-19’ on 28th May, 2020. • National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on ‘Moving forward through the challenges posed by COVID-19 in the Manufacturing Sector’ on 30th May, 2020. • National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on ‘Goal setting that cannot fail’ on 1st June, 2020. • National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on ‘Microbiologists Eyeview on COVID-19’ on 3rd June, 2020.

- International Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on 'Online Panel Discussion on COVID-19 Crisis: The Global Economy Reshaping' on 4th June, 2020.
- National Webinar organised by St. Claret College on 'Consumer Social Responsibility' on 5th June, 2020.
- National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on 'Managing your finances and investment during COVID time' on 8th June, 2020.
- National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on 'Current Scenario of Art' on 12th June, 2020.
- National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on 'Juggling in the midst of New Normal' on 17th June, 2020.
- National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on 'Paradigm shift in Teaching Pedagogy-Post COVID-19' on 19th June, 2020.
- National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on 'Leading the way forward in the unprecedented times: With special reference to the global markets and economy' on 6th July, 2020.
- National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be-University) on 'Indian Economy during Unprecedented Times and Way Forward' on 12th October, 2020.
- International Webinar organised by St. Joseph's College of Commerce on Sustainable Development Goals- 2030 titled, "Child Rights in Conflict Zones of Asia" on 23rd January, 2021
- National Webinar organised by CMS B School on Reimagining the Paradigm of Business Communication: A Post-Pandemic Prognosis on 6th February, 2021.
- National Webinar organised by Learning Resource Centre-JAIN University on Reference Management in Scholarly Writing using Mendeley on 4th February, 2021.
- National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be) University on, "Intellectual Property Rights (IPR) & Patent Process", on 22nd February, 2021.
- National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be) University on, "An Overview of Union Budget, 2021", on 23rd February, 2021.
- International Webinar organised by IQAC- JAIN (Deemed-to-be) University on, "Higher Education Policy and Best Practices" on 3rd April, 2021.
- National Webinar organised by Center for Management Studies, JAIN (Deemed-to-be) University on, "Reimagining People Management and Employee Experience", on 23rd

July, 2021.

- **National Webinar organised by SJC Institute of Technology, Department of MBA, Chickballapur on, “Effective Research Publication”, on 22nd December, 2021.**
- **Webinar on “NEP 2020 and Academic Accountability II- Malpractices in Research: The Bane of Publish or Perish” on 23rd June 2022.**
- **National Level Webinar organised by Center for Management Studies, JAIN (Deemed-to-be) University titled “Library as a Research Supporting Center” on 21st November, 2023.**

Online Certification

Sl No	Course	University	Year
1	Course in Marketing Management	Coursera	2020
2	AI with Python	NICT Computer Education	2023