



Name : Dr. M. Neelima

Designation: Deputy Director(In-charge) & Associate Professor

Specialization : Finance, HR

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Qualification

MBA, Ph.D.

Work Experience

23 years

Career Summary

Deputy Director (In-charge) & Associate Professor, over 20 years of academic experience.

- Ph.D. in the area of Human Resources Management
- Area of specialization is Management and Finance. With more than 20 years of academic experience, contributes extensively towards academic excellence and has published research papers in national and international journals.
- Has been a part of organizing committee of national and international conferences.
- Been a part of Course designing, Strategic planning and implementation of academic calendar, Administrative skills involve handling a team of 100 faculties and the day to day operations. Involved in handling various stakeholders interests like placements, Internships.

Research Interest

Interested in the areas of Leadership, Competency mapping, Behavioral analysis

Courses Facilitated

- ⇒ Management Accountancy
- ⇒ Financial Management,
- ⇒ International Financial Management
- ⇒ Security Analysis, Corporate finance
- ⇒ Business Laws & Ethics
- ⇒ Business Communication
- ⇒ Management – Concepts and Practice,
- ⇒ Management Information Systems
- ⇒ Economic Environment &

Research Publications

- Published a paper titled Competency Mapping its Impact on Employee Efficiency and Retention with Special Reference to Software Companies in Bengaluru in Journal of Education : Rabindra Bharati University in Vol. XXIII, No.: 7(II), 2021.
- Published a paper titled A Study on Competency Mapping Among Employees of the Selected Companies in Bengaluru City in Wesleyan Journal of Research in Vol. 14 No 1(XXV), March 2021.
- Published a SCOPUS Indexed research paper titled “Enhancing Talent Management through Competency Mapping in Higher Education Province “in International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8 Issue-4, November 2019
- Published a paper titled “Benefits of Adopting Cloud Computing Systems by Indian Banks” at the International Conference on “Paradigm shift towards cloud Banking”
- Published a paper titled, “An Analysis on Implication of Talent Management in Higher Education” at the International Conference on Management, Commerce, Law, Banking, Social Sciences and Environment
- published a paper titled, “A framework on behavioral dynamics of Leaders in Social entrepreneurial ventures” at the International Conference on Management, Commerce, Law, Banking, Social Sciences and Environment
- published a paper titled, “Competency Mapping –A path Towards Self Evaluation and Career Planning in Higher Education” at the International Conference on Management, Commerce, Law, Banking, Social Sciences and Environment.
- and published a paper titled, “A Conceptual Study on Competency Mapping and its Impact on Talent Development on Higher Education” at

- ⇒ Policy
- ⇒ Financial Services
- ⇒ International Business, Business Environment
- ⇒ Strategic Management
- ⇒ Marketing Management, Consumer behavior
- ⇒ Human Resources Management
- ⇒ Organisational Behaviour
- ⇒ Organizational Management & Compliances

Member on Committees / Editorial Boards

**Member of BOS and BOE,
School of Commerce,
JAIN(Deemed-To-Be
University)**

Professional Memberships

the International Multi - Disciplinary Conference on Commerce, Management, Technology and Environmental Sciences

- and published a paper titled, “Employee Engagement and Motivation on Productivity – A case study in Oracle India’s Software Division” at the 6th International Conference on Strategic shift in Business Excellence for Sustainable development in Indo – Global Business and Technology
- Research Paper titled ‘Green Consumerism: The sustainable strength of Marketing- An empirical study’ at the International Level Conference 2012 held at Kristu Jayanti college of Management & Technology.
- Published a paper titled “Faculty Demographics and its Influence on Faculty Pedagogy and Efficacy” in South India Journal of Social Sciences (UGC-CARE), Vol. XXI, No. 11 with ISSN 0972-8945 during January – June 2023.
- Published a paper titled Evaluation And Selection of Market Segments Based on The TOPSIS Technique Application in REST Journal on Banking, Accounting and Business, Vol: 2(1), June 2023 REST Publisher; (ISSN No: 2583 4746) DOI: <https://doi.org/10.46632/jbab/2/2/11>
- Published a paper titled “Factors Influencing Emotional Intelligence and Organizational Commitment among College Teachers; a Systematic Study” in Journal European Economic Letters, ISSN 2323-5233.
- Published a paper titled Impact of Social Media on Consumers Decision Making with Specific Reference to Generation Z” in Journal Rabindra Bharati University Journal of Economics, ISSN 0975-802X.
- Published a paper titled Work Life Balance of University Teachers in the City of Benaluru in Journal Rabindra Bharati University Journal of Economics, ISSN 0975-802X.

PATENTS PUBLISHED

- Published a Patent titled “An Internet of Things (IoT) based Solar-powered Water Cooler System to Fortify National Economic Growth” in 2023. Patent application no. 202211072392.
- Published a Patent titled “Impact for Direct Marketing Services in India” in 2023. Patent application no. 202341002089.
- Published a Patent titled “Implementation of Artificial Intelligence and Machine Learning Techniques for Data Analysis in Digital Marketing using Ethical and Legal Dimensions” in 2023. Patent application no. 202341016832A.
- Published a patent titled “Customer Feedback KIOSK” in 2024. Patent application no 401663-001

Articles / Case Studies

Consultancy / Projects

Working on a Minor Research Project on

Linking learning with service: a study on faculty motivations and deterrents in higher educational institutions

Books / Chapters

- Co-authored Human Resource Management (ISBN:978-93-81195-43-7)
- Co – authored Corporate Environment Text book (ISBN:978-93-81195-44-4) for 3rd semester Bangalore university, BBM for United Publications.
- Published a book chapter titled “Man, Mind, and Machine: A Vulnerable Symbiosis” in the book Opportunities and Challenges of Business 5.0 in Emerging Markets with ISBN 9781668464038 published by IGI Global in 2023.
- Published a book chapter titled “Emotional Intelligence & Job Performance in the IT Sector on the Mediating Effect Of Occupational Role Stress” in the book titled Data-Driven Intelligent Business Sustainability (SCOPUS Indexed) with ISBN 9798369300497 in Feb 2024.

	<ul style="list-style-type: none"> Co-authored a book titled Fundamentals of Organizational Behaviour. ISBN 9789356487154, Clever Fox Publisher, 2024.
Activities	<p>Coordinator for Commerce forum from 2009 to 2014</p> <p>Mentor -Student council</p>
Recognition / Awards	<p>Award of Excellence is presented for achievement of excellence in enabling students to be industry – ready at IMA-WILEY-MILES University Excellence Awards 2019</p>
Seminar Conferences Attended	<ol style="list-style-type: none"> Participated in the Faculty Development Programme on “Digitalization in Accounting and Taxation” organized by Faculty of Commerce, Jayanagar, Bangalore, on 6th September 2018. Participated, Presented and Published a paper titled “Benefits of Adopting Cloud Computing Systems by Indian Banks” at the International Conference on “Paradigm shift towards cloud Banking” held at Sankara College of Science and Commerce on 12th October 2018. Participated in the One Day 3rd International Conference on “Emerging Global Trends in Accounting & Finance” held on 27th February 2019. Participated in the One Day 4th National Conference on “HR 360 – Talent, Technology & Ideas” held on 28th February 2019. Participated in the ‘FACULTY DEVELOPMENT PROGRAM’ held at SBMJC, J C Road, August 07. Participated in the ‘FACULTY DEVELOPMENT PROGRAM’ held at SBMJC, J C Road, August 08. Participated in the ‘FACULTY DEVELOPMENT PROGRAM’ held at SBMJC, J C Road, August 09. Presented a Research Paper titled ‘Strategies for effective Industry-Institution Interface’ in National Level Conference 2009 held at Mount Caramel College, Bangalore. Participated in the National Level Seminar on “Role of Educators In Developing Entrepreneurial Strengths And Competencies Among Students For Micro, Small And Medium Entrepreneurs – An Indian Perspective”, held at JAIN (Deemed-to-be University), J C Road Campus on 8th October 2009. Participated in the “FACULTY DEVELOPMENT PROGRAMME” held at JAIN (Deemed-to-be University), J C Road Campus from 12th to 14th August 2010. Participated in the “FACULTY DEVELOPMENT PROGRAMME” held at JAIN (Deemed-to-be University), School of Commerce and Management Studies, Jayanagar Campus, September 2010 Participated in a workshop titled “CURRICULUM DEVELOPMENT”, held at JAIN (Deemed-to-be University) on 10TH & 11TH January 2011. Participated in the National seminar on “Business Excellence Through Innovations” held at JAIN (Deemed-to-be University), J.C.Road campus on 8th April 2011. Participated in the “FACULTY DEVELOPMENT PROGRAMME” held at JAIN (Deemed-to-be University), School of Commerce and Management Studies, Jayanagar Campus, September, 6th, 2011. Participated in the International Level Conference 2012 held at Kristu

Jayanti college of Management & Technology, Bangalore.

16. Participated in the “FACULTY DEVELOPMENT PROGRAM” held at JAIN (Deemed-to-be University), Jaya Nagar campus on 06-09-2012.
17. Participated in the “FACULTY DEVELOPMENT PROGRAM” held at JAIN (Deemed-to-be University), Jaya Nagar campus from 09-07-2012 to 13-07-2012.
18. Participated in the “FACULTY DEVELOPMENT PROGRAM” held from 10-9-2012 to 11-09-2012 by Stock Market Institute in Association with JAIN (Deemed-to-be University).
19. Participated in the “FACULTY DEVELOPMENT PROGRAM” held at Centre for Research in Social Sciences and Education from 19th to 20th November 2012.
20. Participated in a three-day workshop on application of MS Excel in Commerce and Research held from 21-01-2013 to 23-01-2013 at JAIN (Deemed-to-be University), Jayanagar campus.
21. Participated in a workshop on “Information Sources for Social Sciences in a Digital Library Environment: Obstacles and Opportunities” held at the School of Commerce and Management Studies, Jayanagar, on 20th September, 2013.
22. Participated in the FDP on “Innovative Methods in Teaching HRM & OB” held from 03-04-2014 to 04-04-2014 at Shri Dharmasthala Manjunatheshwara Institute for Management Development.
23. Participated in a National seminar held at Indian Academy Degree College on 28th & 29th April, 2014.
24. Participated in the Faculty Development Program on “Teaching Accounting Way” dated 3rd September 2014, held at JAIN (Deemed-to-be University), Jayanagar Campus.
25. Participated in the continuous Faculty Development Program conducted for the academic year 2014- 15, held at JAIN (Deemed-to-be University), Jayanagar Campus.
26. Participated in “A Two Day National Conference on Winning with VUCA – INNOVATIONS & STRATEGIES” held on 2nd & 3rd March 2015.
27. Attended a three day “Train the Trainer Workshop for ACCA conducted by ISDC at JAIN (Deemed-to-be University), Bangalore, in May, 2015.
28. Participated in the two day workshop on “Research Methodology for Ph.D scholars” held at Mother Teresa Women’s University, 20.8.2015 to 21.8.2015
29. Participated in the 3 Day FDP on “Research Methods” held from 24th to 26th November 2015 at SCMS, JAIN (Deemed-to-be University).
30. Participated in the International conference on “Demographics – Dividend or Disaster” held on 29th & 30th January 2016 at JAIN (Deemed-to-be University).
31. Participated in the One Day National HR conference organized by JAIN (Deemed-to-be University) on 3rd March, 2016.
32. Participated in the Faculty Development Program on “Changing Laws & Academic Implications” held at SCMS campus on 3rd September, 2016, JAIN (Deemed-to-be University).
33. Participated in the Faculty Development Programme on “Simplifying GST

- Its Dynamic and Academic Approach" held on 20th September 2016

34. participated in the 6th International Conference on Strategic shift in Business Excellence for Sustainable development in Indo - Global Business and Technology held on 10th February, 2017
35. Participated in the International Conference, held at Dept of Commerce, Kristu Jayanti College, on 22nd and 23rd February 2017.
36. Participated on the One Day International Conference on "Emerging Global Trends in Accounting & Finance" held on 25th February 2017.
37. Participated in the one-day National Conference on "Opportunities and Challenges for businesses under Climate Change Scenario" held on 8th March 2017 at the School of Commerce, JGI Knowledge Campus, JAIN (Deemed-to-be University).
38. Participated in the 2nd National HR conference on "Changing Human Resources Practices in The Times of Innovation and Technology" held on 23rd March 2017 at the School of Commerce, JGI Knowledge Campus, JAIN (Deemed-to-be University).
39. Participated in One Day Faculty Development Programme on "Catch the Change - A walk through Companies Act Amendments, Ind AS & GST" organized by JAIN (Deemed-to-be University), Bangalore on 14th September, 2017
40. Participated in the International Multi - Disciplinary Conference on Commerce, Management, Technology and Environmental Sciences conducted by St.Joseph College of Arts & Commerce, Satpala, on 29th September, 2017
41. Participated in the 3rd National HR conference on 3rd NATIONAL HR CONFERENCE ON "The Paradigm Shift Towards Sustainability" on 26th February 2018 at the School of Commerce, JGI Knowledge Campus, JAIN (Deemed-to-be University).
42. Participated in International Conference on Emerging Trends in Accounting, Finance and Taxation held on February 27th, 2018 at the School of Commerce, JGI Knowledge Campus, JAIN (Deemed-to-be University).
43. Participated in the International Conference on Management, Commerce, Law, Banking, Social Sciences and Environment conducted by Department of Commerce & Management, VVM's Shree Damodar College of Commerce & Economics, Margao, Goa, 17th August, 2018.
44. Participated in a 5-Day Virtual FDP titled Statistical Analysis in Research using SPSS from 4th to 8th October 2021 organized by School of Commerce, JAIN (Deemed-to-be University).
45. Participated in the two day Virtual Entrepreneurship Conclave on 16 & 17th December 2021 organized by School of Commerce, JAIN (Deemed-to-be University).
46. Participated in the Virtual International Conference on Redefining and Transforming the Role of Higher Education for Sustainable Development on 30th September 2021 organized by School of Commerce, JAIN (Deemed-to-be University).
47. Participated in a 5-Day Online FDP titled Strategies for Investing in Stock Market from 26th to 30th July 2021 organized by School of Commerce, JAIN (Deemed-to-be University).
48. Participated in a 5-Day Virtual FDP titled Dimensions of Research from

13th to 17th September 2021 organized by School of Commerce, JAIN (Deemed-to-be University).

49. Completed an 8 week course conducted by NPTEL- IIT, Kharagpur during August-September 2018 titled “Developing Soft Skills and Personality”.
50. Completed a 4 week course conducted by NPTEL- IIT, Kharagpur during August-September 2018 titled “Stress Management”.
51. Completed a 12 week course conducted by NPTEL- IIT, Roorkee during January – April 2019 titled “Global Marketing Management”.
52. Completed the Annual Refresher Program in Teaching (ARPIT) in the subject “Pedagogical Innovations and Research Methodology” conducted by MHRD in February 2020.
53. Participated in the AICTE Recognized Faculty Development Programme on “Business and Soft skill Management” Conducted by Entrepreneurship Development and Industrial Coordination Department, NITTTTR, Ministry of Education, Government of India from 19/09/2022 to 23/09/2022 (One Week) at Jain Deemed to be University Bangalore Karnataka.
54. Participated in the AICTE Recognized Faculty Development Programme on “Leadership and Management Development” Conducted by Entrepreneurship Development and Industrial Coordination Department, NITTTTR, Ministry of Education, Government of India from 09/01/2023 to 13/01/2023 (One Week) (One Week) at Jain Deemed to be University Bangalore Karnataka.
55. Participated in the AICTE Recognized Faculty Development Programme on “Blue Ocean Strategy for Entrepreneurship Promotion” Conducted by Entrepreneurship Development and Industrial Coordination Department, NITTTTR, Ministry of Education, Government of India from 13/03/2023 to 17/03/2023 (One Week) (One Week) at Jain Deemed to be University Bangalore Karnataka.
56. Participated in a 5-Day Online FDP titled Data Analysis using SPSS from 20th to 24th February 2023 organized by School of Commerce, JAIN (Deemed-to-be University).
57. Participated in a 5-Day Online FDP titled Data Analysis using R from 17th to 21st April 2023 organized by School of Commerce, JAIN (Deemed-to-be University).
58. Participated in the AICTE Recognized Faculty Development Programme on “**Social Entrepreneurship**” Conducted by Entrepreneurship Development and Industrial Coordination Department, NITTTTR, Ministry of Education, Government of India from 20/11/2023 to 24/11/2023 (One Week) at JAIN (Deemed-to-be University), Bangalore, Karnataka.
59. Participated in the National Level Conference on “**Driving Innovation for India: 2030**” held on 18th January 2024 Organized by Faculty Research Cell- Samshodhana, School of Commerce Jain(Deemed-to-be University)
60. Participated in A Two-Day International Conference on “**Business Resilience in the Era of Global Turbulence**” held on 4th & 5th of April 2024 Organized by Faculty Research Cell- Samshodhana, School of Commerce Jain(Deemed-to-be University)