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Designation: Assistant Professor
Specialization: Human Resource Management
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Qualification

BDS (Bachelor of Dental Surgery), MBA, Ph.D., UGC-NET, KSET

Career Summary

21 years of career experience spanning across Dental Education, Management Education, Health Program Management and Insurance Claims Management

Research Interest

Innovation Management, Strategic Management, Supply Chain Management, Healthcare Management, Management for Common Man

Work Experience

1. Adjunct Faculty – Acharya Institute of Health Sciences, Bengaluru
2. City Program Manager Bruhat Bengaluru Mahanagara Palike, Bengaluru
3. Assistant Professor Dept of MBA, M S Engineering College, Bengaluru
4. Medical Officer (Claims)- MediAssist India Pvt Ltd, Bengaluru
5. Senior Executive (Training)-Hinduja Global Solutions, Bengaluru
6. Lecturer – NSVK Dental College, Sri Rajiv Gandhi Dental College, Bengaluru

Research Publications

- 1) **Role of IoT and Blockchain Technology in the Growth of Digital HRM Transformation as a Function of Management**, Journal of Informatics Education and Research , ISSN : 1526-4726, Vol 4 Issue 1 (2024)
- 2) **Augmented and Virtual Reality (AR/VR) in Marketing : Developing Immersive Client Experiences to Increase Engagement**, IEEE Publication , DoI : 10.1109/UPCON59197.2023.10434889
- 3) **Machine Learning Strategies for Business Process Optimization** , IEEE Publication, DoI : 10.1109/UPCON59197.2023.10434915
- 4) **Blockchain Technology : Revolutionizing Sectors and Defining Digital Transactions’ Future** , IEEE Publication, DoI : 10.1109/UPCON59197.2023.10434406
- 5) **Artificial Intelligence for Customer Relationship Management : Personalization and Automation**, IEEE Publication, DoI : 10.1109/UPCON59197.2023.10434568
- 6) **Dynamics of Public-Private Partnership in Functioning of Crop Insurance**, International Journal of Research and Analytical Reviews (IJRAR), 2024, Vol 11, Issue 1, E-ISSN : 2348 : 1269

Courses Facilitated

Introduction to Business and Brands, Fundamentals of Global Business, Retail and Supply Chain Management, Health Economics, Epidemiology, Hospital Hazards and Disaster Management, Quality Management in Healthcare, Material and Inventory Management in Healthcare

Member on Committees / Editorial Boards

NIL

Professional Memberships

- 7) **“A Study on Recent Trends in Environmental, Social and Governance Goals of Global Corporates** , in TWIST, Vol. 18, Issue 4, pp-68-75,
- 8) **“A Study on Financial Performance of Automobile Industry – Tata Motors”**, in Rabindra Bharati University Journal of Economics (ISSN : 0975-802 X) , Volume XVII, 2023, UGC-CARE Group I Journal
- 9) **“Perceptions of Users towards Benefits of Digital Accounting System : An Empirical Study in International Journal of Multi-disciplinary Research and Technology (ISSN : 2582-7359) , Volume 4 Issue 8 (Special Issue, August 2023).**
- 10) **“An Empirical Study on the Relationship Between Benefits and Intention to Purchase Electric Vehicles”**, in Xi'an Shiyou Daxue Xuebao (Ziran Kexue Ban)/Journal of Xi'an Shiyou University, Natural Sciences Edition (ISSN : 1673-064X), July 2023, , a SCOPUS INDEXED JOURNAL.
- 11) **“An Empirical Study on the Effectiveness of Role-play on learning outcomes among Undergraduate Students”**, in Rabindra Bharati Journal of Philosophy (ISSN-0973-0087), Vol. XXIV, No :15, 2023., a **UGC-CARE GROUP I JOURNAL**
- 12) **“The Impact of Case Study Teaching Method on the Learning Outcomes of the Undergraduate Students : An Empirical Study in International Journal of Humanities, Law and Social Sciences, ((ISSN :2348-8301), Vol. X, Issue I (F): 2023., A UGC-CARE GROUP 1 JOURNAL**
- 13) **“A Study on the Emerging Areas of Corporate Social Responsibility in India- The Journey So Far and The Way Forward”** in Xi'an Shiyou Daxue Xuebao (Ziran Kexue Ban)/
Journal of Xi'an Shiyou University, Natural Sciences

Edition (ISSN : 1673-064X), May 2023, a SCOPUS INDEXED JOURNAL

14) “Effect of Relational Connections and Cooperation Of Chief Managers V/S Team Members Concerning IT/ITES Organizations In India – A Study” in The Seybold Report (ISSN:1533-9211), April 2023, A SCOPUS INDEXED JOURNAL

15) “Understanding the perceptions of students towards Youtube as an analytical tool : an empirical approach “ in Central European Management Journal(ISSN: 2658-2430) , January 2023, an International peer-reviewed journal

16) “An Empirical Study on the Perception of the Social Entrepreneurs towards Concept, Drivers, and Challenges for Social Entrepreneurship “ in World Journal of Management and Economics(ISSN: 1998-1392), Vol-15, Issue 11, December 2022, AN ABDC INDEXED JOURNAL.

17) “ A Conceptual Review on the Association of Corporate Social Responsibility with Financial Performance Under the Mediating Role of Selected Organizational Dimensions” in Korea Review of International Studies(ISSN: 1226-4741), Vol-15, Special Issue 08, October 2022, AN ABDC INDEXED JOURNAL.

18) “An Empirical Study on Challenges and Opportunities in Recruitment in Information Technology Sector” in Korea Review of International Studies (ISSN: 1226-4741), Vol-15, Issue No 39, October 2022, AN ABDC INDEXED JOURNAL

19) “Influences of Demographic Variables on Adoption of Green Products by Consumers” Manager-British Journal of Administrative Management(ISSN:1746-1278), Vol:58; Issue No 148, September 2022, AN ABDC INDEXED JOURNAL

20) A Global Perspective Analysis: The Contribution Of ‘Higher Education’ Towards the Economic Progress, Korea Review

- 21) **A Study on Adoption of Green Banking Practices in Selected Banks in Bangalore**, Juni Khyat Journal (ISSN: 2278-4632), Vol.12, Issue 01, No. 02, January 2022, **UGC CARE-I JOURNAL**
- 22) **An Analytical Study on Adoption of Information Technologies and Communication in Cooperative Banks in Karnataka**, PIMT Journal of Research(ISSN:02278-7925), Vol-13, No-4, July – September 2021, **UGC CARE-1 JOURNAL**
- 23) **Institutionalizing Innovation: Understanding the Internal Dynamics and Ecosystem**, Sambodhi Journal (ISSN:2249-6661), Vol-44 No.-01(VIII): 2021
- 24) **Covid-19 and Global Business: An Overview of Business Recovery Measures**, Wesleyan Journal of Research (ISSN: 0975-1386), Vol.13 No4(VII), 2020
- 25) **“Online B2B Portals as an Effective Marketing Platform for Generation of Business Opportunities in the B2B Marketplace with regard to Micro, Small, and Medium Enterprises in India”**, International Journal of Business Management and Allied Sciences (ISSN :2349-4638), Vol.8.Issue.1.2021. Jan-March
- 26) **“Management Education and Practices: A Review on Interdependence”**, Compliance Engineering Journal(ISSN: 0898-3577), Vol (12), Issue (1), January 2021
- 27) **“ Impact of Employee Engagement on the Effectiveness of Employee Performance: An Empirical Study”**, in International Journal of Research and Analytical Review(ISSN:2348-1269), Vol 6, Issue 1, January 2019

	<p>28) " Web-Based and Interactive Provider-Based Innovations in Healthcare "in Asia Pacific Journal of Research in Management (ISSN:2229-4104), Special Issue, August 2017.</p> <p>29) "Information Technology Enabled Provider Based Diagnostic and Therapeutic Innovations in Healthcare" in International Journal for Research in Commerce, IT and Management (ISSN: 2231 – 5756), January 2017.</p>
<p style="text-align: center;">Patents</p>	<ol style="list-style-type: none"> 1) Granted the design patent titled as “ Artificial Intelligence Based Enterprise Resource Planning , Design No : 411948-001, Dated 29/03/2024_ through the Office of the Controller General of Patents, Designs, and Trademarks, Government of India 2) Granted the design patent titled as “ Robotic Device to Assist Human Resource Department” Application No : 399419-001 dated 07/11/2023 through the Office of the Controller General of Patents, Designs, and Trademarks, Government of India 3) Published patent titled as “ Employee Management and Most Significant Challenges Faced in Telecommunication Industries” Application No : 202321001980 dated 17/11/2023 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India. 4) Published patent titled as, “Impact of Blockchain Technology on Cyber Security Risks and It’s Solution in Banking and Financial Sector”, Application No : 202321026326 dated 12/05/2023 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India. 5) Published patent titled as, Impact of Total Quality Management Practices on Customer Retention and Satisfaction”, Application No : 202321004283 dated 04/02/2023 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India. 6) Published patent titled as, “ Investigating Learning and Development of Human Resources in the Public Sector in India” Application No : 202321003894 dated 04/02/2023 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.

- 7) Published patent titled as, “**Mobile Device Marketing and Advertising Platforms, Methods, and Systems Using Artificial Intelligence**” Application No: 202241075430 dated 13/01/2023 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.
- 8) Published patent titled as, “**An IP Protocol Based Central, Regional Business Management Systems and Operation Method Thereof**” Application No: 202211074106 dated 30/12/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.
- 9) Published patent titled as, “**A Method for evaluating human relation management system in an organization using the scanner and smart device** “ Application No: 202241059940 dated 28/10/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.
- 10) Published patent titled as, “**Methodology to pattern the consequences of the service sector on the nation’s economic growth**”, Application No: 202241047783 dated 23/09/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.
- 11) Published patent titled as, “**Multichannel Marketing System Using Artificial Intelligence**”, Application No: 202211051216 dated 16/09/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.
- 12) Published patent titled as, “**Methodology to show the impact of digital and social media on customer behavior**”, Application No: 202221043130, dated 12/08/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.
- 13) Published patent titled as, “**A System and Methods for Logistics Supply Chain Management Using Multiple User Collaboration**”

Platforms", Application No: 202231035460 dated 29/07/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.

14) Published patent titled as, "**Methodology for Strategic Planning model to increase the profitability of a human resources outsourcing SME through digital transformation**", Application No: 202241040852 dated 22/07/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.

15) Published patent titled as, "**A System for Novel Integration Strategy for Strategic Financial Risk Management**", Application No: 202221038549 dated 22/07/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.

16) Published patent titled as, "**Methodology to observe the impact of the Internet of Things on Job Flexibility and Productivity in IT Economy**", Application No: 202211038706 dated 15/07/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.

17) Published patent titled as, "**Analysis of Business-to-Business(B2B) E-Commerce for the Growth of the Indian Economy**", Application No: 202211016797 dated 03/06/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.

18) Published patent titled as, "**Consumer Behavior Regarding Mobile Payment Apps, E-Commerce, Online Grocery Shopping, Food Ordering Apps**", Application No: 202211019014 dated 22/04/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India

19) Published patent titled as, "**Effect of Management Information System (MIS) on Operative Human Resource Management in**

	<p>an Association", through Application No: 202211017958 dated 08/04/2022 through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.</p> <p>20) Published patent titled as," The Development and Optimization of a Higher Education Management System Using Data Mining Technology", through Application No: 202211008812 dated 20/02/2022, through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.</p> <p>21) Published patent titled as "Critically Analyzing the Concept of Workplace Flexibility and How it Impacts Employee and Organizational Performance", through Application No: 202211004082 dated 11/02/2022, through the Office of the Controller General of Patents, Designs and Trademarks, Government of India.</p>
Articles / Case Studies	NIL
Consultancy / Projects	I worked as research associate under the ICSSR sponsored fellowship awarded to Dr M K Sridhar, my Ph.D. Supervisor on the topic "Management by and for Common Man: An Exploration of the Concept and Direction for the Future" at Institute for Social and Economic Change , Bengaluru
Books / Chapters	NIL
Activities	NIL
Recognition / Awards	NIL
Seminar Conferences Attended	<p>(1)"Information Technology Enabled Provider Based Diagnostic and Therapeutic Innovations in Healthcare" in January 2017 at Koshy's Institute of Management Studies, Bangalore</p> <p>2) " Web Based and Interactive Provider Based Innovations in Healthcare " in August 2017 at Ambedkar Institute of Management Studies, Bangalore</p> <p>3) Covid 19 and Global Business: An Overview of Business Recovery Measures in December 2020 at Jain (Deemed-to-be University)</p>

4) Institutionalizing Innovation: Understanding the Internal Dynamics and Ecosystem in January 2021 at Jain Deemed-to-be University.

5) "Role of Higher Education in Economic Development: Global Perspective "in September 2021 at Jain Deemed-to-be University