



**Name: SNEHA R**

Designation: Assistant Professor  
 JAIN (Deemed-to-be University), Jayanagar, Bangalore

Specialization: Finance, HR

Email : [sneha.r@jainuniversity.ac.in](mailto:sneha.r@jainuniversity.ac.in)

Linkedin: Sneha R

**Qualification**

**(Ph.D)**  
 (University Of Mysore)  
**M.Com**  
 (Central College,  
 Bangalore University)  
**M.Phil**  
 (CCSU, Meerut)  
**PGDHRM**  
 (RPA College,  
 Bangalore University)  
**PGDBA**  
 (Annamalai University)

**Career Summary**

Decades of experience in teaching and a couple of years' experience at a MNC (Hewlett Packard). Worked at renowned institutions - People Education Society (PES), Dayananda Sagar Institutions (DSI), KSSEM (KS Group of Institutions), St. Francis College (SFC) and Malleshwaram Ladies Association (MLA), handled classes for M. Com, MBA, B. Com, BBA.

Author of text books, Resource Person for State-level seminars conducted in various colleges, External examiner and Reviewer in different universities.

**Research Interest**

HR, Finance, Marketing

**Work Experience**

10 Years in Academics,  
 2 Years in Corporate.

**Research Publications**

Influence of Talent Management Practices on Employee Retention: An Integrative Research Framework in IT Industry, Web Of Science, UGC Care Journal, April 2024, VOL. 28 NO. 1 (2024) Pg - 1805 - 1816  
<https://museonaturalistico.it/index.php/journal/article/view/343>

A study on strategies of Talent Management in IT Sector - January 2023 - UGC Care Journal -ISSN: 0972 – 8945 Vol. XXI, No.6, January – June: 2023, UGC CARE Approved, Group I, Bi-Annual Journal

Crypto Currency - Apr - June 2021 - ISSN 2321-3604

Outbreak of covid 19 and stock market volatility - Oct-2021 - ISSN 0022-330

*Published articles in International Journals covering topics –*

Green Marketing,

CSR - environmental sustainability,

Technology in education,

Environmental Sustainability and Economic Growth,

**Courses Facilitated**

M.Com B.Com MBA  
 BBA

**Member on Committees /  
Editorial Boards**

**Professional  
Memberships**

**Articles /  
Case Studies**

**Consultancy  
/ Projects**

**Books /  
Chapters**

**Activities**

Security Threats in Mobile Payment

Talent retention Strategies – 978-81-958790-3-8  
Impact of digital marketing strategies for tech Entrepreneurs (ISBN - 978-81-958790-3-8)  
Types and challenges of cyber security of start-ups and Tech Driven Business (ISBN - 978-81-958790-3-8)  
Innovation in Talent Management Strategies in IT industries (ISBN - 978-81-19419-79-1)  
Impact of Technology on Talent Management in IT industries (ISBN - 978-81-958790-3-8)  
Talent Retention Strategies (ISBN:978-81-958790-3-8)  
Talent management practices in IT industries – (ISBN: 978-81-958403 0-4)  
Impact of Reward System on organizational performance  
Bibliometric analysis of Talent management practices in IT sector  
AI v/s Human, Understanding the dynamics on IBE, Quantum Leadership, Forecast and Analysis of Crypto Currencies.

Guide for UG/PG projects.

***Books Authored – (Vision Book House)***

Customer Relationship Management - ISBN-978-93-5840-776-1  
April 2024  
Logistics And Supply Chain Management -ISBN – 978-93-5693-337-8 April 2023  
People Management-ISBN - 978-93-5693-742-0 - May 2023  
Human Resource Development- ISBN - 978-93-5840-625-2- Sep 2023  
Entrepreneurship Skills - ISBN - 9738-93-5693-196-1 - Mar 2023  
Social Media Marketing - ISBN - 978-5693-156-5 - Mar 2023  
Business Research Methodology - 978-93-5596-389-5 - April 2022

Co-Ordinator for various Cultural Events, Commerce and Management events, Eco-Club, Remedial classes, Internship,

	Proctorship, ED cell, ISR, Organized webinar, guest lectures, industrial visits, seminars, conferences.
<b>Recognition / Awards</b>	<p>University First Rank Holder in Sanskrit at degree level, First Topper in NICT, Topper in her UG and PG level, Highest marks scored in project in PG level, Topper in her Ph.D. course work are her achievements.</p> <p>Participated, won prizes and have been awarded in various Cultural Activities, was the part of Students Union Committee, Com-Vision 2012 (B.U), member in Rotary Club, Adamyia Chetana. She has been awarded for being Good Conduct, Leadership and Punctuality, bagged prize in State level Singing Competition, Voice over artist for Television program.</p> <p>She has received zero defect award, pinnacle award, paramount award, appreciation from EMEA customers in Hewlett Packard. She has received A+ feedback from students, given 100%results, Appreciation from Hon. Secretary of SRAEF (Scientific Research Association for Economic and Finance).</p> <p>Authored Text Books including for NEP batch, Resource Person in different colleges such as RPA College, B'lore, ASC College B'lore, KSSEM, B'lore, GSCW, Hassan.</p>
<b>Seminar Conferences Attended</b>	<p>Attended various FDPs, PDPs, workshops, webinars.</p> <p>Participated, presented papers in various seminars, conferences.</p>