



Name: Dr. Usha Prabhu

Designation: Assistant Professor

Specialization: Management(HR & General Management)

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Linkedin:

Qualification

Ph.D, MBA, UGC- NET, MA, M. Phil

Work Experience

24+ years of teaching experience

Courses Facilitated

Compensation & Benefit Management

International Marketing

Entrepreneurship Opportunities

Contemporary Marketing

Entrepreneurship Thinking

Entrepreneurship Development

Learning & Development

Trends in Commerce,

People management

Career Summary

- 24+ Years of experience in the teaching profession at graduation level and post-graduation levels.
- February 2023 to Present -Department of Commerce at Jain (Deemed-to-be University), Jayanagar
- April 2022 to Feb 2023, at Adarsh Institute of Management & Information Technology
- February2020 -2022, at City College, Jayanagar
- July 2017– Dec 2019, at Institute of Finance and International Management (IFIM)
- June 2015- Nov2016, at International School & Business Research (ISBR)
- Nov2012- Feb2014, at T. John Institute of Management & Science
- March 2011 -June 2012, at Hillside Institute of Management
- June2002- May 2010, at J.S.S College for Women
- National College June 1995 -96
- Member in the Syllabus Revision Committee for PG-MBA - Bangalore University. Contributed the syllabus content in the Elective which is implemented in the academic year 2021
- Authored the book for MBA – Organization Behaviour as per revised syllabus of Bangalore University
- Authored the book for III semester B. Com- Entrepreneurship Skills published by Sapna Book House
- Document preparation for NAAC college level.
- Resource Person for Ph.D research scholars during Ph.D Course work at Bangalore University
- Aware of National Education Policy 2020

<p>Research Methodology HR & OB Marketing Management</p>		
<p>Member on Committees / Editorial Boards</p>	<p>Research Interest</p>	<p>Entrepreneurship, HR, General Management</p> <p>Doctoral Topic: An Empirical Evaluation of Program for Women Entrepreneurs in Bangalore City.</p>
<p>Professional Memberships</p>	<p>Research Publications</p>	<p>Research Publication</p> <ul style="list-style-type: none"> Published three research Book Chapter - IGI Global Indexed Scopus <p>- Title: Overview of industry 5.0 on emerging technologies and human and robot collaboration</p> <p>Book: Data-Driven Decision Making for Long-Term Business Success, 2023, pp. 221–234</p> <p>- Title: Implications of Nutricereals on Consumers</p> <p>Book: The Role of Women in Cultivating Sustainable Societies Through Millets, 2023, pp. 1–29</p> <p>-Title: Emerging Digitalization Trends in Human Resource Management</p> <p>Book: Data-Driven Intelligent Business Sustainability, 2023, pp. 214–</p> <ul style="list-style-type: none"> Published research paper-Gig Economy: Reshaping the Future of Work with reference to Code of Social Security2020- Journal of Delhi Productivity Council, Vol 02, No.03, pp.43-54 Jan- June2023. Re-Strategizing Micro, Small and Medium Enterprises (MSME) for Sustainable India published in International Journal of Advanced Research in Management & Social Science, ISSN:2278-6236, Impact Factor:7.624, Vol.11, no.7 July2022 Implications of Emotional Exhaustion on Healthcare

Professionals during COVID-19, published in
Dickensian journal, ISSN:0012-2440 Vol:22 Issue 6,
June 2022- Web of Science

- Perceptions towards E-learning among School children during COVID-19 published in Journal of Inter-Disciplinary Cycle Research, Volume XIII, Issue II Feb 2021 which is listed in UGC- CARE
- A Pragmatic study on Customer Retention from Entrepreneurs' Perspective: A Proposed model' -Studies in Indian Place Names (SIPN) with ISSN 2394-3114 Vol. 40 Month March Year 2020 which is listed in UGC- CARE
- Published research paper-'The Impact of Digital Business on Women Entrepreneurs- ROOTS-International Journal of Multidisciplinary Researches, ISSN: 2349-8684, March 2018, Special Issue 4,UGC approved Journal
- Published research paper-'A Synergistic Approach: Spirit of Entrepreneurship among Women Entrepreneurs', IJAR (International Journal of Academic Research) ISSN: 2348-7666, Impact Factor-4.535 October 2016
- Published research Paper-'Hidden Drivers of Success among Women Entrepreneurs'-Adarsh Institute of Management and Information Technology. ISSN 0974-7028, September 2016, Vol.:9, Issue 2.
- Presented research paper-'Leveraging Women Entrepreneurs Programs : Wings to Fly' in International Conference on Make in India-Issues & Challenges organized by East Point College of Higher Education and published in IJBARR(International Journal of Business and Administration Research Review), ISSN:2348-0653, Impact Factor-3.072 August 2015

Seminar/Conference Presentation and Publications:

- 'Effectiveness of Training & Development Programs on women employees in Urban Women's Co-operative Bank'

in International Conference on strategic Management: Emerging Economies perspective organized by The Oxford College of Business Management on 25th October 2013.

- ‘An Analysis of Talent Competencies in B-school among Women Faculty’ in the 3rd International Conference on Global business Crisis: Management Strategies for Sustainability & Development organized by R.V Institute of Management on December 12 & 13, 2013.
- ‘A Pragmatic Study of Work-Life Balance among Women Entrepreneurs’ in National Conference on Inclusive & Sustainable Growth for Emerging Economies like India organized by T. John Institute of Management & Science on 9th December 2014.
- ‘Leveraging Women Entrepreneurs by Programs : Wings to Fly’ in international Conference on Make in India-Issues & Challenges organized by East Point College of Higher Education on August 26th 2015.
- ‘A Conscious Transformation by Women Entrepreneurs: Creating a Social and Economic Value’ in International Seminar on Emerging Strategies to Sustain Global Competition held on 30th September, 2015
- ‘Micro Women Entrepreneurs: Voice of the Voiceless’ in the International Conference on 8th & 9th September, 2017
- ‘A Pragmatic study on Customer Retention from Entrepreneurs’ Perspective: A Proposed model’ at International Conference organized by Jain (Deemed-to-be University) on 28th February 2020
- Perceptions towards E-learning among School children during COVID-19 at 3-day International Webinar

	<p>organized by Seshadripurum college on 1st ,2nd & 3rd September 2020</p> <ul style="list-style-type: none"> • Implications of Emotional Exhaustion on Healthcare Professionals during COVID-19- National level Conference organized by Acharya Institute of Technology on 4th & 5th March 2022
Articles / Case Studies	-
Consultancy / Projects	
Books / Chapters	<ul style="list-style-type: none"> • Published three research Book Chapter - IGI Global indexed Scopus <p>- Title: Overview of industry 5.0 on emerging technologies and human and robot collaboration Book: Data-Driven Decision Making for Long-Term Business Success, 2023, pp. 221–234</p> <p>- Title: Implications of Nutricereals on Consumers Book: The Role of Women in Cultivating Sustainable Societies Through Millets, 2023, pp. 1–29</p> <p>-Title: Emerging digitalization trends in human resource management Book: Data-Driven Intelligent Business Sustainability, 2023, pp. 214–234</p>
Activities	<ul style="list-style-type: none"> • Organized Faculty Development Programme at City College on the theme- ‘Writing quality Research Paper’ on 27th February, 2021 • Member in the Syllabus Revision Committee for PG-MBA – Bangalore University. Contributed the syllabus content in the HR Elective which is implemented in the academic year 2021

	<ul style="list-style-type: none"> • Involved in University Activities-Guided projects, Project evaluation, presented research paper in Conferences, worked in examination unit and Answer Script Evaluation • Acted as liaison officer between College and University relating to projects • Guiding students on Trans-disciplinary-Project Centric Learning • Mentorship • Study material preparation
<p>Recognition / Awards</p>	<p>-</p>
<p>Seminar Conferences Attended</p>	<p>Seminars:</p> <ul style="list-style-type: none"> • Participated in National Seminar on 23rd April 2015 conducted by Tumkur University, in association with Federation of Karnataka Chambers of Commerce & Industry, Bangalore • Participated in the Seminar on ‘Goods & Services Tax’ conducted on 13th October 2017 <p>Workshops</p> <ul style="list-style-type: none"> • Participated in International Research Workshop on the theme- Academic Writing, Combating Plagiarism , Citation and Publishing Research in Impact factor journals on 14-15 May, 2014 • Participated in one day Workshop on ‘ Methodology of Research in Social Science’ held at RVIM on 17th Oct 2015 • Participated in One Day Workshop on ‘Building and Managing Distribution Channels held at CMS Business School, Jain (Deemed-to-be University) on

January 23, 2016

- Participated in one day Workshop on 'Statistical Analysis on SPSS' held at RR institutions on 8th April 2017