

## Principal's Profile

Name	Dr. Geetha R
Designation	Principal
Qualification	MA, MPhil(Eco), MBA, PGP- DSBA (UT-Austin) ,PhD(UOM)
Addl. Qualifications	KSET Qualified, CBT Practitioner, NLP Trained
Experience in Years	Academic – 19  Industry -01
Academic Area of Interest	OB, HRM, Leadership Development, Strategic Talent Management, Knowledge Management, Business Sustainability, Diversity & Inclusion, Managing Conflicts & Negotiations and other related areas
Research Details (if any)	<ul style="list-style-type: none"> <li>● eHRM and its Effectiveness on Organizational Performance: A Study of Select Automotive Component Firms</li> <li>● Integration of Cognitive Technologies to address the Well-being Needs of Age-Diverse Groups -</li> </ul>
Seminars & conferences etc.	<p><b>Conference Publications – National and International</b></p> <ul style="list-style-type: none"> <li>● Geo K George ,Geetha R &amp; Georgy P Kurien (Dec 2022) “Community Focused Business Model for Sustainability”, SDMIMD, 7th International Conference on “Economic Growth and Sustainable Development: Emerging Trends” November 24 &amp; 25, 2022, Mysuru, India</li> <li>● Dr. R Venkatamuni Reddy &amp; Dr. Geetha R( May 2022) “Impact of COVID-19 Pandemic on Leading NSE Listed Pharmaceutical Stocks in India’, 3<sup>rd</sup> International on Methodology of Societal Complexity organized at Amsterdam, The Netherlands, Volume 39 Operational Research EURO MSC / EURO MCDA / EUROPT / EURO ORD / Ethics and OR and Complexity ISBN /EAN 978-90-77171-64-6Dr.</li> <li>● Dr. Georgy Kurien, and Dr. Geetha R (April 2022), “Cognitive Technologies: A Sustainable Solution to address the Mental Well-being needs of Age-diverse Workforce” International Conference on Sustainability Development 2022, IIT Roorkee.</li> <li>● Geetha R, Kaushik Das &amp; Abinash. Panigrahi (2017) “Cyber Banking: A Panacea for Entrenchment of Economic Governance in the Context of Demonetization ”Conference Proceedings, International Conference (Fusion 2017) on Emerging Trends in Governance for Sustainable Growth, March 2017, ISBN 978-81-909750-01</li> <li>● Dr. Geetha R &amp; Laxman Reddy (2017) “Mapping Customers' Perception and loyalty Towards JIO SIM in the Context of the Withdrawal of Free Service</li> </ul>

Offers” 26th & 27th ,April 2017, International Conference on Global Business Transition, ICGBT-2017 , ISBN: 978-81-923332-2-10

- Dr. Geetha R & Laxman Reddy (2017) “Green Consumption: A Precursor to Green Production and Green Marketing?” Conference Proceedings, February 11, 2017, 5th International Conference on Contemporary Issues in Management at ISME, Bangalore. Compendium of Papers | ISBN 978-93-85640-92-6.
- Dr. Geetha R (2014) “Transitional Trends in Rural Human Developmental Indices and Their Implications on Rural Transformation in India” International Conference on “Dynamics of Rural Transformation in Emerging Economies Organized by Sambhram School of Management in collaboration with Kenyatta University, Nairobi, Kenya, 27 March, 2014 ISBN: 978-93-83842-34-6
- Dr. Geetha R (2014) “Public Policy Initiatives to Enable Access to Sustainable Livelihood to Rural Populace in India: A Framework Based Analysis” International Conference on “Dynamics of Rural Transformation in Emerging Economies Organized by Sambhram School of Management in collaboration with Kenyatta University, Nairobi, Kenya, 27 March, 2014, ISBN: 978-93-83842-34-6
- Dr. Geetha R (2014) “Macro- Economic Stabilization Measures and Their Interaction with Key Economic Growth Indices in Indian Context: A Meta Analytic Approach” VIBHAVAT-2014 International Conference Proceedings book with ISBN:978-81-929698-0-0, 2014
- Dr. Geetha R (2014) “Fostering IT Governance in SMEs to Reinvigorate Indian Economy: Achievement Assessment of Select Manufacturing Firms” VIBHAVAT-2014 International Conference Proceedings book with ISBN:978-81-929698-0-0, 2014
- Dr. Geetha R (2018) presented a paper on – Mapping the Needs Expectations and Aspirations of Job Seekers: A Perspective Study of Hinge HR Solutions Pvt. Ltd. At :National Conference on Innovations in Business Management “(Theme of the Conference)- National Conference at DSU- Bangalore- Access for PWDs to Higher Education and Workplaces, 13th April, 2018
- Dr. Geetha R(2012) Enabling Access for Persons with Disabilities to Higher Education and Workplace: Role of ICT and Assistive Technologies (Theme of the Conference)- National Conference at IIM- Bangalore- Access for PWDs to Higher Education and Workplaces, 20th & 21st January, 2012
- Dr. Geetha R(2010) “Gen-Next Issues and Challenges Involved in Managing Talent in Non-Hierarchical Organizations” National Conference on - " Managing Tomorrow: Emerging Trends, Issues and Challenges: Proceedings, SIET Tumkur, April 13th 2010, ISBN:978-81-923066-6-7
- Dr. Geetha R(2010) “Role of Dynamic Entrepreneurial Competencies in Enterprise Crisis Management” National Conference on - Role and Challenges of Entrepreneurship Development, MSRIT 27th and 28th May, 2010, Excel Publications, New Delhi, ISBN: 978-81-7446-868-0

**Seminars Organized:**

- Building Inclusive Workplaces by Shashwati P , D & I Consultant on 6<sup>th</sup> May 2022
- Decoding the DNA of A Sustainable Business by Mr., Anveshi Gutta, CEO AT QUEST Sustainable Solutions on 5<sup>th</sup> May 2022

	<ul style="list-style-type: none"> <li>● National Security and Nation Building on 30<sup>th</sup> June 2021 by Shri Manish S Sharma IPS, ADGP Govt. of MP, Member of Board of Directors, World Affairs Council of San Diego</li> <li>● Powering Atmanirbhar Bharat through Sustainable Entrepreneurship on 4<sup>th</sup> June 2021 by Lt. Col. Monish Ahuja(Rtd.) , Managing Director , PRESPL, Ex. Chairman Bioenergy FICCI</li> <li>● India- A Leading Destination for FDIs On 28<sup>th</sup> May 2021, CBO and Executive Director, IBMC Global Networks, UAE.</li> </ul>
Papers published in Journals	<ul style="list-style-type: none"> <li>● Swapna, Geetha, et al (2020) An Empirical Study on Pricing of Options in Indian Derivative Market: With Specific Reference to Private Sector Banks International Journal of Disaster Recovery and Business Continuity Vol. 11, No. 1, (2020), pp. 1347-1356</li> <li>● R., Geetha and Jayram, Harshith (2019) Stimulants and Deterrents Determining the Consumer Behaviour towards the Purchase of Protection Policies of Leading Insurance Companies in India (June 14, 2019). Journal of Adv. Research in Dynamical &amp; Control Systems, Vol. 11, 06-Special Issue, 2019.</li> <li>● R., Geetha and Rekha, Divya (2019) Organizational Elements Contributing to the Marketing Agility of a Firm (July 15, 2019). International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-2S7, July 2019.</li> <li>● R., Geetha and A.R, Bindhu (2019) Implications of Perceived Benefits and Snags on Consumer Attitude towards Insurance Policies (July 15, 2019). International Journal of Recent Technology and Engineering (IJRTE) ISSN: 2277-3878, Volume-8, Issue-2S7, July 2019.</li> <li>● Dr. Geetha R, &amp; Prof Veena (2017) "Financial Literacy and Usage Pattern of Mobile Wallets Across Gender Categories in India" October 12, 2017, The International Journal Publications, Singapore, RJSITM, Vol. 6 No.12 October, 2017, ISSN 2251 1563, Impact Factor-6.985</li> <li>● Dr. Geetha R (2017) "Innovation and First Generation Entrepreneurship: Issues and Challenges in Perspective" Samyoga, An academic Journal , TJGAJ Vol. 12 No.2, Feb 2017,e-ISSN 2231-3362, p-ISSN 2231-3362</li> <li>● Dr. Geetha R (2015) "Conceptualizing a Strategic Business Model for Employer Branding and Talent Management" International Journal of Scientific Research, Vol. 4, No. 1, January 2015 ISSN 2277-8179 Impact Factor: 4.176 (SJIF-2016) ICV: 78.46</li> <li>● Dr. Geetha R (2015) "Conceptualizing Employer Branding as an Effective Technique for Talent Acquisition and Retention: A Framework Based Analysis" GJRA - Global Journal for Research Analysis, Volume-4, Issue-1, Jan-2015 ISSN 2277-8160 Impact Factor: 4.547 (SJIF-2016) ICV: 80.26</li> <li>● Dr. Geetha R (2015) "Empirical Examination of the Implications of Technology Mediation on Performance Management System in Organizations" The International Journal Publications, Research Journal of Social Science and Management: Vol 04, Number:11, March 2015 Singapore, ISSN: 2251 1571 SJ Impact Factor: 6.86</li> <li>● Dr. Geetha R (2015) "Explicating the Interaction between Marketing Dexterity and Constitutive Elements of an Enterprise" Tattva International Journal for Advanced Research in Commerce and Management, Vol.1 Issue 1, March 2015, ISSN 2395-0854</li> </ul>

	<ul style="list-style-type: none"> <li>● Dr. Geetha R (2014) "Denouements and Prospects of Digitization of Human Capital Management Practices in Small and Medium Enterprises: An Evidence Based Analysis" RVIM Journal of Management Research, Vol 6, Issue-2 July-Dec. 6, 2014, ISSN 0974-6722</li> <li>● Dr. Geetha R (2014) "Multi-Dimensional Perspective of e-HRM: A Diagnostic Study of Select Auto-Component Firms" Dharana: an International Journal of Business from MP Birla Institute of Management, Associate: Bharatiya Vidya Bhavan, Bengaluru Vol.8, 2 (2014) pp 65-77 ISSN 0974-0082</li> <li>● Dr. Geetha R &amp; Dr. Aisha Sheriff (2013) "Leveraging E-Technology to Enhance the Efficiency of Recruitment Practices in Indian Auto-Component Firms" International Journal Of Social Sciences &amp; Interdisciplinary Research, Vol. 2, No. 1, Jan-March, 2013 ISSN 2277 677X</li> <li>● Dr. Geetha R &amp; Dr. Aisha Sheriff (2012) "The Techniques and Rationale of E-Surveillance Practices in Organizations" ZENITH International Journal of Multidisciplinary Research Vol.2 Issue 2, February 2012, ISSN 2231 5780</li> <li>● Dr. Geetha R &amp; Dr. Aisha Sheriff (2012) E-Learning Initiatives to Augment Business Performance: An Empirical Study of Select Auto Component Firms IJRCM, Vol. 2, No. 12, December 2012, ISSN 0976-2183</li> <li>● Dr. Geetha R &amp; Dr. Aisha Sheriff (2011) "Role of Electronic Technology in Human Resource Management" Asia Pacific Journal of Research in Business Management, Vol. 2, No. 2, 2011, ISSN: 2229-4104, Impact Factor-5.16</li> <li>● Dr. Geetha R(2010) "Gen-Next Issues and Challenges Involved in Managing Talent in Non-Hierarchical Organizations" National Conference on - " Managing Tomorrow: Emerging Trends, Issues and Challenges: Proceedings, SIET Tumkur, April 13th 2010, ISBN:978-81-923066-6-7</li> <li>● Dr. Geetha R(2010) "Role of Dynamic Entrepreneurial Competencies in Enterprise Crisis Management" National Conference on - Role and Challenges of Entrepreneurship Development, MSRIT 27th and 28th May, 2010, Excel Publications, New Delhi, ISBN: 978-81-7446-868-0</li> <li>● Dr. Geetha R (2013) "Self-Awakening Through Meditation" (July 12, 2013). Yahoo Contributor Network. Available at SSRN: <a href="https://ssrn.com/abstract=2480105">https://ssrn.com/abstract=2480105</a></li> <li>● Dr. Geetha R (2017) "Innovation and First Generation Entrepreneurship: Issues and Challenges in Perspective" Samyoga, An academic Journal , TJGAJ Vol. 12 No.2, Feb 2017,e-ISSN 2231-3362, p-ISSN 2231-3362</li> <li>● Dr. Geetha R (2017) "E &amp; M Technology Based Learning and Development Strategies to Enrich the Learning Experience of Screenagers" ABBS Conference Proceedings, 6th International Conference on Managing Business Competitiveness through Technology, Innovation and Big Data,17-18, Dec, 2015, Pg (s) 314-334 ISBN: 978-81-909312-3-8</li> <li>● Dr. Geetha R (2014) "Denouements and Prospects of Digitization of Human Capital Management Practices in Small and Medium Enterprises: An Evidence Based Analysis" RVIM Journal of Management Research, Vol 6, Issue-2 July-Dec. 6, 2014, ISSN 0974-6722</li> <li>● Dr. Geetha R (2014) "Transitional Trends in Rural Human Developmental Indices and Their Implications on Rural Transformation in India" International Conference on "Dynamics of Rural Transformation in Emerging Economies Organized by Sambhram School of Management in collaboration with Kenyatta University, Nairobi, Kenya, 27 March, 2014 ISBN: 978-93-83842-34-6</li> <li>● Dr. Geetha R (2014) "Public Policy Initiatives to Enable Access to Sustainable Livelihood to Rural Populace in India: A Framework Based Analysis"</li> </ul>
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	<p>International Conference on “Dynamics of Rural Transformation in Emerging Economies Organized by Sambhram School of Management in collaboration with Kenyatta University, Nairobi, Kenya, 27 March, 2014, ISBN: 978-93-83842-34-6</p> <ul style="list-style-type: none"> <li>● Dr. Geetha R (2014) “Macro- Economic Stabilization Measures and Their Interaction with Key Economic Growth Indices in Indian Context: A Meta Analytic Approach” VIBHAVAT-2014 International Conference Proceedings book with ISBN:978-81-929698-0-0, 2014</li> <li>● Dr. Geetha R (2014) “Fostering IT Governance in SMEs to Reinvigorate Indian Economy: Achievement Assessment of Select Manufacturing Firms” VIBHAVAT-2014 International Conference Proceedings book with ISBN:978-81-929698-0-0, 2014</li> <li>● Dr. Geetha R(2010) “Global Economic Downturn and its Implications on HR Practices” Biz Veda- National Conference Proceedings, 27th March, 2010, PIMS</li> </ul>
<p>Additional responsibilities</p>	<ul style="list-style-type: none"> <li>● Member of the BOE - VTU for 2020-21</li> <li>● Member of BOS-DSU</li> <li>● Member of The BOS ASB- Alliance University</li> <li>● Member of BOS- Garden City University</li> <li>● Doctoral Committee member for VTU Research Scholars and recognized research supervisor under VTU</li> <li>● Resource person for UGC Refresher course for faculty members affiliated to The University of Mysore</li> <li>● Resource person for HR Analytics Faculty Orientation Program Organized by VTU for all affiliated college faculty members</li> <li>● Served as Managing Editor of TIJARCM. International Journal with ISSN and brought out 2 Volumes of the journal and served as the Editorial member of Samyoga, ARSEAM, etc.</li> <li>● Served as HOD- MBA Dept. at RJSIMS</li> <li>● Area-Chair OBHR at Alliance School of Business , Alliance University</li> <li>● Served as peer reviewer for international journals - Canadian Journal of Management and Sustainability and Chronicle</li> <li>● Served as IQAC Chief Coordinator at DSATM. The Institution was accredited with A+</li> <li>● Served as Vice President- Institute’s Innovation Council at DSATM for which Institute receive ARIIA Rank for Innovations achievements</li> </ul>
<p>Rewards and Recognitions</p>	<ul style="list-style-type: none"> <li>● Acknowledged among the top 10% of the authors globally on SSRN, managed by Elsevier</li> <li>● <b>Woman Principal of the Year 2024" award by the Raj Square Charity Foundation and the MSME Chamber of Commerce and Industry of India; in recognition of exceptional contribution and remarkable work in the realm of social and corporate impact through service and management.</b></li> <li>● <b>Award for Principal of the Year at Education Awards - LREA 2023 by London School of Digital Business, UK</b></li> <li>● Bharath Education Excellence Award-2021 under Kalpa Acharya Category for contribution to the field of research</li> <li>● Award in recognition of contributions to the field of business and management studies in April, 2019 by VDM-India on the Move.</li> <li>● Won Certificate of Excellence at International Conference on Sustainable Development-2022 held at IIT Roorkee on 8-10 April, 2022 for manuscript</li> </ul>

	<p>entitled- "Cognitive Technologies: A Sustainable Solution for addressing the wellbeing needs of Age Diverse Groups "</p> <ul style="list-style-type: none"> <li>● Won Best Paper award at International Conference Fusion-2017- "Contemporary Trends in Management" at International School of Management Excellence, Bangalore on 11, Feb, 2017 for manuscript entitled- "Cyber Banking: A Panacea for Entrenchment of Economic Governance in the Context of Demonetization"</li> <li>● Won Best Paper award at International Conference on- "Contemporary Trends in Management" at International School of Management Excellence, Bangalore on 11, Feb, 2017 for manuscript entitled- "Green Consumption, A Precursor to Green Production and Green Marketing?"</li> <li>● Won Best Presenter Award and a cash reward at a National Conference organized by RVIM, Bangalore for Manuscript entitled- "Denouements and Prospects of Digitalization of Human Capital Management Practices."</li> <li>● Won Best Presenter Award at an International Conference VIBHAVAT for manuscript entitled- "Fostering IT Governance in SMEs to Reinvigorate Indian Economy : An Achievement of Select manufacturing Firms"</li> <li>● Best Professional Performer Award- consecutively for AYS 2019- 2020 &amp; 2020-2021 at DSATM for Consultancy Activities and Quality Publications</li> </ul>
Book Chapters	<ul style="list-style-type: none"> <li>● Dr. Geetha R (2014) "Transitional Trends in Rural Human Developmental Indices and Their Implications on Rural Transformation in India" International Conference on "Dynamics of Rural Transformation in Emerging Economies Organized by Sambhram School of Management in collaboration with Kenyatta University, Nairobi, Kenya, 27 March, 2014 ISBN: 978-93-83842-34-6 Excel Publications, New Delhi</li> <li>● Dr. Geetha R (2014) "Public Policy Initiatives to Enable Access to Sustainable Livelihood to Rural Populace in India: A Framework Based Analysis" International Conference on "Dynamics of Rural Transformation in Emerging Economies Organized by Sambhram School of Management in collaboration with Kenyatta University, Nairobi, Kenya, 27 March, 2014, ISBN: 978-93-83842-34-6, Excel Publications, New Delhi</li> <li>● Dr. Geetha R(2010) "Role of Dynamic Entrepreneurial Competencies in Enterprise Crisis Management" National Conference on - Role and Challenges of Entrepreneurship Development, MSRIT 27th and 28th May, 2010, Excel Publications, New Delhi, ISBN: 978-81-7446-868-0</li> </ul>
Professional Associations	<ul style="list-style-type: none"> <li>● <b>LEGI membership certificate from London School of Digital Business</b></li> <li>● <b>Life member of NHRDN</b></li> <li>● <b>Life member of SRCM, an NGO</b></li> </ul>