

NAME: Dr. Grace Hemalatha
Designation: Associate Professor
Department: MBA



Date of Joining	21/07/2009		
Professional Experience	Teaching	Industry	Research
	24	0	5

Contact Details	
Email ID	graceprabhu2000@gmail.com
Telephone	9686114922
LinkedIn	https://www.linkedin.com/in/dr-grace-hemalatha-9314404b/
Google Scholar	https://scholar.google.com/citations?hl=en&user=Lj4_ThkAAAAJ&view_op=list_works&pli=1
Vidwan -ID	473503

Academic Background	
•	Phd - A Study on Competency Assessment among the Faculty of Arts and Science Colleges of Tumakuru Districts of Karnataka State. from Bharathiar University, Coimbatore, Tamil Nadu
•	MBA - H R from KSOU, Mysore.
•	BE – Computer Science and Engineering from PES College of Engineering, Mandya

Areas of Interest	
• Training and Development	• Global HRM
• Competency Mapping & Assessment	• Employee Engagement

Significant Publications	
•	No. of Papers Published in Journals : 10
1)	Publication of paper titled “ Job Satisfaction Level of Employees at IGS India Pvt. Ltd., Bangalore. ” in the International Journal of New Media Studies(IJNMS) Volume 10, Issue 2, December 2023. ISSN: 2394-4331, Impact factor 7.786.
2)	Publication of paper titled “ A Study on "Health and Safety Measures at Fitwel Tools and Forgings Private Limited ”, in the International Journal of Progressive Research in Engineering Management and Science.(IJPREAMS) Volume 03, Issue 08, August 2023. E-ISSN283-1062. Impact factor 5.725.

- 3) Publication of paper titled “**A Study on "Health and Safety Measures at Fitwel Tools and Forgings Private Limited**”, in the International Journal of Creative Research Thoughts(IJCRT), Volume 10, Issue 9 September 2022 | ISSN: 2320-2882.
- 4) Publication of paper titled “**A Study on Employee Performance Management System at Powerica Limited**” in the International Journal of Creative Research Thoughts(IJCRT), Volume 10, Issue 7 July 2022 | ISSN: 2320-2882.
- 5) Publication of paper titled “**A Study on Effectiveness of Digital Marketing at Mysticgoldz Pvt Ltd**” in the Journal of Emerging Technologies and Innovative Research. JETIR (www.jetir.org) ISSN UGC Approved (Journal No: 63975) & 7.95 Impact Factor Published in Volume 8 Issue 7, July-2021 | Date of Publication: 2021-07-24.
- 6) Publication of paper titled “**A study on Digital Marketing Impact of Consumer Buying Behavior at Decathlon, Bangalore**”. Journal of Emerging Technologies and Innovative Research. JETIR (www.jetir.org) ISSN UGC Approved (Journal No: 63975) & 7.95 Impact Factor published in Volume 8, Issue 7, July 2021.
- 7) Publication of paper titled “**A study on Employee Engagement activities at H& R Johnson(India) a division of Prism cements**”, in the International Journal of Creative Research Thoughts(IJCRT), Volume 9, Issue 6, June 2021, ISSN:2320-2882.
- 8) Publication of paper titled “**Impact of Competency Mapping of Skill and Ability Among Faculty Members of Arts and Science college- A Gap Analysis Study in Tumkur District, Karnataka State**”.in the Journal of Composition Theory, Volume XIII, Issue II February 2020 ISSN No. 0731-6755 with impact factor 5.7
- 9) Publication of paper titled “**Strategic Teaching Competencies for Effective Teaching – A Review Study**”, in the journal Research Directions, an international Multi- disciplinary Journal, Volume 6, Issue 11, May 2019, ISSN No. 2321-5488 with impact factor 5.7
- 10) Publication of paper titled “**Best Teaching Method to Improve the Teachers in Higher Education**”, in the journal **International Journal of Engineering, Technology, Science and Research IJESR**, April 2018, at Two day International Conference on Electrical ,Electronics and Communication Engineering, ICEECE-2018 on 27 & 28 April, 2018 at St. Peter’s Engineering College, Telangana, Volume 5, Issue 4, ISSN 2394-3386, Impact Factor 2. 120

- **No. of Papers Presented in Conferences 16**

1. **Participated** & presented a paper titled “ **Impacts of Digital Marketing in Covid Pandemic Situations**” on 24th February 2023 at **CONNAISSANCE 2023** : A National Level Research Paper Presentation Competition on Business Digitalization and Sustainability organized by School of Business and Management, Christ (Deemed to be University)
2. Participated & presented a paper titled “**A Study on Challenges & Issues faced by Britannia in Marketing their food products in Rural Tumakuru**. in one day National Conference on “**Current Trends in Marketing**” held on 7th January 2023.
3. Participated & presented a paper titled “**A Study on Prospects for Women workforce in Industry 5.0– Opportunities and Challenges**”, in two day **International Conference on Contemporary Development in Entrepreneurship, Business and Management in Digitized Era – Towards Industry – 5.0** on 27th and 28th December 2022. at School of Management Studies, Reva University, Bengaluru.
4. Participated & presented a paper titled “**Motivation in the Workplace to Improve the College Lecturers Performance** in Two day International National Conference on **Innovation in Management Practices– 2016** on 26th and 27th August, 2016 at MIT School of Business, Pune.

5. Participated & presented a paper titled “**Effects of Motivational Factors on Teachers Job Satisfaction**” at the Two day National Conference on emerging trends in Engineering Sciences and Management on 23rd and 24th Mar 2016 at SIET, Tumkur.
6. Participated & presented a paper in One day National Conference on “Strategic HR & Business Excellence” titled “**Succession Planning: An Imperative process in Today’s Organization**” on 22nd November, 2014 at Hyderabad Business School, Gitam University, Hyderabad.
7. Participated & presented a paper in Two day International Conference on Emerging Innovative Technologies for a Sustainable World-2013” titled “**Employee Retention Strategies in IT Industries**” on 7th & 8th of October, 2013 at Shridevi Institute of Engineering and Technology, Tumkur in association with Oklahoma State University, USA.
8. Participated & presented a paper in One National Conference “Emerging Issues and Innovations in Management Education titled “**Benchmarking in Management Education Issues & Challenges**” held on 31st Oct., 2012 at Department of Studies and Research in Management Business Administration Tumkur University, Tumkur.
9. Participated & presented a paper in One day National Conference on “Emerging Trends And Practices In Management” titled “**Managing Talent for 21st Century: Trends and Prospects**” on Dec. 2012 held at PG Department of Studies and Research Nagarjuna College of Engineering and Technology, Bangalore.
10. Participated & presented a paper in One day National Conference on “Emerging Trends in Business Strategies” titled “**Managing in Uncertain Times: Opportunities, Obstacles and Challenges**” on Dec. 2012 held Department of Studies and Research in Management Business Administration Tumkur University, Tumkur.
11. Participated & presented a paper in One day National Conference on “Innovative Practices in Management” titled “**Managing Dual-Career Families: Issues and Opportunity**” on 9th Nov. 2012 held at Shridevi Institute of Engineering & Technology Department of MBA, Tumkur.
12. Participated & presented a paper in National Conference on “Recent Issues in Management” titled ‘**Emotional Intelligence at Work place**’ held on 12th May 2012 at SIMS, Tumkur.
13. Participated & presented a paper in One day National Conference on “Contemporary Issues and Challenges in Corporate Excellence” titled “**Cross Cultural Issues, Challenges and Strategies**” and “**Women Empowerment through Micro Finance- A Boon for Development**” held on 31 March 2012 at Department of Management Studies and Research Nagarjuna college of Engineering and Technology.
14. Participated & presented a paper in Two day National conference on “Achieving Distinctive Competence Through Service & Excellence” titled “**Indian Insurance Sector – Opportunities & Challenges**” held on 22 & 23 March 2012 at St. Joseph Engineering College Mangalore.
15. Participated & presented a paper in Two day National Conference on “Global Economic Crisis and its impact on Indian Corporate and Government” titled “**The Impact of the Economic Crisis on our Organization's Human Resources**” held on 15 & 16 March 2012 at Rajarajeshwari college of Engineering, Bangalore.
16. Participated in One day National conference on **Managing for Tomorrow: emerging trends, issues and challenges** held on 13th April 2010 at Sridevi Institute of Engineering & Technology, Tumkur

- **No. of Webinars Attended – 13**

1. Participated in **One day Webinar** on “**Research Indicators, Publishing Ethics and Predatory Journals**” conducted by Vijaya College, Jayanagar, Bangalore. Department of Commerce and Management on 19th June 2021. in Association with IQAC
2. Participated in **One day Webinar** on ‘**Investor Awareness Programme**’, conducted by Xcelerating Minds, Mumbai on 10/11/2020 in association with BSE - LTD.
3. Participated in **One day Webinar** on "**Outcome Based Education and Accreditation Criteria**" under AICTE Margadarshan scheme organized by Dept. of Electronics and Instrumentation Engineering, Dr. Ambedkar Institute of Technology, Bengaluru, held on 10th October 2020.
4. Participated in **Two day National Webinar** on “**New Educational Policy 2020 : Opportunities and Challenges**” organized by Department of Commerce and Management in association with IQAC, Swamy Vivekananda Rural First Grade College, Bangalore held on 10th and 11th August 2020.
5. Participated in **One day Virtual Symposium** on “**Happiness @ Work**” Organized by School of Management Studies, IGNOU held on 07 August, 2020
6. Participated in **One day International Live Webinar** on "**College Preparation for Digital Transformation in Times of Pandemic**" hosted by Research cell, Dayananda Sagar College of Arts, Science and Commerce, Bangalore held on August 3, 2020.
7. Participated in **one day webinar** on ”**Reinvent Your Life**” organized by NSS and Red Cross Units of Silicon City College of Management and Commerce held on 30th July 2020.
8. Participated in the **One day Web Session** of Economists Speak by Dr. Homagni Choudhury, Head, Department of Economics, Kingston University, London, U.K. on "**A tale of two Indians : Are the best leaving behind the rest ?**", held on July 30, 2020, organized by the Department of Economics, University of Allahabad, India.
9. Participated in **one day National Webinar** on “**How to Manage Stress and Depression in the Present Scenario**” organized by IQAC and Department of Psychology, Union Christian College, Tumakuru held on 29 July 2020.
10. Participated in **One day Webinar** on “**E-Resources for Research in Management**” organized by Department of Business Administration Vidyavardhaka College Of Engineering, Mysore, held on July 15, 2020.
11. Participated in the **One day National Level Webinar** on “**Hands on Google Drive and its Application**” organized by Silicon City College of Management and Commerce, Bangalore held on 16th July 2020.
12. Participated in the **One day National Level Webinar** on "**How to write Research Papers and Publish in International Journals**" held on 9th July 2020 organized by Dept. of MBA and Dept. of IEM, Dr. Ambedkar Institute of Technology, Bengaluru.
13. Participated in **One day Webinar** on “**Impact Of Covid-19 On Indian Banking Sector**” organized by Vidyavardhaka College of Engineering, Mysore, Department of Business Administration held on June 27, 2020

No. of FDPs Attended- 13

1. Participated in **5 days FDP** on “**Research Skills & Quality Publications**” at The Kingdom College, Bangalore. from 28th August to 1st September 2023
2. Participated in 1 day Symposium on “**Emerging and Disruptive Technologies**” at SIT Siddaganga Institute of Engineering and Technology, organized by Dept. of MBA, Tumkur on 23 August 2023.
3. Participated in **1 day Panel Discussion** on **Building CX through Conversation commerce** at M S Ramaiah Institute of Management on 10th November 2022.
4. Participated in **6 days FDP** on **Research Methodology** at Research Committee, Seshadripurdm College, Tumakuru, from 16 to 21 May 2022
5. Participated in **10 days “Management Development Program** on “**HR Analytics- Practical Application**” at KIT, Tiptur from 22nd November to 30th November 2021.
6. Participated in **5 days FDP** on “**Upskilling Personal Finance Planning**” at Hindusthan College of Arts and Science in association with BSE & SEBI from 25th to 29th October 2021.
5. Participated in **6 days Online Faculty Development Programme** on **Risk Management for Micro, Small and Medium Enterprises (MSME)** organized by SSN School of Management, sponsored by AICTE held on 12th to 17th October 2020.
6. Participated in the **1 day National Level Online Faculty Development Programme** on “**Systematic and Simplified Approach for Teaching and Learning GST**” organized by, Department of Commerce and Management in association with IQAC, Vijaya College, Bangalore on held 24th July, 2020.
7. Participated in a **2 days National Level Online Faculty Development Programme** on “**Techniques of writing Research Paper and its Publication**” organized by Silicon City College of Management and Commerce, Bangalore held on 1st and 2nd July 2020.
8. Participated in **5 days FDP on NBA** at Shridevi Institute of Engineering and Technology, Tumkur from 23 July to 28th July 2015.
9. Participated in **1 day Skill Development Programme** on “**Research Paradigm** at Shridevi Institute of Engineering and Technology, Tumkur on 11 March 2017.
10. Participated in **1 day FDP on Case Study Teaching** at ICFAI Business School, Bangalore on 16th March 2013.
11. Participated **1 day FDP on case study teaching and writing**” conducted by Shridevi Institute of Management Studies, Tumkur on 16th April, 2012.
12. Participated “**Personality Development Program**” conducted by V.BalaKrishnan, Leaders academy for personal success, Bangalore.
13. Participated **FDP** conducted by Wipro Bangalore at Shridevi Institute of Engineering and Technology, Tumkur from 21 June 2010 to 22nd June 2010

No. of Workshop - 13

1. Participated in 1 day Workshop on “**Harnessing AI in Education : Tools for Tech Savvy Educator**” TC Global Leadership Institute, Bangalore held on 21st and 22nd August 2023.

2. Participated in 1 day Workshop on “**Embracing ESG for Sustainable Future**” at M.S. Ramaiah Institute of Management, Bangalore held on **31 May 2023**.
3. Participated in **1 day Workshop on "Scholarly Publishing: Dos and Don'ts"** at by TUMKUR UNIVERSITY Department of Studies & Research in Business Administration In association with Management Research Forum held on **16th July 2022**.
4. Participated in **4 days Workshop on “Fintech : An Introduction”** at Vriddhi, The Fintech Club, SCM(PGP), Dayananda Sagar University, Bangalore. from **27-30 October 2021**.
5. Participated in **2 days Workshop on “Process of NBA Accreditation** “at SIET, Tumukuru in association with BITES, Bengaluru on **15th& 16th February 2019**.
6. Participated in **1 day Workshop on Research Methodology** at KIT, Tiptur on **November 15, 2014**
7. Participated in **1 day Workshop** on Statistical Analysis at R R Institute of Technology on **8th April 2017**
8. “Participated in **3 Days Workshop on Entrepreneurship Awareness Camp from VTU**” conducted by SIET from **19-21 August, 2014**.
9. Participated in **1 day Workshop on Investment Strategies** at SIMS in collaboration with Anandrathi, Tumkur on **19th March, 2013**.
10. Participated in “**VTU Workshop on Pedadogy for Revised MBA first semester syllabus**” conducted by PESIT, Bangalore. on **13th October 2012**.
11. Participated in “ **One Workshop on “Organisational Leadership**” conducted by BMS college of Engineering on **18th February 2011**.
12. “Participated in **Two day Brainstorming Workshop on “high value Research Methods**” at SIET from **7th to 8th of September 2010**.
13. Participated in “**Five day of Mission 10X workshop**” conducted by Wipro, Bangalore from **21st June to 22nd June 2010**.

- **Books :**

1. “**Compensation and Benefits**”, Thakur Publications, ISSN : **978-93- 5163-634- 2**

- **Awards/Recognition :**

1. **Best Faculty Award given for securing 100% result subjects taken by SIET**
2. “**Wipro Mission 10X International Certificate for Teaching Methodology**”

- **Project Guided details : More than 100 PG Projects**

Achievements

- **Reviewer for :** Technical Peer Reviewer for the two day International Conference on Recent Advances in Science and Technology (RAISE) held from 4th – 5th October 2023 at MAHE, Dubai.
- **Invited Speaker for Shridevi Degree College** gave a lecture on “**Business Etiquettes**”
- **Professional Membership : Life Member for Indian Society for Technical Education, LM 78533**