



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

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

Contact Details	
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<b>Google Scholar</b>	<a href="https://scholar.google.com/citations?hl=en&amp;user=Lj4_ThkAAAAJ&amp;view_op=list_works&amp;pli=1">https://scholar.google.com/citations?hl=en&amp;user=Lj4_ThkAAAAJ&amp;view_op=list_works&amp;pli=1</a>
<b>Vidwan -ID</b>	473503

Academic Background
<ul style="list-style-type: none"> <li>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</li> <li>MBA - H R from KSOU, Mysore.</li> <li>BE – Computer Science and Engineering from PES College of Engineering, Mandya</li> </ul>

Areas of Interest	
<ul style="list-style-type: none"><li>• Training and Development</li></ul>	<ul style="list-style-type: none"><li>• Global HRM</li></ul>
<ul style="list-style-type: none"><li>• Competency Mapping &amp; Assessment</li></ul>	<ul style="list-style-type: none"><li>• Employee Engagement</li></ul>

Significant Publications
<ul style="list-style-type: none"> <li>No. of Papers Published in Journals : 10</li> </ul> <ol style="list-style-type: none"> <li>Publication of paper titled “<b>Job Satisfaction Level of Employees at IGS India Pvt. Ltd., Bangalore.</b>” in the International Journal of New Media Studies(IJNMS) Volume 10, Issue 2, December 2023. ISSN: 2394-4331, Impact factor 7.786.</li> <li>Publication of paper titled “<b>A Study on "Health and Safety Measures at Fitwel Tools and Forgings Private Limited”</b>, 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.</li> </ol>

- 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 24<sup>th</sup> 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 7<sup>th</sup> 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 27<sup>th</sup> and 28<sup>th</sup> 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 26<sup>th</sup> and 27<sup>th</sup> 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 23<sup>rd</sup> and 24<sup>th</sup> 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 22<sup>nd</sup> 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 7<sup>th</sup> & 8<sup>th</sup> 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 31<sup>st</sup> 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 21<sup>st</sup> 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 9<sup>th</sup> 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 12<sup>th</sup> 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 13<sup>th</sup> April 2010 at Sridevi Institute of Engineering & Technology, Tumkur

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 10<sup>th</sup> 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 10<sup>th</sup> and 11<sup>th</sup> 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 30<sup>th</sup> 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 16<sup>th</sup> 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 10<sup>th</sup> 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 22<sup>nd</sup> November to 30<sup>th</sup> 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 25<sup>th</sup> to 29<sup>th</sup> 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 12<sup>th</sup> to 17<sup>th</sup> 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 1<sup>st</sup> and 2<sup>nd</sup> July 2020.
8. Participated in **5 days FDP on NBA** at Shridevi Institute of Engineering and Technology, Tumkur from 23 July to 28<sup>th</sup> 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 16<sup>th</sup> March 2013.
11. Participated **1 day FDP on case study teaching and writing**” conducted by Shridevi Institute of Management Studies, Tumkur on 16<sup>th</sup> 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 22<sup>nd</sup> 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 21<sup>st</sup> and 22<sup>nd</sup> 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 **15<sup>th</sup>& 16<sup>th</sup> 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 **8<sup>th</sup> 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 Anandhrathi, Tumkur on **19<sup>th</sup> March, 2013**.
10. Participated in **“VTU Workshop on Pedagogy for Revised MBA first semester syllabus”** conducted by PESIT, Bangalore. on **13<sup>th</sup> October 2012**.
11. Participated in **“ One Workshop on “Organisational Leadership”** conducted by BMS college of Engineering on **18<sup>th</sup> February 2011**.
12. **“Participated in Two day Brainstorming Workshop on “high value Research Methods”** at SIET from **7<sup>th</sup> to 8<sup>th</sup> of September 2010**.
13. Participated in **“Five day of Mission 10X workshop”** conducted by Wipro, Bangalore from **21<sup>st</sup> June to 22<sup>nd</sup> 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 4<sup>th</sup> – 5<sup>th</sup> 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**