



**St. Joseph's College of Commerce  
(Autonomous)**

Affiliated to Bengaluru City University  
Accredited with A++ Grade by NAAC (4th Cycle) | College with Potential for Excellence (CPE)  
Ranked 65<sup>th</sup> in NIRF 2023 by MHRD  
#163, Brigade Road, Bengaluru - 560025, Karnataka.

**Faculty Profile (Website Updation)**

**Name: DR SHUBHRA RAHUL**

**Qualification: PhD, MBA(HR), M. Com, BCom.**

**Designation: ASSOCIATE PROFESSOR**

**Email-ID (Official): shubhra@sjcc.edu.in**

**Educational Qualification** (Please Update any additional Degree / Courses Completed) (Including any other degree obtained **which is not updated** on the website).

**Four week MOOC entitled "INTRODUCTION TO SUSTAINABLE DEVELOPMENT IN BUSINESS" issued by COMMONWEALTH OF LEARNING. – ISSUED ON 2021-05-13.**

**PATENT**

1. Work Experience (Teaching / Research)

**a) Total Experience (including teaching / Research )**

Name of the Institution	Position Held	Teaching / Research Experience from – to	Total Years of Experience
Mount Carmel Institute of Management	Faculty	2004-2005	One year

**b) Experience at SJCC or with any other St. Joseph's institution.**

Designation	Teaching Experience from – to	Total Years of Experience
ASSOCIATE PROFESSOR	2005 TILL DATE	18 +YEARS

**c) Industry Experience**

Name of the Company	Designation	Total Years of Experience
-CONFIDENTIAL.	Subject Matter Expert	1 Year

## 2. Awards and Achievements

Name of Award	Name of Organization (Award Provided Organisation)	Year	Nature of Award
“Bharat Jyoti Award” (Certificate of Excellence 2019)”	India International Friendship Society, New Delhi	28th March 2019	Meritorious services, outstanding performance and remarkable role at a seminar on Economic Growth and National Integration at a grand function in New Delhi. Award was presented by Honourable Justice Permod Kohli. (Former Chief Justice of the High Court of Sikkim). ▪
“Mahatma Gandhi Lifetime Achievement Award”	India International Friendship Society, New Delhi	27th May 2019	Contribution towards the progression pattern in the field of Education.
▪ “Best Citizen of India Award” which identifies the progressive pattern of dynamic man and women in India.	India International Friendship Society, New Delhi.	2020	To commemorate this event of National Significance, the citation about <b>Dr Shubhra, is published in a book (along with other eminent personalities)</b> entitled, “ <b>The Honoured Best Citizens of India</b> ”.

## 3. Areas of research interest

- Teaching: General Management, Marketing, Human Resource Management, International Human Resource Management, Organisation Development, Entrepreneurship Development, Banking, Strategic management, Creative Leadership, Business Ethics, Corporate Governance.
- Research: All areas of research including areas of teaching.

## 4. Research Projects (year wise latest to old)

Title of the project	Name of Funding Agency	Duration of Project	Sanctioned Project Grants	Status of Project (on-going / completed)

5. Guideship Recognition M.Phil. / Ph.D. programmes

Research Scholar's Name	Name of the University	Discipline and Area of Specialization	Title of the Thesis
1. AHANA RUTH PINTO	BCU	HR	Impact of Employee Engagement as a tool to reduce Job Hopping tendency among working women in select sector in Karnataka.
2. LAVANYA S.V.	BCU	HR	A Study of Conflict Management of women employees at workplace with special reference to education sector in Karnataka.

6. Publications (year wise latest to old)

• Research Articles - :

• CONFLICT MANAGEMENT OF WOMEN EMPLOYEES AT WORK PLACE vol 9(XIX)- 2022 in NIU International Journal of Human Rights UGC Care Group1 ISSN : 2394-0298.

- • "A study on the determinants of employee engagement among working women". Published in JETIR ISSN UGC Approved (journal No. 63975) &5.87 Impact Factor

Published in Volume 6 Issue 6, June 2019 Published on 2019-06-06. Weblink – <http://jetir.org/view?paper=JETIR1908520>.

- • Paper on “Role of Gamification as a tool for Employee Engagement”–published in UGC Approved Journal (Asia Pacific Journal of Research – a peer reviewed international journal Vol 1, special Issue VI, February 2018 with Print – ISSN – 2320 – 5504 and Online – E- ISSN - 2347 – 4793 on 26th February,2018, 3rd National HR Conference on “The Paradigm Shift Towards Sustainability.”
- • Paper on Human Rights and its implementation in Indian States –published in Vol 2 of “Challenges of Human Rights in 21st Century” with ISBN No.978-81-910200-5-2.
- • Paper on Human Rights and Intellectual Property Rights – contradictory or complementary –published in in Volume 2 of “Challenges of Human Rights in 21st Century” with ISBN No.978-81-910200-5-2.
- • Paper on “Quality through People” – published in the bi-annual journal of Management and Commerce, Vol II, Jan 2006 by St. Joseph’s College of Commerce.

## **PAPERS PRESENTED**

International /National Symposium:

- Paper presentation in International E-Conference on “A study on marketing Strategies to be adopted in India” organized by The Oxford College of Business Management, in association with Jain (Deemed to be University) from 30th June & 1st July, 2022.
- Paper presentation for 3rd International Conference SDMIMD, Mysore, IEC 2017 held on November 10-11, 2017.
- Paper on “Competitive Advantages of Indian HR firms” – presented at International Symposium on ‘Global Business Opportunities and Challenges’ organized, Loyola College, Chennai, Tamil Nadu on 15-Feb – 2007.
  - “A study on the impact of Organizational Culture on Intention to quit among working women in Educational Sector in Bangalore”. Published in International Journal of Trend in Scientific Research and Development, Online Open Access Journal ISSN 2456-6470. Published in IJTSRD Volume 4 , Issue 6 (Sept-Oct 2020) with Impact Factor 6.005 issued in the year of 2020 by 12OR. (Unique Paper ID – IJTSRD33677).
  - “A study on the determinants of employee engagement among working women”. Published in JETIR ISSN UGC Approved (journal No. 63975) &5.87 Impact Factor Published in Volume 6 Issue 6 June 2019 Published on 2019-06- 06. Weblink – <http://jetir.org/view?paper=JETIR1908520>.
- Paper on “Role of Gamification as a tool for Employee Engagement”–published in UGC Approved Journal (Asia Pacific Journal of Research – a peer reviewed international journal Vol 1, special Issue VI, February 2018 with Print – ISSN – 2320 – 5504 and Online – E- ISSN - 2347 – 4793 on 26th February,2018, 3rd National HR Conference on “The Paradigm Shift Towards Sustainability.”
- Paper on “Human Rights and its implementation in Indian States”– presented at UGC Sponsored National Workshop at Gobi Arts & Science College, Erode (Dt), Tamil Nadu on 07-Feb-2013. • Paper on “Human Rights and Intellectual Property Rights – contradictory or complementary”– presented at UGC Sponsored National Workshop at Gobi Arts & Science College, Erode (Dt), TN on 07-Feb-2013.
- Paper on “Globalisation and its prospects on Collegiate Education in Rural India”– presented at National Level Seminar in HK VeerannaGowd College, Maddur, Mandya on 14-02-2006.
- Paper on “Quality Initiatives on Higher Education” – presented at NAAC Sponsored National Seminar in Kavery Women’s College, Virajpet, Karnataka on 12 – 03 – 2006.

- Paper on “Green Banking: Is the Green Banking Concept aware by the Bank customers”– presented at Research Seminar on Emerging Paradigms in Commerce by Dept of Commerce, Christ University on 22 – Feb – 2013.
- Paper on “Role of Business Studies in Developing Corporate Renaissance”– presented at seminar in St. Joseph’s College of Commerce on 07 – 01 – 2006.

#### **National and International Seminars/FDPs /Webinars /Conferences attended**

- Attended a National webinar on “Fostering Effective Communication Skills” held on 05th January 2021 by Govt PG College, Tikamgarh, M.P.
- Attended a Faculty Development Program on “Future of Learning and Work – enabling graduates to be future ready” held on 26th September 2019.
- Participated in the Education Growth Summit at The Lalit Ashok, Bangalore, on 12th September 2019.

- Chapters Contributed in Books
- Conference Proceedings

#### **Books Published**

<b>Title of the Book</b>	<b>Publisher’s Name</b>	<b>Year of Publication</b>	<b>ISBN No.</b>
1. “Principles of Management”.	R.Chand and Co., New Delhi.	1st Edition – 2007, Reprint – 2008, 2nd Revised Edition – 2010	
2. Human Resource Management	R.Chand and Co., New Delhi	2007, Reprint – 2008, 1st Revised Edition – 2010 (3rd edition also available).	

7. Worksoop/Training/Attended Conferences/Seminars/FDPs/MDPs Attended (year wise latest to old)

8.

#### **WORKSHOPS**

##### **INTERNATIONAL WORKSHOPS**

- **Attended 7 days international workshop on Artificial Intelligence conducted virtually between Nov 15, 2021 till November 21, 2021 by St Claret College, Bangalore.**
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#### **WEBINARS**

##### **NATIONAL WEBINAR**

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- **Attended 30 days Master class on ARTIFICIAL INTELLIGENCE at Pantech E Learning Pvt Ltd, Chennai from 6<sup>th</sup> December 2021 till 4<sup>th</sup> January 2022.**
- National Webinar on “Effective and efficient writing of research papers for web of science, Scopus indexed journal and Conference papers using Typeset Research Studio” Organized by Department of Electronics & Telecommunication & Central Library, AISSMS COE, Pune on 1st July 2020
- **“VERTICAL GARDENING – A SMART WAY OF AGRICULTURE FOR SMART CITIES” organized by Rajapalyam Raju’s college Nature club and WAR, Tamil Nadu on 27<sup>th</sup> June 2020.**

- “The Art of writing a Project Proposal” Organised by Research Department of Business Administration, APSA College, Tiruppattur ,Tamil Nadu on 20-June-2020.
- “PARADIGM SHIFTING IN EDUCATION:CLASSROOM MODE TO VIRTUAL MODE” organised by DEPARTMENT OF TEACHER EDUCATION, BAREILLY COLLEGE, BAREILLY, UP on 2<sup>nd</sup> JUNE 2020.
- **NATIONAL LEVEL WEBINAR ON “INNOVATING EDUCATION & EDUCATING FOR INNOVATION” Conducted on 30th May, 2020**
- **“USE OF MODERN TECHNOLOGY I DAILY TEACHING – THE NEED OF THE HOUR” organised by IQAC Cell,Vaishnavi Mahavidyalaya, Wadwani, Beed on 29<sup>th</sup> May 2020.**
- “Lockdown and its impact on Socio-economic conditions of Of India during the post covid-19” organized by A. V. Patel Commerce College on May 26th, 2020.
- **“COEXISTING WITH COVID-19” Ghandhi shikshan bhavan’s Smt Surajba college of education ,Mumbai in collaboration with Wholisticcare Centre on 24<sup>th</sup> May 2020.**
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- NATIONAL WEBINAR on “ARTIFICIAL INTELLIGENCE & DATA SCIENCE & ITS GLOBAL IMPACT” organised by sies college of Arts, Science and Commerce in collaboration with Imarticus Learning on 23<sup>rd</sup> MAY 2020.
- ‘National Webinar on Alert Netizens: training for safe cyberspace’ held on Saturday, 23rd May 2020, organized by IQAC & Department of Information Technology, Bharat College of Arts & Commerce,Kulgaon,Badlapur.
- “REFLECTIONS ON GLOBALIZATION” conducted on 22<sup>nd</sup> May 2020 by PSNA College of Engineering and Technology, Tamilnadu.
- Two days Advanced EXCEL organized by Ghanshyamdas Saraf College of Arts and Commerce, MALAD West, Mumbai on MAY 20- 21, 2020.
- National Webinar on “Am I really a part of Biodiversity? - a lockdown thought” organized by Department of Zoology, KLE Science and Commerce College on 19th May, 2020.
- “EXAMINATION IN WAKE OF COVID – 19” organised by K A (PG) COLLEGE, KASGANJ, UTTAR PRADESH on 5<sup>th</sup> MAY 2020.
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- National webinar on “Fostering Effective Communication Skills” held on 05th January 2021 by Govt PG College, Tikamgarh, M.P.

#### **INTERNATIONAL WEBINARS**

- **Convenor for International E-Conference on “Artificial Intelligence and Business Analytics” at St. Joseph’s College of Commerce in collaboration with Johnson Controls on 6 th May, 2022.**
- “ATMANIRBHAR BHARAT: A DAWN OF NEW ECONOMIC REFORMS” organised by BUNTS SANGHA MUMBAI in association with MUMBAI UNIVERSITY and COLLEGE TEACHERS ASSOCIATION MUCTA on 23<sup>rd</sup> MAY 2020
- COMPLETION OF ONLINE COURSE ON “BASIC CURRICULUM DEVELOPMENT” positive improvement in special education, on 21 MAY 2020 by SBT College of Special Education, Madurai, Tamil Nadu.

- **THREE DAYS ONLINE TRAINING PROGRAMME “RESEARCH METHODOLOGY FOR SOCIAL SCIENCES”**, organised by Bharathidasan University from 18<sup>th</sup> to 20<sup>th</sup> MAY 2020.

### **FDPs**

#### **NATIONAL LEVEL FDP**

- **Participated and successfully completed AICTE Training And Learning (ATAL) Academy Blended/Hybrid FDP on "Digital Supply Chain Management for Operational Excellence" from 2022-11-15- 2022-11-20 to 2022-11-21-2022-11-25 at ST. JOSEPH'S INSTITUTE OF MANAGEMENT .**
- **ONLINE ONE WEEK FDP on “Meaningful Research and Intellectual Property Rights” from 26<sup>th</sup> September 2022 to 2<sup>nd</sup> October 2022, and obtained A+ GRADE. From Teaching Learning Centre, Ramanujan College, New Delhi.**
- **One day national level Faculty Enrichment Programme organized by ASPIRE – the Entrepreneurship and Incubation cell on the topic “WHY, WHAT and HOW OF PATENTS”, held on 7<sup>th</sup> February 2022.**
- **“IMPORTANCE OF EFFECTIVE E-CONTENT DESIGN AND DEVELOPMENT FOR ONLINE TEACHING IN HIGHER EDUCATION”** organised by Department of IT, KPB HINDUJA COLLEGE OF COMMERCE, MUMBAI on 25<sup>th</sup> JUNE 2020.
- **“ARTIFICIAL INTELLIGENCE IN CLASSROOM TEACHING”** organised by Department of science of JVM’S Degree College, Mumbai in association with THE MAGIC DATA on 6<sup>th</sup> JUNE 2020.
- **EFFECTIVE ONLINE TEACHING STRATEGIES** on 6<sup>th</sup> JUNE 2020 hosted by MARIAN INTERNATIONAL INSTITUTE OF MANAGEMENT, KUTTIKKANAM, KERALA.
- **TWO DAYS ONLINE FDP on “EFFECTS OF COVID-19 ON INDIAN BUSINESS AND POST STRATEGY”** by NIFT-TEA COLLEGE on 1<sup>st</sup> to 2<sup>nd</sup> JUNE 2020.
- **“ONLINE FDP ON AUTHORPRENEURSHIP- DEMYSTIFIED”** Organised by SRM Institute of Science and Technology, school of management, Ramapuram on 1st JUNE 2020.
- **Five days online FDP “EVOLUTION FROM OFFLINE TO ONLINE TEACHING”** conducted by SATISH PRADHAN DNYANASADHANA COLLEGE, THANE in association with DEPT OF IT UNIVERSITY, MUMBAI REGIONAL CENTRE and MICROSOFT on 30<sup>th</sup> MAY 2020 to 03<sup>rd</sup> JUNE 2020.
- **CAPACITY BUILDING PROGRAM FOR TEACHERS DURING AND POST COVID-19**, organised by Godavari Institute of Engineering and Technology, Andhra Pradesh, on 28<sup>th</sup> and 29<sup>th</sup> MAY 2020.
- **THREE DAYS ONLINE FDP & MDP ON “RESEARCH METHODOLOGY: TOOLS AND TECHNIQUES”** organised by INSPIRA RESEARCH ASSOCIATION (IRA) & LBS PG COLLEGE, JAIPUR ON 29 – 31<sup>st</sup> MAY 2020.
- **Virtual panel discussion on IMPACT OF COVID-19 ON CAMPUS PLACEMENT AND CORPORATE PERFORMANCE** held on 28<sup>th</sup> MAY 2020, organised by Maharashtra College of Arts, Science and Commerce.
- **“RESEARCHING STRUCTURING AND WRITING PROPOSAL”** organised by Rathinam college of arts and science, Coimbatore, on 27<sup>th</sup> MAY 2020.
- **Four days Online FDP on NEW PARADIGMS ON BEHAVIOURAL MANAGEMENT** by Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi from 27<sup>th</sup> to 30<sup>th</sup> May 2020.
- **FDP on OUTCOME BASED EDUCATION** on April 29, 2020 conducted by Inpods Ed-tech.
- **5 Days FDPO on “NEXT GENERATION INTELLIGENCE”** organised by Computer society of India, St Peter’s Institute of Higher Education and Research from 20<sup>th</sup> MAY to 25<sup>th</sup> MAY 2020.

- “Future of Learning and Work – enabling graduates to be future ready” held on 26th September 2019.
- Participated in the Education Growth Summit at The Lalit Ashok, Bangalore, on 12th September 2019.

#### **INTERNATIONAL LEVEL FDP**

- AICTE ATAL APPROVED TWO WEEK NATIONAL LEVEL FDP on DIGITAL SUPPLY CHAIN FOR OPERATIONAL EXCELLENCE from 15<sup>th</sup> NOV 2022 TO 25<sup>th</sup> NOV 2022 at SJIM Campus, Blore.
- TWO DAY INTERNATIONAL FDP on “HIGH IMPACT TEACHING SKILLS AND MIND MAPPING FOR BETTER TEACHING” organised by MANIPAL ACADEMY OF HIGHER EDUCATION, MANIPAL, held on 19<sup>th</sup> and 20<sup>th</sup> AUGUST 2020.
- VIRTUAL INTERNATIONAL POSTER CONFERENCE on COVID -19 (VIP-C-COVID:IMPACT AND RESPONSE) On 12 – 13 JUNE 2020 ORGANISED BY KARMAVERR HIRE ARTS, SCIENCE, COMMERCE AND EDUCATION COLLEGE, KOLHAPUR in COLLABORATION with Bhumi Publishing, India.
- Three days International level FDP on RESEARCH METHODOLOGY organised by DNYAN GANGA EDUCATIONAL TRUST’S DEGREE and JUNIOR COLLEGE OF ARTS, COMMERCE AND SCIENCE and IAA , Thane on 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup> MAY 2020.
- INTERNATIONAL FDP “DEVELOP THE ABILITY TO WRITE RESEARCH PROPOSAL” conducted by AIMIT on 24<sup>th</sup> APRIL 2020.
- INTERNATIONAL FDP WORKSHOP “E-LEARNING AND TOOLS FOR EFFECTIVE TEACHING AND LEARNING” organised by JNAN VIKAS MANDAL’S DEGREE COLLEGE AIROLI IN COLLABORATION WITH EDFLY on 29<sup>th</sup> MAY 2020.

#### **9. Engagement as Resource Persons/Guest Speakers/Guest Faculty (year wise latest to old)**

<b>Name of Topic /Theme Discussed</b>	<b>Name of Organisation /Institution</b>	<b>Date</b>	<b>State / National / International</b>
<ul style="list-style-type: none"> <li>• Dr Shubhra was a Resource Person for a <b>webinar</b> held on <b>2nd July 2020</b>. on the topic “<b>Writing a Research Dissertation</b>“, in One day workshop on <b>'Skills development for Research/ Dissertation'</b></li> </ul>	<b>ST JOSEPHS COLLEGE</b>	<b>2<sup>nd</sup> JULY 2020</b>	<b>ONE DAY WORKSHOP</b>



<p>for Post-graduation students' of St Joseph's college.</p> <ul style="list-style-type: none"> <li>● <b>RESOURCE PERSON for PhD Course Work</b></li> <li>● <b>Bangalore city Representative for SJU, Bangalore.</b></li> </ul>	<p><b>Bangalore Central University.</b></p> <p><b>BCU</b></p>	<p><b>Starting From 2013 every year.</b></p> <p><b>MARCH 2021</b></p>	<p><b>PhD Scholars Course Work.</b></p> <p><b>BOS</b></p>
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**10. Professional Body Membership (Name of professional Bodies Membership type (Annual /Life time)**

- **LIFE TIME MEMBERSHIP for IAECT (International Association of Educators and Corporate Trainers).**

**11. Academic Roles (Editorial Board Member, Member, Board of studies, examiners, External Examiner, Advisory Board other Colleges, Peer Reviewer)**

Position Held	Years of Experience	Nature of responsibilities
<ul style="list-style-type: none"> <li>● BCU Representative, Board of Studies, Bangalore City University, Bangalore.</li> <li>● BOS member for ST JOSEPH'S UNIVERSITY as ACADEMIC</li> </ul>		<p>Verification/addition/deletion of the Syllabus and synching/aligning it with the current trends to reduce the gap between academia and corporate for easy transition for the students.</p> <p>Verification /suggestions to be provided to the new and existing syllabuses.</p>

SUBJECT EXPERT.		
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**12. Administrative Roles (i.e. VP, IQAC, TQM, HOD, Class Mentor, and other Cells co-ordinator, NSS Programme Officer)**

Have taken positions as HOD – Post Graduate, member of TQM team, mentor of various classes, Convenor for College Day, Coordinator of Project Smiles, Coordinator of Equal Opportunity Cell, Board of Examiner and Board of Member for various colleges and Bangalore City University

**13. Brief Career Summary in about 100-150 words. Kindly avoid using “I” instead, one may use Ms./Mr./Dr. as per their titles while sending a fresh career summary or while editing the existing one.**

Dr Shubhra, working in the capacity of an Associate Professor with SJCC close to two decades, is a self-motivated, sincere, dedicated, energetic, versatile, hard-working and result oriented educator. Along with self-authoring books on HRM and Management, presenting research papers at National Level and International level. Possessing a mature and responsible approach to any situation or task that is undertaken, Dr Shubhra believes in creating a positive learning environment enabling the students to bloom to their maximum potential.