



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

#163, Brigade Road, Bengaluru - 560025, Karnataka.

### **CURRICULUM VITAE**

**Name: Dr Soney Haris**

**Designation: Associate Professor**

**Gender: Female**

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

#### **Education:**

- **Master of Arts in Adult Education (MAAE)** from IGNOU-Pursuing from July 2021.
- **M.Sc. In Applied Psychology**
- **Doctor of Philosophy (Ph.D.) in Commerce**
- **Professional Certificate in Marketing** from Chartered Institute of Marketing (CIM) United Kingdom
- **Master of Marketing Management (M.M.M.)**
- **Master of Philosophy (M.Phil.) in Commerce**
- **Bachelor of Education (B.Ed.) in Commerce**
- **Master of Commerce (M. Com.)**

#### **Online Certificate Courses Completed:**

- **Positive Psychology**, The University of North Carolina at Chapel Hill-Coursera, 2021.
- **Marketing Analytics**, University of Virginia-Coursera, 2020.
- **The Science of Well-Being**, Yale University-Coursera, 2020.
- **Advanced Course in Creative Teaching**, International Academy for Creative Teaching (iACT), 2002.
- **Positive Psychology Diploma Course**, Udemy, 2021.
- **Certificate in Mindfulness**, Psychoshiksha, Indian Council for Professional Education Mission, 2021.
- **Certified Professional Teacher in Commerce and Management** awarded by the Commission of International Accreditation

Organisation (IAO)-USA.

**Personal Website: Nil**

**Blog: Nil**

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**Areas of specialisation: Marketing, General Management, Education, Ethics, Psychology**

**Research Interest: Marketing, General Management, Education, Ethics, Psychology**

**Teaching Interest:** International Marketing, International Business, Business Ethics and Law, Global Marketing, Positive Psychology, Consumer Behaviour, Organisational Behaviour, Marketing Management, Strategic Brand Management, Strategic Management, Leadership in Business, Digital Marketing

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**Work Experience with current institution:**

(Kindly press tab in the last row of each table to add as many columns as required to fill in your details)

Total Experience (including Teaching and Research )

Name of the Institution	Position Held	Experience from - to	Total Years of Experience
St. Joseph's College of Commerce	Repository Coordinator-IQAC	2018	6 Years and 5 Months
	Equal Opportunity Center Coordinator	2019	
	Custodian of Examination	2020-2022	
	Center for Digital Learning	2022	

	Coordinator (CDLE)		
	PTA-Team Member	2023-2024	
	Center for Innovation in Academics	2024	

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**Work Experience with previous employer:**

a) Teaching Experience :

Designation	Teaching Experience from - to	Total Years of Experience
Associate Professor	1994-2018	21.5

b) Industry Experience : Nil

Name of the Company	Designation	Total Years of Experience

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**Administrative Roles (i.e. VP, IQAC, TQM, HOD, Class Mentor, Co-ordinators, NSS Programme Officer and others):**

Position Held	Years of Experience	Nature of responsibilities
Class Mentor	2018-2024	BCom, BBA and MCom Class

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**Academic Roles (Editorial Board Member, Member - Board of Studies, Examiners, External Examiner or Advisory Board in other Colleges, Peer Reviewer):**

Position Held	Years of Experience	Nature of responsibilities
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<b>Board of Studie (BOS)</b>	2018-2024	BCom, BBA and MCom
<b>Board of Examination (BOE)</b>	2018-2024	Management and Marketing

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**Honors, Recognition, Awards:**

Name of the Award	Name of the Awarding organisation	Year	Nature of Award
STARS Values Award	INTI-International University, Laureate International Universities, , Malaysia.	November 2015	In recognition in dedication in demonstrating INTIs Core Values

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**Research Projects (year wise latest to old): Nil**

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

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**Guideship Recognition M.Phil/ Ph.D programmes:**

Research Scholar's Name	Name of the University	Discipline and Area of Specialization	Title of the Thesis
Usha Priyadarshini S.	Jain Deemed to be University-India	Ph.D.-Commerce	Role of Social Entrepreneurship in driving Social Change-A case study approach

			across Bengaluru City.
Kiran L. Maney	Jain Deemed to be University-India	Ph.D.-Management	Impact of Lifestyle Marketing on Purchase Decision by Youth.
Uchechi Cynthia Ohajonu	INTI International University-Malaysia	Ph.D.-Management	A study on the attitude of generation Y towards social media advertising and the effect on purchasing behaviour.
Vasant. R. Kothari	Jain University-India	Ph.D.-Management	Awareness of Kidswear Safety Regulation in India.
Anupama Ghoshal	Jain University India	Ph.D.-Management	A Study on Conspicuous Consumption among Indian Youth in Bengaluru for Lifestyle Products and Services.
Kavitha R Gowda	Jain University India	M.Phil.-Management	Marketing Mix as a tool to enhance retail opportunities for shopping goods in rural markets.
Sheetal Yadav	Jain University India	M.Phil.-Management	A study of Consumer Behavior aspects and Brand Preference-with reference to FMCG products.

Priya KPSingh	Vinayak Missions University	M.Phil.- Management	A study on consumer behaviour of women towards cosmetics
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**Publications (year wise latest to old):**

a. Books

<b>Title of the Book</b>	<b>Publisher's Name</b>	<b>Year of Publication</b>	<b>ISBN No.</b>
Multidisciplinary Research in Management and Humanities (Vol 1)		2018-2019	ISBN-9789380751238
Academic Research in Commerce and Management (Volume 1)		2018-2019	ISBN- 9789380751337
Multidimensional Academic research (Volume 1)		2018-2019	ISBN- 9789380751344
A Handbook of Multidisciplinary research in Social Sciences , Volume -1,		2019-2020	ISBN No. 978-81-943722-7-1.
A Handbook of Multidisciplinary research in Social Sciences, Volume -2,		2019-2020	ISBN No. 978-81-943722-8-8.

b. Chapters in Books

<b>Title of the Book</b>	<b>Publisher's Name</b>	<b>Chapter Title</b>	<b>Page numbers</b>	<b>Year of Publication</b>

c. Journal Articles

**2007**

1. **National Publication:** "Hoshin Planning", Article Published in Pariprashna, Academic Journal, February 2007, Volume II Issue I, Sri Bhagawan Mahaveer Jain College, School of Graduate Studies.

**2008**

2. **Conference Proceeding (International):** Published Research Paper titled 'Targeting Indian young markets" in the International Conference Proceeding on the theme "Managing Global Business Competition: World's Best Practices'.
3. **Conference Proceeding (International):** Published Research Paper titled 'Management education in the light of globalization of India' in the International Conference Proceedings on WTO, India & Trade Strategy at IIMK, India.

**2009**

4. **Conference Proceeding (International):** Published paper on 'Business Ethical Training Of Management Professionalism' At Undergraduate B-Schools, Publication in Advanced Research Series in Business Ethics and Corporate Social Responsibility, MacMillan Publication, December 2009, Pg. 138-153, ISBN 13: 978-0230-32825-9.
5. **Conference Proceeding (International):** Published paper titled 'Human face of marketing- Ethical issues on marketing for children' in conference proceeding at India - USA Global Business and Networking Strategy Conference cosponsored by The University of Findlay, First Edition, 2009, Pg. 22-26.
6. **Conference Proceeding (International):** Published paper titled 'Business environment: Technological impact on today's business' in conference proceeding at India - USA Global Business and Networking Strategy Conference, cosponsored by The University of Findlay, First Edition, 2009, Pg. 75-81.
7. **Conference Proceeding (International):** Published a Research Paper titled 'Marketing using Made-In-India Brand- Problems and Opportunities" at International Conference Proceeding on "Innovative Strategies for value creation and management".

## 2010

8. **Journal Publication (International):** Published paper on 'An analytical study of VALS of youth -Implication to marketers 'in Management Convergences-An International Journal Management, Vol.1, No.1, June2010, Page 11-23. ISSN 0976-5492.
9. **Conference Proceeding (National):** Published a Research Paper titled 'An Effective Post- Mortem of Worldspace Satellite Radio in India' at National Conference Proceedings on 'failed and forgotten brands.'

## 2011

10. **Journal Publication (International):** Published paper on 'Paradigm shift in consumer preference towards organised retailing from unorganised retailing' in a refereed publication of the Society of Management and Behavioural Science-Handbook of Management and Behavioural Science Vol.2. Page 299-306. ISBN 978-81-89547-96-7, April 2011.
11. **Journal Publication (International):** Published paper titled 'International Franchising - Impact on emerging markets' in a refereed publication of the Society of Management and Behavioural Science-Handbook of Management and Behavioural Science Vol.2. Page 349-355. ISBN 978-81-89547-96-7, April 2011.
12. **Journal Publication (International):** Dr. Soney Mathews, Dr. H. Nagaraj, Published paper titled 'A study on brand switching behavior among youth in India' in a refereed publication of the Society of Management and Behavioural Science-Handbook of Management and Behavioural Science Vol.5. Page 463-471. ISBN 978-81-89547-52-3 July 2011.
13. **Journal Publication (National):** Published paper titled 'Secrets to lift off store profitability through brand visibility' in refereed journal- CARMELIGHT-A MULTIDISCIPLINARY JOURNAL, Volume 8(1), Page 1-8. ISSN 0975-9494, June 2011.
14. **Conference Proceeding (International):** Published a Research Paper titled 'Leveraging Marketing Mix to Enhance Retail Opportunities for FMCG Products in Rural Markets' at Eleventh Global Conference Proceeding on Flexible Systems Management (IIMK - GLOGIFT 11).

## 2012

15. **Journal Publication (International):** Published paper titled 'Consumer Behaviour Pattern of the Urban Indian Youth in Bengaluru Market' in refereed publication of the Society of



Management and Behavioural Sciences, with ISBN 978-93-81505-48-9, December 2012 Page 146-150.

16. **Journal Publication (International):** Published paper titled 'Internal factors affecting consumer behavior among the urban Indian youth in the Bangaluru market' in refereed publication- International Journal of Management & Computing Sciences(IJMCS), with ISSN2231-3303, October -December 2012 Vol. 2,No.4 Page 42-48.
17. **Conference Proceeding (International):** Published research paper titled 'A study on Measuring Brand Equity in Relation to Employer Branding' in the International Conference proceeding on 'Managing Human Resources at the Workplace' with ISBN: 978-81-922146-4-1, Page 1-8, December 2012.

### 2013

18. **Journal Publication (National):** Published paper titled 'Green Consumers-An Empirical Study in Bangalore City' in refereed journal-AMBER, Volume 4 Issue 1, Page 17-24. ISSN 0976-3341, October 2012-March 2013.
19. **Journal Publication (International):** Published paper titled '21<sup>st</sup> Century Retail: An Insight To Consumer Adaptive Retail', in the ABHINAV International Monthly Refereed Journal of Research -MANAGEMENT AND TECHNOLOGY, Volume: II Issue: IX, ISSN 2320-0073, September 2013.
20. **Journal Publication (International):** Published paper titled 'Impact of Print Recruitment Advertisement Applicable for IT Organisations' in refereed publication- Reinventing issues in Business Management and Research with ISBN 978-93-81212-49-3, December 2013 Page 200-211.
21. **Journal Publication (International):** Published paper titled 'Association of Brands as an Integral Part of Consumer Lifestyle for Household Electronic Items' in refereed publication - Reinventing issues in Business Management and Research with ISBN 978 -93-81212-49-3, December 2013 Page 183-192.
22. **Journal Publication (International):** Published paper titled 'The Evolution and Impact of Social Entrepreneurship' in refereed publication- Reinventing issues in Business Management and Research with ISBN 978-93-81212-49-3, December 2013 Page 452-459.

## 2014

23. **Journal Publication (International):** Published paper titled 'A study on utilization of Green Banking offered in Bangalore city towards development of Indian economy' in refereed publication-International Journal of Management & Computing Sciences(IJMCS), with ISSN 2231-3303, January -March 2014 Vol. 2,No.1 Page 278-284.
24. **Journal Publication (International):** Published research paper titled 'A case study of the Indian Oral Care Market: marketing Strategies and Implications' in refereed publication-International Journal of Management & Computing Sciences(IJMCS), with ISSN 2231 -3303, July -December 2014 Vol. 2,No.3-4 Page 79-86.

## 2015

25. **Journal Publication-Edited Book (International):** Published a research paper in Edited Book: Innovative Ideas in Business Management, Chapter 20 titled 'A study on implementation of green human resource planning and development', PP 159-169, Edited Book- ISBN number: 978-93-81212-91-2 Bharti Publications-New Delhi. 2015.
26. **Journal Publication (International):** Published a Research Paper in International Journal of Exclusive Management Research (IJEMR) titled 'A study of feasibility of Digital Marketing for small and Medium Enterprise', PP 108-116, Special issue Feb 2015, ISSN 2249-8672, **Impact** Factor 5.76.
27. **Journal Publication (International):** Published Research paper in International Referred Journal-The International Journal of Management-Titled 'Rural Youth shopping preferences towards Mobile Phones and Personal Computers'- October 2014-March 2015, Vol: 10. No: 2, ISSN: 0973-9165, PP 76-83.
28. **Journal Publication (International):** Published Research Paper in a Research Journal- International Journal of Management and Behavioural Science (IJMBS)-Titled 'Low Cost Carriers (LCC) in the Indian Aviation Space: A Contemporary Indian Perspective' Vol. 6-7, June 2015, ISSN 2278-5671, PP 511-515.
29. **Journal Publication (International):** Published Research Paper in a Research Journal- International Journal of Management and Technical Research (IJMTR)-Titled 'To Purchase or not to Purchase' through Social Media Advertising: Effectively Targeting Young

Adults in Malaysia' Vol. 2, No. 2, Jan-March 2015, ISSN 2347 - 9035, PP 26-36.

30. **Journal Publication (National):** Published Research paper in BVIMSR's Journal of Management Research, Indian parents' perspective towards brand loyalty and kids' wear safety, Vol.7 Issue -2: October: 2015, ISSN 0976-4739, PP91-97. **Impact Factor 3.785.**
31. **Conference Proceeding (International):** Published a Research paper titled 'A Path Towards Technology Driven Education: Attitude of Teachers Towards Innovative Teaching Practices', 6th International Conference on the theme "Managing Business Competitiveness through Technology, Innovation and Big Data" Conference Proceedings, ISBN: 978-81-909312-3-8, PP 24-46, 2015.
32. **Journal Publication (International):** Published a Research Paper titled 'Advertising on Social Media and Benefits to Brands', in e-Bangi, Journal of Social Science and Humanities, Vol.10, No.2 (2015), PP 335-351, ISSN: 1823-884x.
33. **Journal Publication (National):** Published a Research Paper titled 'Communication of Kids' Wear Safety to Parents: Indian Retailers' Viewpoint, Journal of IMS Group, Vol. 12, No. 2, July-December 2015, pp. 69-75. ISSN NO. 0973-824X-**Global Impact Factor: 0.765**

## 2016

34. **Journal Publication -Chapter Publication (International):** Published a research paper in **Edited Book:** E-Retailing Challenges and Opportunities in the Global Marketplace titled 'Discernment of Youth towards E-Retailing in Asian and Gulf Marketing Territories', ISBN 13: 9781466699212, ISBN10: 1466699213, DOI: 10.4018/978-1-4666-9921-2, PP 183-204, IGI Global, 2016.
35. **Journal Publication (International):** Published a Research Paper titled 'Social media and Advertising: An exploratory study on the lifestyle of Generation Y consumers in Malaysia', in International Journal-Research Journal of Social Science & Management (RJSSM), Volume: 06, Number: 01, May 2016, PP 31-39, ISSN: 2251 1571. **SJIF 6.86**
36. **Journal Publication (International):** Published a Research Paper titled 'Necessity of kidswear safety regulations for India: viewpoint of retailers', in **Sona Global Management Review (Journal listed in**

**Ulrich International Directory and in EBSCO Publications),**  
Volume 10, Issue 2, February 2016, PP 1-14, ISSN: 0973-9947.

37. **Journal Publication (National):** Published a Research Paper titled 'A Path Towards Technology Driven Education: Attitude of Teachers Towards Innovative Teaching Practices' in **refereed journal- AMBER**, Volume 6 Issue 2, Page 1-24. ISSN 0976-3341, January 2016.

## 2019

38. **Journal Publication (International):** Published a Research Paper titled 'Lifestyle factors influencing purchase behavior of youth in India' in International Journal of Advance and Innovation Research. ISSN No. 2394-7780, 2019.
39. **Journal Publication (International):** Published a research Paper in International Journal- World Journal of Social Science Research titled 'Predicting Generation Y's Purchase Intention towards Brands Advertised on Social Media: A PLS-SEM Analysis', Vol. 6, No. 2, Page 98- 127, ISSN 2375-9747 (Print) ISSN 2332-5534 (Online) 2019.
40. **Journal Publication (International):** Published a Book Chapters titled 'Ethical Consumerism and Effectiveness from a Cause-Related Marketing (CRM) Perspective' in the Edited Volume Handbook of Research on Contemporary Consumerism, IGI Global, USA, PP 134-153. DOI: 10.4018/978-1-5225-8270-0.ch008.
41. **Journal Publication (International):** Published a research paper titled 'A study on the Impact of Lifestyle on Young Indian Consumer Purchase Decision' in the Conference Proceeding of the Seventeenth AIMS International Conference on Management organized at Indian Institute of Management Kozhikode (IIMK), PP 901-905, ISBN: 978-1-943295-14-2.

## 2020

42. **Journal Publication (International):** Published a Research Paper titled 'factors affecting the preferences of housing in a and guarded communities in Negeri Sembilan' in **Scopus Journal - International Journal of Psychosocial Rehabilitation**, Volume 24 -Issue 2, ISSN-1475-7192, pp982-999, February 2020. DOI: [10.37200/IJPR/V24I2/PR200405](https://doi.org/10.37200/IJPR/V24I2/PR200405)
43. **Journal Publication (National):** Published a Research Paper titled 'A study on perception and attitude of consumers towards the effectiveness of Consumer Rights in India with special reference to

teenagers' in UGC CARE Journal- Studies in Indian Place Names (SIPN), Vol:40 Issue: 81 Month: March Year: 2020, ISSN 2394-3114, pp 287-299 Impact factor:6.1.

44. **Journal Publication (National):** Published a Research Paper titled 'A study on Effectiveness and influence of Outdoor Advertising on consumer behaviour with special reference to Transit Advertising' in UGC CARE Journal- Studies in Indian Place Names (SIPN), Vol:40 Issue: 85 Month: March Year: 2020, ISSN 2394-3114, pp 450-459 Impact factor:6.1.
45. **Journal Publication (National):** Published a Research Paper titled 'Role of Social Entrepreneurs as Social Transformation Agents-An Insight' in UGC CARE Journal-Studies in Indian Place Names, Vol. 40, Special Issue-25, pp 240-247, March 2020, ISSN 2394-3114, Impact Factor 6.3.
46. **Journal Publication (International):** Published a Research Paper titled 'A study on the lifestyle and consumption activities of youth in India' in International Journal of Management Technology and Engineering (IJMTE) and UGC CARE Journal, Volume X, Issue V, May 2020. ISSN No.2249-7455, pp 47-56, [DOI:16.10089.IJMTE.2020.V10I05.20.3805](https://doi.org/10.10089/IJMTE.2020.V10I05.20.3805), Scientific Journal Impact Factor - 6.3.

## 2021

47. **Journal Publication (International):** Research abstract published in the proceedings of the 6 International Conference on Contemporary Management (ICCM) - 2021 titled 'An exploratory study on factors persuading the lifestyle consumption among the youth', Published by Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka. Page 176, ISSN No. 2783-8773, April 2021.
48. **Journal Publication (International):** Published a research paper titled 'A study on the Impact of Lifestyle on Young Indian Consumer Purchase Decision' in the AIMS International Journal of Management Volume 15, Number 2, pp. 89-99, May 2021, DOI: 10.26573/2021.15.2.2.
49. **Journal Publication (International):** Published a research paper titled 'A study on the perception and attitude of youth towards acceptance of e-pharmacy and sustainable consumption'

VidyaBharati International Interdisciplinary Research Journal (Special Issue), WoS, pp. 3018-3026, October 2021, ISSN 2319-4979

50. **Journal Publication (International):** Published a research paper titled 'A Study on Strategic Initiative for Reinvigorating Employee Engagement Among Gen Z' in the International Journal of Applied Research in Management and Economics, 6(1):1-10, 2023, ISSN 2538-8053.

d. Reports, Working Papers, Discussion Papers, Reviews

Title	Authors	Year of Publication	Details

e. Popular publications (Newspaper/Magazine Articles)

Title	Authors	Year of Publication	Details

f. Paper Presentations (Conferences, Seminars, Workshops)

1. Participated and presented a research paper titled 'A study on factors influencing lifestyle of youth in India' at a National Conference on 'Emerging Trends in Business and Finance' held on 8<sup>th</sup> March 2019 at Center for management Studies, Jain (Deemed-to-be University), Bengaluru.
2. Participated and presented a research paper titled 'Professional code of ethics and commitment of teachers: A study reflecting the outlook of the governing bodies in HEIs' at the 4<sup>th</sup> International Conference on Organization and Management (ICOM) organised by College of

Business, Abu Dhabi University, Abu Dhabi, UAE on 12<sup>th</sup> and 13<sup>th</sup> June 2019.

3. Participated and presented a research paper titled 'Emotional Connect of Employees towards CSR activities: The fundamental step for a socially responsible business' at the 4<sup>th</sup> International Conference on Organization and Management (ICOM) organised by College of Business, Abu Dhabi University, Abu Dhabi, UAE on 12<sup>th</sup> and 13<sup>th</sup> June 2019.
4. Participated and presented a research paper titled 'A study on perception and attitude of consumer towards the effectiveness of consumer rights in India' at a National Seminar on Globalization, Innovations in Technology and Consumer Protection organised by Periyar University, Tamil Nadu on 29<sup>th</sup> and 30<sup>th</sup> July, 2019.
5. Participated and presented a research paper titled 'A study on the impact of lifestyle of youth product purchase decision' at the Seventeenth AIMS International Conference on Management Organised at Indian Institute of Management Kozhikode (IIMK) on 2<sup>nd</sup> to 4<sup>th</sup> Jan 2020.
6. Participated and presented a research paper titled 'A study on personal factors influencing women social entrepreneurs across Bengaluru City' in the 7<sup>th</sup> National level Conference on Women in Leadership organised by Kristu Jayanti College (Autonomous) Bengaluru , India on 8<sup>th</sup> March, 2021.
7. Presented a Research Paper titled 'An exploratory study on factors persuading the lifestyle consumption among the youth' in the 6<sup>th</sup> International Conference on Contemporary Management (ICCM)-2021 organised by University of Jaffana -Sri Lanka on 29<sup>th</sup> and 30<sup>th</sup> April 2021.
8. Participated in International Webinar on Ethics in Higher Education and Sustainable Development, and presented virtually a research paper title "Sustainability in HEIs through professional code of ethics: A study reflecting the role of the governing bodies" Organised by Globethics.net India on the 26 to 27 July 2021.
9. Participated in the 3<sup>rd</sup> International Conference on Advanced Research in Management, Business and Finance and presented virtually a research paper title "A Study On Strategic Initiative For Reinvigorating

Employee Engagement Among Gen Z" on the 29 - 31 July Munich, Germany.

10. Participated and presented a research paper titled 'A study on the perception and attitude of youth towards acceptance of e-pharmacy and sustainable consumption' at the Virtual International Conference on "Industry 4.0 -Leading Business Practices for Sustainable Milieu" I4BPSM 2021, organised by Alagappa Institute of Management (AIM), Alagappa University and sponsored by ICSSR on the 25<sup>th</sup> & 26<sup>th</sup> August 2021.
11. Participated and presented a research paper titled 'Achieving Entrepreneurial Sustainability in Business through Work Citizenship Behaviour and Employee Belongingness: A Study on Small-Scale Enterprises during the Covid- 19 Era' at the 2<sup>nd</sup> International Conference of the School of Business Entrepreneurship and Sustainable Development In Light Of The Corona Pandemic Organised by Business School, Jadara University-Jordan held on 13<sup>th</sup> and 14<sup>th</sup> October 2021.
12. Participated and presented a research paper titled 'A study on Perception of Young Consumers towards persuasive techniques in digital communication with special reference to social media marketing' at the International Conference of Marketing on Consumer Experience in Digital Era Organised by the Indian Institute of Management (IIM) Bodh Gaya in association with the School of Business, Economics, and Law Gothenburg University Sweden from April 14<sup>th</sup> to 15<sup>th</sup> 2023.
13. Dr. Presented a Research Paper entitled "The Impact of Digitalization on the Career Development and Employee Retention in Banking Sector: A Study Reflecting the Employees' Attitude" at the 2nd International Conference on Banking, Finance and Business - ICBFB 2023 which was held on March 15-15, 2023 and organised by College of Banking and Financial Studies at Muscat, Oman.
14. Presented a research paper entitled "Enhancing Economic Competitiveness of Rural Women Entrepreneurship in Dhofar Region, Oman", at the 2nd International Conference on Banking, Finance and Business - ICBFB 2023 which was held on March 15-15, 2023 and organised by College of Banking and Financial Studies at Muscat, Oman.



g. Invited Lectures, Presentation and Participation in Workshops, Trainings and Roundtables organised

1. Guest Speaker for MBA students. Topic: Disruptive supply chain and regaining customer trust: A strategic perspective at MAHSA University-Faculty of Business, Finance & IT (FOBFIT)-Malaysia on 18<sup>th</sup> July, 2020.
2. Guest Speaker for FDP on Transforming Learning Using Case Study as a Pedagogical Tool Organised by St. Joseph's College of Commerce on 8<sup>th</sup> August 2020.
3. Guest Speaker for MBA students. Topic: International Business: Cultural Challenges-The Indian Experience at MAHSA University-Faculty of Business, Finance & IT (FOBFIT)-Malaysia on 11<sup>th</sup> October, 2020.
4. Distinguish Guest and Keynote Speaker, Topic: Strength and Challenges of OBOR Initiative: Indian Perspective at INTI INTERNATIONAL UNIVERSITY-Faculty of Business, Communications and Law (FOBCAL)-Malaysia on 14<sup>th</sup> December, 2020.
5. Guest Speaker at Soundarya Institute of Management and Science-Bengaluru
6. and shared inputs with the teaching faculty on the topic 'Building Research Culture' on 4<sup>th</sup> August 2021.
7. International Guest Speaker to an Online Symposium "Business in Crisis: The Quest for Solutions" organized by INTI International University-Malaysia on 25<sup>th</sup> Aug 2021.
8. Guest Speaker for MBA students. Topic: Global Market Entry Strategies: A case-based approach at MAHSA University-Faculty of Business, Finance & IT (FOBFIT)-Malaysia on 24<sup>th</sup> October, 2021.
9. Guest Speaker for B.Com. Students-Department of Commerce at Mount Carmel College, Autonomous on the topic Decoding consumer influences and behaviour on 12<sup>th</sup> Nov 2021.
10. Guest Speaker for the 3<sup>rd</sup> National Seminar on Evolving Paradigms in Marketing: Contemporary Opportunities and Challenges Organised by Maharaja Agrasen Institute of Technology, Department of Management (MBA) on 7<sup>th</sup> May 2022.
11. Keynote Speaker at the MAHSA International Hospitality And Tourism Conference (MI-HOST 2023) at MAHSA UNIVERSITY, MALAYSIA Organised by School of Hospitality Management Faculty of Business, Hospitality, Accounting and Finance, Malaysia held on 17 & 18 March 2023.

12. IPitch Judge for an Event organised by INTI International University Malaysia on 5<sup>th</sup> July 2023.
  13. Guest Speaker for the Post Graduate Department of Commerce at St. Joseph's College of Commerce on 10<sup>th</sup> June 2024.
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**Professional Body Membership (Name of Professional Bodies and Membership type (Annual/Life time):**

Name of the Professional Body	Membership Type (Annual/Life time)	Details

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**Consultancy (year wise latest to old):**

Nature of Consultancy	Name of organization	Duration

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Provide a brief summary of your career in about 100-150 words. Kindly write in a third person narrative.

Associate Professor at St. Joseph's College of Commerce. She has a brilliant pedagogy which spreads over a span of 28 years of teaching and research in the area of Marketing Management and General Management. During her tenure of teaching, she has taught both Post Graduate and Graduate students from both International and National platform.

She was associated with teaching students from various universities like Latrobe University-Australia, University of Hertfordshire-UK, Laureate International Universities-USA, INTI-International Universities-Malaysia, University of Wollongong, Bangalore University and Jain University-

Bangalore. Keeping research as a focus and interest area, she has published various research papers in academic journals both international and national with high impact factor in the area of Marketing Management and General Management. She is also a research supervisor for Ph.D. and M.Phil. candidates in the field of commerce and management.