

## FACULTY PROFILE



**NAME:** Mrs. Kruthika S Kumar

**Designation:** Assistant Professor

**Department:** MBA

**Date of Joining :**9<sup>th</sup> August 2010

**Length of Professional& Industrial Experience:**

**14 Years of Academic Experience.**

**1 Year Industrial Experience**

### Contact Details

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### Academic Background

- Currently Pursuing Ph.D in HR from VTU.
- Post Graduated in MBA (HR) from SIET, Tumakuru, Affiliated to VTU
- Post Graduated in PGDMM from KSOU, Mysore University.
- Graduated in BSc from Maharani's science College for Women, Bangalore, Bangalore University

### Areas of Interest

- Human Resource
- Marketing

### Significant Publications

- Presented paper on "A Study on Effect of IQ and EQ on Creativity, Innovation and Decision Making among Post Graduation Students", International conference, Drishti -2023 A New Era in Management & Technology held at VCET, Puttur.

- Participated & Presented Paper on the topic “Impact of Glass Ceiling Effect on Women Employees” at National Conference on Contemporary Management Trends & Future Perspectives held on 22<sup>nd</sup> March 2019 Organized by Department of MBA, SIET in association with SSM Trust-Exclusive MBA Global.
- Participated and Presented Paper in the National Conference on “Emerging markets and their emergence in an era of Globalization-its impact on Indian economy” in 2015 at PAAC, Tiptur
- Participated and Presented Paper titled “Impact of cell phone addiction on present generation” in the National Conference on ”Coping with internet & cell phone addiction in youth” in 2014 at PAAC, Tiptur.
- Participated and Presented Paper titled “Effect of internet use, overuse, abuse & addiction ” in the National Conference on ”Coping with internet & cell phone addiction in youth” in 2014 at PAAC, Tiptur.
- Participated & presented paper titled “Employer Branding as a retention strategy” in International conference on “Empowering Employability in business education in 2014 at Sri Sri Shivalingeshwara first Grade College & PG centre.

#### **PROJECTS UNDERTAKEN**

- A study on Performance Appraisal at HMT Ltd, Tumakuru.
- Volunteered “Unnat Bharat Abhiyan, survey Program”, HELD ON 4<sup>TH</sup> JANUARY 2019 Organized by Kalpataru Institute of Technology, Tiptur.

#### **Achievements**

- Secured Silver medal in the subject human resource development with a consolidation score of 86% in the NPTEL online certification course conducted during July-October 2021.
- Presented papers in National, International Conferences and Received best paper award.
- Delivered lectures on various Management concepts as a Resource person.
- Organized and coordinated various workshops to management students.