

Faculty Profile

Name of Faculty	Dr. Neetha Mahadev	
Department	MBA	
Qualification	B.A., MBA, Ph.D.	
Designation	Professor	
Area of specialization	Marketing Human Resource Management Organization Behaviour	
Date of Joining BNMIT	19.07.2007	
Nature of Association (Regular/Contractual/Adjunct)	Regular	
e-mail	neethamahadev@bnmit.in, neethamahadev@gmail.com	
No. of years of Experience	Teaching: 14 years Industry: 1.5 years NGO & Third sector research: 4.5 years	

Academic Qualifications

- **Ph.D.** (2016), Faculty of Management, Visvesvaraya Technological University, India.
- **MBA** (1997), PG Centre, Kuvempu University, India (II Rank).
- **B.A.** (1995), AVKWC (Davangere), Kuvempu University, India (I Class).

Working Experience Details

- Professor, Dept. of MBA, BNMIT, Bangalore, India, (28.7.2016 - Till date).
- Associate Professor, Dept. of MBA, BNMIT, Bangalore, India, (5.3.2012 – 27.7.2016).
- Asst. Professor, Dept. of MBA, BNMIT, Bangalore, India, (15.1.2009 – 4.3.2012).
- Sr. Lecturer, Dept. of MBA, BNMIT, Bangalore, India, (4.8.2008 – 14.1.2009).
- Lecturer, Dept. of MBA, BNMIT, Bangalore, India, (19.7.2007 - 3.8.2008).
- Visiting Faculty, PGDM, AIMA, DSI, Bangalore, India, (Oct 2006 - May 2007)
- Lecturer, Dept. of MBA, DBIT, Bangalore, India, (28.2.2006 - 25.8.2006).
- Lecturer, Dept. of Mgt. Studies, EPCHE, Bangalore, India, (27.8.2005 - 11.2.2006).
- NGO and Third Sector Research, Samveda Training & Research Centre, Davangere, India (January 2000 - December 2004).
- Customer Care Officer, PMCL, Davangere, India, (20.4.1998 - 15.3.1999).
- Guest Lecturer, P.G. Centre, Davangere, India, (2.2.1998 - 15.6.1998).
- Business Development Executive, Suman Motels, Davangere, India, (12.1.1998 - 19.4.1998).

Subjects taught

1. Management and Organization Behaviour
2. Managerial Communication / Business Communication
3. Human Resource Management
4. Business Research Methods
5. Entrepreneurship Development
6. Economic Environment (Macro Business Environment)
7. Change and Knowledge Management
8. Services Marketing

9. International Marketing Management
10. Integrated Marketing Communications
11. Consumer Behaviour
12. Organization Change and Development
13. Personal Growth and Interpersonal Effectiveness
14. Compensation Management
15. International Human Resource Management
16. Organization Design and Development

Research Experience Details:

Ph.D:

Topic: “Women Entrepreneurs’ Conflicts and Conflict Resolution Styles at Different Stages of Business Development-A Study on Women Entrepreneurs of Selected SME’s in and around Bengaluru”.

A significant association was found between the conflict resolution styles at different stages of business development. Impact of Self-fulfilling prophecy as a mediating variable was established. The study showed that there is no significant difference in the way women and men deal with conflicts as entrepreneurs.

Research Supervision

Two candidates have applied for Ph.D. from VTU under my guidance.

Research Projects

Completed

1. Developed course material on “Linking Markets for Rural Produce and Supply Chain Management” for Mahatma Gandhi National Council for Rural Education, Department of Higher Education, Ministry of Human Resource Development, Government of India. Duration: 2 Months (February-March 2019).
2. Completed a project on “Proposed Incentive and Concession Policy for SC/ST Entrepreneurs”, for Centre for Entrepreneurship Development of Karnataka (CEDOK), A Govt. of Karnataka Organization promoted by the Department of Industries and Commerce. Duration: 5 Months (November 2017-March 2018).
3. Consultant for Wipro Mission 10X Project, “A Study on Effectiveness of WIPRO Mission 10X Programme”.
Duration: 1 Year (November 2011-November 2012)
4. Co-investigator for “A Study on Awareness and Attitude towards Networking among NGOs dedicated to Learning Disability”, a project sponsored by the Ford Foundation and Mysore University in 2002.

Academic Positions and other Responsibilities (University Level):

1. **Member**, BOE in MBA, VTU for the academic year 2016-17.

Academic Positions and other Responsibilities (Institute Level):

1. **Management Representative**, ISO, BNMIT (16.8.17 – 14.9.18)
2. **Chief Superintendent** at BNMIT, Bangalore from 23.6.18 to 7.7.18 for conducting B.E. examinations of VTU, Belgavi.
3. **Criteria Head for Criteria 4**, NAAC, BNMIT (2016-17, 2017-18)
4. **Member**, IQAC, BNMIT (2018-19).
5. **Editor** for the Department Newsletter MANAGEMENT CHRONICLE (2016-2018).
6. **Deputy Chief Superintendent** (External) at DSI, Bangalore for the conduction of Dec 2016 B.E. examinations of VTU, Belgaum.
7. **Assistant MR**, ISO, BNMIT (17.12.2009 - 15.6.2010)
8. Coordinated for BNMIT's participation in Jnana Degula – Education Expo-2011 organized by Deccan Herald.

Workshops /Seminars Organized:

1. FDP Coordinator – Faculty Development Program on Transcending Language Skills organized by B.N.M. Institute of Technology, Bengaluru from 15th to 25th July, 2019.
2. SDP Coordinator – Skill development program for 3rd semester MBA students on Business Analytics, a Zonal Center Program conducted in association with MakeIntern & Echoes (IIM Kozhikode Event) from 8th to 12th September, 2019.
3. SDP Coordinator – 30 hour skill development program in Business Analytics conducted for 3rd Semester MBA Students by Business Toys Pvt. Ltd. during October - November 2018.
4. SDP Coordinator – Four day skill development program in MS-Excel for 4th Semester MBA Students from 17th to 21st April 2018.
5. IIMBx MOOCs Coordinator - 3rd semester MBA students were offered Massive Open Online Courses on Customer Relationship Management (CRM) and Introduction to Investments (IM) from 25th September 2017 to 26th November 2017 by IIM-Bangalore as part of a MoU between IIMBx and BNMIT.
6. Fest Coordinator for Aarohan – An Inter-collegiate Management Fest, conducted in 2017 and 2016.
7. Coordinator for Workshop on Personal Growth and Interpersonal Effectiveness conducted on 4th September 2010.
8. Coordinator Seminar on Operations Management, conducted on 14th October 2009.
9. Coordinator for Seminar on Technological Innovation and Entrepreneurship, conducted on 17th October 2008.
10. Coordinator for Seminar on Total Quality Management, conducted on 21st February 2008.

Research Publications:

I. In National & International Journals

International Journals:

1. “Impact of leadership role perspective on conflict resolution styles – a study on small and medium sized entrepreneurs of Karnataka State in India”, Published in Journal of Global Entrepreneurship Research – A Springer Open Journal, Volume 5, No. 1, 2015, ISSN: 2228-7566
2. “Multiplying Entrepreneurs: Upholding Entrepreneurship”, Published in Asia Pacific Journal of Management Entrepreneurship Research, Vol 2, Issue 2, April 2013, ISSN: 2277-8098 “Solvent effects on the absorption and fluorescence spectra of some laser dyes: Estimation of ground and excited state dipole moments”.

II. In National/International Conference Proceedings

International Conference:

1. “Promoting Entrepreneurship- The Case of an Innovative Entrepreneur” ICER-BRIC International Conference on Entrepreneurship and New Venture Creation, IIM-Bangalore, 8-10 December 2011.

Papers presented in International/National Conferences

International

1. “Productive Agricultural Supply Chain Management in selected Asian Countries”, BNM Institute of Technology, Bengaluru, 27-28 December 2018.
2. “Impact of content marketing in healthcare industry”, BNM Institute of Technology, Bengaluru, 27-28 December 2018.
3. “Gender Diversity in Corporate Boards: A Global Perspective”, “Good Governance: Emerging Issues, Principles and Practices in Governments, Businesses, Services, Corporations, Universities, Cooperative Societies, Hospitals and NGOs”, Gujarat Technological University, Ahmedabad, 19-20 April 13.
4. “Promoting Entrepreneurship- The Case of an Innovative Entrepreneur” ICER-BRIC International Conference on Entrepreneurship and New Venture Creation, IIM-Bangalore, 8-10 December 2011.

National

1. “Social Entrepreneurs in Indian Health Care Sector-A Conceptual Framework”, National Conference, Sheshadripuram College, Bangalore, 23rd February 2013.

Participation in Training courses/Seminars/Workshops

1. Faculty Development Program on MS-Excel organized by BNMIT in association with Centre for Applied Research and Educational Services from 30th July to 1st August 2019.
2. Faculty Development Program on Transcending Language Skills organized by BNMIT from 15-25 July 2019.
3. Management Development Program on “Psychometrics & Econometrics using R Language”, organized by Centre for Applied Research and Educational Services from 24-26 May 2018.
4. Faculty Development Programme on “360⁰ Approach to Competency Enhancement of Management Faculty”, organized by BNMIT from 11-16 July 2016.
5. As the faculty in-charge of MOOCs in MBA Department, have successfully encouraged students to take up MOOCs. Have guided the students in identifying the right course, enrolling to the course and logistics of the course. This initiative was recorded in the form of a case study jointly authored by Dr. S. K. Prasad and myself and submitted for award at the **6th Indian Management Conclave**, organized by MBAUniverse.com, held on July 28-30, 2015 at ISB Hyderabad.
6. Entrepreneurship Development Programme conducted by EDII from 27-31 January, 2015.
7. IHRD Summit workshop on “Employee Retention through Executive Coaching” held at Le Meridian, Bangalore on 13th December 2014.
8. VTU workshop on revised 1st Semester MBA Subjects, held at PESIT, Bangalore on 13th October 2013.
9. “Good Governance: Emerging Issues, Principles and Practices in Governments, Businesses, Services, Corporations, Universities, Cooperative Societies, Hospitals and NGOs”, Gujarat Technological University, Ahmedabad, 19-20 April 2013.
10. VTU workshop on revised 2nd Semester MBA Subjects, held at PESIT, Bangalore on 6th April 2013.

11. National Conference on Social Entrepreneurship, Sheshadripuram College, Bangalore, 23rd February 2013.
12. ICER-BRIC International Conference on Entrepreneurship and New Venture Creation, IIM-Bangalore, 8-10 December 2011.
13. National FDP in Entrepreneurship, EDII, Bangalore, 17-28 January 2011.
14. National Seminar on Impact of the Global Financial Crisis on the Indian Economy, PESIT, Bangalore, 29th November 2008.
15. 2-day SPSS Workshop, IFIM, Bangalore, 13-14 August 2008.
16. Workshop on Entrepreneurship and Management at SJCIT, Chickballapur, 1-2 Aug 2008.
17. ISO 9001:2008 Internal Quality Auditor Training Program, Conducted by TUV Rheinland, Bangalore, 26-27 April 2008.
18. Workshop on “Management of Emotional Intelligence”, conducted by Gmantra, Bangalore, 21st September 2007.

Personal Details:

- **Date of Birth:** 20.04.1973; **Sex:** Female.
- **Family Details:**
 - Husband: V. Mahadev
 - Daughter: Vachana M. Dev
- **Passport Number:** Z4675442 (valid till 17th December 2027)

5th June 2020

NEETHA MAHADEV