


## Faculty Profile

<b>Name of Faculty</b>	Dr. L. Vijayashree	
<b>Department</b>	MBA	
<b>Qualification</b>	B.Sc., M.B.A., M.Phil., PhD., NET(UGC)	
<b>Designation</b>	Professor & HOD	
<b>Area of specialization</b>	Organizational Behaviour , Leadership, Entrepreneurship and Public Relations	
<b>Date of Joining BNMIT</b>	13/08/2013	
<b>Nature of Association (Regular/Contractual/Adjunct)</b>	Regular	
<b>e-mail</b>	vijayashreel@bnmit.in	
<b>No. of years of Experience</b>	17-Teaching 04-Industry	

### Academic Qualifications

2007-2011	<b>Ph.D Thesis</b> titled “ <b>Stress Coping Strategies among Women BPO Employees, Bangalore</b> ”, Sri Padmavathi Mahila Viswa Vidhyalayam, Tirupathi. Guide: Dr. J.Katyayani, Professor and Head, MBA Dept, SPMVV.
2005-June	<b>UGC-NET</b>
2004-2005	<b>M.Phil (HR)</b> - Bharathidasan University, Tamilnadu
1996-1999	<b>M.B.A(HR)</b> - Bharathidasan University, Tamilnadu
1992-1995	<b>B.Sc (CS)</b> - University of Madras, Chennai

### Working Experience Details

	<b>BNMIT, VTU affiliation, MBA Department</b> BSK 2 <sup>nd</sup> Stage, Bangalore- 70
July 2017- Till date	<b>Chief Coordinator-NewGen IEDC- From July 2017</b>
Feb 2016- Feb 2019	<b>HoD- MBA</b>
2014- Aug 2014	<b>In charge HoD (22-04-2014 to 19-08-2018)</b>
Oct 2013-Till date	<b>Head- Entrepreneurship Development cell, BNMIT</b>
Aug 2017-Till Date	<b>Professor- HR &amp; OB, Advisory Board member-Training and Placement, BNMIT</b>
July 2011-July 2013	<b>MBA-VTU, PES School of Engineering,</b> Hosur Road, Bangalore- 100 <b>Associate Professor-HR &amp;OB</b>
July 2006- July 2011	<b>Dayananda Sagar Institutions</b> Dayananda Sagar College of Engineering, Kumaraswamy Layout, Bangalore - 78 <b>Assistant Professor- HR &amp; OB (VTU, BU)</b>
Jun 2005- Jul 2006	<b>PES College of Business Management, PESIT Campus,</b>

BSK III Stage, Bangalore

**Lecturer**

Jun 2003 - Apr 2005

**B.E.S** , Jayanagar & **V.V.N College**, V.V Puram

**Part-Time faculty**

Jun 1995 - Jun 2003

**MM Softek**, Basavanagudi, **MN COMPUTER CENTRE**, Banashankari  
**HR Executive & HR Manager**

**Subject taught**

**Topics Taught:** Human Resources management, Strategic management, Entrepreneurship Development, Management and Organizational Behavior, Industrial relations and legislations', Compensation management, Organization Environment, Sales management, Organizational Leadership, Public Relations.

**Research Experience Details:**

**M. Phil:** Attrition analysis among BPOs in Bangalore- Four major BPO companies were chosen for the study and attrition rate of these companies were compared and analyzed.

**Ph.D: Stress coping strategies among Women BPO employees-** Focusing on role efficacy, role stress and coping concepts among the women BPO employees, this study attempts to explore the role stress perceived by these women employees and the strategies they adopt to cope during stress situations. This study also examines the need and scope of role efficacy concept among the women employees. Cluster mapping reveals the employee mapping according to their capability.

**Research Supervision**

Sl.No.	Name of the student	Ph.D / M.Phil	University	Year of completion	Title of Research Topic
1	Maazuddin Khan	Ph.D.	VTU, Belgaum	2018	Impact of E-Governance of Administration Study conducted with reference to Government of Karnataka and IT employees
2	Deepali Jain	Ph.D.	VTU	2018	A Study on Attitudes towards changes in occupational stress and coping during strategic alliances in IT industry
3	Chellamma.K.	Ph.D.	VTU	2020	Empirical Study on Role of Social Media in Human Resource Management
4	Sumukh.S.G.	Ph.D.	VTU	Pursuing	Effect of Organisation Behaviour on Job Satisfaction in ITES Industry, Bangalore

- Guided **Five M.Phil Students** (Bharathiyar University and Periyar University students) and 13 MBA students (Bharathidasan University, AIMA,BU).
- Guided More than **200 MBA Projects**, (IGNOU, Bangalore University and Bharathidasan University Students).

#### **Grants / Sponsored Projects Undertaken as Principal Investigator:**

**Total Grants received around–Rs. Rs. 3 Crores from Department of Science and Technology, Govt., of India and Entrepreneurship Development Institute of India, Gujarat, India.**

DST - NewGen IEDC (Innovation Entrepreneurship Development Cell) July 2017-

**Rs. 2, 87, 50,000/- for students project prototype development.**

1. DST – NIMAT (National Implementing and Monitoring Agency for Training) Project 2017 - 2018 – **Rs. 2,00, 000/- for 10 Entrepreneurship Awareness Camps.**
2. DST – NIMAT (National Implementing and Monitoring Agency for Training) Project 2017 - 2018 – **Rs. 1,00, 000/- for 5 Entrepreneurship Awareness Camps.**
3. DST - NIMAT (National Implementing and Monitoring Agency for Training) Project 2015 - 2016 – **Rs. 40,000/- for 2 Entrepreneurship Awareness Camp.**

#### **Academic Positions and other Responsibilities (University Level):**

1. **BOE Member** : VTU, Belagavi 2017-18
2. **BOS Member** : VTU, Belagavi – 2019-20 and 2020-21

#### **Academic Positions and other Responsibilities (Institute Level):**

3. **Chief Superintendent** at BNMIT, Bangalore from 29.05.2018-09-06-2018 for the conduction of June 2018 B.E. examinations of VTU, Belgavi.
4. **Chief Coordinator- New Gen IEDC, grants from DST, GoI from June 2017**
5. **Chief Coordinator- ED Cell, from 2013**
6. **Anti Ragging Committee member- 2017-18**
7. **Advisory committee member-Training & Placement Department from 05.09.2013**
8. **Research Committee member – from 2014**
9. **Deputy Chief Superintendent** at BNMIT, Bangalore from 19-06-2017 to 24-06-2017 for the conduction of June 2017 B.E. examinations of VTU, Belgavi.
10. **Chief Superintendent** at BNMIT, Bangalore from 01-12-2016 to 10-12-2016 for the conduction of December 2016 B.E. examinations of VTU, Belgaum.
11. **Chief Superintendent** at BNMIT, Bangalore from 22-12-2014 to 06-01-2015 for the conduction of Dec. 2014-Jan 2015 B.E. examinations of VTU, Belgaum.

#### **Editorial Board Membership:**

1. **Editorial Member-** Indian Journal of Entrepreneurship
2. **Editorial Member-** Scientific Technical committee and editorial Board on Journal of Arts, Management and Social Sciences assisted by King Mongkut's University of Technology Thonburi, Thailand.

**3. Advisory Editor** of Mustang Journal Of Law And Legal Studies, Volume 3 (2012), Usa.

**4. Editorial Board member** for International Journal Of Social Science Research Volume 1(2013), Usa.

**5. Editorial Board member** -FOREX-Technical Journal-Editorial Board, India.

**6. Editorial Member** for International Scientific Academy Of Engineering & Technology, Thailand

**7. Editorial Board member** -Greener Journals- USA

#### **Awards/ Achievements/Memberships:**

1. Women Achiever Award by Commissionerate's office – Animal Husbandry & Veterinary Services Dept., Hebbal on 09.03.2020
1. Received Award of Women Excellence by WELEED Group on March 31st, 2018.
2. Honored by Rotary Bangalore South Parade, on the occasion of Teacher's Day held on September 5, 2017.
3. Chief Guest to the Annual Function on the theme "Dance around the World- 2017", organised by Lady Wellington High School, Bangalore on December 21, 2017.
4. "Woman of Excellence Citation" by Rotary Bangalore South Parade, on the occasion of International Women's Day held on March 8, 2017, in recognition of selfless work towards creating opportunities and platforms for rural students in building entrepreneurial skills in the corridors of Education, Employability & Employment.
5. NEN Debut Award for conducting Entrepreneurship Week in February 2016 for Ecell students.
6. Academic Excellence and Leadership Award on 7<sup>th</sup> sep 2015 from ISBR B-School.
7. Best Teacher Award – Local self Government Convocation held on 5<sup>th</sup> sep 2014 on account of Teachers day celebrations.
8. Award of Appreciation for Academic Achievements-Lions Vaishnavi on 22<sup>nd</sup> March 2015 on the occasion of Women's Day celebration.
9. Best Paper Award for the paper titled "An Empirical study on social network sites and their perceived benefits" in National Conference organized by NFED, Coimbatore & SSIET Chennai

#### **Professional Memberships:**

1. BOS member- VTU online university courses,
2. Fiscal policy Institute-Govt of Karnataka, Member HR & OB Training Board.
3. Sri Padmavathi University, Tirupati
4. NHRD
5. VTU- Examiners, CMRIMS Autonomous, EDII, NEN

#### **Workshops /Seminars Organized/Invited:**

1. **Seminar** on Technology Development Fund @ Rotary House of Friendship, Lavelle Road, Bangalore along with panel experts and industrialists

2. **Seminar Regarding TDP in association with DRDO.**
3. **Nethealth Workshop- National: Special Speaker and Panelist – Stress among students**
4. **FKCCI : Discussion on the developmental activities and future course of action plan**
5. **FPI : OB & HRM training course for the Accounts Officers/Suptds of BBMP at Fiscal Policy Institute, GoI.**
6. **EIC : Education Innovation Conference**
7. **NATCON 2019 : NATCON 2019 by NIPM...National level program to collaborate industry and academia@ GKVK Campus, Bangalore.**
8. **VISION KARNATAKA FOUNDATION: At a "Think Tank" session @ Educational Council of Vision Karnataka Foundation at Bangalore.**
9. **EDUCATION GROWTH SUMMIT : Education summit @Lalit Ashok...Mr. Tejaswi Surya speech about changes in education system, Mr. Sudharsan, Director NTTF voice towards Skill based education, networking**
10. **ISBA Conference : Mc - 1 Business Incubation Basics And Operational Nuances For New And Early Stage Incubators**
11. 2017-18: Various **Training programmes** on OB for Probationary officers of Govt., of Karnataka.
12. 2017-18: Conducted various **MDPs, FDPs and Staff development and student development programmes** in Entrepreneurship development areas including Patenting , Idea generation maintaining records, SPSS Etc.
13. Conducted a Two weeks **Faculty development programme on Entrepreneurship Development from 11<sup>th</sup> Jan -22<sup>nd</sup> Jan 2016** conducted at BNMIT in association with EDII.
14. Conducted a One week **Faculty development programme on 360 approach in competency enhancement for management faculties from 11<sup>th</sup> Jan -16<sup>th</sup> st Jan 2016** conducted at BNMIT.
15. Conducted **IPR Workshop** on 7<sup>th</sup> Nov 2015 in association with Karnataka Trade promotion Centre, Govt of Karnataka.
16. Conducted **MDP for Audit officers of Govt. Of Karnataka** at Fiscal Policy Institute on 2<sup>nd</sup> Sep 2015.
17. Conducted **MDP for Senior Treasury officers of Govt. Of Karnataka** at Fiscal Policy Institute on 17<sup>th</sup> August 2015.
18. Conducted **MDP for Treasury officers of Govt. Of Karnataka** at Fiscal Policy Institute on 10<sup>th</sup> August 2015.
19. Conducted **FDP** on “**Intellectual Property Rights- Significance on Academia**” on 20<sup>th</sup> Aug 2015 in association with Karnataka Trade promotion Centre, Govt of Karnataka
20. Conducted a **One week Faculty development programme /Workshop on Entrepreneurship Development** from 27<sup>th</sup> Jan -31<sup>st</sup> Jan 2015 conducted at BNMIT in association with EDII.
21. Conducted a Two weeks **Faculty development programme on Entrepreneurship Development from 18<sup>th</sup> Jan -30<sup>st</sup> Jan 2015** conducted at BNMIT in association with EDII.
22. Conducted **MDP for Government of Karnataka Audit officers on Time & Stress Management at Fiscal Policy Institute 2014, 2015 june.**
23. **MDP** Attended:” **Demystifying the facts of venture capital**” at CMS jain university, Bangalore on 6<sup>th</sup> Sep 2014.

24. Conducted **National Level Conference** “Challenges, Trends and Opportunities in Organizations” on 29<sup>th</sup> May 2013 at PESIT, Bangalore South Campus. 52 Participants from all over the country participated.
25. \*Conducted **FDP-**“ How to do competency mapping?” On 8th sep 2012 31 participants, 3 states
26. Conducted **MDP** for Academicians and Executives on “How to write and teach a case?” in PES School of Engineering on 21st October, 2011. There were 20 Faculties participated from various Business Institutions of Bangalore and Chennai.
27. \*Conducted **FDP- SPSS and EXCEL**
28. Arranged series of **Entrepreneurship Related Seminars/ Express Talks by Successful Entrepreneurs.**

### **Events Conducted:**

1. **PRODOTHON1.0:** A National level competition similar to Hackathon conducted in college premises.
2. Coordinated **Entrepreneurial workshop** for students GE on **IPR. 5 students of E Cell** along with E Cell Coordinator Ms. Chellamma attended the programme and gained the knowledge on 21-08-2015
3. Coordinated Students Workshop on “**SPSS and EXCEL**” by Mr. Shankar, Knowledge Partner CARES, Training Company between 12-14<sup>th</sup> Aug 2015.
4. Coordinated Entrepreneurial workshop for students **IBM on Idea Generation.** 5 students of E Cell attended the programme and gained the knowledge on 07-08-2015
5. Conducted **Innovative Project labs (IPL) Summer Competition 2015** at BNMIT Campus for all the Engineering students and Top 4 best projects were awarded with Cash Prizes. Mr. Vasudev who received the winner Prize at Summer IPL Competition participated at **MANTHAN 2015 , A Business Plan Competition conducted by FKCCI,** Bangalore and won **1 Lakh Cash Prize.**
6. Conducted **NHRD- Student connect programme** for the month of FEB 2014 at BNMIT. Panel discussion about the usage of Psychometric instruments in HR Areas was the topic and eminent personalities from Industry like 1. Mr. Harish Vittal N - Headed the training and organizational development function for ING Vysya bank, 2. Prahlad Rao – Director at Thomas Assessments, 3. Joseph Paulson -Consultant/Facilitator/ Coach, HR Anexi Pvt Ltd etc.,& also discussed with many college students who had come for the programmeConducted “**PROJECT SWAYAMVAR**” with **NHRD Bangalore on 11<sup>th</sup> Jan 2014** to have a pooled campus paid Internship for HR Students with more than 130 students from different colleges across Karnataka. 14 Corporate selected nearly 60+ students for their internships with upto Rs.15,000/- pm.
7. On 01-3-2014-MBA HR Students of BNMIT, had “**Psychometric Santhe**”where students put up stalls for experiential learning. Many invitees got tested on various psychometric instruments like Loco inventory, Life experience inventory, Leadership styles, Role efficacy, Rods- scale, Personal effectiveness, Coping with stress etc.,
8. Conducted **Project – Mela 2014** on behalf of Entrepreneurship Cell, BNMIT and best projects in all engineering streams were displayed and assessed by external Judges from the industry. Winner and Runner up were awarded with cash prize and mementos.
9. Conducted **Innovative Project labs (IPL) Winter Competition 2014** at BNMIT Campus

for all the Engineering students and Top 4 best projects were awarded with Cash Prizes. Best projects are been selected for Incubation.

10. Coordinated **workshops for the Engineering students** every week on Mondays from March 2012 till date for their Overall development of Personality in PES.
11. Coordinated **Meet the Leaders programme** from June 2012- till date. Invited 9 CEOs, GM and VPs of MNCs to have a talk with MBA students of PESIT South Campus.
12. Coordinated **VISTA 2005-Management Fest** , Workshops, Several Cultural Programmes, Alumni meetings, Farewell etc in PES.
13. Coordinated a day long Workshop on **Negotiation Skills** at DSCMIT.
14. Coordinated Faculty development Programme on **Team Building** at DSCMIT.
15. Initiated **SPANDANA 2007** a NGO Fair in Dayananda Sagar College.
16. Conducted **SOFT SKILLS- AN INSIGHT INTO VEDANTA-** by Dr. Eswaran from February 2007 to April 2007 as a 12 week session.

### **Panel Discussions, Management Training Programmes & Workshops:**

1. Ambassador Training Program conducted by IIC, MHRD at ACS Engineering College.
2. Entrepreneurship cell , BNMIT conducted E-Week between 21-25<sup>th</sup> sep 2015, wherein eminent personalities like **Ms. Rashmi Bansal ( India's No.1 Entrepreneurship Author** ,Stay Hungry Stay Foolish), Ms. Nandini Vaidhyanathan (Founder and Mentor-
3. **CARma & Former CEO -UTV),Mr. Muki Regunathan (Founder Pepper Square)** were been invited to have E-Talks with students.
4. Conducted Panel Discussion : **"A day with Vibrant Strategists"** with eminent speakers Mr. Sarath Babu Elumalai-Food King, Mr. Subbaiah-National Head Team Lease, Dr. Nayana Tara Professor-IIMB, Ms. Dhanvanti Jain-President AWAKE, Mr. Sreekar-WIFI Networks and Mr. Rajesh CNB – CEO Security Mechanics on 26<sup>th</sup> Oct 2013 at BNMIT.
5. Conducted Workshops for Executives in Bharathidasan University.
6. Conducted several **MTPs** for Engineers in **National Power Training Institute**, Bangalore.
7. Conducted Training Programmes for Entry level Graduates in **Keshav Exports Pvt Ltd, Bangalore.**
8. Jointly working with **ESCAPE GROUP** in conducting Workshops for various organizations in Bangalore like HEWITT, RELIANCE RADIO etc.

### **Research Publications:**

#### **I. In National & International Journals**

1. Co-authored an abstract titled **"Study on Mid-Career Crisis among BPO Employees"** at the 5<sup>th</sup> International Conference for Accounting Researchers and Educators organized by Dept of Accountancy, Faculty of Commerce and Management Studies, **University of Kelaniya, Sri Lanka on 20<sup>th</sup> December 2019.**
2. Chellamma, Dr. L. Vijayashree, **Impact of demographical variables on the perceived effectiveness of social learning**, International Research Journal of Management and Commerce, ISSN: (2348-9766) Impact Factor- 5.564, Volume 5, Issue 7, July 2018.
3. Chellamma, Dr. L. Vijayashree, **A Study on Recruitment Practices in Garment**

- Industry with Reference to Bangalore City**, International Journal of Research and Innovation in Social Science (IJRISS) |Volume II, Issue VII, July 2018|ISSN 2454-6186 www.rsisinternational.org Page 82.
4. Chellamma, Dr. L. Vijayashree, **Improving the effectiveness of recruitment using social media**, International Journal of Commerce and Management Research, ISSN: 2455-1627, Volume 3; Issue 7; July 2017; Page No. 32-33, July 2017 5.22
  5. Chellamma, Dr. L. Vijayashree, **Employee Engagement using Social Networking Tools**, International Journal of Business and Administration Research Review, Vol. 1, Issue18,(Apr- June 2017), E-IISN-2347-856X, ISSN-2348- 0653, April-June 2017, Impact factor:4.729
  6. Sumukh, Dr. L. Vijayashree, **Study on Role Stress among Government officials of Karnataka, International Journal in Management and Social Science, International Journal in Management and Social Science**, Vol.05 Issue-04, April, 2017, ISSN: 2321-1784, (Impact Factor- 6.178)
  7. Deepali jain, Dr. L. Vijayashree , **A Study on the Locus of Control and Job Stressors Among Software Engineers Working with Different Clients, International Journal of Management and Humanities Exploring Innovation**, Volume-2 Issue-10: Published on April 15, 2017 ISSN:2394-0913(Online)| Impact Factor:2.13
  8. Deepali jain, Dr. L. Vijayashree , **A study on work and job pressure at the workplace: leading to ill health among professionals., International Journal of Management, IT & Engineering**, Vol. 7 Issue 2, February 2017, ISSN: 2249-0558 Impact Factor: 7.119
  9. Chellamma, Ruth Priya, Dr. L. Vijayashree, **An empirical study on usage of SNS among students at various educational levels, GE International Journal of Management Research**, Vol 4, issue 5, May 2016, ISSN (2321-1709)
  10. Chellamma, Ruth Priya, Dr. L. Vijayashree, **“A Study on Usage of Social Networking Sites among the College Students”, IJEMR – August 2015 - Vol 5 Issue 8 - Online - ISSN 2249–2585 Print - ISSN 2249-8672, Page 1 of 8. [www.aeph.in](http://www.aeph.in). Impact Factor: 3.96**
  11. Maazuddin Khan, Dr.L.Vijayashree, **Impact of E-Governance on Employees Performance**, International Journal of Scientific and Research Publications, Volume 5, Issue 3, March 2015 1 ISSN 2250-3153. **Impact Factor: 4.16.**
  12. Maazuddin Khan, Dr.L.Vijayashree, **“An Assessment Of Relationship Between Self Efficacy And Creativity In E-Governance Scenario Among Officers Of Government Of Karnataka”, International Journal Of Research In Engineering, Social Sciences, Volume 4, Issue 11, November 2014, (ISSN: 2249-9482) Impact Factor: 4.16.**
  13. Vijayashree L, **“Benchmarking tool to analyze the role of the faculty members”,**
  14. International Journal of Social Science Research, Vol 2, 2013. **Impact Factor: 2.209.**
  15. Deepali Jain, Vijayashree L, **“K Based strategic alliances with the concept of knowledge value Chain” in ACADEMIA- An International Multidisciplinary Research Journal, Year : 2013, Volume : 3, Issue : 6, 171-182, Online ISSN : 2249-7137. Impact Factor 2013-4.297**
  16. Maazuddin Khan, Dr.L.Vijayashree, **“Research Paper Delivery of “Social Security Pensions” by Innovative Method of Electronic Money Order” in International Journal of Scientific and Research Publications, Volume 2, Issue 11, November 2012. 1. ISSN 2250- 3153. Scientific Journal Impact Factor Value for 2012: 3.358**



17. Vijayashree L, “**Mapping organizational role stress and role efficacy**” in Zenith international Journal, Sep 2012. Listed in Cabell’s, Ulrich’s Directory, Open J-Gate & Proquest. **Impact Factor (2012): 3.567**
18. Padma MS, Vijayashree L, “**Micro Finance and its Risk Management Practices in India**” in SYNERGY, Journal of K.J. Somaiya Institute of Management Studies & Research, Mumbai, Vol X, no 1, 2012. Impact Factor is **0.3**.
19. Monica, Vijayashree L, “**A study on emotional intelligence at work place**” in The Research Journal of Commerce and Behavioral Science, Vol-02, Issue 01, Jan 2012, ISSN: 2251-1547. Listed in Cabell’s, Ulrich’s Directory, Open J-Gate & Proquest. Scientific Journal Impact Factor Is **3.454**.
20. Vijayashree L, “**Research Study on Job Satisfaction Among IT/ITES Employees, Bangalore**” in SANGRAHANA –International Biannual Journal –DSI.
21. Vijayashree L, Vishal mali, “**Locus of Control and job satisfaction: PSU employees**” in Serbian Journal of Management-International Journal, 6(2), Sep 2011, 193-203. DOI: 10.5937/sjm1102193V. The **impact factor** of this Journal is **3.342**
22. Vijayashree L, “**Role stress and Coping: A case in ITES Company**”- Mustang Journal of Business Ethics, vol 2, September 2011, Listed in Cabell’s & Ulrich’s Directory. International. ISSN: 1949-1727. Impact Factor **1.1**.
23. Vijayashree L, Karthik L, “**Comparative Case analysis: Indian E&M Industry**”- The International Research Journal of Social Sciences and Management, Singapore, Aug 1, 2011. ISSN: 2010-457X. Impact Factor- **3.951**
24. Vijayashree L, “**The impact of Age on Role Efficacy and Organizational Role Stress: BPO Women Employees**” in RVIM Journal of Management Research- Vol. 3 Issue 1, Jan- Jun 2011. Impact Factor- **0.1**.
25. Padma MS, Vijayashree L, “**Micro Finance**” in The Analyst ICFAI Magazine- June 2011. Impact factor is **0.447**.
26. Vijayashree L, “**Role Stress and Role Efficacy: BPO Women Employees**” in Mustang Journal of Management, OKLAHAMA University, USA. Vol (1), 2010. Listed in Cabell’s & Ulrich’s Directory. International. ISSN: 1949-1743. Impact Factor is **1.1**.
27. Vijayashree L, “**Gender Perspectives towards Stress Factors- Retail Employees in Bangalore**” in SONA Journal of Marketing Management-Jan 2009. Impact Factor- **0.2**.

#### **Newspaper:**

1. **Mapping the potential of Human Mind-Deccan Herald- 31-1-2013, Education Supplement**
2. **Making Leaders the experimental way-Deccan Herald- 21-2-2013, Education Supplement**
3. **Learning Styles among students-Deccan Herald-22-08-2013, Education Supplement**

#### **Books:**

1. **BUSINESS ENVIRONMENT- BBM II SEMESTER 2007. 2008-09 REVISED , R. Chand Publications, New Delhi**
2. **STRATEGIC MANAGEMENT- BBM V SEMESTER 2007, VISION Publications, Bangalore**
3. **ORGANIZATIONAL BEHAVIOUR- BBM II SEM 2013, United publishers**
4. **Online Course –Book in HRM- MBA course SPMVV**

## **II. In National/International Conference Proceedings**

1. K. Chellamma, Dr. L. Vijayashree , **An Innovative way in recruitment using Social Media**, International Conference on” Trends in Innovation and Entrepreneurship” at Padmavathi Mahila University, on 29<sup>th</sup>, 30<sup>th</sup> and March 2017.
2. Dr. L. Vijayashree , **A study of demographic factors on Role Stress and Role Efficacy** , Tenth AIMS International Conference On Management-IIMB, 6-9 JAN 2013. **Top 10 Research paper of the year 2013.**
3. Dr. L. Vijayashree, **Team communication for new age Workforce**, Tenth AIMS International Conference on Management-IIMB, 6-9 JAN 2013.
4. Vijayashree, **The influence of Age on Role efficacy and Role stress** , BMS INTERNATIONAL CONFERENCE- 201, 21 DEC 2012. **Got Outstanding Paper Award.**
5. Vijayashree, **A Study on Role Stress and Role Efficacy on women BPO Employees, Bangalore**, DSI International Conference-21-23 APRIL 2010.
6. Vijayashree, **Implementation Of R-power In Rural India**, IFIM –Interntional Conference-Doing Business In India-17,18 DEC 2009.
7. Vijayashree, , **A Study on Private Labeling Opportunities in Retail Sector at Bangalore** IFIM –Interntional Conference-Doing Business In India-17,18 DEC 2009.
8. Vijayashree, **A Research Study on Job Satisfaction Among IT Employees, Bangalore**, Colombo University, Srilanka-International Conference 11th Dec 2009.
9. Vijayashree, **De-Stress The Sophrology Way** , PESIT International Conference -1,2 Jan 2009-Bangalore
10. Vijayashree, **Creativity and Innovation among Women Entrepreneurs in Indian Entertainment and Media Industry**, International Conference- 18,19 Dec 2008-Bangalore

## **Papers presented in International/National Conferences**

1. Vijayashree, NFED In Association With Ssiet, On “Transformational Excellence In Entrepreneurship & Management” Chennai, On 28th March 2015  
Paper: An Empirical Study On Social Network Sites And Their Perceived Benefits
2. Vijayashree, PESIT –“Managing Generation- Y Employees-Challenges And Opportunities” On Sep 15, 2011.  
Paper: “Emotional Intelligence At Public Sector Unit”
3. Vijayashree, SPMVV National Seminar-“Emerging Trends In Financil Services” On Aug 25 &26, 2011, Tirupati  
Paper: “Emotional Intelligence At A Financial Services Firm, Bangalore”
4. Vijayashree, Dayananda Sagar College For Management And It-29 & 30th Oct 2009  
Paper: " A Research Study On Job Satisfaction Among Faculties In Educational Institutions, Bangalore"
5. Vijayashree, BMS College-National Conference-27,28 Feb 2009  
Paper: "Can This Method Be Accepted As A New Trend In Hr?"
6. Vijayashree, SPMVV National Conference-18, April 2008-Tirupathi  
Paper: "Case Studies On Women Entrepreneurs"

## **MDP/SDP/FDP /Work shop Conducted/ Participated:**

1. Conducted “Introduction to HR &OB, Time and Stress management “ to Joint Directors,

- Deputy Directors of Treasury Dept, GOK at Fiscal Policy Institute Campus, Bangalore (13,15th-July,2015)
2. Conducted One week FDP “Entrepreneurship Development” for faculty members of various colleges in association with EDI India between 27th Jan -31st Jan 2015.
  3. Conducted One day SDP “Enhancing Enterprising Skills” for the Entrepreneurship Cell students on 28th Feb 2015.
  4. Conducted MDP on Organizational Behaviour – Time and stress Management, for the Audit Officers of Govt of Karnataka on 18th Nov 2014. 40 officers were there for the MDP.
  5. Conducted MDP –“How to do competency mapping?” on 08th September, 2012 at PESSE for Academicians and Executives.
  6. Conducted Workshop –“Team effectiveness?” for Engineering students, Dept of IS &CS, PESSE on 12th March, 2012.
  7. Conducted MDP –“How to write and Teach A Case?” on 21st October, 2011 at PESSE for Academicians and Executives.
  8. Conducted SDP –“E2E –Entry to Exit Labour Laws” for HR Students of Bangalore VTU colleges on 5th Nov 2014.
  9. Conducted Workshop –“How to face an Interview?” for MCA Dept Final Year Students, PESSE on 25th October, 2011.
  10. Conducted Workshop – “How to excel in Group Discussions?” for Computer science Engineering students, PESSE on 31st Oct, 2011.
  11. Conducted Workshop in DSI - 26TH OCT 2009. (Training to students about how to conduct a Workshop) " Conflict and Negotiation" for MBA -BU Students
  12. Conducted Workshop in DSI – 13TH May 2010.“SPSS AN INTRODUCTION -MBA Students Bangalore University”.
  13. 20th July2015-“One day with Country Head HR- Professional Access”. Dr. Balaji Sreeramulu, Country Head HR Professional Access gave a elaborate view about the entire HR gamut in one day.
  14. Participated in the Workshop on Supply Chain Management : Best Practices and Challenges from 19th Mar -20th Mar 2015 conducted at BNMIT in association with IIMM.
  15. Participated in FDP organized by PESIT – 22nd Sept 2012. “Workshop on Data Analytics using SPSS and MS- Excel”.
  16. Participated in MDP organized by PSITI – 5TH TO 7TH May 2011. “Analytics for Academicians, Researchers and Practitioners”.
  17. Participated in Workshop Conducted in IFIM -21 &22nd AUG 2009. "Research Methods using SPSS". By Dr. Rajendra Nargunkar, Former Director, IFIM, Bangalore
  18. Participated in Work shop conducted in DSI-14 APR 2009. "Teaching a Subject through Case studies". By Prof. Tom Cassidy, Harvard University.
  19. Participated in MDP organized by RVIM – 30th November 2010. “Benchmarking in HR Practices”.
  20. Participated in MDP organized by DSI – 19th Dec 2008. “Strategic Brand Management”
  21. Participated in FDP organized by Canara School of Management– 16th April 2007. “Research Methodology and Project Preparation”.

### **Editorial Work**

- Editor- E-HR Newsletter **SPANDANA** – PESIT Bangalore South Campus.
- Was Editor in Charge, **SANGRAHANA** International Bi-Annual Journal, DSI
- Released **E-Newsletter SAMPADA** –on 24<sup>TH</sup> DECEMBER, 2009 and got hosted at DSI HOME WEB PAGE.
- **E-SAMPADA has space for** Departmental Activities, Faculty Achievements, Students Achievements, Articles, Alumni Chapter.

### **Projects Undertaken:**

- **CSR –ELDER ABUSE IN BANASHANKARI** – Final year MBA students have done a survey on Elder Abuse for Senior Citizens Association forum , Banashankari. They have collected nearly 200 samples to identify the abuse level and type which the elders are experiencing. Solutions were given at the end of the report to lessen the abuse level.
- Marketing students Mr. Sachin Bhat and Mr. Sachin Harnal has been invited to do a **Mini Marketing Project** for Marketing Yantra, a Digital Marketing Company in the month of Oct 2014 and were able to suggest the right promotional strategies for the company.
- **Brand Awareness live project for BNMIT-** Around 1000 PUC students are given the questionnaire to know about their perceptions about BNMIT College.

### **Invited Lectures, Moderator, Chairing A Session:**

- Invited Guest Lecture at KSSIM on “**RESEARCH METHODOLOGIES**” for **MBA students** of KSSEM on 19<sup>th</sup> Oct 2015.
- Senior citizen’s National meet was organized on 10<sup>th</sup> oct 2015 and was invited to present “**ELDER ABUSE “ project** which was undertaken by MBA students among elders of Banashankari area during Jan 2015-April 2015.Report about the findings is been released as a report.
- **CONFERENCE SESSION CHAIR-** BMS International Conference on 18<sup>th</sup> Nov 2014.
- Invited for **BEST MANAGER-EVENT JUDGE** at ADRISHT FEST –JSS MBA on oct 2013.
- Dr. L. Vijayashree has been invited as **Key resource Person and to chair a HR Session** at International seminar at C B Bhandari Jain College for Women on Emerging strategies to sustain Global competition.
- Invited as **JURY MEMBER for FKCCI-MANTHAN 2015**
- Invited for **Panel Discussion** on Women in Strategic Board by **INDO AMERICAN CHAMBER OF COMMERCE, 2015**
- Have been invited to **CHAIR A CONFERENCE SESSION** at The National Conference held at Sri Padmavathi Mahila Vishvavidyalayam, Tirupati on 27<sup>th</sup> February, 2012.
- Have been invited as **CHIEF GUEST/JUDGE** for the **EVENT-BEST MANAGER** at BNM Degree College, Bangalore on 8<sup>th</sup> February, 2012.
- Have been invited as **JUDGE/PANELIST** for the **EVENT –BEST MANAGER** at Sri Bhandari Jain College for Women, Bangalore on 17<sup>th</sup> January, 2012.
- Invited for giving **LECTURE** in “**Stress and Coping**” on 16<sup>th</sup> January 2011, at Sri Padmavathi Mahila Visva Vidyalayam, Tirupati

- **MODERATOR** for MONRQUA- HR CONCLAVE PANEL DISCUSSION for the topic “Post Recessiary Challenges in HR Field”.
- **MODERATOR** for NEN E-WEEK for the topic “Challenges of Entrepreneurs”.

#### **Memorandum of Unions:**

- MoU signed between BNMIT and VKF regarding Domain Expertise and Advisory Services with the Government Agencies, Corporate/Industry connect, project implementation partner support, etc.
- **NTTF** : An MOU has been signed between NTTF and BNMIT for the betterment of students where skill development activities will be conducted and students are being prepared to face the world after their successful training and graduation.
- ED Cell BNMIT has signed Memorandum of Understanding with Entrepreneurship Development Institute of India on 13th March 2015.
- ED Cell BNMIT signed Memorandum of Understanding with National Entrepreneurship Network on 1st April 2016.

#### **Visits Abroad:**

1. Coordinated International Internship programme for BNMIT MBA students for the year 2017-18. Students had the international internship opportunity with RIPO –BELARUS a vocational Training institute run by Government of Belarus, and stayed there for two and months in their campus. They had their internships in MAZ, MINSK TRACTOR WORKS, ATLANDA, ADANI etc. Visited Belarus for the valedictory programme of the same.

#### **Personal Details:**

- **Date of Birth:** 06-10-1973
- **Gender:** Female
- **Family Details:** Husband: K.Venkatesh,
- Daughther: V.Varsha, Son: Ashsih

**Dr. L. Vijayashree**