



Dayananda Sagar Academy of Technology & Management

(Autonomous Institute under VTU)

Affiliated to VTU
Approved by AICTE
Accredited by NAAC with A+ Grade
6 Programs Accredited by NBA
(CSE, ISE, ECE, EEE, MECH, CV)

Faculty Name	Dr. Amruta N	
Academic Designation	Associate Professor & I/C - HOD	
Educational Qualification	B.Com, MBA, M.Com, Ph.D	
Experience in Years (Teaching)	15.05 Years	
Experience in Years (Industry)	NIL	
Official Email ID	Amrutha-mba@dsatm.edu.in	
Area of Interest	Finance and Human Resource	
Date of Joining	17/01/2024	
Employee ID	180755	
Date of Birth	24/11/1985	

Educational Details

- **Ph.D** –(Finance) Visvesvaraya Technological University, Belagavi in (August 2020)
- **MBA** – Seshadripuram Institute of Management Studies, Bangalore University, Specialization Finance and Human Resource, Secured 66% First Class (August 2010)
- **M.Com** – Karnataka State Open University Specialization Human Resource and Marketing - Pursuing 4th Semester
- **Bachelor of Commerce** – Seshadripuram Commerce College, Bangalore University, Specialization Accounts, Secured 66.67% First Class (June 2008)
- **Diploma in Commercial Practice** – GRICP, Board of Technical Education, (June 2006)
- **SSLC** – Vidya Vardhaka Sardar Patel High School, (April 2001)

Personal Details

Present Address: West of Chord Road, Mahalaxmipuram
Bengaluru – 560086

Language Known: English, Kannada

Marital Status: Married

Nationality: Indian

Hobbies: Reading books, listening music.

Professional Experience

1. Working as an Associate Professor in Dayananda Sagar Academy of Technology & Management from January 2024 onwards till date.
2. Worked as Associate Professor in Seshadripuram Institute of Management Studies from December 2020 till November 2023.
3. Worked as Assistant Professor in Seshadripuram Institute of Management Studies from September 2017 till November 2020.
4. Worked as Assistant Professor in East West College of Management from September 2011 till September 2017.
5. Worked as Lecturer in Aishwaraya Institute of Management Studies from July 2010 till September 2011.

Publications

1. Title: "Global Economic Crisis and its impact on Indian Corporates and Government" (2012) published in Conference Proceedings of Raja Rajeshwari College of Engineering with ISBN: 978-93-5051-634-8.
2. Title: "Role of Financial Institution in Managing Sustainable Growth in MSME's" (2016) published in BIMS International Journal of Social Science Research, Volume 1, Issue 1, ISSN 2455-4839.
3. Title: "Problems and Prospects of Women Entrepreneurs in India" (2016) published in the conference proceedings of M. S. Ramaiah Institute of Technology ISBN: 978-93-86176-00-4.
4. Title: "A study on the opportunities and challenges faced by the Micro, Small and Medium Enterprises in Bangalore" (2017) in Asia Pacific Journal of Research (Impact Factor: 6.58) Volume 1, Issue 4, August 2017, ISSN (Print): 2320-5504, ISSN (Online): 2347-4793.
5. Title: "A study on challenges and opportunities faced by MSME's" (2018) published in BIMS International Journal of Social Science Research, Volume 3, Issues 1, ISSN 2455-4839.
6. Title: "Digital Landscape to Make India Go Green" (2018) published in Shanlax International Journal, vol. 5, Special Issue 4, ISSN 2521-4643, and UGC Approval No. 44278.
7. Title: "An Observational analysis of investor behavior with respect to the stock market towards the equity and derivatives market" (2021) published in conference proceedings ICSBMPSI – 2021 ISBN: 978-81-950380-5-3.
8. Title: "Role of EDLP Strategy on consumer buying behavior patterns with special reference to Dmart", published in Turkish Online Journal of Qualitative Inquiry (TOJQI) Volume 13, Issue 1, and January 2022.
9. Title: "Financial Avenues for Start-ups" published in Adarsh Journal of Management Research (ISSN:0974-7028) Vol.14, Issue 1, March 2022.
10. Title: "Challenges faced by the Dairy Farmers of Bengaluru Rural and feasible solutions" published in RIMS Journal of Management (ISSN: 2455 - 1499) Vol. 6(1), Issue Jan- June 2022.

11. Title: “Types of Online Learning and Effectiveness in Higher Education: A study” published in Adarsh Journal of Management Research (ISSN: 0974-7028) – Vol.: 14, Issue 2, September 2022.
12. Title: “HRM 4.0: Effectiveness of Digital HRM on IT Sector” published in Kanpur Philosophers with ISSN: 2348-8301, UGC-Care List Group I with Impact Factor – 5.45, Volume: IX, Issue I, July 2023.
13. Title: “ A Study on Management Philosophies of Bhishma” published in Futuristic Trends in Management with e-ISSN: 978-93-5747-798-7, IIP Series, Vol. 03, Book 06, Part 4, Chapter 1, September 2023.
14. Title: “The Maze of Modern Job Hunting and Ghost Jobs: Exploring the Phenomenon of Ghost Jobs as Rising Recruitment Trend and Hidden Side of Job Market” published in NOLEGEIN Journal of Human Resource Management and Development with ISSN: 2581-9461, Vol.07, Issue.02, July-Sept 2024, DOI (Journal): 10.37591/NJHRMD.
15. Title: “The role of mascots in branding and consumer engagement: Insights from Indian Advertising” published in Malque Publishing, Vol.8, Issue 5 (2024) with ISSN 2595-3982,.

International Conferences:

1. Presented paper in the International Conference on “Dividend Policy and its Impact on Investment Patterns in equities in the Indian Automobile Industries” at Canara Bank School of Management Studies, Bangalore University, held on 25th and 26th November 2015.
2. Presented paper in International Conference on Digital Innovation – Digital Innovation and Transformation in South East Asia on “ Research on Sustainability of Water Resources in Karnataka: Challenges and Policy Interventions” at JSS Science and Technology University held on 20th and 21st August 2025.
3. Presented paper in International Conference on Global Goals, Local Solutions – Integrating Sustainability in Everyday Life on “Revolutionizing Food Production: The Role of Agriculture 5.0 in Sustainable Farming” at Maharani Lakshmi Ammanni College for Women Autonomous and Bengaluru City University held on 18th and 19th September 2025.
4. Presented paper in 4th International Conference on Economics, Business and Sustainability on “ Going Green, Growing Profits: The Financial Impact of Sustainable Marketing” at Kristu Jayanti (Deemed to be University) held on 16th and 17th October 2025.

National Conferences:

1. Presented a Paper at a National Conference on “Ancient Sciences, Archaeology and History of Indian Business” on 24th and 25th March 2012 conducted by ABBS, Bangalore.
2. Presented a Paper in a National Conference on “Innovations & Research in Commerce & Management” on 28th September 2012, conducted by SSIBM, Tumkur.
3. Presented a Paper at a National Conference on “Risk Management in E- banking sector” on 12th March 2013 conducted by S.E.A College of Science, Commerce and Arts, Bangalore.
4. Presented paper on “A Study on the Opportunities and Challenges faced by the MSME in Bangalore” held on 12th April 2017 conducted by Dr. Ambedkar Institute of Technology.
5. Presented paper on “A study on consumer’s perception and satisfaction level towards e-commerce with special reference to online shopping” on 3rd March 2018 held at Acharya Bangalore B-School.
6. Guided a research paper on Issues, Challenges and Strategies on Swatch Bharat, on 24th April 2018 conducted by Seshadripuram First Grade College.
7. Participated in two-day National Youth-Centric Convention on “Visionary Youth for Developed Bharat: Ideas, Innovations and Institutions as Enablers” on 22nd and 23rd March 2024 at Pilar Pilgrim Centre, Goa.
8. Participated and Presented Paper in 4th National Conference at Dr. Ambedkar Institute of Technology on the title “The Maze of Modern Job Hunting and Ghost Job: Exploring the phenomenon of Ghost Jobs as rising recruitment trend and hidden side of Job Market” on 19th April 2024.
9. Participated and Presented Paper in 5th National Conference at Dr. Ambedkar Institute of Technology on the title “ Sustainable Development through Green Finance: Emerging Trends and Innovations” held on 20th August 2025.
10. Participated and Presented Paper in Two Day National Conference on Artificial Intelligence (AI) – A Multidisciplinary Approach in Research on the title “ Nurturing Minds at Work Emotional Intelligence as a Pathway to Mental Wellness” held on 11th and 12th September 2025.

Conference Attended

1. Participated in National Summit 2017 on GST – Post Implementation Issues held on 28th July 2017 at Seshadripuram Institute of Management Studies.
2. Participated in the 1st Global Conference on “Making Management Studies Matter-2017” Management Research: Phronesis and Emerging Issues” held on 25th and 26th November 2017 at Canara Bank School of Management Studies.

Achievements

Recognized as VTU Guide

Academic Activity

- ✚ I had been the DCS of conducting the exams for MBA Department at EWCM.
- ✚ I have been a project guide for in plant training and Dissertation project for 3rd and 4th semester MBA students under BCU, BU and for BBM 6th semester students also.
- ✚ I have worked as Academic Coordinator and Admission Coordinator at SIMS.
- ✚ I have conducted management events during the college fest.
- ✚ I have worked as coordinator for Faculty Development Programme and Management Development Programme
- ✚ I have conducted activities for students like product launch, collage, and quiz.
- ✚ I have conducted workshop for diploma students on “Personality Development”.
- ✚ I took initiative to organize industrial visit for the BBA and MBA students.
- ✚ I have worked as Project Coordinator for MBA students.

Faculty Development Activity/Workshops

1. Attended 3 Day Workshop on “Research Methodologies & Latex” organised by VTU E-learning Centre, Mysuru from 18th to 20th March 2015, at VTU Regional Office, Bengaluru.
2. Participated in the course of Corporate Finance held on 5th till 10th February 2018 at BMS College of Engineering initiated by Ministry of HRD Government of India.
3. Participated in the 5 days FDP “Research Opportunities on Materials and Manufacturing” held on 16th January 2019 to 20th January 2019 at Dayanand Sagar Academy of Technology and Management.
4. Participated in one week Faculty Development Programme on “Impact of COVID-19 on Indian Economy and Industry” held from 14th May to 20th May 2020 at Rani Channamma University.
5. Participated in the national level online general awareness quiz on COVID-19 conducted by Mahantswamy Arts, Science and Commerce College on 27th May 2020 till 3rd June 2020.
6. Participated in five day Faculty Development Programme on “Reconfiguring the Mind: Post COVID Consciousness” organised by Jyoti Nivas College Autonomous held on 23rd to 27th June 2020.
7. Participated in seven day Faculty Development Program on “Impact of Covid-19 Pandemic on Indian Business Landscape – An Optimistic Perspective” organised by Dayananda Sagar Academy of Technology and Management held on 25th July to 1st August 2020.

8. Participated in the MDP " Role of Business in Sustainable Development" held on 24th Jan till 28th Jan 2022 at R V Institute of Management

9. Participated in the 5 days online workshop on “Mastering Project Report: From Theory to Practice” held on 26th to 30th October 2023 organised by Department of Studies and Research in Commerce Karnataka State Open University, Mysuru.

AICTE Sponsored Workshop

1. Undergone Innovation Ambassador training (Foundation Level) conducted by MoE's Innovation Cell & AICTE during the period from 30th June - 30th July 2021 in online mode.

2. Participated and completed successfully AICTE Training and Learning (ATAL) Academy online elementary FDP on "Research Support Services in Academic Institutions from 24/8/21 till 28/8/21 at Dayalbagh Educational Institute.

3. Participated and completed successfully AICTE Training and Learning (ATAL) Academy online elementary FDP on "Strategic Management in a VUCA (Volatile, Uncertain, Complex and Ambiguous) world" from 15/11/2021 till 19/11/2021 at Viveknand Education Society Business School.

4. Participated and completed successfully AICTE Training and Learning (ATAL) Academy online elementary FDP on "EDP on fostering Start-up, Innovation and Entrepreneurship/Intrapreneurship" from 6/12/2021 till 10/12/2021 at Andhra University.

5. Undergone Innovation Ambassador Training (Advanced Level) conducted by MoE's Innovation Cell & AICTE during the period from 30th June - 30th July 2022 in online mode

Conducted Workshop

1. Conducted workshop for Diploma students of East West Polytechnic on the topic “Corporate Etiquettes” on 23rd March 2015.

2. Conducted workshop for final year B.Com students of GFGC Chennapatna, on the topic “Careers Ahead –Academic and Corporate Opportunities” on 28th February 2019.

3. Conducted workshop for final year B.Com students of Triveni Institute of Commerce and Management on the topic “Careers Opportunities” on 12th August 2019.
4. Conducted workshop for 1st Year MBA students of R. S. College of Management and Science on the topic “ Overveiw of Personality Development” on 23rd March 2022

Management Development Program

1. Participated in the Management Development Programme on “Rethinking Risk Management in Financial Services” held at R V Institute of Management, on 11th Novemeber 2010.
2. Participated in the MDP “Sustainable Business Solutions for Growth and Prospects” held on 30th October 2018 at Dr. Ambedkar Institute of Technology.
3. Participated in the MDP “Role of Business in Sustainable Development” held on 24th Jan till 28th Jan 2022 at R V Institute of Management.

Patent

1. Intelligent Inventory Management System for Retail Business 202441046925 A
2. AI-Based KIOSK for Human Resource Management Design No. 452589-001

Books

1. Title: Business Finance and Investment Strategies – Leilani Katie Publication – Edition – 1, ISBN: 978-93-6348-608-9 – April 2025.

Workshop Participated

1. Participated in a workshop on Research Methodology and Guidance Skills for Management Teachers on 6th May2012 conducted at Canara Bank School of Management Studies, Bangalore.
2. Participated in 3 Day Workshop on “Research Methodologies & Latex” 7rganized by VTU E-learning Centre, Mysuru from 18th to 20th March 2015, at VTU Regional Office, Bengaluru.
3. Participated in Workshop “Turnitin Similarity Check” held on 28th November 2018 at Seshadripuram Institute of Management Studies.

Certification Course

Jan-April 2022	NPTEL Online Certification	Principles of Management (12 week course)	70%	Elite
July – Oct 2022	NPTEL Online Certification	Entrepreneurship (12 week course)	63%	Elite

July – Oct 2023	NPTEL Online Certification	Organizational Behaviour (12 week course)	71%	Elite
Jan –April 2024	NPTEL Online Certification	International Business (12 week course)	57%	Completed
May- June 2025	Swayam	Personal Branding	84 Marks	Completed

Faculty Development Program and Webinars Attended

1. Participated in a one-day orientation programme on “Financial Management” organized by Global Institute of Management Studies on 12th February 2015.
2. Participated in Skill Development Programme on Neuro Linguistic Programming (NLP) held at Seshadripuram Institute of Management Studies, Yelahanka, Bangalore held on 4th November 2015.
3. Organised and participated in FDP on “Creative Teaching Techniques” held on 29th January 2016 at East West College of Management, Bangalore.
4. Participated in FDP on research guidance skills for MBA projects/dissertation on 14th March 2016, conducted by Canara Bank School of Management Studies.
5. Participated in Faculty Development Workshop on “Case Writing Analysis and Presentation” held on 23rd July 2016 conducted by Canara Bank School of Management Studies, Bangalore.
6. Participated in the FDP “Data Analysis through SPSS held on 8th December 2016 conducted by Bangalore Institute of Management Studies, Bangalore.
7. Organized and attended an FDP on Teaching Techniques for 5G and best Practices and essentials of a teacher on 8th Feb 2017 conducted at East West College of Management
8. Participated in the FDP “XBRL: Extensible Business Reporting Language – An interactive language for Effective Business” held on 12th October 2017 at Seshadripuram First Grade College PG Department.
9. Participated in the FDP “Goods and Services Tax” held on 13th October 2017 at Canara Bank School of Management Studies.

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| 10. | Participated in the FDP on Lean Six Sigma Tools for Management Teachers and Research Scholars held on 13 th November 2017 at Seshadripuram Institute of Management Studies. |
| 11. | Participated in the course of Corporate Finance held on 5 th till 10 th February 2018 at BMS College of Engineering initiated by Ministry of HRD Government of India. |
| 12. | Participated in the FDP “Enhancement of Quality and Innovations in Presenting Dissertation” held on 20 th April 2018 at Canara Bank School of Management Studies. |
| 13. | Participated in “Stress Management, Samhita Dhyana and Yogic Walking towards Total wellness” conducted by Swami Vivekananda District Yoga Wellness Centre, Udupi on 31 st August 2018. |
| 14. | Participated in the FDP “E-Resources for Excellence in Academics and Research” held on 22 nd December 2018 at Seshadripuram Institute of Management Studies. |
| 15. | Participated in the 5 days FDP “Research Opportunities on Materials and Manufacturing” held on 16 th January 2019 to 20 th January 2019 at Dayanand Sagar Institute of Technology. |
| 16. | Participated in one day faculty training programme on “Stress Management” on 25 th May 2019 at Seshadripuram Institute of Management Studies |
| 17. | Participated in one day FDP on “Project Orientation” held on September 9 th , 2019 at M. P. Birla Insitute of Management |
| 18. | Participated in one day FDP on “Business Planning & Regulations” held on 11 th September 2019, at Centre for Management Studies Presidency College. |
| 19. | Participated in one day Faculty Orientation Program on “Marketing Management” held on 16 th September 2019 at Ramaiah College of Science, Arts and Commerce. |
| 20. | Participated in the online webinar organized by Atal Incubation Centre-Pondicherry Engineering College Foundation titled “ How to conduct online class to students” on 8 th April 2020 |
| 21. | Participated in the online quiz organised by Women’s Polytechnic College, Karaikal “ Quiz on Diu and Daman” on 1 st May 2020 |
| 22. | Participated in the online webinar organized by J. Z. Shah Arts and H. P. Desai Commerce College, Amroli titled “Make India” on 14 th May 2020 |

23.	Participated in online webinar on “Interest and Time Value of Money in Construction” held on 16 th May 2020 at East West Institute of Technology
24.	Participated in international webinar on Survival Strategies for Business after COVID-19 Lockdown organised by Marudupandiyar College, Thanjavur held on 20 th May 2020
25.	Participated in the online webinar organized by J. Z. Shah Arts and H. P. Desai Commerce College, Amroli titled “Role of Banking during COVID-19” on 24 th May 2020
26.	Participated in the COVID-19 awareness E-Quiz organized by KLE Society’s Nijalingappa College on 10 th June 2020
27.	Participated in the International Faculty Development Programme through online on Financial Assests and Its Report under IFRS conducted by Seshadripuram Evening Degree College on 14 th June 2020
28.	Participated in the International Faculty Development Programme through online on Urban Environmental Strategies in Pandemic Period conducted by Seshadripuram Evening Degree College on 19 th June 2020
29.	Participated in a Webinar on “Practical Curriculum in Virtual Learning” held on 19 th June 2020 at East West College of Management.
30.	Participated in “Faculty Orientation Program” on “HR Specialization” conducted by Sambhram Academy of Management Studies on 1 st October 2020
31.	Participated in National Webinar on “Retire Early Retire Rich Through Personal Financial Planning” conducted by Dr. Ambedkar Institute of Technology on 8 th January 2021
32.	Participated in the NDLI User Awareness Programme held on 19 th June 2021 organized by NDLI Club of Seshadripuram Institute of Management Studies
33.	Participated in online webinar on “Effective Research Publication” organised by SJC Institute of Technology held on 22 nd December 2021
34.	Participated in online webinar on “4 Steps for up skilling through online certification courses” organised by SJC Institute of Technology held on 25 th January 2022
35.	Participated in virtual FDP Program on “How to apply for ICSSR Project” on 22 nd April 2023 conducted by Seshadripuram Research Foundation.
36.	Participated in virtual FDP on “Navigating the Academic Jungle: Identifying Fake / Predatory / Cloned Journals and Fraud / Misleading Impact Factors” on 17 th May 2024 conducted by RVIM.
37.	Participated in Five Days Faculty Development Programme on “Adapting Digital Landscape in Higher Education and Research” from 27 th to 31 st August 2024 conducted by Global Institute of Management Studies.

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| 38. | Participated in Online Faculty Development Programme on “HR Management” for a duration of 1 month organized by Skill Dzire in collaboration with AICTE. |
| 39. | Participated in one day FDP on “Harnessing Artificial Intelligence for Enhanced Research Writing” conducted by Dayananda Sagar Academy of Technology and Management on 14 th December 2024. |
| 40. | Participated in Faculty Immersion Program on “AI for Educators” conducted by Dayananda Sagar Academy of Technology and Management from 22 nd August till 26 th August 2025. |

Contact Details

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