

Profile

Name: Nayana Kumari.J

Designation: Assistant Professor

DOB: 03-05-1989

Email id: nudinayana@gmail.com

Educational Qualification: M.Com., KSET., PGDFM., (Ph.D.)

Teaching Experience: 08 years

Vidwan Id : 351647

BOE Member: BMS College for Women Basavanagudi Bengaluru

PES University Dwaraka Nagar Hosakerahalli Bengaluru



Research Publications:

- ❖ Published Research Article in **UGC Care List** Journal on My Research Topic: The Title of Paper is “Digital HRM and Organizational Performance - An Empirical Study on Select IT Companies in Bangalore”. Journal of Education: Rabindra Bharathi University,ISSN:0972-7175, Vol XXIII, No:1(x)2022, PP 190-202
- ❖ Published Research Article in **UGC Care List** Journal on My Research Topic: The Title of Paper is Success of Digital HR In IT Industry-An Analytical Study”. Rabindra Bharathi Journal of Philosophy,ISSN:0973-0087,VolXXIV,No:092022,PP34-38
- ❖ Published Research Article in **UGC Care List** Journal on My Research Topic: The Title of Paper is “Conceptual Framework on Digital Human Resource Management in the Digital Age” Alochana Chakra Journal, ISSN NO: 2231-3990, Vol 9, issue 5, May 2020,pp 6795-6806.
- ❖ Published Research Article “A Study on Women Entrepreneurship in Karnataka, at one day Multidisciplinary National Seminar on, Women in Transition: Achievements, issues and challenges,(ISBN-978-93-5351-0862-2).
- ❖ Published Research Article “Scope of E-commerce in India” Suraj Punj Journal for Multidisciplinary Research, ISSNNO:2394-2886, Special Issue,March-2019,PP-28-33

National/ International conferences/ seminars/ workshops attended:

- ❖ One day National Workshop on “Research Methodology and Application of Statistical Tools” organized by Department of Business Administration, Tumkur University, Tumkur on 2ndFeb 2019.
- ❖ One day Workshop on “Research Methods and Application of statistical Tools in SocialScience Research” organized by Department of economics, Tumkur University, Tumkuru on16thFeb 2019.

- ❖ One day National Seminar on “Digital Marketing” Organized by Department PES University Bengaluru on 2016.
- ❖ One day National Seminar on “Foreign Direct Investment Perspective and Challenges” Organized by Department of commerce, Terisian Post Graduate Center, Mysore, on 15th February 2013.
- ❖ One day state Level Seminar on “Emerging Trends in Business, Commerce Economy” Organized by Department of Studies in Commerce PBMMPG Center Mysore, on May 2011.
- ❖ Online National Workshop on “Use of Statistical Tools and Techniques for Social Science Research” from 20th to 23rd April 2020, Organized by Institute of Management Studies, Shivangotri, Davangere University.
- ❖ Two Day National Level Conference on “Current Trends in E-Governance” on 15th and 16th Feb 2020, Organized by Department of Computer Science, Commerce and Management, Government College (Autonomous) Mandya.
- ❖ Online Workshop On “Basic Research Methodology” from 12th May to 18th May 2020, Organized by Association for Research and Advanced Studies.
- ❖ National Online Seminar on “Research writing and Enhancing Visibility held on 21st May 2020, organized by Ramnarainrusa Autonomous College Mumbai.
- ❖ Webinar on “Impact of Attitude, Behaviour and Emotional Intelligence On Performance” on 26th May 2020 Organized by AIMS, School of Business, Bengaluru.
- ❖ Webinar on “Sales Distribution Strategies Adopted in Developing Countries With Special Reference to SAARC Nations” on 16th May 2020, Organized by Global Institute Management Sciences, Bengaluru.
- ❖ Four days national level online seminar on “plagiarism and ethics in research, report writing, sampling methods and review of literature” from 3rd June 2020 to 6th June 2020, organized by institute of management studies department of journalism and mass communication Davangere University

Paper presentation in National/ International conferences/ seminars/ workshops:

- ❖ Presented paper on “A Study on Women Entrepreneurship in Karnataka, at one day Multidisciplinary National Seminar on, Women in transition: Achievements, issues- and challenges, (ISBN-978-93-5351-0862-2) Organized by Department of Humanities, Government First Grade College, Devanahalli, Bengaluru Rural District during 15th Feb 2019.

- ❖ Presented paper on “Scope of E-commerce in India” two days international `conference on contemporary issues and challenges in technology, commerce and management’ organized by Sheshadripuram Academy of Business studies, Kengeri, Bengaluru during 30th and 31st March 2019.
- ❖ Presented paper on “Conceptual Frame Work On Digital Human Resource Management in the Digital Age” Two Days International virtual conference on Global Perspectives On Business, Entrepreneurship Development and Technology Organized by Sri Aurobindo College, Rajajinagar Bengaluru.
- ❖ Presented paper on “Success of Digital HR In IT Industry- An Analytical Study” One Day National Level Seminar On Emerging Business Trends, Opportunities and Challenges Organized by, The Department of Post –Graduate Studies and Research in Commerce, Kuvempu University, Jnana Sahyadri, Shankaraghatta on 19th March 2022.

Refresher Course/ Orientation Programme / Training programme undergone:

- One Day Online Faculty Development Programme on “Covid-19 Out break and Implications On Business” on 11th May 2020, Organized by Sheshadripuram college, Tumkur.
- One Day National Level Faculty Development Programme “Moocs, E-Learning and E-Content in Higher Education” on 13th May 2020, Organized by Government First Grade College For Women, Chamrajpete, Bangalore.
- Three days faculty development program on structural equation modelling using Amos on 27th and 28th June 2020 organized by St. Claret college Bengaluru.