

	<p>NAME: Rekha MP DESIGNATION: Head of the Department-BBA QUALIFICATION: MBA, MPhil, (PhD) TOTAL EXPERIENCE: 19 Years MAIL-ID: rekhamp-dsjbs@dayanandasagar.edu</p>
<p>SPECIALIZATION</p>	<p>HR & Mktg</p>
<p>AREA OF INTEREST</p>	<p>HR & OB</p>
<p>SUBJECTS TAUGHT</p>	<p>Business Management, Marketing Management, Human Resources Management, Business Environment , Organizational Behavior, Business Research Methods, Entrepreneurial Development, Business Regulations, Principles of Management, Consumer Behavior, International Business, Employee Welfare Safety and Security.</p>
<p>NO. OF CERTIFICATIONS</p>	<p>10</p>
<p>PAPERS PRESENTED [National &International Conferences]</p>	<ul style="list-style-type: none"> • Presented article Digital Currency in Block Chain: Cryptocurrency Concerns, Crimes, and Legal Consequences” – Shalini Kumari Rawani & Rekha MP, National Conference “Innovate to Elevate: Fostering Creativity for Sustainable Business, 24th August 2024 • Presented article Understanding GIG Economy – A Special Focus on Employment and Challenges” Shalini Kumari Rawani & Rekha MP, National Conference “Changing Paradigms of Business, Management and Commerce” 31st May 2023 • Presented article Driving Decarbonization through Mobility Transformation - Shalini Kumari Rawani, Rekha MP, Dikshitha Gujarkar – “International conference on Corporate Social Responsibility for Sustainability” 11th and 12th December 2020 • Presented article Green Marketing Green Marketing in the International Conference organised by DSCASC. December 2020 • Presented article " Micro Finance- A Pathway to Women Empowerment in the International Conference held on 19th October organized by BMS College, 2019 • Presented article ‘ Leadership Development in Futuristic Organization’ in the International Conference A Paradigm Shift in Managing Enterprises -The Emerging Future, organised by Indo Asian Academy Education Trust , ISBN 978-93-86537-15-7 ,2017 • Presented article " Consumers Perception on Soft Drinks & Fast-Food Advertisement & it's Impact on Young Generation's Lifestyle &

	<p>Eating Habits in the National Conference held on 19th February organized by Sri Ganesh School of Business Management, Bangalore, 2016.</p> <ul style="list-style-type: none"> • Presented article " An Organization Study on the Value Education System adopted by Dream an NGO in the National Conference held on 21st – 22nd October organized by Dayananda Sagar Business Academy, Bangalore, 2016 • Presented article " Social Entrepreneurship as a catalyst for rural revival in the National Conference on Empowerment & Sustainability on 13th -14th February organized by Dayananda Sagar Business Academy, Bangalore, 2015. • • Presented article " HR Challenges towards Sustainability & Growth in Indian Industry in the National Conference on Dynamic Management on 20th October organized by St Claret, Bangalore, 2015. • Presented article " Social Entrepreneurship as a catalyst for rural revival in the National Conference on Empowerment & Sustainability on 13th -14th February organized by Dayananda Sagar Business Academy, Bangalore, 2015. • Presented article HR Challenges Towards Sustainability & Growth in the Indian Industry: Internal Customer Satisfaction in Garment Sector at Tirupur in the National Conference Challenges of Sustainability & Growth in Indian Industry organized by BMS College of Engineering ,2012 • Presented article HR Challenges in Developing Economy, in the International Conference , India Inc. Challenges & Opportunities, ISBN 978-93-80697-43-7 organized by DON BOSCO, 2011
<p>PUBLICATION (National& International Journals)</p>	<ul style="list-style-type: none"> • Rekha MP (2024) An Empirical Study On Employee Engagement In Organizations Associated To Renewable Energy Sectors In Bangalore- published In Rabindra Bharati University Journal Of Economics ISSN : 0975-802x Vol. : Xxviii, No:3, 2024 With If: 6.986 • Rekha MP (2023) A Collaborative work environment_An indepth Analysis of Co-working Spaces published in ANVESAK ISSN : Xxviii, No:3, 2024 With If: 6.986, ISSN : 0975-802 • Rekha MP (2022) Workplace Resilience in the Post Covid 19 Era, published in Vidyawarta, Vol 6, No.46, Xxviii, No:3, 2024 With If: 6.986 • Rekha MP (2021) Conceptual Framework Of Workplace Spirituality's And Work Stress Towards Intention To Stay Among Academicians Of Higher Education Institutions, published in Jilin Daxue Xuebao (Gongxueban)/Journal of Jilin University (Engineering and Technology Edition), Vol: 40 Issue: 09-2021, ISSN : 1671-5497, DOI 10.17605/OSF.IO/UR5ZF https://tianjindaxuexuebao.com/dashboard/uploads/SplEd3.%20UR5ZF.pdf • Rekha MP (2020), Driving Decarbonization through Mobility Transformation , published African Journal of Business and Economic Research, Volume 15 Issue 3 Number 12 2020 ISSN: 1750-4554 / E-ISSN: 1750-4562,

	<ul style="list-style-type: none"> • Rekha MP(2019), Micro Finance: A Path towards Women Empowerment published paper in www.kaavpublications.org, ISSN: 2348-4969
<p>BOOK/ BOOK CHAPTER PUBLISHED</p>	<ul style="list-style-type: none"> • Title: Organizational Behavior, Publishing House : Vision Book House, -ISBN: 978-93-5596-948-4-November 2022 for Bangalore University-CBCS Syllabus • Title: Marketing Management, Publishing House : Vision Book House, 2007 , for Bangalore University, prior to CBCS • Title: Business Management, Publishing House : Vision Book House, 2009 , for Bangalore University prior to CBCS • Title: Principles of Management, Publishing House : Vision Book House, 2009 , for Bangalore University prior to CBCS • Title: Human Resource Management, Publishing House : Vision Book House,- ISBN: 978-93-5097-786-6 2010 , for Bangalore University CBCS Syllabus • Title: Business Management, Publishing House: Vision Book House, 2010, for Tumkur University, CBCS Syllabus • Title: Human Management, Publishing House: Vision Book House, 2012, for Tumkur University, CBCS Syllabus • Title: Organizational Management, Publishing House: Vision Book House, -ISBN: 978-93-5202-135-2978-93-5051-999-8-2012 for Bangalore University • Title: Organizational Behavior, Publishing House: Vision Book House, -ISBN: 978-93-5097-415-5-2013 for Davengere University • Title: Organizational Behavior, Publishing House : Vision Book House, -ISBN: 978-93-5097-415-5-2014 for Davengere University • Title: Organizational Management, Publishing House: Vision Book House, -ISBN: 978-93-5202-135-2015 for Bangalore University • Title: Consumer Behavior, Publishing House: Vision Book House, - ISBN: 978-93-5097-415-5-2016 for Davengere University • Title: Marketing & Services Management, Publishing House : Vision Book House, -ISBN: 978-93-5097-425-4-2017 for Davengere University
<p>FDP ATTENDED</p>	<ul style="list-style-type: none"> • Innovation in Research and Sampling Design • Syllabus Orientation for II & IV Sem BBA Teachers Empowerment • Art of Mentoring and Counselling • Counselling and Mentoring Skills • Art of Research proposal writing • Implementation of National Education Policy (NEP) 2020: Research & Development Cell • Soft skills for teachers • Creating research ecosystems in Higher Educational Institutions

	<ul style="list-style-type: none"> • Developing leadership skills among academicians. • Johari Window with emotional quotient • Teaching-Learning Methods: From Micro-Teaching to Peer Learning. • The Art and Science of Question paper setting with reference to Bangalore university. • NEP 2020, 21st Century Skills • Research Methodology • Research Funding • Research Methodology & Data Analysis <p>Empowering Educators: Navigating Intellectual Property in Education</p>
Conference Attended	<ul style="list-style-type: none"> • State Level Conference-"The Torch to Discover New Biz India-Practices & Prospects' organized by New Horizon College, Marathahalli 2016 • Make in India Eco-system towards-Indian Ethos, Sustainability & Inclusive Growth organized by S-Vyasa University, Dayananda Sagar University & Dayananda Sagar College of Arts, Science & Commerce 2016 • Modern Trends in Commerce, Management and Information Technology organized by Jain-Deemed to be University • International conference on Corporate Social Responsibility for Sustainability organized by PES University
Workshop Attended	<ul style="list-style-type: none"> • Johari Window with Emotional Quotient–Feb 2024 • Counselling & Mentoring skills -Feb 2024 • Developing Leadership Skills Among Academicians - Feb 2024 • Enhancing Research paper & Case study writing for top tier publication -May 2024 • Empowering Management faculty for Patenting & Copy rights- July 2024 • Empowering Educators: Navigating Intellectual Property in Education-Oct 2023 • Research Methodology Techniques-Oct 2023 • Research Methodology -Nov 2023 • Artificial Intelligence in higher Education: Teaching & learning languages-Nov 2023 • Essentials Of Research and Publications, March 2023 • Research methodology, March 2023 • The role of technology in fostering business-April 2023 • Teachers’ empowerment, April 2023 • Creating Research Eco-System in Higher Educational Institutions May 2023 • Art of Mentoring and Counselling, May 2023 • Research Methodology & Data Analysis Soft Skills for Teachers - Sept 2023 • Implementation of NEP-Roadmap for Quality Education, Research & Academic Excellence, March 2022 • Contemporary Management & Commerce Education through Research Excellence, March 2022 • Empowered Leadership Program, March 2022 • Advances in Research Methodology & Publication Techniques, May 2022

	<ul style="list-style-type: none"> • Academic Integrity & Role of IPR in Effective Implementation of NEP -November 2021
Seminar Attended	<ul style="list-style-type: none"> • International Webinar on Global view on Human Rights and Gender Equality, organized by Government First Grade College, Bangarpet • State level three-day virtual training on ‘Gender Budgeting’, organized by Department of Women Studies in Association with Department of Physical Education Bharathiar University, Coimbatore • International Webinar on “Innovations & Technological Start-ups in the Present Crises of COVID Pandemic” Organized by Student Start-ups & Innovation Policy (SSIP) Cell, Saurashtra University, Rajkot
FDP/Conference/Workshop Organized	<ul style="list-style-type: none"> • Organized National level conference on “Changing Paradigms of Business, Management & Commerce, May 2023,Dayananda Sagar college of Arts, Science & Commerce ,Bangalore • Conducted FDP on “One Day FDP on “Creating Research Eco-System In Higher Educational Institutions” by Dayananda Sagar college of Arts, Science & Commerce, Bangalore, May 2023 • Conducted FDP on “Teacher’s empowerment” organized by B. Com/BBA department Dayananda Sagar college of Arts, Science & Commerce, Bangalore, April 2023 • Conducted Workshop series-1,2 &3on “Industry Driven Approach” by B. Com/BBA department Dayananda Sagar college of Arts, Science & Commerce, Bangalore, April 2023 • Conducted 5 Days online FDP on “Mastering Research Paper & Enhancing Case Study Writing for Leading Publications “organized by B. Com/BBA department Dayananda Sagar college of Arts, Science & Commerce, July 2024 • Organized National conference on “Innovate to Elevate: Fostering Creativity For sustainable business”- by B. Com/BBA department Dayananda Sagar college of Arts, Science & Commerce, August 2024
Professional Memberships	<ol style="list-style-type: none"> 1. Member of Commerce and Management Association of India(CMAOI) from January 2024 2. Member of BUTCCM From 2002