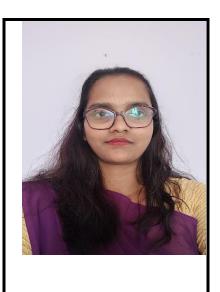
FACULTY PROFILE



NAME: Keerthana G

Designation: Assistant Professor

Department: MBA

Date of Joining: 1st February 202

Length of Professional & Industrial Experience: 5 Years

1 Year of Industrial Experience

2 years at Vedantu Innovations Pvt. Ltd

2.5 years of Online teaching

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Academic Background

- Post Graduated in MBA(Marketing and Finance) from KIT, Tiptur, Affiliated to VTU
- Graduated in B.B.M (HRM) from St. Philomena's First Grade College for Women, Hassan, Affiliated to Mysore University

Areas of Interest

- Marketing
- Human Resource
- Research Methodology
- TEFOL/TESOL
- Personality Development

PROJECTS UNDERTAKEN

 Human Resource Management and development strategy at The New India Assurance Company, Hassan

- Employee Satisfaction at The New India Assurance Company, Hassan
- Product Placement at Big Bazaar, Hassan
- A study on Integrated Marketing Communication with special focus on Gap 3 and Gap 4 at Akshayakalpa Farms and Foods Pvt Ltd., Bangalore

Achievements

- Secured first place in national level Debate Competition
- Awarded as Best verbal communication at IMUN
- Secured Final Top 5 place in National Level LaunchPad