

## FACULTY PROFILE



**NAME:** Keerthana G

**Designation:** Assistant Professor

**Department:** MBA

**Date of Joining :** 1<sup>st</sup> 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

### Contact Details

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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