



Dr. Shruthi K Bekal

Assistant Professor, Program Coordinator

Specialization: Marketing and Human Resource Management

Email:shruthi_b2015@cms.ac.in

LinkedIn:<https://www.linkedin.com/in/dr-shruthi-bekal-6ab67a38/>

Qualification

- PhD
- MPhil
- UGC-NET
- MBA
- BBA

Work Experience – 12 Years

- 2015-Present
Assistant Professor -
Center for
Management Studies,
JAIN (Deemed-to-be
University)
- 2013-2014
Engagement Specialist
- Altisource
- 2011-2013
Business HR Partner -
Mahindra Comviva

Courses Facilitated & Taught

- BBA – Marketing & HR Courses
 1. Business Management
 2. Marketing Management
 3. Retail Management
 4. Organisational Behaviour
- BBA-E-World of Work Course
 1. Consumer Behaviour

Career Summary

Shruthi K Bekal, having had an industry experience in HR, got inspired to become a teacher by her wonderful teachers. She felt organic to choose teaching as her profession, mentoring young minds. She has also been passionate about conducting research. Being a voracious reader from childhood has resulted in her being highly inclined academically.

Research Interest

Employer Branding

Research Publications

- Bekal, S., Y, S., Harish, A., Bhandari, K., Bishnoi, Y., & Marda, K. (2023). Review of Literature on the Topic of the Gig Economy in India. *International Journal of Innovative Science and Research Technology*, 1049-1056.
- Bekal et al., (2022). Role of Psychological Capital on the Job Performance and Job Effectiveness of Remote Workers amidst the Global Pandemic- COVID-19, *World Journal of Management and Economics*, 94-115 – **ABDC -Category C**
- Bekal et al., (2022). Cognitive Dissonance and Consonance in Customers Adopting E-Vehicles in India: Effect of Fame Scheme on Customer Perception, *World Journal of Management and Economics*, 116-126 – **ABDC - Category C**
- Bekal, S., & Warriar, U. (2021). Impact of employer branding on employee retention. *International Journal of Management, Technology and Engineering*, 6(3), 22-34.
- Bekal, S., & Warriar, U. (2021). Prospective Employees' Perception of Employer Branding. *IOSR Journal of Business and Management*, 23(3), 51-55.
- Bekal, S. (2019). Social media and its impact on political relations. *Journal of the Gujarat Research Society*, 21(11), 1400-1404. ISSN: 0374-8588 – **UGC Care**
- Bekal, S. (2019). Impact of social media on Indian politics. *Journal of the Gujarat Research Society*, 21(11), 1302-1305. ISSN: 0374-8588 – **UGC Care**
- Bekal, S., & Warriar, U. (2017). A study on the influence of perception of equity of contractual employees on their job satisfaction in the workplace. *International Journal of Applied Research*, 3(2), 604-611. p- ISSN: 2394-7500, e-ISSN: 2394-5869
- Bekal, S., & Warriar, U. (2016). Impact of perceived equity of contractual employees on productivity in the work place. *International Organization for Scientific Research*, 18(5), p-ISSN: 2319-7668, e-ISSN: 2278- 487X.

- Dual program:
2. Human Resource Management Dual Program

Activities

Industry Expert Master Classes (Organizer)

Member on Committees

- Time Table committee:
2019-2021
- Exam committee:
2017-2019
- NAAC: 2015-2017

Professional Memberships

- NIL -

Recognition / Awards

Research Awards

- Outstanding Researcher, JGI Research Awards 2018
- Best Researcher Award (Management track 3), JAIN (Deemed-to-be University) Research Retreat 2020

Seminars and Conferences Attended

- CeRSEE Conversations 6: NEP 2020 and Academic Accountability II – Malpractices in Research: The Bane of Publish or Perish, organised by JAIN (Deemed-to-be University) on 23rd June, 2022.
- International Entrepreneurship Summit ‘Avlokan 2.0’ on “Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures” organized by Faculty Research Cell – Gyanidhi& SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University) from 17th – 22nd January, 2022.
- Keynote session by Dr. David Aaker (Father of Modern Branding, Alumnus: MIT Sloan School of Management & Stanford University, Creator of the Aaker Model) in the International Entrepreneurship Summit ‘Avlokan 2.0’ organized by Faculty Research Cell – Gyanidhi& SRDC on 22nd January, 2022.
- Key note session by Juan Manuel Gonzalez (Alumnus: Stanford University) in the International Entrepreneurship Summit ‘Avlokan 2.0’ organized by Faculty Research Cell – Gyanidhi& SRDC on 21st January, 2022.
- Keynote session by Dr. Bruce Kingma (Professor Entrepreneurship: Syracuse University & Martin J. Whitman School of Management, USA) in the International Entrepreneurship Summit ‘AVLOKAN 2.0’2022 organized by Faculty Research Cell – Gyanidhi& SRDC on 20th January, 2022.
- Keynote session by Dr. Jay Rao (Professor of Strategy & Innovation: Babson College) & Dr. Allan R Cohen (Alumnus: Harvard Business School Professor (Emeritus): Babson College, USA) in the International Entrepreneurship Summit ‘Avlokan 2.0’ organized by Faculty Research Cell – Gyanidhi& SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University) on 19th January, 2022.
- Keynote session by Dr. Robert D. Hisrich (Bridgestone Chair of International Marketing, Kent State University, USA) in the International Entrepreneurship Summit ‘Avlokan 2.0’ 2022 organized by Faculty Research Cell – Gyanidhi& SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University) on 18th January, 2022.
- Key note session by Gary Stewart (Inaugural Lecturer of Entrepreneurship at Yale Law School) in the International Entrepreneurship Summit ‘Avlokan 2.0’ organized by Faculty Research Cell – Gyanidhi& SRDC – Vidhyanidhi, CMS, JAIN (Deemed-to-be University) on 17th January, 2022.

Online Certifications and Webinars

Online Certifications:

- Certificate on Excel 2016 Essential Training by National Association of State Boards of Accountancy (NASBA) on 10th April 2021.
- Certificate on Learning Excel 2019 by LinkedIn Learning on 15th April 2021.
- Certificate on Being an Effective Team Member by National Association of State Boards of Accountancy (NASBA) offered through LinkedIn Learning on 22nd July 2021.
- Certificate on Managing Teams by National Association of State Boards of Accountancy (NASBA) offered through LinkedIn Learning on 22nd July 2021.
- Certificate on Managing Remote Teams: Setting Expectations, Behaviors, and Habits by LinkedIn Learning on 22nd July 2021.
- Certificate on Adapting Leadership to Behavioral Styles LinkedIn Learning on 22nd July 2021.
- Certificate on Working with High-Conflict People as a Manager by Project Management Institute offered through LinkedIn Learning on 22nd July 2021.
- Certificate on Introduction to International Marketing by Yonsei University and offered through Coursera on 20th May 2020.
- Certificate on Marketing Mix Fundamentals by IE Business School and offered through Coursera on 20th May 2020.

Webinars-FDP/MDP

- International level Research Summit 'Avlokan' on "Redifining Social Responsibility with Ethical Leadership" organized by SRDC-Vidhyanidhi CMS, JAIN (Deemed-to-be University) from 2nd – 10th August 2021.
- National Level HR Seminar on "Reimagining People Management and Employee Experience" organized by SRDC-Vidhyanidhi CMS, JAIN (Deemed-to-be University) on 23rd July 2021
- Panel Discussion on "Customer Experience: Today & Tomorrow" conducted by CMS Business School on 5th June 2021.
- Faculty Development Program titled "How Far Can We Go" organized by JAIN (Deemed-to-be University) from 26th June to 30th June 2021.
- National Conclave – Triad 3.0 organized by the Department of Business Administration, St. Joseph's Evening College in Collaboration with State Bank of India and SBI Officers Association, Bangalore on 7th March 2020.
- National Level Webinar conducted by Ms. Konpal Agrawal on "Gender Implications of COVID-19 Pandemic" organized by CMS, JAIN (Deemed-to-be University) on 23rd May 2020
- National Level Webinar on titled "Marketing during Covid-19" presented by Prof. Seema Gupta, IIM – Bangalore on 28th May 2020.
- National Level Webinar on "Moving forward through the challenges posed by COVID-19 in the

manufacturing sector” presented by Mr. RKMishra on 30th May 2020.

- International Conference on “Rediscovering Management of Business post COVID 19” organized by CMS, JAIN (Deemed-to-be University) on 8th and 9th August 2020.
- Faculty Development Program on “Empower, Enthuse and Excel in Research” organized by CMS, JAIN (Deemed-to-be University) on 24th December 2020