



Dr. Varalakshmi S

Associate Professor

Specialization: Marketing Management

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Qualification

- Ph.D- Marketing (Branding)
- PGDBD – HR/ Marketing – Symbiosis – Pune
- SQL and Visual Basics - Chennai
- BE – Chemical Engineering
- Diploma – Chemical Engineering

Work Experience – 15 Years

- 2001 – 2003 - Conclave IT Systems- IT Solution Manager
- 2008- 2010 - Visiting Faculty - Al-Ameen Institute of Management-
- 2010 – Present – Assistant Professor – Center for Management Studies, JAIN (Deemed-to-be University), Bangalore

Courses Facilitated

- Quantitative Techniques I
- Quantitative

Career Summary

Varalakshmi did her schooling from Sacred Hearts Girls’ School with moderately good marks, and a centum in Mathematics. In Diploma in Chemical Engineering, she secured the third rank in Karnataka University. She was offered a job in BHEL, but, there was an urge to gain more knowledge in the same field and was given the first preference to choose among all engineering colleges in Karnataka, starting from Ramaiah Institute of Technology to Manipal Institute of Technology. She diverted herself from chemical field to management by successfully finishing her PGDBA – Human Resource from Symbiosis, Pune. She worked as a visiting faculty at both Al-Ameen Institute of Management as well as CMS. Currently, she is pursuing a PhD in Mathematics from JAIN (Deemed-to-be University).

Research Interest

Interdisciplinary – Organization Psychology – Branding (Marketing)

Research Publications

- Zabeeulla and V. S, "An Effective Review of The Problems and Opportunities of The Supply Chain for Pharmaceuticals," 2022 11th International Conference on System Modeling & Advancement in Research Trends (SMART), Moradabad, India, 2022, pp. 799-804, doi: 10.1109/SMART55829.2022.10047275.
- “Building conceptual framework on happiness at workplace” - UGC Care - 2021
- “Need to Belong During Acculturation and Influence of Reference Groups”- IUP Publications (A Division of The ICFAI Society)- 2021
- “Prospects of Electric Vehicles in India” - IJRASER - DOI 10.22214 - 2022
- “A Conceptual Study on Impact of Covid-19 Global Education System” - Review of Research-2022
- Influence of Brands on Accuration - Role of Brand Self- connection and Brand Prominece- ABDC
- Practices of Anti-consumerism & Anti-consumption in Marketing- S. Varalakshmi, K. Venkadeshwaran , current Aspects in Business, Economics and Finance Vol. 7, 16 January 2023, Page 53-76. <https://doi.org/10.9734/bpi/cabef/v7/17367D>
- Acculturation and Need to Belong in a Reference Group: Explanatory Effects of Self- and Group-Orientations(2020- Sage publication) - Accepted, Awaiting AE Recommendations - Journal of Cross-Culture Psychology
- Willingness to Buy Luxury Brands and Antecedents of Brand Prominence- UGC Care Journal(2020)- ISSN: 0975-1386
- “A Comparative analysis on Traditional Marketing vs Digital Marketing” - Paper International Conference on digital marketing (2012)

- Techniques II
- Retail Marketing
- Strategic Management
- Marketing Management
- Environmental science
- Managemnt
- Quantitative Techniques for decision Making

Articles / Case Studies

- YouTube Video on Simple Applications on Linear Equations
- YouTube Video on Regression – Business Applications

Consultancy / Projects

-NIL-

Books / Chapters

Business Statistics for Better Decision Making (Book) –JAIN(Deemed-to-be University)
 Practices of Anti-consumerism & Anti-consumption in Marketing- S. Varalakshmi, K. Venkadeshwaran , current Aspects in Business, Economics and Finance Vol. 7, 16 January 2023, Page 53-76.
<https://doi.org/10.9734/bpi/cabef/v7/17367D>
 Quantitative Techniques-I - Woven Words - 2021
 Strategic Management - WIZARD PUBLISHER-JULY 2022
 Practices of Anti-consumerism & Anti-consumption in Marketing - B P International-2022

Member on Committees / Editorial Boards

Head of Department – Internship

Professional Memberships

- NIL -

Activities

Sl. No.	Activity	Title	Year
1	Head of the Department	Internship - JAIN (Deemed-to-be University)	From 2013
2	Coordinating for Internships	JAIN (Deemed-to-be University)	FROM 2013
3	Visiting Companies for Internship	JAIN (Deemed-to-be University)	FROM 2013
4	Coordinating with B-school Internship	JAIN (Deemed-to-be University)	FROM 2013
5	Orientation of Internship Program	JAIN (Deemed-to-be University)	2013 - Present
6	Conducting Interviews after Completion of Internships and Collaborating Internships for Students with Alumni	JAIN (Deemed-to-be University)	2013 - Present
7	Creating Reports and Records for NAAC	JAIN (Deemed-to-be University)	2013 - Present
8	Coordinator for Lasya	JAIN (Deemed-to-be University)	2010 - 2012
9	Coordinator for uploading the study material of all BBA syllabus from first semester to eighth semester.	JAIN (Deemed-to-be University)	2011 - 2012
10	Member of Timetable Committee	JAIN (Deemed-to-be University)	2012 - 2013
11	Coordinator for Outbound Activity	JAIN (Deemed-to-be University)	2009 - 2012
12	Panelist for Recruitment Interviews	JAIN (Deemed-to-be University)	2013 - 2020
13	Speaker at Discussion Forum of Teachers in Bangalore - Harnessing skillsets in Schools	JAIN (Deemed-to-be University)	2016

Recognition / Awards

KeyNoteSpeaker : “Green BUbusiness Process, Products, Administration and Mangement towards Local and Globa Sustainability”- Sri Sarada College for Women - Tirunelveli - TN

Invitated as Key Note Speaker and Guest lecture and Master talk in various management colleges across Karnataka

Recreating Opportunities for Students in terms of Virtual Internship/Certification Courses – well before UGC Approval, article for the same published in The New Indian Express, dated 7th May 2020.

Conference Co-Convener- Two day National Stuents Conference on Industrial Symbiosis through Eco-innovation and Sustainable Mangement- 2023

Organizing Committee Member - Two day International Conference on Innovative Practices for Sustainable development: Business Management And Analytics- 2022

Varalakshmi, Pallavi., Arlikatty., Sreedath&Sukhman (2023). A Literature review on imact of climate change on ocean life. *Journal of Emerging Technologies and Innovative Research*, 10(4)

Varalakshmi, Pratham, Gravit, Moksh., Saiyam., Raju & Varalakshmi (2023). Influence Instagram on Psychological Distress among Youth in Bangalore. *Journal of Emerging Technologies and Innovative Research*, 10(4)

Rishab., Nikhil., Swathi., Abhay., Khushi. &Varalakshmi(2023). A study of Health Insurance among Newly Incubated Workers Peofessionals *.International Journal of Research and Analytical Reviews*, 10(2)

Priyanka., Trupti., Sanjeev., Ramatuall& Varalakshmi (2023). On Demand Home services. *International Journal of Research and Analytical Reviews*, 10(2)

Krishna., Saketh., Shruthi., Vaishnav., SubbaBhaskar& Varalakshmi (2023). A Study On Customers Perspective Towards Ridesharing And Innovative Public Transit In Bangalore Region. *International Journal of Research and Analytical Reviews*, 10(2)

Vyshakh., Aman., Karthik., Ishaan., Sufiyan.,& Varalakshmi (2023). Relationship Between E-Banking And Customer Satisfaction. *International Journal of Research and Analytical Reviews*, 10(2)

Nikita., Sohan., & Varalakshmi (2023). Impact of Greenwashing Practices In Industries, Particularly on Food Prodcuts in India amongtMillenials. *International Journal of Research and Analytical Reviews*, 10(2)

Kashish., Kalyani., Shruti., Chirag., & Varalakshmi (2023). Effects of Vaping on Young Adults in India. *International Journal of Research and Analytical Reviews*, 10(2)

Faeq., Shrusti., Kareem., Devendar.m Aryan., & Varalakshmi (2023). Innovations In Trade Fairs and Exhibitions. *International Journal of Research and Analytical Reviews*, 10(2)

Dev., Darshan., Shrenik., Sejal., Sameer., & Varalakshmi (2023). Impact of Covid 19 and The Russia-Ukraine War On the NIFTY Pharma Index. *International Journal of Research and Analytical Reviews*, 10(2)

Kunal., & Varalakshmi (2023). Comparative Study on Impact of Digital Wallets on GEN Y anf GEN Z In Bangalore. *International Journal of Research and Analytical Reviews*, 10(2)

Saathik., Harshitha., Tanika., & Varalakshmi . Customer Perspective on Fast Fashion And its Relation Towards Sustainability and Environment. *International Journal of Research and Analytical Reviews*, 10(2)

FDP, MDP, Seminar, Webinars, Conferences Attended 2019- 2020

Swayam Course –

Sl. No.	Course	Platform	Year
1	Brand Management	IIMB	2020
2	Retail Marketing	IIMB	2020
3	Business Statistics and Analysis	Rice University - US	2020
4	Research Retreat - Presentation, Panelist Dr. Harold Patrick & Dr Kanthi Kumar	JAIN (Deemed-to-be University)	2019
5	Coordinator for International Conference on Rediscovering Management of Business post Covid-19	JAIN (Deemed-to-be University)	2020
6	Strategic Planning Foundations	Linked Learning	2022
7	DS101X: Statistical Thinking for Data Science and Analytics	Columbia University	2021
8	Tableau Essential Training	National Association of State Boards of Accountancy (NASBA)	2021
9	Introduction to Tableau	Coursera	2022
10	Strategic Planning Foundations	LinkedIn	2022

Sl. No.	Title	Institute/ Place	Year
1	FDP - Intelligent Computing and Communications	Banasthali Vidyapith,	2022
2	Predicting Consumer acceptance of the proposed open network for digital commerce	Conference - Changing Global Economic Landscape: Sustainable Strategies for the New Normal- IMA- USA - Christ (Deemed to be Univeristy)	2022
3	FPD on Redefining Social Responsibility and Ethical Leadership- Prof. Muhammad Yunus	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2021
4	FDP on Discourse Analysis of 21st Century Literary Text by Dr Venkateshwaran	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2020
5	FDP On Innovative Teaching Pedagogy in Education for Gen Z and Gen Alpha in the Era of Information Explosion	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2020
6	FDP on Trending Teaching for Participation and Performance	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2019
7	FDP on Financial Education by SEBI	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2020
8	MDP on International Level Online Panel	Center for Management Studies	2020

	Discussion on Covid-19 Crisis: The Global Economy Reshaping	- JAIN (Deemed to be University), Bangalore	
9	MDP on Teaching – An Amalgam of Negotiation, Performance and Struggle for Acceptance	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2020
10	MDP on Live chat with NAAC expert	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2020
11	Data Analysis Research conducted by Dr Vivekananda	Alliance University	2018
12	HR Conclave	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2020
13	Using Emerging Technology for Effective Pedagogy in Management Education	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2018
14	FDP by Ian Faria & Rahul Kapoor - Goal Setting and Personal Growth	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2008 - 2012
15	Case Study Analysis	IIMB	2011
16	National Level on Work-Life Balance	Center for Management Studies – JAIN (Deemed to be University), Bangalore	2010

Sl. No.	Title	Particulars	Year
1	Impact of COVID on Entrepreneurship	National Level Webinar	2020
2	Grooming	National Level Webinar	2020
3	Marketing During Covid-19	National Level Webinar	2020
4	Information Systems During and After the COVID-19”	National Level Webinar	2020
5	International Online Panel Discussion on COVID-19 Crisis: The Global Economy Reshaping	International Level	2020
6	Faculty Development Programme on Happily Retired	National Level Webinar	2020
7	Unwrapping the National Education Policy NEP	National Level Webinar	2020
8	NDLI User Awareness	National Level Webinar	2020
9	Webinar with NAAC Experts organized by IQAC	National Level Webinar	2020
10	Quality Research and Its Output	National Level Webinar	2020
11	Ranga Bhoomi	National Level Webinar	2020
12	Teaching- An amalgamation of Negotiation, Performance and Struggle for Acceptance	National Level Webinar	2020
13	Microbiologists’ Eye view on Covid -19	National Level Webinar	2020
14	Goal Setting That Cannot Fail	National Level Webinar	2020
15	Crafting the Post-Covid Bounce Back	National Level Webinar	2020
16	Managing Your Finances and Investments During Covid-Finmark	National Level Webinar	2020
17	Moving Forward Through the Challenges Posed by COVID-19 in the Manufacturing Sector	National Level Webinar	2020
18	A Sustainable Response to COVID-19: The New Normal	National Level Webinar	2020
19	International Online Panel Discussion on Leading the Way Forward in	International Level Panel Discussion	2020

Projects

GUIDED PROJECTS FOR BBM STUDENTS:

1. An Organisational Study on Jaguar Cars - Customer Satisfaction
2. An Organisational Study on Karur Vysya Bank – Investments
3. An Organisational Study on Red Rose Inc - Inventory Management
4. An Organisational Study on Salarpuria Sattva - Marketing Strategies
5. An Organisational Study on ITC Gardenia – Customer Satisfaction
6. An Organisational Study on Vikram Eye Hospital – Departmental Management
7. An Organisation Study on Goldman Sachs
8. An Organisational Study on Maps Auto Components Pvt Ltd – Customer Perception
9. An Organisation Study on Bajaj Vehicles- Customer Perception
10. An Organisation Study on Chopras - Consumer Awareness and Behaviour
11. An Organisation Study on Marudhar Stones International Pvt – Marketing Strategies
12. An Organisation Study on NK Capital – Mutual Funds
13. An Organisation Study on Micro Labs- Customer Satisfaction
14. An Organisation Study on Godrej Pvt Ltd- Effective Methods of Performance Appraisal
15. An Organisation Study on Titan - Marketing Strategies
16. A Study on Brand Awareness at Volvo
17. A Study on Marketing Strategies at TATA (Tanishq)
18. A Study on Silicon Honda - Customer Satisfaction with Honda Activa
19. A Study on Naina Fab - Customer Relationship
20. A Study on Effective Marketing Strategies - Philips
21. A Study on Distribution Networking - Progressive Life Sciences Pvt Ltd
22. A Study on Customer Retention Strategies – Hitech Pvt Ltd
23. A Study on Redbull India - Brand Awareness
24. A Study on Public Relations Through Social Media Marketing – Orange Travelers