



Prof. SHRUTHI JAYAPRAKASH

Assistant Professor, Department of Management Studies



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OVERVIEW:

Qualifications: Pursuing Ph. D, MBA(Marketing), BMS
Experience: Teaching - 13 Years
Date of Joining STES: 18/09/2023
Skills and Proficiencies: Teamwork, Mentoring & Coaching and Problem Solving.

SIGNIFICANT ACHIEVEMENTS:

- Published book on Understanding Consumer Psychology: Unlocking the Secrets Behind Consumer Behaviour.

AREA OF EXPERTISE /RESEARCH INTERESTS:

- Marketing and HR

NUMBER OF STUDENTS GUIDED:

- MBA- 20, MMS- 40, BBA- 50 and BMS- 240

RESEARCH PULICATIONS:

Publication Summary:

<https://scholar.google.com/citations?hl=en&user=fF3d-fAAAAAJ>

RESEARCH WORK:

Published several Research Papers in National and International Journals.

SUBJECTS TAUGHT:

- Sales and Distribution Management
- Consumer Behaviour
- Management Strategy
- Digital Business
- Management Fundamentals
- Recent Trends & Cases in HR

FDP/STTP/SDP/WORKSHOPS ORGANIZED AS A COORDINATOR:

- Organised Workshop on “Effective Use of LinkedIn for Careers.” (2024)
- Organised EKTARA- A National Research Conference on “Sustainability in a Changing Market Scenario” organized by Indira Institute of Business Management. (2019)
- Organised EKTARA- A National Research Conference on “Creating Opportunities Through Obstacles” organized by Indira Institute of Business Management. (2018)

CONFERENCES ATTENDED:

- Attended National Conference on “Innovation a new paradise: for Business and Finance” Organized by BMS Department of Pillai college of Arts, commerce & Science. (2014)
- Attended National conference Infosparx 2015(New facets in Business, Economics, Management and extension) organized by SIES(Nerul) college of Arts, Science & Commerce in association with Life Long Learning and Extension, University of Mumbai. (2015)
- Attended the National E-Conference on COVID-19 and Indian Economy organised by PG Department of Commerce, SNTD Women’s University, Church Gate, Mumbai. (2020).
- Attended the National E-Conference on Innovative Practices in Teaching and Learning in the digital era, organised by KLE Society’s Science and Commerce College, Navi Mumbai. (2022)
- Attended International Conference Vishleshan 2K23 on Innovative Practices for Sustainable Development, organized by International Institute of Management Studies, Pune. (2023)

FDP/STTP/SDP ATTENDED:

- Faculty Development Program (PhD Course Work) on the theme “**Research Methodology & Statistical Tools**”organized by Indira Institute of Business Management& Dr. Mar Theophilus Institute of Management Studies in Association with the University of Mumbai as per the standard coursework required for M.Phil/PhD Regulations 2016_VCD_15 Dec.2018, held from 21st feb to 29th feb 2024.
- Faculty Development Program on “**National Education Policy- 2020**” from 20-26th March 2023 organised by Ramanujan College, University of Delhi under the aegis of Ministry of Education Pandit Madan Mohan Malavia National Mission on Teachers and Teaching.
- 7 days FDP on ‘**Research Methods and Techniques**’ organized by Ramanand Arya D.A.V College in association with University of Mumbai as a requirement for Career Advancement Scheme (CAS)in accordance with the regulations of the UGC.

RESPONSIBILITIES HANDLED AT STES/SCOE/DEPT:

Society Level

- Worked as an Event Coordinator for Brand Snap Hunt in Spectrum.

Department Level (MBA)

- Departmental Website Coordinator
- Departmental IIC Coordinator
- Departmental Social Media Coordinator

- Case Study Coordinator
- NAAC criteria 7 member
- TG for First year students
- Project Guide for MBA Marketing Students

DECLARATION:

I hereby declare that all the above information furnished by me are true to the best of my knowledge.

Date: 11 /12 / 2024

Signature