




DAYANANDA SAGAR ACADEMY OF TECHNOLOGY AND MANAGEMENT

(Affiliated to Visvesvaraya Technological University, Belagavi & Approved by AICTE, New Delhi)

Opp. Art of Living, Udayapura, Kanakapura Road, Bangalore- 560082

DEPARTMENT OF MANAGEMENT STUDIES

Accredited NBA, NAAC with A+, New Delhi

Faculty Name	DR. ANJANA DEVI S.C.	
Academic Designation	Associate Professor	
Educational Qualification	B. Tech; MBA; UGC- NET; Ph.D.	
Experience in Years	19.5 Years	
Area of Interest	HR,OB & General Management	
Date of Birth	04-12-1974	
Email ID	dranjana@dsatm.edu.in.com	

Educational Details

- ✧ **NPTEL Online certification course** on Human Resource Management form NPTEL, Jul-Oct 2019.
- ✧ **NPTEL Online FDP** on Human Resource Management form NPTEL, Jul-Oct 2019.
- ✧ **Ph. D** awarded from University of Mysore for the Thesis: Work Place Values: A Comparative Study of Select Private and Public Sector Banks in India. (May 2018).
- ✧ Qualified **UGC-NET** (June 2012)
- ✧ **MBA** from Pondicherry University with 60.50% (January 2009)
- ✧ **B.TECH** form Bangalore University with 80.20% (August 1996). Batch Topper
- ✧ **12th** from Karnataka Pre-University Education Board with 67.33% (April 1992)
- ✧ **10th** form Karnataka Secondary Education Examination Board with 69.66% (March 1990)

Personal Details

- Permanent Address : #1089, 21st main road, "D" Group Employees Layout, Sriganthadakavual, Vishwanedam post, Nagarbhavi,
- Sex: Female
- Nationality: Indian
- Hobbies: Cooking, Reading, Gardening
- Language: English, Kannada, Hindi.

Professional Experience

Academic Experience :

1. Working as Associate Professor in **Dayananda Sagar Academy of Technology & Management** from May 2019 till date.
2. Worked as HOD (i/c) & Associate Professor in **DSATM** from July 2020 to November 2020.
3. Worked as Associate Professor in **SJBIT** from Oct 2018 to May 2019.
4. Worked as Assistant Professor in **SJBIT** from Aug 2012 to Oct 2018.
5. Worked as Assistant Professor in **EWIT** from July 2011 to Aug 2012.

Industry Experience :

1. Designing and Sample Development analyst at Pathi Group, Bangalore from 2003 Jan to 2006 Dec.
2. Production officer (P&D) at Shibani knitting India pvt Ltd (MNC) from 1996 Oct to 2001 June.

Publications

International Journals:

- **Dr. Anjana Devi S C & Dr Aisha M Sheriff** , Model Evaluation on Employees' Workplace Values and Organizational Values in Private Sector Banks in India. GIS SCIENCE JOURNAL, **Scopus Indexed & UGC Approved**, ISSN NO : 1869-9391, VOLUME 8, ISSUE 10, 2021, Page 178-193
- **Dr. Anjana Devi S C**, Harmonizing Determinants of Organizational Values: A Model Assessment of Employees' Workplace Values and Organizational Values in Public Sector Banks in India. Journal of Huazhong University of Science and Technology, **Scopus Indexed & UGC Approved**. ISSN-1671-4512, Vol 50 Issue 04, April 2021, Page 1-17. PAPER ID: HST-0421-390.
- **Dr. Anjana Devi S C & Roopa** , Conceptualizing the Importance of HR Analytics in Attrition Reduction, *International journal on Advanced Science Hub*, ISSN; 2582-4376, **Volume 02 Issue 10S October 2020, 40-48**
- **Dr. Anjana Devi S C & Dr Aisha M Sheriff**, Exploring the Interaction Effect of Employee's Demographic Factors and Employee's Workplace Values: A Special Reference to Public and Private Banks in India. ISSN; **0974-6722** , **Jan-June 2018, Volume 10, Issue 1, Cosmos Impact Factor 5.395**
- **Mrs. Anjana Devi S C & Dr Aisha M Sheriff** , Significance of employees' workplace values on organizational values – A case study of select banks in India. Journal of Emerging Technologies and Innovative Research ISSN: **2349-5162** , **August 2018, Volume 5, Issue 8, Impact Factor 5.87**
- **Mrs. Anjana Devi S C & Dr Aisha M Sheriff** , Impact of Business Ethics, Operational Efficiency and Customer Orientation on Organisational Values of Banking Industry. Research journal of social science and management. ISSN: **2251 1571**, **Vol:7, No:4** , **August 2017** , **Impact Factor 6.86**

- **Mrs. Anjana Devi S C & Dr Aisha M Sheriff**, Changing Work Place Values amongst Generational Cohorts in Indian Public and Private Banks. International Journal of Advance Research in computer science and management studies. ISSN: 2321-7782, Volume 5, Issue 2, February 2017, Impact Factor: 6.047.

Conference Attended

International Conference:

- Online International Conference on “Survival and Sustenance of Businesses in Data Driven Digital Era” at DSBA on December 18th 2020. **Second Best Paper Award** for An Analytical Evaluation Of Factors Related To Performance And Effectiveness In Remote Working.
- International Conference on Advancement in Management, Engineering and Technology (IC-AMET online), October 2020. Conceptualizing the Importance of HR Analytics in Attrition Reduction.
- National conference at SJBIT “Demonetisation and its impact on various sectors “at SAMVIT 2017. **Best Paper Award**.
- BIMS, Bangalore, International conference on “Management and technology for sustainable development “on 30th March, 2016. A case study on leadership and employee engagement in the textile and garment industry. ISSN: 2455-4839, Volume 1, Issue 2 July 2016, and BIMS International Journal of Social Science Research.
- National symposium on Innovative management practices, Acharya Institute of Technology, Bangalore, 25th & 26th April 2014. “The importance of leadership in building an engrossed workforce - turning the talent management wheel towards achievement of breakthrough.
- International conference at PES Institutions, Bangalore, 22nd & 23rd November, 2013. ISBN: 978-81-8429-109-4. Employee Engagement: A driving engine towards Talent Management in cutting an competitive edge in IT industry.
- International conference at Dayananda Sagar Institutions, Bangalore, 26th & 27th September, 2013. Entrepreneurship Development A case study on Tata Group of enterprises: A tool for wealth creation and economic development.

Seminar / Webinar Attended

1. Creating a Thriving Staffroom on 30th October 2021 jointly organized by DSATM & skillingindia
2. Mental Wellness and Emotional & Emotional Empowerment on 30th July 2021 jointly organized by DSATM & skillingindia
3. Online panel discussion on Innovation, Research & Entrepreneurship School at GIBS Business School on 5th Feb, 2021.
4. Online Webinar on Multivariate Analysis Using SPSS from CMR Institute of Technology on 24th September 2021.

5. The Art of Research Writing
6. 3 Days FDP on Business Analytics at Acharya Institute of Technology & Management between 29th July 2021 to 31st July 2021
7. The Art of Structuring Paper for Publishing in Quality Journals, IC-AMET online on 11.10.2020.
8. Drafting the research Manuscript, IC-AMET online on 10.10.2020.
9. Peer Review Research process, IC-AMET online on 11.10.2020.
10. Opportunities and Challenges in Sales And Marketing in FMGC Industry-Post Covid , Dr. Ambedkar Institute of Technology, Bangalore online on 09-09-2020.
11. Academic Integrity In Research, Dr. Ambedkar University, Delhi online on 16.10.2020.
12. Artificial Intelligence In Recruitment BMSCE, Bangalore Online on 17.10.2020.
13. Effects of Covid -19 Monetary Policy on Bank Credit, Ramaiah Institute of Management Online on 04.06.2020
14. Information Systems at Different Levels of Management,Ramaiah Institute of Management Online on 05.06.2020.
15. Artificial Intelligence in HRM,Ramaiah Institute of Management Online on 11.06.2020.
16. Leadership in time of Crisis,Ramaiah Institute of Management Online on 22.12.2020.
17. Predictive Analytics,Ramaiah Institute of Management Online on 04.06.2020.
18. Tackling end-to-end supply chain challenges in face of current environmental discontinuities - Lessons from the past, Ramaiah Institute of Management Online on 08.06.2020.
19. Impact of COVID-19 Pandemic on Women, Online Dr. Ambedkar Institute of Technology, Bangalore Online on 14.08.2020.
20. Surviving in the VUCA world, Online CIMS B- School, Bangalore, Online 12.11.2020.
21. Unleashing The Cognitive Will To Unlock The Pandemic Barriers, Online - SVR NSS COLLEGETP PURAM POVAZHOOOR, 15.09.2020.
22. Inspiring Sustained Desirable Change – How to really help others learn & Change. Online - DayanandaSagar University ,Bangalore Online, 24.05.2020.
23. Consumer Training Regarding Financial Awareness. PBMMEC, Mysore, Online on 08.11.2020.
24. Financial Wellness for Younger Generation , VVCE, Mysore, Online on 11.07.2020
25. How to Write and Publish a Book, CIMS B- School, Bangalore, Online on 07.08.2020.
26. NAAC 2020: Revised Accreditation Framework for Autonomous Colleges. , SBRR, Mysore, Online on 14.08.2020.
27. Investor Protection and Capital Market Regulations in India. Online - ST. Thomas Arts & Science College, Puthencruz , 15.09.2020.

Workshop Attended

1. FDP Nuances of Writing Research Proposal & Funding Opportunities 2021, 15th and 20th November, 2021 at DSATM.

2. AICTE sponsored online STTP Short Term Training Program on Industry 4.0 between 14.09.2020 to 19.09.2020.
3. 5 Days online FDP on The Art of Research Writing at Christ University 8th to 13th January 2021.
4. 1week FDP on “Research Proposal Writing and Opportunities in the field of Science ,Engineering and Management.at BIT form 6th July 2020 to 11th July 2020.
5. 1week FDP on “NAAC Accreditation “.at Dnyansagar Institute of Management & Research 21st July 2020 to 27th July 2020.
6. 1week FDP on “Impact of COVID-19 Pandemic on Indian Business Landscape- An Optimistic Perspective”.at DSATM form 25th July 2020 to 1st August 2020.
7. Distinguished Speaker Series on “ Inspiring Sustained Desired Change” at DayanandaSagarUniversity on May 24th 2020.
8. Track Invest Singapore “Is it the right time to invest” May, 2nd, 2020.
9. Five days FDP on Innovative Andragogy and Heutagogical Tools for Millennial Engagement at DSATM, Bangalore. 28th January to 1st Feb 2020.
10. FDP of 1.5 week during July – Oct 2019 on Human Resource Management by NPTEL – AICTE. Funded by Ministry of HRD, Govt. of India.
11. Cyber Security Workshop December 2nd to 6th 2019, sponsored by AICTE ATAL ACADEMY.
12. Participated in Five day workshop on “Analytics using R studio” June 28th to 3rd July 2019. At DSATM, Bangalore
13. Participated in One day workshop on “Industry 4.0” on Dec 22nd, 2018 at RVIM , Bangalore.
14. Participated in One day workshop on SPSS Software on Sep 20 th 2017.
15. Participated in One day workshop on “Introduction to Structural Equation Modeling (SEM) with R programme on July 1st, 2017. atRVIM , Bangalore.
16. Participated in FDP on “Data Analysis through SPSS” at BIMS, Bangalore on 8th December, 2016.
17. Participated in Digital Professional Development program on iMac and iPad conducted by Creative InfoTech, Bangalore at SJB Institute of Technology form 14th June to 16th July 2016.
18. Participated in Faculty development program on research process “A focused view on literature review” at EWIT, Bangalore on 25th February, 2016.
19. Participated in 2 day’s workshop on “Intellectual property rights” at VTU regional office, Bangalore, 10th& 11th July, 2015.
20. Participated in Workshop on “roadmap for writing research papers” at R V institute of Management on 11th April 2015.
21. Participated in FDP on SPSS at Sambrama Institute of technology, Bangalore, on 7th March 2014.

- 22. Participated in FDP on research for aspirants at PESIT, Bangalore.23rd -25th June 2012.
- 23. Participated in FDP on research for aspirants at PESIT, Bangalore.12th -14th June 2012.
- 24. Participated in FDP on “Research paper writing for referred journals” at EWIT on 17th May 2012.

Patents published with All Details

NIL

Research Grants fetched with File No.

NIL

Student Project Funds Fetched with Grant No.

NIL

Consultancy Amount Fetched with Details

NIL

Awards

- Best Students Feedback in the Academic Year 2021
- Best paper DSBA 2020:Online International Conference on “Survival and Sustenance of Businesses in Data Driven Digital Era” at DSBA on December 18th 2020.**Second Best Paper Award**for An Analytical Evaluation Of Factors Related To Performance And Effectiveness In Remote Working.
- **Academic Performer award 2020**
- National conference at SJBIT “Demonetisation and its impact on various sectors “at SAMVIT 2017. **Best Paper Award.**

Academic Activity

(i/c) HOD : Jan 1st , 2022 to till Date
 (i/c) HOD : July 1st , 2020 to November 30th 2020
 Placement Coordination : May, 2019 to July 2020
 NAAC Criteria 1: Since May ,2019
 NAAC Criteria 5 : Since May ,2019
 WEC Chief Coordinator : Since 2020 Dec
 1st year Coordinator : Since 2019August
 HR Club
 Alumni Coordinator : Since 2021 March

Faculty Development Activity/Workshops

1. FDP Nuances of Writing Research Proposal & Funding Opportunities 2021, 15th and 20th November, 2021 at DSATM.
2. AICTE sponsored online STTP Short Term Training Program on Industry 4.0 between

14.09.2020 to 19.09.2020.

3. 5 Days online FDP on The Art of Research Writing at Christ University 8th to 13th January 2021.
4. 1week FDP on “Research Proposal Writing and Opportunities in the field of Science ,Engineering and Management.at BIT form 6th July 2020 to 11th July 2020.
5. 1week FDP on “NAAC Accreditation “.at Dnyansagar Institute of Management & Research 21st July 2020 to 27th July 2020.
6. 1week FDP on “Impatc of COVID-19 Pandemic on Indian Business Landscape- An Optimistic Perspective”.at DSATM form 25th July 2020 to 1st August 2020.
7. Distinguished Speaker Series on “ Inspiring Sustained Desired Change” at DayanandaSagarUniversity on May 24th 2020.
8. Track Invest Singapore “Is it the right time to invest” May, 2nd, 2020.
9. Five days FDP on Innovative Andragogy and Heutagogical Tools for Millennial Engagement at DSATM, Bangalore. 28th January to 1st Feb 2020.
10. FDP of 1.5 week during July – Oct 2019 on Human Resource Management by NPTEL – AICTE. Funded by Ministry of HRD, Govt. of India.
11. Cyber Security Workshop December 2nd to 6th 2019, sponsored by AICTE ATAL ACADEMY.
12. Participated in Five day workshop on “Analytics using R studio” June 28th to 3rd July 2019. At DSATM, Bangalore
13. Participated in One day workshop on “Industry 4.0” on Dec 22nd, 2018 at RVIM , Bangalore.
14. Participated in One day workshop on SPSS Software on Sep 20th 2017.
15. Participated in One day workshop on “Introduction to Structural Equation Modeling (SEM) with R programme on July 1st, 2017. atRVIM , Bangalore.
16. Participated in FDP on “Data Analysis through SPSS” at BIMS, Bangalore on 8th December, 2016.
17. Participated in Digital Professional Development program on iMac and iPad conducted by Creative InfoTech, Bangalore at SJB Institute of Technology form 14th June to 16th July 2016.
18. Participated in Faculty development program on research process “A focused view on literature review” at EWIT, Bangalore on 25th February, 2016.
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21. Participated in FDP on SPSS at Sambrama Institute of technology, Bangalore, on 7th March 2014.
22. Participated in FDP on research for aspirants at PESIT, Bangalore.23rd -25th June 2012.

23. Participated in FDP on research for aspirants at PESIT, Bangalore.12th -14th June 2012.

Participated in FDP on “Research paper writing for referred journals” at EWIT on 17th May 2012.

Contact Details

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