


PERSONAL DETAILS		
Name	BEENA P	
Department	Management Studies	
Designation	Assistant Professor	
Qualification	MBA, MCOM	
Teaching Experience	06 Years	
Email ID	beenap@bgsit.ac.in	
ORCID ID	6149-484X	
Vidhwan ID	193324	
Core Discipline	Management	
Specialization	Human Resource Management	
Areas of Interest	<ul style="list-style-type: none"> • Human Resource Management • Marketing Management 	
MEMBERSHIP OF PROFESSIONAL BODIES		
Professional Society	From Year	Membership Number/ Nature
ISCA	April 2018	LIFE TIME- L38536
ISTE	August 2020	LIFE TIME
PUBLICATIONS		
INTERNATIONAL JOURNALS:		
A Study on Effectiveness of Consumer Perceptions Towards Promotional Activities- Management Practices Opportunities and Challenges- August 2019		
INTERNATIONAL CONFERENCE:		
<ol style="list-style-type: none"> 1. Rural Women Entrepreneurship: A change agent in the modern society-Dynamic Of Entrepreneurship- 2019 2. "IMPACT OF TECHNOLOGICAL ADVANCEMENT ON SERIAL ENTERPRENUESHIP" – 2020 		
NATIONAL CONFERENCES:		
Artificial Intelligence- A Boon or Bane to the Business Houses- Recent Trends in Business Management-2019		
GUEST LECTURES DELIVERD		
Invited College Name	Title of the topic	Date
New Alliance Commerce College	Team Building,	18.05.2019

	Power point presentation	
WORKSHOPS/SEMINARS/FDPs/ PARTICIPATED: 21		
1. Workshop on ‘New Model Curriculum for PG Course CBCS Detailed Syllabus (2018-19) as per Outcome- Based Education (OBE) format including Course Outcome and Bloom’s Taxonomy’ under TEQIP-1.3. Under VTU on 6 th Aug 2018 at BNMIT, B’LORE.		
2. One day training program on IPRC. ACU on 21 st June 2019.		
3. Five-day FDP on ‘Art of Writing Research Paper for Indexed and Referred Journals’-- organized by the Department of Management Studies, Nitte Meenakshi Institute of Technology, Bengaluru on 14 th December to 18th December 2020.		
4. Five Day FDP on ‘ Research Methodology’-- organized by the Department of Management Studies, Nitte Meenakshi Institute of Technology, Bengaluru on 02nd December to 05th December 2020.		
5. Five day FDP on ‘Intellectual Property Rights and Contributions of academia Towards Innovation’- 15 th to 19 th December 2020, jointly organized by IQAC cell and Department of Management Studies, MIT, Mysore.		
6. Five day FDP on “Learn to Teach” – 17 th to 22 nd December 2020 organized by BGSIT, BG Nagara.		
7. Innovation Ambassador training (Foundation Level) conducted by MoE’s Innovation Cell & AICTE during the period from 30 th June- 30 th July 2021 in online mode.		
ONLINE COURSES		
Course Title	Course Organization	Year
Global Marketing Management	NPTEL	2019
Microsoft Excel –Excel from Beginner to Advanced	Udemy	2021
AWARDS, COMMENDATIONS RECEIVED		
Nature	Year	Awarding Organization
Best Teacher	2018-19	BGSIT, B G Nagara