



NAME: Ashwini Seshadri

DESIGNATION: Assistant professor

QUALIFICATION: BCom, MBA (PhD)

TOTAL EXPERIENCE: 12 Years

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SPECIALIZATION

Human Resource Management

AREA OF INTEREST

Innovative Teaching and Learning, Research & Mentoring

SUBJECTS TAUGHT

Organisational Behaviour, Marketing Management, Human Resource Management, Business Law, Entrepreneurship Development, Retail Management, Business Environment, Event Management, Labour Laws, Management Dynamics

NO. OF PROFESSIONAL CERTIFICATIONS

Total No: 5

PAPERS PRESENTED

[NATIONAL & INTERNATIONAL]

NATIONAL:

Total No: 07

Title:

1. Sustainable Development in HR Digitalisation: An Indian Research Perspectives.
2. Empowering Workforce sustainability through Upskilling and Reskilling in digital age.
3. Talent transformation through artificial intelligence: redefining skills in digital age.
3. A Study on Gig Workforce - Driving the Future Employment In Service Sector
4. Role of E-Commerce in Developing Women Entrepreneurs
5. A Study on perception of young entrepreneur choosing choosing Green Start-up as career option.
6. A Study on awareness and implication of Experiential learning.

	<p>7. A Study on perception of pre-university students towards commerce and management education.</p> <p>INTERNATIONAL:</p> <p>Total No: 08</p> <p>Title:</p> <ol style="list-style-type: none"> 1. Determinants of employee ai tool utilization effectiveness in India’s quick commerce sector 2. Education as a Dynamic Complex System: An AI based Analytical Perspective 3. Carbon-credit based Scholarships and Incentives: A Sustainable Education Model for Student – Driven Climate Action 4. Green Skills as Strategic Capabilities: An ecosystem framework for sustainable MSME Growth in India 5. The Worklife Balance Paradox: AI Powered HR tools among flexibility and Surveillance in the IT and Ities 6. IOT enabled Carbon Footprint Monitoring in Classrooms: A Pathway to sustainable Education 7. The Role of AI in Upskilling and Reskilling HEI Faculty in the Digital Work Environment 8. An Empirical Study on Impact of Digital Transformation in Higher Education: Faculty perspective with reference to Bangalore City” 9. The changing role of human resources practices to support the strategic transformation goals of organizations towards achieving business excellence. 10. A study on brand loyalty & its impact on FMCG product adoption by consumer with reference to Bangalore city
<p>PUBLICATION (INTERNATIONAL JOURNAL)</p>	<p>Total No: 05</p> <p>/Title of the Article(s):</p> <ol style="list-style-type: none"> 1. The Role of AI in Upskilling and Reskilling HEI Faculty in the Digital Work Environment 2. The Effect of the Internet of Things (IoT) on Industrial Design, Marketing, Human Resource Management, and Finance

	<p>Operations</p> <p>3. Bridging the skills Gap: Role of AI to transform Talent Acquisition and Education in Digitally Transformed World”</p> <p>4. An Empirical Study on Impact of Digital Transformation in Higher Education: Faculty perspective with reference to Bangalore City”</p> <p>5. A Study on Gig Workforce - Driving The Future Employment In Service Sector</p> <p>6. Role of E-Commerce in Developing Women Entrepreneurs</p> <p>7. Employee Engagement in A Remote Working Scenario.</p>
<p>PUBLICATION (CONFERENCE PROCEEDINGS)</p>	<p>Total No : 03</p> <p>/Title of the Article(s):</p> <p>1. Talent transformation through artificial intelligence: redefining skills in digital age.</p> <p>2. A Study on perception of young entrepreneur choosing choosing Green Start-up as career option.</p> <p>3. A Study on perception of pre-university students towards commerce and management education.</p>
<p>OP-ED ARTICLE PUBLISHED (Provide Online Link)</p>	<p>Total No./Title of the Article(s):</p> <p>1. The Role of AI in Upskilling and Reskilling HEI Faculty in the Digital Work Environment https://doi.org/10.2991/978-2-38476-559-1_47</p> <p>2. The Effect of the Internet of Things (IoT) on Industrial Design, Marketing, Human Resource Management, and Finance https://mswmanagementj.com/index.php/home/article/view/3281</p> <p>3. Employee Engagement in A Remote Working Scenario Link: https://irjbs.prasetiyamulya.ac.id/index.php/jurnalirjbs/article/view/309</p> <p>4. An Empirical Study on Impact of Digital Transformation in Higher Education: Faculty perspective with reference to Bangalore City” https://doi.org/10.52783/eel.v15i1.2660</p> <p>5. Ashwini Seshadri Sheetal N Acharya- [2025], Brand Loyalty and its Impact on FMCG Product Adoption: A Study of Consumer Behavior in Bangalore City- Journal of Change Management, ISSN: 1479-1811 25 : 1 (2025), 442-469. https://doi.org/10.5281/zenodo.15661658</p>

	<p>6. Bridging the skills Gap: Role of AI to transform Talent Acquisition and Education in Digitally Transformed World” https://jiesm-journal.com/index.php/journal/article/view/11665</p>
BOOK/ BOOK CHAPTER PUBLISHED	<p>Total No./Title of the Book(s): Chapter: 1 Title: Contemporary trends in commerce, management and Economics - Evolution in Talent Management strategies: Navigating the Modern Workforce Landscape Book Published: 1 Title: "AI-Enabled HR Management : Tools, Applications & Case Studies "</p>
FDP ATTENDED	<p>Total No. : 04 1. From Idea Funding Crafting successful Research Grant Proposals. 2. Beyond Chatgpt: Exploring the potential of AI tools in Academia 3. Inter-Intra Institutional 5 days FDP 4. Emerging and Innovation in AI applications in Mathematics, Bio-Sciences and Management</p>
Conference Attended	<p>Total No:17 Key Areas: Human Resource, Artificial Intelligence, Entrepreneurship, Education</p>
Workshop Attended	<p>Total No : 5 1. Two day workshop on data analysis for research organized by CSAI on 1t & 2nd march 2025. 2. Two Days Workshop on “Data Analysis Using IBM-SPSS” 3. Online workshop titled “MINDFUL AT WORK- GĪTĀ’S WAY. Guiding Text for Workplace Management 4. AI Assisted Scientific Writing and Publishing 5. Educator’s Game Lab: Using AI to Design Learning Experiences.</p>

Seminar Attended	Total No: 05 Key Areas: Research
Professional Memberships	Name of the Organization(s) : Bangalore University Teacher's Council of Commerce and Management (BUTCCM)