



## **DR. M.R SRIKANTA MURTHY**

**B.Sc, M.Sc., MBA (HR), MBA (Mktg), M.Com, MCTS, PMP, PGDCA, PH.D.**

**Assistant Professor**

Dr. Srikantamurthy M.R. has over 27 years of experience in Training and Development, Project management, and as a Human Resource Head. With a passion for technology and processes, driving continuous improvements through business analysis, and people development. A resourceful leader with excellent skills in training, mentoring and motivating professionals and students. He has worked as a Vice-President Training and Development at Wipro Technologies Bangalore, as HR Head in Indus Corporation India, Manager Projects and Sr. HR Head at M.Far Construction India. He in in academia for over 3 years now.

He teaches **“Organizational Behavior”, “Business and Industry”, “Technology for Management” “Human Resource Management”, “Entrepreneurship and Ethics”, “Cyber Space”, “Consumer Behavior”, “Strategic Brand Management”, “Performance Management System”, “IHRM” and Technology for management.**

### **QUALIFICATION:**

- Pursuing his Second Doctorate in the field of marketing from YBN University Ranchi, having topic allotted on, A study on impact of MARKET INTELLIGENCE and Consumer’s relationship under sales and service sector, related to Marketing Management.
- DMS (Doctorate in Management Studies) (Specialization - HRMS & Information Technology) Indian School of Business Management (ISBM).
- MBA National Institute of Business Management (Specialization - HRMS & Information Technology)
- MBA (Marketing) from GITAM University Doddaballapur,
- B.Sc (Physics Chemistry, Mathematics) Bangalore University
- M.Sc – Bangalore University
- M.Com– GITAM University Vishakhapatnam.

### **ACHIEVEMENTS AND AWARDS**

- **Advance Diploma in Multimedia** - Microcell Multimedia Jayanagar
- **Post Graduate in Software Applications** – Sri Systems Private Limited Raja Rajeswari Nagar Bangalore Affiliated to Government of Karnataka
- **Diploma in Software Testing** – Zee Education

- **Advanced Diploma in Java, Advance Java - Pro Soft Solutions**
- **MCTS – Microsoft Certified Technology Specialist - Microsoft**
  - MCP Microsoft Certified Professional in C# Dot net scoring 924 out of 1000
  - MCP Microsoft Certified Professional in XML Web services scoring 954 out of 1000
  - MCP Microsoft Certified Professional in SQL Server 2005 scoring 876 out of 1000
- **PMP Certification from PMI On Risk Management, Portfolio Management & Project Professional**

## AREA OF INTERESTS

His areas of interest include Artificial Intelligence, Sustainable Development, Human Resource Development, Innovation Teaching, HR Outsourcing, Entrepreneurship, Green HR Practices, Marketing Strategy and Strategic Management, Brand Management, New Product development.

## PUBLISHED RESEARCH ARTICLES

SL. NO.	TITLE OF THE ARTICLE	NAME OF THE JOURNAL	VOL (ISSUE)	YEAR	ISSN/ISBN/DOI	PAGE NO.
1	Make in India, Skill India, Digital India, Smart cities Initiatives	International Journal of Advance and Innovative Research	Volume 6, Issue 2 (XIX),	March 2019,	, ISSN: 2394-7780,	Pg.no 132-138
2	Digital Marketing Opportunities and Implications	The International Manager, Volume 6,	Issue 22,	April - June 2019,	ISSN: 2348-9405,	Pg.no. 19-23
3	Green Marketing Strategies	Erudite,	Issue -1	September 2019,	ISBN: 978-93-5382-464-8,	Pg.no. 38-47
4	A study on sick secondary education institution	Gurukul Multi-Disciplinary International Research Journal,	Issue -1	September 2019,	ISSN: 2394-8426	Pg.no. 199-205
5	CSR various issues & challenges in India	Adalya Journal, An UGC-CARE Approved Group, ISO: 7021-2008	Volume 8, Issue 10,	October 2019	ISSN: 1301-2746,	Pg.no. 72-81
6	Design and Development of Inclusive Practices in Higher Education	Participatory Learning in Higher Education – Challenges and Opportunities,	Issue -1	February 2020,	ISBN: 978-93-5396-797-0,	Pg.no. 169-175
7	Digital Marketing Opportunities and Implication	Next Generation Tools: Future Roadmap for Business and Industry	Volume - 1	March 2020,	ISBN: 978-81-943859-1-2,	Pg.no. 112-123
8	Blue Ocean Strategy – An Investigation to Evaluate Selected Indian Organizations	Revolution in Commerce, Management and Technology with	Volume 1,	March 2020,	ISBN: 978-93-5406-186-8,	Pg.no. 135-142
9	Corporate Social Responsibility Activities towards	INTERNATIONAL CONFERENCE ON	Vol.1	11th and 12th	ISBN	Pg. No 164

	Higher Education Sector	CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABILITY		December 2020		
10	PROJECT MANAGEMENT – RECENT DEVELOPMENT AND TRENDS	ANVAYA 2021	Vol-1	21 <sup>st</sup> and 22 jan 2021	ISBN: 978-81-950459-4-5	PG.NO 186
11	Design and Development of Inclusive Practices in Higher Education	International Journal of Current Research in Education, Culture and Society International Peer Reviewed Referred Journal	Vol. 6 No. 1 (2022)	29th Dec - 2021	(ISSN: 2581-4028)	Page 102

### **PARTICIPATION AND PRESENTATION OF RESEARCH PAPERS**

He has attended a number of National and International Conferences and Seminars where he has presented research papers in the area of HR Outsourcing, Green HRM, Sustainable Development, Climate changes and its impact on rural livelihood, New Age Management Education, and Sustainable Education, Artificial Intelligence, Machine learning, Customer Relation management, Covid-19 and health issues

### **PARTICIPATION OF FDP/MDP/WORKSHOP/ORIENTATION PROGRAMME**

He has participated 37 FDPs and MDPs related to SPSS, Research Methodology, ICT based Teaching and Learning Tools. Attended 9 workshops.

### **INVITED LECTURES**

Dr. Srikantamurthy M.R. was invited as Guest Speaker in the area of Spiritual Intelligence for managing tomorrow, conducted by BGS Evening college of Arts Science and Commerce.

Dr. Srikantamurthy M.R. was invited as Guest Speaker in the area of Artificial Intelligence and Machine learning by Ramaiah Institute of Technology.

Conducted Virtual Learning Environment on iPhone Application development lifecycle for iNurture Bangalore through making them understand how to break down the subject into various modules and units, preparing slides for each module and unit.

Conducted several personality development training programs for HAL employees – which helped to provide practical tips, tools and proven strategies for developing powerful interpersonal skills, discover how to fulfil goals by the team members' potential, increase the level of trust, boost morale and build a peak-performance workplace.

### Consolidated Extra information July-21 to June - 2022

<b>Title of the professional development programme</b>	<b>From Date (DD/MM/YY)</b>	<b>To date (DD/MM/YY)</b>	<b>Duration</b>
Course on demographic transition and its impacts ADB Institute	31-05-2021	31-05-2021	1
Course on green investments renewable energy by ADB institute	31-05-2021	31-05-2021	1
National webinar on the economic impact of covid 19 on indian economy at kristu jayanthi college	07-10-2021	07-10-2021	1
Course on mastering human resources skills for hr managers at gyan.com	05-11-2021	05-11-2021	1
International conference on interdisciplinary research 2021 at SSMRV college	24-11-2021	25-11-2021	2
National conference on Design and development of inclusive practices in Higher education at Sri Krishna Degree College	29-12-2021	29-12-2021	
Research paper on Education Technology: an evidence based review at INSC International Publishers	02-01-2022	02-01-2022	1
Course on advancing the digital economy for sustainable growth in Asia aADB Institutet	03-12-2021	02-12-2021	1
International conference on transformaing business through digitalization: Insights, Tools and Techniques at SRM institute of Science and management	25-02-2022	25-02-2022	1
Lecture on The Macroeconomic Framework of Union Budget at Kristu Jayanti College	04-02-2022	04-02-2022	1

### Consolidated Extra information July-22 to June – 2023

<b>Title of the professional development programme</b>	<b>From Date (DD/MM/Y Y)</b>	<b>To date (DD/MM/YY)</b>	<b>Duration</b>
Workshop program on Management Research Methods and Business Analytics at Surana College ,Dept of MBA	21-10-2022	21-10-2022	1
Lecture on The Union Budget 2023 - Reading between the lines at Kristu Jayanti College	04-02-2023	04-02-2023	1