



**Dr. B R Venkatesh**  
**B.E.(Mech), MBA, M.Phil., Ph.D.**  
**Director & Professor**

**SPECIALIZATION: Operations Management, Marketing Management & HR Management**

- **ACADEMIC EXPERIENCE:** Academic experience of over 18 years in institutions like KLE, Global Academy of Technology, Alliance University and is currently serving here as Director & Professor.

**BRIEF ABOUT YOU:**

- Dr. Venkatesh B R has a vast Corporate Experience of over 21 years in Capital Goods, Industry Cables, Hydraulics and IT services. Served in HMT, Batliboi, Yuken Hydraulics, Finolex Cables, MIL and SAP.
- He holds B. E. (Mech) degree from RV College of Engineering with a University Gold Medal.
- He Has done his MBA from JNTU, M. Phil from Annamalai University and Ph.D. from Bharthiar University with very high commendation.
- He is a Panel member in many prestigious industry events and continues to be invited as a resource person for soft skills training at corporates for communication skills and GD labs.
- He is an ardent Yoga practitioner and he has delivered a number of training sessions & Webinars in this field.
- His areas of interest are Operations Management, General Management and Yoga.

**SUBJECTS TAUGHT:**

Operations Management, Marketing Management Electives, OB and Communication Skills.

**QUALIFICATION/s:**

<i>Name of the Degree</i>	<i>Specialization/ Major Subjects</i>	<i>University / Board / Institution</i>	<i>year</i>	<i>Remarks</i>
<i>Ph.D</i>	<i>Management</i>	<i>Bharathiar University, Coimbatore, Tamil Nadu</i>	<i>Mar 2015</i>	<i>Awarded Thesis highly commended</i>
<i>M.Phil</i>	<i>Business Administration</i>	<i>Annamalai University, Tamil Nadu</i>	<i>Sept 2006</i>	<i>Awarded</i>
<i>MBA</i>	<i>Marketing Management</i>	<i>JNTU, Hyderabad, A.P.</i>	<i>1986-89</i>	<i>73.00 % ; First Class</i>
<i>B.E.</i>	<i>Mech. Engg.</i>	<i>R.V. College of Engineering, Bangalore (Bangalore University)</i>	<i>1978-83</i>	<i>Secured University First Rank – 89.6 %. Secured university ranks in six out of ten semesters</i>

### ACHIEVEMENTS AND AWARDS:

- Secured University Ranks in six out ten semesters while securing 1<sup>st</sup> Rank with Gold Medal in 10<sup>th</sup> semester B E (Mech.)
- Obtained “The Best Performer” award for achieving highest Sales Turn Over at Batliboi & Company Ltd.
- Certified AIMA Bizlab Trainer.
- Was presented with Governor’s Award for donating blood for 50+ times.
- AREA OF INTERESTS: Ideation of New Brand Development, Corporate Communication, Conducting Experiential Communication Lab Sessions, GD Training, Green HR Practices, Yoga & Meditation.

### BOOKS PUBLICATION IF ANY

SL.No.	TITLE OF THE BOOK	NAME OF THE PUBLISHER	YEAR OF PUBLICATION
1	<i>Constitution of India and Professional Ethics for engineering students.</i>	<i>Meragu Publications</i>	<i>3rd edition 2011</i>

### PUBLISHED RESEARCH ARTICLES

#### List of Intellectual Output (Peer Reviewed Journal Publications)

- “A Study On The Importance Of Soft Skills And Positive Attitude As Perceived By Industry With Specific Reference To Fresh Engineers” in International Journal of Research in Commerce and Management -VOLUME NO. 4 (2013), ISSUE NO. 01 (JANUARY) ISSN 0976-2183
- “Study on the Perception of Engineering Graduates on the Skills required for being employable” in TIJ’s Research Journal of Social Science & Management - Volume: 02, Number: 10, February-2013, ISSN 2251 – 1571
- “A study on the perception of faculty on employability skills of today’s engineering graduates” in TIJ’s Research Journal of Social Science & Management - Volume: 02, Number: 10, February-2013, ISSN 2251 – 1571
- “Drive Engineering Education Towards Better Employability – Need Of The Hour” in TIJ’s Research Journal of Social Science & Management - Volume: 03, Number: 03, July-2013, ISSN 2251 – 1571

### List of Intellectual Output (Other Publications, Conference Papers)

<i>Sl. No.</i>	<i>Name of the Paper Presented</i>	<i>Institution</i>	<i>Conference Details</i>
1	<i>An Insight into the Perception of Engineering Students, Academicians and Employers on Competency Parameters for Employability.</i>	<i>IIM (Indian Institute of Management), Bangalore</i>	<i>Tenth Annual International Conference on Public Policy and Management; 03-05 Aug 2015</i>
2	<i>“A study on “The Skills Looked Forward To” by the Industry in Fresh Engineers”</i>	<i>SDM Institute for Management Development, Mysore</i>	<i>International Conference on “Managing Human Resources at the Workplace”; 14-15 December, 2012</i>
3	<i>Response of Management Students to Holistic Development</i>	<i>Oxford College of Engineering, Bangalore</i>	<i>National Conference on “Global Impact of Indian Management-2011”; on 27,28 April 2011</i>
4	<i>Response of Engineering Students to Training on Overall Development”</i>	<i>MSRIT, Bangalore</i>	<i>National Conference on “Challenges &amp; Opportunities in Services Sector”; on 20,21 April 2011</i>
5	<i>“Need for Collaboration between Industry and Institutions of Higher Education”</i>	<i>St. Claret College, Bangalore</i>	<i>National conference on “Global Competence and Sustainability”- 2011; 7, 8 April 2011</i>
6	<i>Building Soft Skills in Engineering &amp; Management Education towards better Personality Development</i>	<i>IIT, Delhi</i>	<i>National Conference on Excellence in Higher Education: 1-3, April 2011</i>
7	<i>“Importance of soft skills as a component of competency, as perceived by Engineering students for employability”</i>	<i>Sahyadri College of Engineering &amp; Management, Mangalore</i>	<i>National Conference on Business &amp; Management; 18,19 February 2011</i>
8	<i>Engineering Students’ Perspective of Competency in the Light of Current Industrial Scenario</i>	<i>RVCE, Bangalore</i>	<i>International Conference on Global Competitiveness; 3-5, February 2011</i>
9	<i>“A View of The Impact of Global Recession on Indian Economy” - ‘Job and Business Losses</i>	<i>SJBIT, Bangalore</i>	<i>National Conference on “The Great Meltdown”; 3,4 April 2009</i>

### Participation and Presentation of Research Papers

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