



Name: Dr. Mahalakshmi S

Designation Assistant Professor

Specialization : Marketing

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Qualification

PhD in Management from University of Mysore

MBA(Systems and Marketing) form Bangalore University

BE in Computer Science and Engineering from Visweswariaha Technological University

Work Experience

2+ years of experience in Project Management. Have managed several IT projects for an MNC in India and Canada. 6 years of teaching experience teaching Engineering, PGDM and MBAs and PhD research scholars.

Courses Facilitated

Digital and Social Media Marketing, Services Marketing, Marketing Research, Marketing Analytics, Project Management, IT for Managers, Global Marketing

Career Summary

Started career in 2012 as an Associate in Project Management domain in an IT firm after my MBA and have experience in IT product management in multiple domains like BFSI, retail, telecom, consumer electronics etc. Also have worked as an Assistant Manager-PMO in India and Canada managing various IT projects. Started pursuing my PhD from University of Mysore and as a research Scholar (2015-2018) have had 3+ years of teaching experience and have taught students and Research Scholars from Engineering and Management streams. An urge to learn new things and a passion to be a teacher has landed me in this profession. Currently working as an Assistant Professor for Marketing Area in CMS Business School , Jain University.

Research Interest

Data driven marketing, AI and ML, Digital Marketing, Internet of Things, Data analysis and visualization

Research Publications

Kumar, S. R. & Patrick, H. A. (2019). Positive Leadership Behaviour and Flourishing: The Mediating Role of Trust in Information Technology Organizations, South Asian Journal of Human Resources Management 6(2) 258–277, DOI: 10.1177/2322093719870024, journals.sagepub.com/ home/hrm

S, Mahalakshmi (2015). A study on the education for sustainable development, Creating a Sustainable Lens for Higher Education: The new Urgency ISBN 978-93-84869-68-7

S, Mahalakshmi (2015) . Sustainable Development of M-Commerce in Current Market Scenario ISSN 2250-1223, Vels Publications, Vol 6, Issue 2, June 2015

S, Mahalakshmi (2016) & Desai, Kavitha. Smart Grid- A Panacea to Indian Power Sector Asian Journal of Engineering and Technology Innovation, Volume 2016(3), Issue 3:1-2,2016

**Member on Committees /
Editorial Boards**

**Professional
Memberships**

S, Mahalakshmi (2018) & Desai, Kavitha.. Internet of things -panacea for bullwhip effect, International Journal of Research in IT and Management (IJRIM) Vol. 6 Issue 7, July 2016, pp. 146~154 ISSN(o): 2231-4334, ISSN(p): 2349-6517| Impact Factor: 5.96 | Thomson Reuters ID: L-5236-2015 ISSN, 2016

S, Mahalakshmi (2018) & Desai, Kavitha. Impressions of service quality dimensions on customer's intention to use IoT at Bangalore Electricity Supply Company (BESCOM)Journal of Advance Management Research, ISSN: 2393-9664 Vol.06 Issue-02, (February 2018), Impact Factor: 4.73 ENRICHED PUBLICATIONS

S, Mahalakshmi (2018) & Desai, Kavitha. "Internet of Things (IoT): A Review of Literature "International Research Journal of Management and Commerce, (ISSN: 2348-9766) Volume 5, Issue 2, (February 2018) Impact Factor: 5.56, ARF Publications

S, Mahalakshmi (2019) & Koppa, Krishna. Foot prints of Big data and Analytics at Amazon.com . IJRAR-International Journal of Research and Analytical Reviews IJRAR-[VOLUME 6 I ISSUE 2 I APRIL – JUNE 2019] e ISSN 2348 –1269, Print ISSN 2349-5138 <http://ijrar.com/> Cosmos Impact Factor 4.236

Deeksith & S, Mahalakshmi (2019) Role of SEO in Enhancing User Experience For its Customers , © 2019 IJRAR June 2019, Volume 6, Issue 2 www.ijrar.org (E-ISSN 2348-1269, P- ISSN 2349-5138)

**Articles /
Case Studies**

Nil

**Consultancy
/ Projects**

CRM analysis at Leela Palace using NVIVO
Airport cargo analysis
at AIMS Research Centre during my PhD

**Books /
Chapters**

Nil

Activities

Learning and exploring new things. Keeping myself updated on the latest trends and technologies by learning through online channels and getting certifications.

	Recognition / Awards	<p>State Rank 1 in MBA (Systems and Marketing) and have received 3 gold medals (best outgoing student, securing highest marks in Systems specialization and for securing highest marks in Marketing specialization.</p> <p>Prathibha Puraskara from BCCB, Bangalore</p> <p>French Language certified (Level 1) NPTEL Swayam course on Machine Learning and Python for Data Science</p>
	Seminar Conferences Attended	<p>"Emerging trends and Challenges in Commerce and Management in 2015 at AIMSHE, Bangalore</p> <p>AICTE Sponsored National Conference on Creating a sustainable lens for Higher Education: The New Urgency, Sambhram school of Management, Bangalore</p> <p>Two day International Conference on "GLOBAL CONVERGENCE OF MANAGEMENT EDUCATION AND PRACTICES " on 25th and 26th November, 2015 held in Bangalore University</p> <p>Convergence 2016 04th – 06th Feb, 2016 on the theme - "Digital Business- New Frontiers in Management at IFIM Business School</p> <p>National Conference on Recent advances in control strategies for integration of Distributed Generation sources to grid and control of their power quality issues, at REVA University, Bangalore, during 22-23rd July 2016,</p>