

## MEGHANA V R

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### Education

|   | Degree | Year                           | Institute   | Specialization      |
|---|--------|--------------------------------|---|---------------------|
| 1 | (PhD)  | 2024<br>registered-<br>Ongoing | CMR University, School of<br>Management, Bangalore. | HR and<br>Analytics |
| 2 | MBA    | 2023                           | Sri Siddhartha Institute of<br>Technology, Tumkur.  | Human<br>Resource   |
| 3 | BBA    | 2021                           | Seshadripuram Degree<br>College, Tumkur             | Marketing           |
|   |        |                                |   |                     |

### Professional Experience

|   | Date (from-to)              | Designation         | Organization                                  |
|---|-----------------------------|---------------------|---|
| 1 | Oct 30- Present             | Assistant Professor | Siddaganga Institute of Technology,<br>Tumkur |
| 2 | Jan 8 2024 –<br>Oct 25 2025 | Assistant Professor | Bangalore Integrated Management<br>Academy.   |

### Positions held

*(Please give details of any administrative posts, co Ordinator roles/ responsibilities held)*

### Affiliations of Professional organizations

- Assistant Professor

### Awards and Honors

- Gold Medal(1<sup>st</sup> Rank), BBA, Tumkur University

## Courses Taught

### Undergraduate Courses

- Modern Marketing (BCOM)
- Environmental Studies (BBA)

### Postgraduate Courses (MBA)

- Business analytics using spreadsheets.
- Data visualization using Tableau
- Data science using R and Python
- Analytics for Decision making
- Technology for Managers
- Logistics systems and practices
- Business Forecasting
- Data warehousing and Data mining.
- Legal aspects for managers and IPR.
- International HRM
- Descriptive analytics and data visualization.
- Database management

## Research Guidance

## Research Areas

- Human Resource
- Business Analytics
- Human Resource Analytics

## Sponsored Projects

## Publications

### Journals

- “Engagement Analytics and Employee retention: Challenges and opportunities”, International Journal of Current Science Research and Review, ISSN: 2581-8341
- “Data to Delight: Leveraging AI in enhancing customer Journeys”, Samvakti Journal of Research in Business Management, ISSN: 2582-8347

### Conference Proceedings

- “Harnessing Neural Networks for Workforce Engagement Analytics: A pathway to employee retention”, Proceedings of 1<sup>st</sup> Engineering Data Analytics and Management Conference (EAMCOM 2025)

### Book Chapters

- “Negotiation” and “Conflict and Stress” as a part of the book, “Team Dynamics at Work”

### Invited Lectures, talks and workshops

- A talk on “How to Face an Interview”, focusing the UG students in collaboration with “Youth for Seva”.