

# Curriculum Vitae

---



Dr. B. Keerthana  
Email: keerthana.baskar@gmail.com  
Contact: 7299090386  
Address: B4, Block 11, Jain Green Acres,  
Dharga Road, Zameen Pallavaram,  
Pallavaram, Chennai-600043.

## Profile

Dedicated academic professional with a Ph.D, in Management and extensive experience in teaching, research, and consulting. Specialized in Organizational Behavior and Human Resource Management, with strong contributions in research publications, manuscript reviewing, and student development.

## Educational Qualifications

Degree	Institution	University	CGPA / %	Year of passing
Ph.D	College of Engineering, Guindy.	Anna University	8.75	2018
M.B.A (HR & SYSTEMS)	Thiagarajar School of Management, Madurai.	Madurai Kamaraj University	7.0	2010
B.E(CSE)	Alagappa Chettiar Govt College of Engg. & Tech, Karaikudi.	Anna University	70	2007

## Certifications

- Qualified NET
- Master's in business Analytics & Digital Marketing – GUVI (IIT-M Incubated)
- Zoho Recruit, Zoho People, Zoho Workerly.
- Domain Certificate – Marketing (NPTEL).
- 15+ NPTEL Certifications in Management, Marketing, Services, Strategy, and Communication.

## Experience

### Assistant Professor - Sri Sairam Engineering College – (Aug 2023 – Present)

- Teaching ISBS, BABD, and PA
- Student mentoring and academic coordination
- Implementing analytics-based teaching practices
- IQAC/EOMS Coordinator

### Research Internship – Indian Institute of Science (IISc) Bangalore (Nov 2024 – Jan 2025)

- Completed Case Development Internship under Prof. Srinivasan.

### Senior Research Analyst - TALAASH Consultancy - Jan 2020 – May 2023

- Editing and paraphrasing research manuscripts
- Consulting for dissertations & academic writing

### Assistant Professor - Vels Institute of Science & Advanced Studies -Feb 2019 – Oct 2019

- Taught OB, HRM, MIS, POM, HRD

### HR Executive - Vi Microsystems Pvt Ltd - Aug 2010 – Oct 2012

- Talent Acquisition and Resource Management

## Publications

### Anna University Annexture

- Baskaran, K., & Rajarathinam, M. (2017). Influence of psychological capital on innovative behaviour among the faculty teaching in online environment. *Asian Journal of Distance Education*, 12(1), 60-68.
- Baskaran, K., & Rajarathinam, M. (2018). Innovative teaching practices in educational institutions (ITPEI). *International Journal of Educational Sciences*, 20(1-3), 72-76.

## SCOPUS

- Baskaran, K., & VISTAS, P. C. (2020). Factors affecting organizational commitment of faculty members of higher educational institutions of India. *Test Engineering and Management*, 82, 14481-14490.
- Illakya, T., Keerthana, B., Murugan, K., Venkatesh, P., Manikandan, M., & Maran, K. (2024, April). The role of the internet of things in the telecom sector. In *2024 International Conference on Communication, Computing and Internet of Things (IC3IoT)* (pp. 1-5). IEEE.
- Kumar, S. D., Soundarapandiyan, K., Kumar, V. M., RS, A., & KV, D. K. (2024, October). Real-Time Fault Detection in Electrical Systems Using Machine Learning and Big Data Analytics. In *2024 International Conference on Power, Energy, Control and Transmission Systems (ICPECTS)* (pp. 1-8). IEEE.

## **ABDC**

- Jeyalakshmi, R., Suresh, R., Prabakaran, T., & Keerthana, B. (2024). Stock reverberation due to international trade related economic factors.

## **Accepted Papers**

- Springer Nature – 2 (IIM Bodhgaya)
- Scopus Inderscience – 1

## **Reviewed Articles**

Reviewed multiple research articles for reputed journals including:

- Asian Journal of Education and Social Studies
- Journal of Education, Society and Behavioural Science
- Journal of Communications(SCOPUS)

## **Awards & Achievements**

- Best Paper Award – International Conference, University of Jaffna, Sri Lanka (2024).
- Best Paper Award – Loyola College International Conference (2024).
- Session Chair – AIMS International Conference, IIM Kozhikode (2024).
- NPTEL Superstar – 15+ courses with Topper/Gold/Silver distinctions.

## **Languages**

- English
- Tamil

Place: Chennai

Yours Sincerely  
B. Keerthana