

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.
- Keerthana, B., Usman Mohideen, K. S., Jeyalakshmi, R., & Dinesh Kannaa, K. V. (2024, December). The Impact of Artificial Intelligence on Decision Making in Finance,

Marketing, and Human Resources: A Qualitative Analysis. In *International Conference on Data Analytics and Cyber Security* (pp. 541-552). Singapore: Springer Nature Singapore.

- Dinesh Kumar, S., Soundarapandiyam, K., Keerthana, B., & Muthu Kumar, V. (2024, December). Real-Time Personalization of E-Commerce Recommendations Using Graph Neural Networks. In *International Conference on Data Analytics and Cyber Security* (pp. 531-539). Singapore: Springer Nature Singapore.

ABDC

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

Accepted Papers

- 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).
- Acted as a Resource Person for the FDP conducted by St Peter's University (2025)
- NPTEL Superstar – 15+ courses with Topper/Gold/Silver distinctions.

Languages

- English
- Tamil

Place: Chennai

Yours Sincerely

Date:

B. Keerthana

