

MBA - Faculty Profile



Dr Pavithra S

PhD in Business Administration
Associate Professor
SCMS-PG DSU

Brief Profile

Dr. Pavithra S is an accomplished scholar in Human Resource Management with a Ph.D. from Visvesvaraya Technological University. She also holds an MBA with specialization in Human Resources, complemented by a Post Graduate Diploma in Marketing Management from Karnataka State Open University (KSOU). Foundational education includes a B.Sc. in Mathematics and Electronics from Bangalore University.

With 14+ years of experience in academia and research, with interdisciplinary background, combining quantitative skills with human resource expertise, she has enabled to bring unique perspectives to her research and academic work. Research portfolio includes numerous publications in prestigious international and national journals, focusing primarily on Employee Engagement, social media in Business, and Leadership Studies.

Teaching

- HR Specialization Subjects, Organizational Behavior, Human Resource Management, Strategic Management, Corporate Governance, Leadership and Business Ethics

Publications

• **Research Papers**

1. Anshu Rani and Pavithra Salanke, A Bibliometric Analysis on Business and Management Research During COVID-19 Pandemic: Trends and Prospects, IMIB Journal of Innovation and Management, June 2023, <https://doi.org/10.1177/ijim.221148834>
2. Pavithra Salanke, Osibanjo A. Omotayo, Deepak K. V, The Effect of the Use of Social Media on Organizational Commitment, [International Journal of Hyperconnectivity and the Internet of Things \(IJHIoT\)](#) 6(1), 2022, DOI: 10.4018/IJHIoT.29489

3. Santosh Kumar, S., Sachithananthan, V., Salanke, P., Jayashree, N., Application of IoT in textile industry, [Asian Textile JournalOpen source preview](#), 2022, 31(10), pp. 54–57- (**Scopus Indexed**)
4. Jayashree, N., Harwani, S., Pavithra, S., Santosh Kumar, S. Textile 4.0: Digital revolution in textile industry, [Asian Textile JournalOpen source preview](#), 2022, 31(3-4), pp. 58–61, (**Scopus Indexed**)
5. Pavithra S and Deepak K V, Use of social media on Employee Job Performance, Journal of Emerging Technologies and Innovative Research (JETIR) www.jetir.org, 2020 JETIR April 2020, Volume 7, Issue 4, ISSN-2349-5162
6. Pavithra S, Employee Engagement and social media the Perfect Partnership, Journal of Emerging Technologies and Innovative Research (JETIR) www.jetir.org, 2018 JETIR June 2018, Volume 5, Issue 6
7. Pavithra S, and Venkat B “A Study on Perception of Parents and their Children’s on Parenting” in IJSRSET (International Journal of Scientific Research in Science, Engineering and Technology) Journal, Volume 5, Issue 11, in October 2020, Print ISSN: 2395-1990 | Online ISSN: 2394-4099
8. Pavithra S, and Asha Jyothi “A Study on Millennial Brides” in IJSRSET (International Journal of Scientific Research in Science, Engineering and Technology) Journal, Volume 5, Issue 11, in October 2020, Print ISSN: 2395-1990 | Online ISSN: 2394-4099
9. Pavithra S, “Social Media-Its Impact on Employee Engagement” in International Journal of Scientific Research in Computer Science, Engineering and Information Technology, 2019 IJSRCSEIT | Volume 4 | Issue 9 | ISSN: 2456-3307
10. Pavithra S, “A Study on challenges faced by women entrepreneurs, remedies and future prospects”, in JETIR Journal, ISSN: 2349-5162, Volume 6 Issue 3, March-2019
11. Pavithra S, “A study on Organization culture and its impact on productivity in the VUCA World” in International Journal of Research and Analytical Reviews, ISSN 2348-1269, 2019/5
12. Pavithra S, “Effect of social media marketing on FMCG sector in Bangalore region south”, in Asia Pacific Journal of Research, 2018, ISSN (Online): 2347-4793 Vol: 2. Issue LXXXVII, April 2018

- **Book**

1. Book on “Human Resource Management Text and Cases” in August 2020, ISBN No. 978-93-5416-210-7

- **Book Chapters**

1. Book Chapter on Dynamics of User-Generated Content in Industry 4.0, Rani, A., Sharma, R., Pavithra, S., Singh, R.K., [Encyclopedia of Data Science and Machine LearningOpen source preview](#), 2022, pp. 1108–1126 (**Scopus Indexed**)

- **Conference Paper Presentations**

1. Transforming higher education: A study on intergrating CRM, chatbots and AI for student selection process, National Conference on LEAPTECH 2024, 22-23 March 2024, ISBN No.: 978-93-6128-267-6
2. “Social Media Usage: A Perspective of Employee Engagement” in International Conference organized by Dayananda Sagar college of Arts, Science & Commerce on 21st January 2021 ISBN No. 978-81-950459-4-5.
3. “Social Media Key to Employee Engagement” in Biz Veda Conference 2020/6/30 at Padmashree Institute of Management and Sciences
4. “Raising Employee Engagement using social media in the VUCA world” in International Conference “Management, Technology & innovation in the VUCA World: Role in value creation”, ISBN No. 978-93-5351-668-0, 2019/5
5. “Embracing Social Media as a means to engage the workforce” in International Conference at Nagarjuna College of Management Studies in April 2019.

Awards & Achievements

- Outstanding Faculty for the year 2023 award for All Round Contribution in Dayananda Sagar University - School of Commerce & Management Studies (PG)

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