



DAYANANDA SAGAR ACADEMY OF TECHNOLOGY AND MANAGEMENT

(Affiliated to Visvesvaraya Technological University, Belagavi & Approved by AICTE, New Delhi)

Opp. Art of Living, Udayapura, Kanakapura Road, Bangalore- 560082

DEPARTMENT OF MANAGEMENT STUDIES

Accredited NBA, NAAC with A+, New Delhi

Faculty Name	Rachana. D	
Academic Designation	Assistant Professor	
Educational Qualification	BBM, MBA, (Ph.D)	
Experience in Years	2.9 yrs	
Area of Interest	Marketing Management and Human Resource Management	
Date of Birth	28-09-1992	
Email ID	rachana-mba@dsatm.edu.in	

Educational Details

- Pursuing **Ph.D- Visveswaraya Technological University**, Belagavi.
- **MBA- Dayananda Sagar Academy of Technology and Management**, Department of Management Studies, Bangalore (Batch of 2014- 2016)
- **Bachelor of Business Management- Vijaya Main College** “Bangalore University”, Bangalore (Pass year 2014).
- **12th(Science)- Vijaya College** , Bangalore , (Pass year: 2014)
- **SSLC – Mary Immaculate High School**, Bangalore (Pass year: 2011)

Personal Details

Date of Birth	:	28 th September 1992
Present Address	:	413, Nakutanti, 7 th Main Road, 3 rd Block, Narayana Nagar, Doddakallasandra Post, Kanakapura Road, Bangalore- 560062
Language Known	:	English, Kannada, Telugu, Tamil and Hindi
Marital Status	:	Married
Nationality	:	Indian
Hobbies	:	Reading books, Driving, Art and Craft

Professional Experience

1. Working as an Assistant Professor in **Dayananda Sagar Academy of Technology & Management** from March 2022 till date.
2. Worked as an Assistant Professor in **Ramaiah College of Arts, Science and Commerce (BBA Department)** February 2020 to November 2020.
3. Worked as Associate Consultant in CareerNet Technologies Pvt Ltd from August 2016 to October 2017.

Publications

1. Presented a paper in National Conference (NCCSTM - 2016) on "Evolving Phases of Recruitment and Selection in L & T Technology Services". ISBN - 978 - 93 - 84935 - 97 – 9.

Faculty Development Activity/Workshops

1. FDP on Innovative Andragogy and Heutagogical Tools for Millennial Engagement from 28/01/2020 to 1/02/2020.
2. FDP on Adapting and Adopting New Skills for Teaching in Digital and COVID-19 Phase on 14/5/2020.
3. FDP on Outcome- Based Education on 18/5/2020.
4. FDP on Strategies to Revive the Economy for Better Performance- Post COVID-19 on 21/5/2020.
5. One-week International Virtual FDP on “Restructuring Management Education towards Innovation” From Enhancement to Transformation” organized by the Department of Business Administration, V O Chidambaram College, Thoothukudi from 27th June 2022 to 3rd July 2022.
6. One week FDP on “Discovering Statistics Effective Research” from 18th to 22nd July 2022 at MBA department, DSATM.

Awards:

1. Received certificate on recognition for securing 100% results in Marketing Management course of semester 1.

Academic Activity:

1. Placement Coordination for the students of Department of Management Studies.
2. Alumni Coordinator for the Department of Management Studies.

Contact Details:

Assistant Professor

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