



DR. ROOPA SHETTIGAR

MBA | M.Com | Ph.D. (MGT) | KSET | EPHRA (IIM Lucknow) | PGP PBS
Malaysia (Pursuing)

Associate Professor & IIC Convener, Department of MBA

Experience: 19+ Years

Faculty Profile

Dr. Roopa Shettigar is an Associate Professor in the MBA Department with over 19 years of experience in academia and industry. She holds a Ph.D. in Management from Tumkur University, specializing in Employee Engagement and Organisational Effectiveness in the Banking Sector. Her academic interests span Human Resource Management, HR Analytics, Artificial Intelligence in HR, Employee Engagement, Sustainability, and Digital Transformation in Management Education.

She has actively contributed to curriculum development, accreditation processes (NAAC Criteria 5), and innovation-driven initiatives as IIC Convener. Her research integrates traditional HR foundations with emerging technologies such as AI, analytics, and digital systems to enhance workforce productivity and organizational resilience.

Awards & Professional Memberships

- Best Teacher Par Excellence Award** — IIHM, Bangalore (2025).
- Professional Memberships: IFERP (Institute for Engineering Research and Publication); BUABSDPA – Bangalore University Association.

Publications (Scopus / Web of Science)

- Shettigar, R. (2026). Adoption of Generative AI Tools in Indian Higher Education: Faculty Readiness, Ethical Concerns, and Pedagogical Transformation. *SIJSS – Academy of Social Sciences*, 24(1), 104–116. ISSN: 0972-8945.
- Shettigar, R. et al. (2025). Gamified Learning through ICT: Transforming Student Engagement in the 21st Century. *Advances in Consumer Research*, 2(4), 1793–1802. ISSN: 0098-9258.
- Chakraborty, A., Chakravorty, S., Ramesh, D., & Shettigar, R. (2025). Smart Banking Using AI-STF Model for a Greener Future. *International Journal of Environmental Sciences*, 11(12s). DOI: 10.64252/7nw4aq82.
- Shettigar, R. et al. (2025). AI-Driven Personalized Learning Systems for Enhancing Student Engagement and Performance for Business Prospective. In *Utilizing AI to Revolutionize Business Intelligence* (Chapter 13). IGI Global. DOI: 10.4018/979-8-3373-0553-0.
- Shettigar, R. (2025). Sustainability and System Resilience: Shaping the Future of Management in a Complex Global Landscape. In *Navigating Complexity: Multidisciplinary Approach to Management*. National Press Associates. ISBN: 978-81-989671-4-5.

Contact & Academic Profiles

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