



DR. ROOPA SHETTIGAR

MBA | M.Com | Ph.D. (Management) | EPHRA – IIM Lucknow | KSET | PGCPBA – MAHE
| PGP – PBS Malaysia

Associate Professor, Department of Management

Experience: 17+ Years

Faculty Profile

Dr. Roopa Shettigar is an Associate Professor at Soundarya Institute of Management and Science with over 17 years of teaching, research, and industry experience. She holds a Ph.D. in Management from Tumkur University, an MBA (HR & Marketing) from ICFAI University, M.Com (Bank Management) from Annamalai University, and is currently pursuing a Post-Doctoral Programme from Putra Business School, Malaysia. She has completed the Executive Programme in HR Analytics (EPHRA) from IIM Lucknow and PG Certificate in Business Analytics from MAHE.

Her research spans Employee Engagement, AI in HR, Digital Transformation, Green HRM, and Organizational Effectiveness. She has published over 25 research papers in Scopus, UGC CARE, and reputed journals, authored and edited multiple books, and holds several granted design patents and copyrights. She serves as IIC Convener (3-Star Rating, MoE Innovation Cell), NAAC Criteria 5 Convener, MBA Programme Coordinator, and IQAC Steering Committee Member.

Academic Qualifications

- Post-Doctoral Programme – Putra Business School, Malaysia (2026-present)
- PG Certificate in Business Analytics (PGCPBA) – Manipal Academy of Higher Education, 2023-2026
- Executive Programme in HR Analytics (EPHRA) – IIM Lucknow, 2024-2025
- Ph.D. (Management) – Tumkur University, 2022. Topic: Employee Engagement and its impact on Organisational Effectiveness with special reference to Public & Private Sector Banks in Bangalore
- M.Com (Bank Management) – Annamalai University, 2014
- MBA (HR & Marketing) – ICFAI University, 2007
- BBM (Finance & Marketing) – Mangalore University, 2005

Additional Professional Certifications

Certificate Title	Provider / University
Data Analysis with Pandas and Python – Specialization	Packt via Coursera
Advanced Data Analysis and Visualization with Pandas	Packt via Coursera
AI, Business & the Future of Work	Lund University
Intermediate Data Analysis Techniques with Pandas	Packt via Coursera
Preparing Data for Analysis with Microsoft Excel	Microsoft via Coursera
Financial Accounting Explained	Coursera Project Network
Building Statistical Models in R: Linear Regression	Coursera Project Network
Introduction to Data Analytics	IBM via Coursera
Data Manipulation and Management using MySQL Workbench	Coursera Project Network
Introduction to R Programming for Data Science	IBM via Coursera

Certificate Title	Provider / University
Foundations of Data Analysis with Pandas and Python	Packt via Coursera

Professional Experience

Soundarya Institute of Management & Science, Bangalore University – Associate Professor (Nov 2022 – Present)

- MBA Program Coordinator (2022–2024): curriculum design, scheduling, and academic quality.
- IQAC Steering Committee Member – institutional quality enhancement and accreditation readiness.
- IIC Convener (2023–Present): achieved 3-Star Rating from MoE Innovation Cell; organised workshops, startup mentoring, and innovation awareness programs.
- NAAC Criteria 5 Convener – student support and progression, documentation, and compliance.

Acharya Institute of Graduate Studies, Bengaluru City University – Associate Professor, MBA (Oct 2021 – Nov 2022)

- Academic Coordinator; AAA Coordinator – Academic & Administrative Audit.
- UG NEP Committee Member – National Education Policy (2020) implementation.
- IIC Convener – innovation-driven activities and student entrepreneurial programs.

SELCO Solar Light Pvt. Ltd., Udupi – HR Supervisor (Apr 2021 – Oct 2021)

- Managed compensation, benefits, and HRIS; coordinated employee onboarding, orientation, and training.
- Supported talent acquisition, recruitment processes, and HR communications.

Vivekananda Institute of Management, Bengaluru City University – Assistant Professor, MBA (Aug 2010 – Feb 2021)

- MBA Program Coordinator for over a decade; placement training; disciplinary committee; MBA project supervision.
- Deputy Chief Superintendent for University Semester Examinations.
- Led AICTE initiatives (WHEEBOX Employability Skills Test, Youth4Work platform).

Rajarajeswari College of Engineering, VTU – Faculty, MBA (2008–2010)

- Taught core management subjects; mentored MBA students in research projects and case studies.

Mariyappan First Grade College, Bangalore University – Faculty, Commerce & Management (2007–2008)

- Delivered undergraduate courses in commerce, management, and finance.

People-Equity Consulting Pvt. Ltd. – Management Trainee – HR

- Assisted in recruitment and selection, candidate screening, interviews, and onboarding processes.

Patents & Copyrights

Granted Design Patents & Copyrights

Patent / Copyright	Registration No.	Date
Device for Business Management	Design Reg. No. 505751-001	07/08/2026
AI Based Device for Business Management Education	Copyright No. 475852-001	01/01/2026
Intelligent Search System for Supplier Relationship Management (Python Software)	SW-2025021646	19/09/2025
Business Data Insights Analyzing Device	Design Patent No. 438838-001	28/11/2024
Balancing Device Based on AI for Work-Life Harmony	UK Design Patent No. 6347614	22/05/2024
Office Behavioural Monitoring Device	Design Patent No. 408051-001	20/02/2024
Device for Tracking Performance	Design Patent No. 384441-001	20/04/2023
Grocery Analyzing Smart Device	Design Patent No. 362132-001	07/04/2022

Patent Applications (Utility Patent Published)

Patent Application	Application No.	Date
Impact of Investment Behaviour with Focus on Small and Medium-Sized Businesses	202341015461 A	17/03/2023
Effective Management in Allotment of Vacant Seats on Moving Bus Using IoT	202141060051	31/12/2021

Patent Application	Application No.	Date
Fuzzy Model to Improve Manpower Capability	202241003696 A	04/02/2022

Publications

2026

- Shettigar, R. (2026). Adoption of generative AI tools in Indian higher education: An empirical study on faculty readiness, ethical concerns, and pedagogical transformation. *SIJSS*, 24(1), 104–116. ISSN: 0972-8945. DOI: 10.62656/SIJSS.v24i1.2315
- Vinoth Kumar, S., et al. (2026). Future Trends in Human-Computer Interaction for HR. In *Impacts of AI on Human Expression and Relationship Building* (pp. 331–366). IGI Global. DOI: 10.4018/979-8-3373-8337-8.ch012
- Shettigar, R., Divya, J., & Harish, S. (2026). Integrated model of Green HRM and organisational support for enhancing employee ECO-participation. CRC Press. DOI: 10.1201/9781042005550-1
- Shettigar, R., et al. (2026). Trustworthy AI frameworks for ethical model governance. *ICCCSS* (Vol. 4, pp. 376–383). SciTePress. DOI: 10.5220/0014939200005024

2025

- 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., et al. (2025). Smart banking using AI-STF model for a greener future. *International Journal of Environmental Sciences*, 11(12s). DOI: 10.64252/7nw4aq82. ISSN: 2229-7359.
- Shettigar, R., et al. (2025). AI-Driven Personalized Learning Systems for Enhancing Student Engagement and Performance. In *Utilizing AI to Revolutionize Business Intelligence* (Chapter 13). IGI Global. DOI: 10.4018/979-8-3373-0553-0. ISBN: 9798337305530.
- Shettigar, R. (2025). Sustainability and System Resilience in Management. In *Navigating Complexity: Multidisciplinary Approach to Management*. National Press Associates. ISBN: 978-81-989671-4-5.

2024

- Shettigar, R., & Chakraborty, A. (2024). Sustainable Business Strategies: An HR-Focused Framework for Resilience and Sustainable Development. *International Journal of Environmental Sciences*, pp. 1245–1249. DOI: 10.64252/zkhnt743. ISSN: 2229-7359.
- Shettigar, R. (2024). AI in Human Resource: An Empirical Research on the Impact, Adoption, and Employee Perspectives. *IEEE TQCEBT 2024*, Pune, pp. 1–4. DOI: 10.1109/TQCEBT59414.2024.10545262. ISBN: 979-8-3503-8427-7.
- Shettigar, R., et al. (2024). Optimizing Remote Work Performance Management: Ethical Implications of AI. *ICOFE-2024* (posted on SSRN, Nov 2024). ISBN: 978-81-982705-8-0.
- Shettigar, R. (2024). Role of Universal Human Values in Workplace Transition with Emerging Technologies. *IJEMR Conference Proceedings*, Nagarjuna Engineering College.

2023

- Shettigar, R., et al. (2023). Impact of e-HRM Functions on Organisation Performance: Mediating Role of Employee Performance & Job Satisfaction in the Banking Sector. *Migration Letters*, 20(S11), 1272–1283. ISSN: 1741-8984.
- Muley, A. A., Shettigar, R., et al. (2023). Technological Advancements and The Evolution of HR Analytics: A Review. *Boletín de Literatura Oral*, 10, 429–439. ISSN: 2173-0695.
- Shettigar, R. (2023). Role of Workplace Automation in Enhancing Performance and Efficiency. *Journal of Informatics Education and Research*, 3(2). DOI: 10.52783/jier.v3i2.573. ISSN: 1526-4726.
- Shettigar, R. (2023). Women in Construction Industry: A Work-Life Balance Perspective. In *Emerging Trends in Engineering, Management, Arts and Science* (Tech Press). ISBN: 978-93-91697-09-9, pp. 273–280.

2022

- Shettigar, R., et al. (2022). Data Mining Application In Effective Knowledge Management: An Empirical Study. *UGC CARE List I*, 11(Special Issue 3), 2285–2296. ISSN: 2319-1775.
- Shettigar, R. (2022). An Analysis of the Diverse Training Needs of Modern Organizations and the Employee Training Courses. *World Journal of Management and Economics*. ISSN: 1819-8643.
- Shettigar, R. (2022). Relationship Between Employee Engagement and Employee Performance: A Conceptual Framework. *IARJSET*, 9(4). DOI: 10.17148/IARJSET.2022.9486. ISSN: 2394-158.

2021

- Shettigar, R. (2021). Artificial Intelligence Application in Human Resource Development. IJBPAS, 10(11), 1089–1100. DOI: 10.31032/IJBPAS/2021/10.11.1094.
- Shettigar, R., & Shiva Shankar K C (2021). Impact on Employee Engagement on Organisational Effectiveness: An Empirical Study. Turkish Journal of Physiotherapy & Rehabilitation, 32(2), 3878–3883. ISSN: 2651-4451.
- Shettigar, R. (2021). Factors Determining the Effectiveness of Digital Marketing in Changing Marketing Environment. In Disruptive Technology, Industry 4.0. INSC International Publisher. ISBN: 978-1685762094.
- Shettigar, R., & Shiva Shankar K C (2020). A Study on Employee Engagement in Banking Industry: Empirical Evidence in Bangalore. Solid State Technology, 63(2). ISSN: 0038-111X.
- Shettigar, R. (2020). Determinants of Employee Engagement in a Public and Private Sector Organization. High Technology Letters, 26(10). ISSN: 1006-6748.

2020

- Shettigar, R. (2020). A Study on Employee Engagement and Its Impact on Organisational Effectiveness. Shodh Sanchar Bulletin, 10(40), 97–104. ISSN: 2229-3620.
- Shettigar, R. (2020). Developing and Sustaining Employee Engagement at Banking Industry. Juni Khyat, 10(11), 3878–3883. ISSN: 2278-4632.
- Shettigar, R. (2020). A Study on Employee Engagement and Its Impact on Organisational Effectiveness in Banking Sector. IJRAR, 7(3). E-ISSN: 2348-1269.
- Shettigar, R. (2020). A Study on Employee Engagement and Its Impact on Organisational Effectiveness at Workplace. International Journal of Current Research, 12(8), 13245–13250. ISSN: 0975-833X.
- Shettigar, R. (2020). A Study on the Challenges of Employee Engagement in Banking Industry in Bangalore. IRJASH, Special Issue – ICIES 2020. e-ISSN: 2582-4376.

2019 & Earlier

- Shettigar, R. (2019). A Study on Employee Engagement and Its Impact on Organisational Effectiveness. Suraj Punj Journal of Multidisciplinary Research. ISSN: 2394-2886 (IF: 6.1).
- Shettigar, R. (2019). A Study on Determinants of Employee Engagement: Role in Organisational Effectiveness. International Journal of Trend in Research and Development. ISSN: 2394-9333 (IF: 4.004).
- Shettigar, R. (2018). Impact of Employee Engagement with Reference to OTIS Elevator Company (India) Ltd, Bengaluru. IJRAR, 5(3).
- Shettigar, R. (2018). Employee Engagement: A Strategic Initiative to Enhance Organisational Effectiveness. International Journal of Exclusive Management Research. ISSN: 2249-2585 (UGC Listed).
- Shettigar, R. (2016). A Study on Employee Engagement and Its Impact on Organisational Commitment. ISSN: 2231-3362 / e-ISSN: 2455-5185.
- Shettigar, R. (2015). A Study on Innovations in Employee Engagement. ISBN: 978-93-5202-254-0.

Awards & Achievements

- Best Teacher Par Excellence Award – IIHM, Bangalore, 13 September 2025.
- Certificate of Reviewing – Peer Reviewer, Science Publishing Group, July & September 2025.
- Certificate of Honour – International Women's Day, Research Education Solutions, March 2025.
- Best Research Award – International Science, Technology & Research Awards Congress 2024, presented by Hon'ble Education Minister Mr. Anbil Mahesh Poyyamozi, October 2024.
- Best Researcher Award – Knowledge Research Academy, National Education Day, November 2024.
- International Best Paper Award 2024 – SciTech Awards for paper AI in Human Resource: An Empirical Research on the Impact, Adoption and Employee Perspectives.
- Best Research Award – SIMS Anveshana Ceremony, October 2023.
- Best Researcher Award – Knowledge Research Academy, February 2022.
- Best Teacher Award – MBA Department, Vivekananda Institute of Management.
- Award for Excellence & Certificate of Appreciation – ICFAI University.

Institutional Responsibilities

- IIC Convener (2023–Present) – Achieved 3-Star Rating from MoE Innovation Cell, Govt. of India; organised workshops, startup mentoring sessions, and innovation awareness programs.
- NAAC Criteria 5 Convener – Student support and progression, documentation, and compliance.

- MBA Programme Coordinator (2022–2024) – Curriculum design, scheduling, and academic quality.
- IQAC Steering Committee Member – Institutional quality enhancement and accreditation readiness.

Academic & Professional Contributions

- Editorial Board Member – Journal of Human Resource Management (sciencepg.com).
- Published Book – Intellectual Property Rights, Paradox International Publication. ISBN: 978-93-92917-67-7.
- Chief Editor – Technological Development in Engineering and Management. ISBN: 978-93-91697-12-9.
- Editor – Emerging Trends in Engineering, Management, Arts and Science.
- Published MBA Curriculum Books (BCU): Employability Skills-II, Talent Management & Employee Engagement, Strategic HRM – Thakur Publication.
- Conference Keynote Speaker – ICMCTT-2022, Kristu Jyoti College, Kerala.
- Conference Chair – ICAMESE 2022 (International Conference on Advancements in Management, Entrepreneurship, Sciences & Engineering).
- Conference Convener – ICMEES 2022 (International Conference on Latest Trends in Management, Entrepreneurship, Engineering and Science), Acharya Institute of Graduate Studies.
- Panel of Examiner & Paper Setter – M. S. Ramaiah Institute of Management & T. John College of Technology.
- 30 Days Virtual Training – HR Analytics, Primax Foundation.

Select FDPs, Workshops & Conferences Attended

Year	Type	Title	Organiser
2025	Membership	IFERP (Institute for Engineering Research and Publication)	IFERP
2024	Workshop	12th Case Method Workshop – Case Writing Mastery	IIM Calcutta Case Research Centre
2024	FDP	Emerging Teaching & Learning Methods and Student Engagement	ISBR Business School & Digii
2024	FDP	Digital Marketing (CSR initiative)	Infosys BPM Ltd
2023	FDP	Global Business Foundation Skills (CSR initiative)	Infosys BPM Ltd
2023	Conclave	Education Leaders Conclave	Yangpoo University Partnership (HBPE)
2023	Workshop	Emerging Trends in Labour Laws and Its Impact	Alliance University
2023	FDP	Artificial Intelligence in Commerce and Management	Seshadripuram Academy of Business Studies
2022	FDP	UHV-I & UHV-II	RVCE & ATAL AICTE
2022	Workshop	Application of Design Thinking in Higher Education	RV Institute of Management
2022	Seminar	Dynamics of Innovation & Creativity in the Global Scenario	Tumkur University
2020	FDP	Research Methodology in Social Science (One-week online)	Nagarjuna Degree College
2020	FDP	Art of Writing & Publishing Research Papers	Aurora's Degree & PG College
2020	FDP	Research in Social Science using SPSS & R	RV Institute of Management & IBM
2020	FDP	High Impact Teaching Skills & Mind Mapping	MAHE
2019	Workshop	Research Methodology & Statistical Tools	Tumkur University
2019	FDP	Factor Analysis & SEM	Sindhi College
2019	Workshop	SPSS & R (with IBM)	RV Institute of Management
2018	Workshop	Train the Trainers	Alliance University
2018	FDP	Enhancement of Quality & Innovations in Dissertation	Canara Bank School of Management Studies
2017	Seminar	Digital Marketing	M. P. Birla Institute of Management
2016	FDP	Research Methodology & Statistical Tools	Sambharam Institute of Technology
2015	FDP	Teaching Marketing Mgmt. via Case Method	R V Institute of Management
2014	FDP	Teaching & Research in Economics	Vivekananda Degree College

Contact & Academic Profiles

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Google Scholar	https://scholar.google.com/citations?user=Aya4_AIAAAAJ&hl=en
ResearchGate	https://www.researchgate.net/profile/Roopa-Shettigar
Academia	https://independent.academia.edu/roopashettigar