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GM UNIVERSITY

P. B. Road, Davanagere – 577 006 KARNATAKA | INDIA

GMU - Faculty & Staff Profile Templet



Contact

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<https://scholar.google.com/citations?user=tN8NE5wAAAAJ&hl=en>

Dr. K.Jagadeswari

Associate Professor,
GM School Of Business
MBA

Faculty Introduction

Dr. Kurra Jagadeswari is an Assistant Professor at GM University, Davanagere, with over 15 years of academic and research experience in Business Management. She holds a Ph.D. from Krishna University for her research on women entrepreneurship development in Andhra Pradesh. Her areas of expertise include Human Resource Management, Entrepreneurship, and Financial Management. Dr. Jagadeswari has published extensively in SCOPUS and ABDC-indexed journals and presented papers at national and international conferences. She also serves as a recognized research supervisor and has guided several funded projects and student research initiatives.

Qualifications

Ph.D. (Human Resource Management)

Krishna University, Machilipatnam, A.P., Sept 2021

M.B.A(HR &FINANCE)

Maris Stella College, affiliated to Acharya Nagarjuna University, 2008,2008

BSc (ELECTRONICS)

Siddhartha Mahila Kalasala, affiliated to Acharya Nagarjuna University, 2005.

Experience

Teaching

15 years of teaching experience at reputed management and engineering institutions affiliated to JNTU-Kakinada, Krishna University, and GM University.

Industry

Worked as **HR Executive** at IRUS Infotech, Hyderabad (May 2008 – June 2009).



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Research

□ Entrepreneurship Development-10 years

Training Program Attended

7-Day FDP on “*Enhancing Scholarly Writing: Machine Learning and Modern Tools for Article Development*”, Acharya Institute of Graduate Studies, June 2025.

Attended 10 weeks of the Leadership Training programme by GM University.2025

□ FDP on “*Human Resources Development*”, NHRD Network, October 2018.

□ FDP on “*Challenges and Trends in Management Education*”, Andhra Loyola Institute of Engineering and Technology, July 2016.

□ Workshop on “*Entrepreneurship Development*”, NSIC-Technical Services Centre, September 2015.

Research Interest

Women Entrepreneurship and Empowerment

Sustainable Business Models

Financial Institutions and Services

Human Resource Management Practices

□ Awards & Achievements

Faculty Excellence Award, GM University

□ Best Paper Award, National Conference on “*Electric Vehicles in India: The Drive Towards Sustainability*”, Davangere University, August 2025.

□ Recognized Research Supervisor at GM University and VTU.

□ Guided KSCST-funded projects, including “*Innovative Approaches for E-Waste Recycling and Resource Recovery*” (Best Project of the Year – 2024).

Publication

□ Over 10 research papers published in SCOPUS, ABDC, and Web of Science indexed journals.



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☐ Selected publications include

☐ *Male Consumer Preferences and Satisfaction Towards Cosmetics: A Comprehensive Study,* International Journal of Environmental Sciences (SCOPUS, 2025).

☐ *“HRM 4.0 in India: Challenges and Opportunities,”* GBS Impact Journal (2024).

☐ *“Factors Influencing Customer Loyalty & Patronage in Online Food Delivery Services,”* Journal of Statistics & Management Systems, web of science (2023).

An empirical study on perceptions of women entrepreneurs of various capital investments towards influences with reference to Krishna district, Andhra Pradesh” in KOREA REVIEW OF INTERNATIONAL STUDIES , ISSN - 1226-

4741, Volume 17 , Issue 57 , April 2024 ,(ABDC)

Published paper Titled **“Study on HRM Practices in Indian Apparel Industry and the Factors Impacting the Performance of Apparel Enterprises”** in European Economic Letters, ISSN 2323-5233, Vol 13, Issue 3 (2023), (ABDC

- National Conference Papers:

- Attended and presented Received Best paper award **“Plugged into Progress: Policy and Regulatory Pathways for India’s EV Charging Future Infrastructure ”** National conference titled **“Electric Vehicles In India: The drive towards Sustainability”, Davangere University, August-2025.**
- Attended and presented paper on **“Ethical Business Models as Drivers of Sustainable Commerce- Case Study Approach”** National conference titled **“FINVERSE – 2025”, GM University, July-2025**
- Attended and presented paper on **“Identifying challenges and opportunities in modern HR practices”** National conference titled **“HR Renaissance- Embracing change Inspiring growth’ organized by Global Business school, Hubli, Aug 2024.**

- International Conference Papers:

- **Attended and presented paper on capital investment of women entrepreneurs with reference to Krishna district, AP** at International conference conducted by SRM University, June 2023



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- National Journal Papers:
 - o Presented a paper on “**A Study on Development of Women Entrepreneurs through Up-skilling with respect to Krishna District**”, National Seminar titled “Journey of Women from Home to Board Room”, *Vijaya Institute of Management Sciences for Women*, published with ISBN no. **978-81-932824-9-6**, March 2016.
 - o Presented a paper on “**Women Entrepreneurship Development with reference to Krishna District**”, National Seminar titled “Entrepreneurship Imperatives in India in the Globalized Environment”, *Sasi Institute of Technology and Engineering*, published with ISBN no **978-93-85100-25-3**, June 2015.

Professional Membership

- **Reviewer**, Journal Press of India.
- Quality Circle forum of India member
- **Research Supervisor**, GM University & VTU.

Awards & Recognitions

- Faculty Excellence award – GM University

Administrative Responsibilities

- Department Level
 - • Program Manager – MBA (Entrepreneurship)
 - • ED Cell Coordinator
- • Coordinator for , Academics, Projects, Research, FEP, NAAC, NBA and forum in department level.
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- University Level
- Ranking Committee



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Workshops / FDPs / Seminars Attended

National Conference on “*FINVERSE 2025*”, GM University, July 2025.

National Conference on “*HR Renaissance – Embracing Change, Inspiring Growth*”, GBS Hubli, August 2024

- FDP on “*Enhancing Scholarly Writing*”, Acharya Institute, June 2025.

Workshops / FDPs / Seminars Organized

Projects Guided

- UG Projects 50
- PG Projects 300
- Mentored student teams for **KSCST-funded research** (2023–2025).

Funded Projects / Grants Received

Principal Investigator: “*Innovative Approaches for E-Waste Recycling and Resource Recovery with reference to Davangere City (Karnataka)*”, Funded by KSCST, 2024.

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Any Other Contributions

Actively involved in university-level outreach and entrepreneurship awareness programs.

Designed program documents and course guidelines for MBA and BBA curricula.

Contributed to NAAC and NBA accreditation documentation.