


**FACULTY PROFILE**

<b>Name</b>	<b>Archana M</b>
<b>Employee ID</b>	AIET/T057
<b>Designation</b>	Assistant Professor
<b>Educational Qualification</b>	B.Sc, MBA, (Ph.D)
<b>Area of Specialization</b>	HR and Marketing
<b>Department</b>	MBA
<b>Date of Joining to AIET</b>	09/12/2024
<b>Total Experience in years</b>	Teaching : 4 Years Industry : 2 Years
<b>E-mail</b>	<a href="mailto:archanaveena555@gmail.com">archanaveena555@gmail.com</a>

**Details of Educational Qualification**

<b>Degree</b>	<b>Specialization</b>	<b>Passed out year</b>	<b>University</b>
MBA	HR and Marketing	2024	VTU
B.Sc.	Biology, Mathematics and Computer Science	2021	Reva University

**Papers Published in Journals**

<b>Sl. No</b>	<b>Title of the paper</b>	<b>Year of Publication</b>	<b>Journal Name</b>
1	An Analytical Study of Augmented and Virtual Reality in Online Learning: Exploring Technological Advancements and Pedagogical Impacts	2025	Journal Of Digital Learning And Distance Education(JDLDE)
2	The Impact of Artificial Intelligence on Student's Learning Process	2025	Journal of Science Research International

### Book Chapter Published

Sl. No	Title of the paper	Year of Publication	Journal Name	ISBN
1	Invisible Inequalities: Examining Gender Bias and Challenges Faced by Men in the Workplace	2025	10th Annual International Economics Conference, Shri Dharmasthala Manjunatheshwara Institute for Management Development SDMIMD, Mysore and published in the 'Compendium of Papers	978-93-83302-82-6
2	A Study on Understanding Challenges, Opportunities, and Recent Trends in Rural Market	2025	Contemporary Interdisciplinary Research Thirst (CIRS), Publication	13: 978-81-992758-0-5
3	The Role of Artificial Intelligence in Shaping Social Media: A Study of Its Advantages, Drawbacks, and Ethical Concerns	2025	National Conference on Transforming Management Education in a Digital World, Dayananda Sagar Business Academy (DSBA)	2394-8787

### Papers Presented in Conferences

Sl. No	Title of the paper	Name of the Conference	Date of Conference	Place of Conference
1	Sustainable HRM through People Analytics: Opportunities, Challenges, and Future Prospects	National Conference on Transforming Business and Society – Innovation, Leadership, and Sustainable Future, Reva University	13 <sup>th</sup> November 2025	Rukmini Knowledge Park, Kattigenahalli, Yelahanka, Bangalore, Karnataka, India, 560 064
2	Invisible Inequalities: Examining Gender Bias and Challenges Faced by Men in the Workplace	10th Annual International Economics Conference, Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDMIMD)	27 <sup>th</sup> & 28 <sup>th</sup> November 2025	Siddharthanagar Post, Chamundi Hill Road, Mysuru 570011

3	The Role of Artificial Intelligence in Shaping Social Media: A Study of Its Advantages, Drawbacks, and Ethical Concerns	National Conference on Transforming Management Education in a Digital World, Dayananda Sagar Business Academy (DSBA)	19 <sup>th</sup> & 20 <sup>th</sup> June 2025	Kanakapura Main Road, Bengaluru, Karnataka 560082
4	The Role of Artificial Intelligence in Employee Retention – A critical study	2 <sup>nd</sup> IEEE International Interdisciplinary Humanitarian Conference for Sustainability (IIHC – 2023).	3rd & 4th Nov, 2023	Sri Venkateshwara college of Engineering Vidya Nagar , Bengaluru International Airport Road, Bengaluru 562157

**Faculty Development Program (FDP)/Student Development Program (SDP)/Conference organized**

Sl. No	Name of the program	FDP/SDP/Conference	Period	
			From	To
01	Building a Resume	Student Development Program	15 <sup>th</sup> January 2025	15 <sup>th</sup> January 2025
02	Expert Talk on Stock Market - Speculation	Student Development Program	31 <sup>th</sup> January 2025	31 <sup>th</sup> January 2025
03	Financial literacy Program	Student Development Program	1 <sup>st</sup> January 2026	1 <sup>st</sup> January 2026

**Past positions**

Sl. No	Designation	Organisation	Period	
			From	To
1.	Guest Lecturer	Sha-Shib College	December 2021	August 2024
2.	Marketing Assistant	Sri Venkateshwara College Of Engineering	June 2023	May 2024