

FACULTY PROFILE

Name : **Dr. G. MURALI KRISHNA**
Designation : Lecturer
Department : Commerce
Institution : RJS First Grade College

Education Qualification:

Ph. D - Thesis Topic: “Employee Compensation and Retention Strategies in select Bangalore based Information Technology Companies” Sri Krishnadevaraya university, Anantapuram, AP 2021
PG - M. Com, 2004
MBA, 2024
UG - B. Com, 2002

Experience:

Academic - 18 Years
Industry - 2 Years

Publications:

Journals-

1. “Employee Perception on Employee Retention Strategies in Bengaluru City IT Companies” Jan-Mar – 2022, Vol 16 Journal of Management & Entrepreneurship (UGC Care List Journal) Issn-2229-5348 Pp.41-46
2. “Employee Perception on Compensation Management Practices in IT Companies Bengaluru City” Vol-71, 2022, Journal of the oriental Institute (UGC Care List Journal), Issn-0030-5324 Pp-73-78

3. “A Study on Perception of Investor’s towards stock Markets with special reference to Bengaluru City” SOUTH INDIA JOURNAL OF SOCIAL SCIENCES (UGC Care List Journal), Vol-21, ISSN: 0972 – 8945, Pp-40-45. Jan –June-2023
4. “Organizational Culture and Its Impact on Employee Retention in IT sector” Madhya Bharati-Humanities and Social Sciences (UGC Care List Journal) Issn-0974-0066, Vol-83 Jan-June-2023, Pp-63-68
5. “A Study on Perception of IT Employees towards Compensation and Retention Strategies in Bengaluru City” Mukta Shabd Journal (UGC Care List Group 1 Journal) ISSN-2347-3150, Vol-13, July-2024, pp-662-673
6. “A Study on Perceptions of Employees on Employee Retention Strategies in select Private Sector Banks Bengaluru City” Mukta Shabd Journal (UGC Care List Group 1 Journal) ISSN-2347-3150, Vol-13, Sep-2024, pp-504-512
7. “Digital Marketing: A Transformative Shift in Social Media Marketing – Opportunities and Challenges” Advances Consumer Research (Scopus Indexed Journal) Vol – 2, Issue – 3, Aug-2025 pp-3809-3815

International Journals-

1. A Study on Employee Retention in the Primary & High schools in Bangalore City” International Journal of Business and Administration Research Review, Vol-3, July - Sep 2015 (Impact Factor-3.072, ISSN - 2348-0653 Pp 275-279).
2. “Corporate Social Responsibility: A Case study of Bosch Ltd”, International Journal of Business and Administration Research Review, Vol-3, Oct- Dec 2015 (Impact Factor-3.072, ISSN -2348-0653 Pp 42-45).

3. "Review Literature on Employee Retention: Some Insights for Policy Framing" International Journal of Business and Administration Research Review April- June 2018, Vol-1 (Impact Factor-5.471, ISSN -2348-0653 Pp 1-9).
4. "Dynamics of Employee Retention in select software companies in Bangalore City" International Journal of Business and Administration Research Review Oct-Dec 2019, Vol-6 (Impact Factor-5.494, ISSN -2348-0653 Pp 1-7).
5. "Low Academic Performance Issues and Challenges faced by students in Higher Education" Asian Journal of Management and Commerce, E-Issn-2708-4523, (Impact Factor-5.61, pp-1096-1100).

National Journals:

1. "Higher Education in India Present and Future: An over view" Kristu Jayanti College (Autonomous) Jan 21&22 -2016 (ISBN-978-93-84935-65-8 Pp 75-79).
2. "Impact of Digitalization in Indian Banking Sector" RJS FIRST GRADE COLLEGE, ISSN- 978-81- 929698- 6-2, Pp-23-26, 2020.
3. "A Study On Quality of Work Life of Employees in IT Companies of Bengaluru", RJS FIRST GRADE COLLEGE, ISSN- 978-81- 929698- 6-2, Pp-275-280, 2022.
4. "Indian Economy Initiatives for Sustainable Growth" RJS FIRST GRADE COLLEGE, ISSN-978-81-929698-6-2, pp-54-58, 2024.

International Conferences:

1. A Paper on "Employee's perception on Employees Retention Strategies in IT Companies Bengaluru City" AIMS Business School, Bengaluru on 19-02-2022.

2. A paper entitled “Management Education in India and its challenges” ICON, Bangalore University on 26-11-2015.
3. Employee perception on Employee Retention strategies in Bengaluru city IT Companies, VET Institute of Arts and Science, Erode. Tamilnadu on 20-04-2022.
4. A Paper on “Employee Perception on Compensation Management practices in IT Companies Bengaluru City”, Loyola College, Chennai on 04-02-2022.
5. A Paper on “Perception of Employees on Employee Retention Strategies in selected Private sector Banks Bengaluru City” St Joseph college of Management, Bengaluru on 17-2-2024.
6. A Paper on ‘Acceptance of Fintech financial transactions by specially-abled individuals using bank applications” Forth International conference on computational Intelligence in Machine Learning (ICCIML) Geethanjali College of Engineering & Technology Hyderabad on 6/7/2024.

National Conferences:

1. A Paper on “Corporate Social Responsibility: A case study of Bosch ltd” SSMRV College, Bangalore on 08-10-2015.
2. A Paper on “A Study of Employee Retention in the primary secondary and high schools in Bangalore city” sea College of Science, Commerce and Arts, Bangalore on 29-01-2015.
3. A Paper on “Higher Education in India present and future: An Over view” Kristu Jayanthi College, Bangalore, on 21-1-2016.
4. A Paper entitled “E-Commerce Market in Indian Economy-Overview” National Seminar on 06-10-2016 Koshys Group of Institution, Bangalore.

5. A Paper on “A Study on quality of work life of Employees in IT Companies of Bangalore” RJS First Grade College, Bengaluru on 15-12-2022.
6. A Paper on “A Study on Perception of investors towards stock market with special markets with special reference to Bangalore City” Government Arts and Science College, Shivakasi, Tamilnadu on 06-4-2023.
7. A Paper on “Impact of social media marketing on decision making with special reference to Bengaluru City” Sri Venketeswara Degree & PG College, Ananthapuram, Andhra Pradesh on 12-4-2025.

Text books Published:

1. “Human Resource Management” As per Nep Syllabus for B.Com Second Semester Under Bengaluru City University, Sky ward Publication ISBN : 978-81-982237-9.
2. “Family Business Management and Legal Framework” Scientific International Public house.

Achievements/Awards/ Recognition:

Resource Person

1. Importance of Additional Courses in B. Com, Dayananda Sagar Evening College of Arts & Commerce, Affiliated to Bangalore University, Bangalore on 10-8-2023.
2. How to write an effective research paper, Chinnamma Junjappa Reddy RJS First Grade Collage, Affiliated to Bangalore North University, Bangalore on 10-10-2023.

Works shops /FDPs Attended:

1. Attended faculty development program in “Role of Teachers in Imparting Value-Oriented Quality Education” at Ramakrishna math Feb-2014.
2. Attended State Level Seminar on “An overview of the Companies Act 2013”, in St. Joseph’s college of commerce in Sep-2014.
3. Attended National Conference on “Emerging Trends in Commerce & Management “on Jan 2015 Conducted by S.E.A COLLEGE OF SCIENCE, COMMERCE & ARTS.
4. Attended State Level Conference on “THE TORCH TO DISCOVER NEW BIZ INDIA-PRACTICES AND PROSPECTS” Conducted by NEW HORIZON COLLEGE on Apr-2015.
5. Attended National Conference on “QUALITY INITIATIVES FOR ENHANCING CORPORATE SOCIAL RESPONSIBILITY IMPLICATIONS” Conducted by S.S.M.R.V COLLEGE on Oct-2015.
6. Attended National Level Workshop on “Research Methodology, Statistical Data Analysis of Moments Structure(AMOS)” Conducted by Primax Foundation Tanjavur, Tamilnadu on Feb-2017
7. Attended faculty development program in “Technology Integration to enhance Emotional Intelligence in teacher to connect with Next-Gen adolescents” at Noble Group of Institutions on Sep-2017.
8. Attended National Level Workshop on “Research Methodology and SPSS” Conducted by CME University on Nov-2017
9. Participated Faculty Development Programme “Stress Management” Conducted by RJS Institute of Management Studies.
10. Participated Faculty Development Programme Titled “Nurturing Creativity and Innovation through Digital Learning Platforms” on 25 & 26 June, 2020 Conducted by RJS Institute of Management Studies.

11. Actively participated two days International Webinar held on 22 & 23 June 2020 on topic “Statistical Analysis using SPSS Software” Organized by Triveni Institute of Commerce and Management, Bangalore
12. Jnana Jaagruti RJS Institute of Management Studies on 9/6/2022
13. Transformational reforms in Higher education 9&11 Nov 2023
14. Elevating teacher deliverability for academic impact, Dayananda Sagar Evening college of commerce and arts 29/2/2024 to 1/3/2024
15. Attended FDP on HEI based Innovations in Teaching Pedagogy, conducted by RJS FG College from 13-1-2025 to 18-1-2025.
16. Participated Faculty Knowledge Sharing Program on “Enhancing Engagement through Technology in an AI-Assisted class room Active Learning Strategies for Large Classroom” at IBS Bangalore on 2 Aug 2025

Lead Roles / Responsibilities:

YRC Co-Ordinator and Active member in NAAC Committee

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Date: 06-11-2025