

Dr.Sharmila Subramanian
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She has completed her Ph.D. in Management from Himalayan University and Ph.D. in English from Utkal University, Bhubaneswar. Her areas of research was use of English language in interpersonal communication in corporate sectors in Odisha. She is a certified psychometric assessor form TVRLS, negotiation skills from Michigan University, USA and also been certified by IIM, Bangalore for leadership and Business communication. A corporate trainer to many organizations to her credit, she is also in the Academic Board of Biju Patnaik University. She also owns the responsibilities as a member in the Recruitment and Selection Board of UCO Bank. Her research area primarily lies in Business Communication and in various areas of Human Resource Management. She creates purpose and direction and has excellency in better interpretation of topics and methods. Being always consistent with the learning objectives she is full of creativity and acclaimed by students for caring disposition, being a passionate Professor. She focuses on the development and application of various pedagogy tools to make students enriched in multi dimensions. Her initiative to catalyse innovation and excellence is praise worthy. She has enormous reputed publications to her credit. She is a recipient of numbers of distinction in teaching and learning.

Education

- Ph.D. in Management from Himalayan University
- Ph.D. in English from Utkal University
- M.A. in English
- Post Graduate Diploma in Human Resources Development from NIHRD
- Post Graduate Diploma in Journalism and Mass Communication
- Bachelor of Arts in Education from Regional College of Education

Research Interest

- Business Communication
- Learning & Development
- Semiotics
- Communication in a diverse workplace
- Inter-cultural and Cross-cultural Communication

Awards

- Shibanshi Foundation Best Professor Award in Management, 2022
- Ashapradeep Best Educational Award, 2021
- Dewang Mehta National Education Award 2017
- Indy's National Award, 2012 for Best B-School teacher who teaches Communication.
- She is also the receiver of the Shirdi Sai Award, 2010 for contributing towards teaching and education in the state of Odisha.

Teaching Interest

- Business Communication
- Communication Development
- Personality Development
- Human Resources Management
- Business Research
- Performance Management
- Leadership Development
- Strategic Human Resources Management
- Human Resources Development

Training & Consultancy

- IDBI Bank
 - o Managerial Training
 - o Behavioral Training
 - o Communication Training
- TRL Krosaki Ltd.
 - o End-to-End Communication Training
- Canara Bank
- Minor Irrigation & Water Use, Govt. of Odisha
- Thriveni Earthmovers Ltd.
- Odisha State Seed and Organic Products Certification Agency
- ICAI, Bhubaneswar
- National Aluminium Company Limited
- Hindustan Coca Cola Beverages Limited
- Reliance Telecom
 - Consultancy, Training and Personal Counselling to improve Communicative Competence among Call Centre and Customer Care Executives
- Orissa Tourism Development Corporation & Department of Tourism (for Price Water-House Coopers)
- UCO Bank
- United Nations Development Programme
- Policy and Strategy Planning Unit, Govt. of Odisha

E-Resources

- Presentation Skills: https://youtu.be/XvVxlyp-hHc?si=1yMFNtypTe_1-DR2
- Introduction to communication
 - Process: https://youtu.be/xQwNBCr542w?si=OJbzsmTU_wPQL5qt
- DIM-08-BLOCK-1: <https://asthaeducation.in/wp-content/uploads/2024/03/DIM-08-BLOCK-1.pdf>

- DIM-08-BLOCK-02: <https://asthaeducation.in/wp-content/uploads/2024/03/DIM-08-BLOCK-02.pdf>

Research & Publications

Books:

- “Essentials of Communicative English” (2013), Author: Subramanian, Sharmila, ISBN 978-81-8281-479-0, Vrinda Publications (P) Ltd.
- Envisioning Sustainability for New Age Businesses (2017). Editor: Subramanian, Sharmila, ISBN 978-93-5281-513-5
- Articles on Transforming Rural India: Mission 2030 (2019). Editor: Subramanian, Sharmila, ISBN 978-93-5382-804-2
- Articles on Strategic Corporate Restructuring (2018). Editor: Subramanian, Sharmila, ISBN 978-93-5321-236-0

Journal Articles:

- Indian Corporate Trainer’s Choice: Methods for enhanced training engagement and effectiveness, PalArch’s Journal of Archeology of Egypt, 18(2), 997-1009. ISSN 1567-214x
- Training People to Manage Ecotourism in Odisha during the Pandemic: A Qualitative Study, Wesleyan Journal of Research, Vol 14, 01 (II), Jan 21, ISSN:0975:1386
- “Importance of Individual Performance in Banks- A Perceptual”, Anweshan Astha’s Management Journal, Vol 2: 1, January 2019, ISSN 2582-1504
- “Value Testing Tool Framework for Banking Staff Selection” Anweshan Astha’s Management Journal, Vol 2: 1, January 2019, ISSN 2582-1504
- “Need for Documenting Non-Verbal Cues for Analysing Interpersonal Speech Communication”, Language in India, Vol 19:7 July 2019. ISSN 1930-2940
- “Building Brand Identity Using Nationalism- A Study on Commercial Messages in the Indian TV”, Language in India, Vol. 13:9 September 2013. ISSN 1930-2940
- “A Forward Looking Business Communication Course for B-Schools”, PRATIBIMB- Management Journal, Vol. 1, 2, (2001). ISSN: 0972-5466
- “An ‘Open Eye and Ear’ Approach to Managerial Communication”, VISION-The Journal of Business Perspective. Vol. 10, 2, (2006). ISSN: 0972-2629
- “Performance Oriented Interventions and Competencies Thereof”, SHRAM SARATHI- The NALCO Journal, (Jointly authored), (2007)

Chapter in Book:

- “Human Competence in Integrated Performance Management System- Looking Beyond Performance Measurement”, Enhancing Enterprise Competitiveness. Prashant Gupta Rajesh Kumar Jain &UpinderDhar (Eds.) Mumbai: Allied Publishers Pvt. Ltd. (2007).

- “Code-Mixing to Influence Customers- kamala ka Corporate Andaz!” Management Communication: Trends and Strategies. A. Kaul& SK Gupta (Eds). New Delhi: Tata McGraw-Hill (2006, Paper presented at the Sixth Asia Pacific ABC Conference on Management Communication, IIMA, December 14-16, 2006
- “Developing Communication Competence for Retail Salesforce”, Emerging Trends in Retail Management. New Delhi: Excel Publications (2008).
- Master’s Thesis-“Response Feature Marketing at the New Indian Express”, NIHRD, (1999) unpublished.