

## Prof. Jayashree K



**Jayashree K**

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### **Educational Qualification:**

- *Bachelor of Business Administration under Bangalore University*
- *Master of Business Administration specialized in Marketing under Visvesvaraya Technological University Belgaum, in JSS Institute of Technology, Bangalore; 2014*
- *KSET in Management*

### **Experience:**

- **4 years** of teaching experience for both **UG and PG Department of Management** in the field of **Marketing**.
- Have experience in handling **Marketing Management, Consumer behavior, Brand Management, Entrepreneurship and Ethics, Services Management, International Business** as major subjects.
- Currently working in **Seshadripuram Institute of Management Studies, Yelahanka, Bangalore**.

**No. of papers presented: 4**

**No of papers published: 5**

**No of Seminars attended: 15**