Krishnapriya V M

Overview:

A passionate, adaptable and quick learner with a keen interest in the field of Marketing.

Area of specialisation: Marketing

Year of joining the programme: 2024

Email: fpm24.krishnapriya@spjimr.org

Educational background:

MBA (Marketing and Analytics), Amrita School of Business Bengaluru, Amrita Vishwa Vidyapeetham (June 2019 - May 2021).

MS (Management Science: Business Analytics and Systems), University of Buffalo, The State University of New York atBuffalo (Spring 2020 - Spring 2021).

B.Tech (Electronics and Communication Engineering), Model Engineering College, APJ Abdul Kalam Technological University (July 2015 - May 2019).

Research interest:

Marketing - Analytics, B2B, B2C, Consumer Behaviour.

Professional appointments/ Work experience:

Associate Product Specialist at UIS Global Private Limited, Kochi (September 2021 - August 2022)

Publications and working papers: Nil

Conference presentations:

Presented the paper entitled "Identifying of Software Vulnerabilities using Text-Mining" during INDIACom-2021; 15th INDIACom;2021 8th International Conference on "Computing for Sustainable Global Development", organised by BVICAM, New Delhi.

Brown Bag/ Research Seminar presentations: Nil

Achievements:

Qualified UGC - NET Management for Assistant Professorship (December 2023).

Third Rank in MBA at Amrita School of Business Bengaluru, Amrita Vishwa Vidyapeetham during 2019 - 2021.