

Faculty Profile

Name: **Chethana G Krishna**
Designation: Assistant Professor
Teaching Areas: Soft Skills
Business Communication
English Language and Phonetics
Research Interests: Soft Skills
Business Communication
Technology in Communication
Education: Post Graduation in Communicative English
from University of Hyderabad (2010 – 11)
Post Graduate in Business Administration from
Alagappa University (2008 – 09)
Graduation in Engineering from Bangalore
University (EEE) (1987 – 91)



Professional Experience (15 Years)

1. Since 2013: IBS – Hyderabad, IFHE University, India
2. 2012 – 13: IBS, Hyderabad, India (Visiting Faculty)
3. 2010 – 2012: Unitedworld School of Management, Hyderabad
4. 2007 – 2010: ICFAI National College, Hyderabad

Research/Selected Publications

1. PVL Ramana, Chethana G Krishna, 'Hybrid Workplaces post pandemic in India – Effect on communication and managerial functions' in *IUP Journal of Soft Skills* (16:3), September 2022 , pp no. 7 - 23
2. Vijayudu G, Chakravarthi K, Chethana G Krishna, 'ICT in Rural School Education: Impacting on Children Cognition' in *International Journal of Innovative Technology and Exploring Engineering* (Scopus), in Volume 8, Issue 12, October 2018, Page No.1697-1703 ISSN: 2278-3075 (Online).
3. Chethana G Krishna, Business Etiquette – 2 chapters, *'Managing the Self'*, ISBN Number 978-93-90254-09-5,2020
4. Chethana G Krishna, Writing Business Proposals and Business Plans – 2 chapters, *'Written Communication Skills*, ISBN Number 978-81-947305-6, 2020
5. Chethana G Krishna, "Starbucks Communication Strategies – More than a cup of coffee' in *IUP Journal of Soft Skills* (12:3), September 2018, pp 23 – 53
6. Chethana G Krishna, "The Apple way of conducting meetings", *The Case Centre*, Case Reference No. 416-0118-1, and TN Reference No. 416-0118-8.
7. Chethana G Krishna, "Self-assessment: a tool to boost career prospects" *IUP Journal of Soft Skills*, *The ICFAI University Press*, (8:1), March 2014, pp 45 – 56.
8. Chethana G Krishna, "Career Re-launch for Mid-life Women", *Rustomjee School – Journal of Management*, (2:2), June 2013, pp 15 – 21.
9. Content preparation for textbook, workbook, PEP (Practice, Experience and Perspectives) pages and case-lets on Business Communication and Soft Skills for Flexible Learning Program offered by ICFAI group.