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Seeking opportunities in a research and action think tank which can use my talent to change social, cultural and policy change through evidence-based propositions.

ENTREPRENEUR AND RESEARCHER

Industry based skills:

- Proven ability to manage projects efficiently and meet deadlines.
- Demonstrated ability to collaborate well in areas such as fund management, administrative, infrastructure, audit, inventory, supply chain, finances, human resource, and appraisal matters.
- Ability to collaborate and participate well.

Research based skills:

- Distill and translate technical analyses in writing for multiple audiences, including government, cloud service providers and SMEs.
- Superior research and analytical thinking skills.
- Exceptional ability in verbal and written communication.
- Understanding of social science methodologies.

Suitable research roles:

- Translating research into rational and conclusive facts that convey to multiple audiences including the policy makers, academia and the general public.
- Writing papers and reports in collaboration with scientists and analysts that leverage data from robust and idiosyncratic databases.
- Using research and experience to harness strategies for agency goals related to policy and organizational changes.

EDUCATIONAL QUALIFICATION

- 1981-1985 Studied at the MES Degree College of Arts, Commerce & Science, graduated with a Bachelor of Science from Bangalore University.
- 1986-1987 Studied at Indian Merchants' Chamber, Mumbai, graduated with a Post Graduate Diploma in Business Management.
- 1992 Trained at the Small Industries Development Organisation, Bangalore, for certificate course in specialized managerial training.
- 2012-2014 Studied at Bangalore University, Bangalore, graduated with a Master of Business Administration.
- 2016-2021 Studied at Symbiosis International Deemed University, Pune to graduate with Ph. D in the faculty of Management.

TRAININGS/ SEMINARS ATTENDED

- Training in Auto cad –Level 1 (release 10), GTTC, conducted by Autodesk , 1993.
- MSME Entrepreneurship Development program conducted by Federal Bank, Bangalore, 2010.
- MSME Entrepreneurship Development program conducted by SBI, Bangalore 2010.
- Seminar on Solar energy conducted by Infosys, Bangalore.

PRACTICE AREAS -INDUSTRY

- 1986-1988, marketing executive, Orion Business Systems, Bangalore, to close sales contracts for photocopiers.
- 1988-1990, marketing manager, Usha International Limited, Bangalore, to operate model showroom of USHA SHRIRAM furniture as profit centre.
- 1990-1995, help set up a spice trading firm with statute compliances and render administrative services.
- 1992-2002, consultant for a private electrical trading firm to establish with statute compliances and render marketing services like trade scheme formulation, price build-up, trade segment wise performance analysis and sales performance monitoring.
- 2001-2011, set up an electrical contract firm to undertake government class-I electrical contracts and installations for uninterrupted power supplies.
- 2002 – 2019, Director heading commercial operations of Grid Power Conversion Private Limited, Bangalore, for its business line of alternate power supplies and solar projects.
- 2019 – to-date, Managing Director, Grid Power Conversion Private Limited, Bangalore.
- 2019-to-date, National Executive Committee member of Federation of Associations of Small Industries in India
- 2024-2026 – Member of the Regional Advisory Board of Central Board of Workers' Education in India, Bangalore Region.

PRACTICE AREAS - ACADEMICS

- 2010-2014, Panel judge for a student business sponsorship program organized by I-create India.
- 2016, Adjunct professor in a Bangalore University affiliated management institute.
- 2020- 2022, Peer reviewer for the *Journal of Global Entrepreneurship Research*, a SpringerNature publication.
- 2024, Peer reviewer for Scandinavian Journal of Management, an Elsevier Publication
- 2023 -2024 – Part-time faculty as Professor, in T. A Pai Management Institute (Manipal Academy of Higher Education), Bangalore.

RESEARCH AREAS

- Cloud computing in small and medium enterprises in India.
- Policy and initiatives that support cloud adoption in micro, small and medium enterprises in India.
- Research fellowship (2016-17) (sponsored by Ministry of Micro, Small and Medium Enterprises, Government of India) on review of Digital MSME initiatives in India-a study on ICT scheme to assess its support for cloud adoption in MSME clusters.
- Small role in an international project for collaborative research in the area of climatic changes affecting human security.

AWARDS /ACHIEVEMENTS

- Won the 100 Premier Entrepreneur award hosted by IDG Channel World for the year 2010.
- Featured in Channel World Magazine, under Fast Track for the January 2010 issue.
- Featured in Channel Connect magazine for the September 2010 issue.
- Featured in a story on Disaster and Recovery for Channel World magazine, August 2011 issue.
- Nominated for CRN 100 entrepreneurs for the year 2011.
- Secured 2nd rank in Masters of Business Administration at Bangalore University.

PUBLICATIONS – SELECTED AND CURRENT

- Shetty, J.P., Panda, R. An overview of cloud computing in SMEs. *J Glob Entrepr Res* (2021). <https://doi.org/10.1007/s40497-021-00273-2>
- Shetty, J.P. and Panda, R. (2020), ‘A multidimensional framework for cloud adoption of SMEs in India’, *Int. J. Indian Culture and Business Management*, Vol. 20, No. 2, pp.210–233.
- Shetty, J. P., Choudhury, D., & Panda, R. (2020), ‘MSME initiatives to support cloud adoption in India’, *Int. J. Indian Culture and Business Management*, Vol. 21, No. 2, 2020, pp. 225-246.
- P. Shetty Jayalaxmi* and H. Kiran Kumar (2015), ‘Cloud Computing: An Exploratory Study on Adoption among SME Clusters in Bangalore and Mysore’, *Indian Journal of Science and Technology*, Vol 8(S4), 169–175, February 2015, ISSN (Print) : 0974-6846 ,ISSN (Online) : 0974-5645
- Kiran Kumar, H. and Jayalaxmi Shetty, P. (2015) ‘The relevance of information technology to the management of MSMEs in India- a case study on Doddaballapur textile park’, *RVIM Journal of Management Research*, Vol. 6 (2), pp 52-60, 2014, ISSN: 0974-6722.
- Convergence of Industry with Academia – Focus on Management Education in India, Conference proceedings, Global Convergence of Management Education and Practices, *International Conference 2015, Bangalore University* , Bangalore, November 2015.

PERSONAL INFORMATION

- Date of Birth: 15 December 1964
- Languages Known: Kannada, Hindi and English
- Passion : Dance (Bharatanatyam), Writing poems, articles and blogs