

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
Human Resources
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
(1987 – 91)



Professional Experience (8 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. 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.
2. 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.
3. Chethana G Krishna, "Career Re-launch for Mid-life Women", *Rustomjee School – Journal of Management*, (2:2), June 2013, pp 15 – 21.

Working books/Publications:

1. 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.