



## Faculty Details Proforma



Title	Er.	First Name	Jayakar	Last Name	Sodagiri	Photograph
Designation		Assistant Professor				
Address		Department of Commerce, Shaheed Bhagat Singh College, Sheikh Sarai, New Delhi-110017				
Date of Birth		15-11-1987				
Phone No Office						
Mobile		+91-8920626293				
Email		jayakarsodagiri@sbs.du.ac.in				
Web-Page		https://www.sbsc.in/				
<b>Educational Qualifications</b>						
Degree		Institution				Year
MIB		Department of Commerce & Faculty of Business Studies, University of Delhi				2014
B.E.(E.E.E)		Chhattisgarh Swami Vivekanand Technical University (CSVТУ)				2009
<b>Career Profile</b>						
<p>Currently, Er.Jayakar Sodagiri is positioned at Shaheed Bhagat Singh College, University of Delhi, where courses in Marketing Management, International Business, Export Management, and Mathematical Modelling are being taught by him.</p> <p>His career trajectory is envisioned to move forward through challenging roles, where cumulative experiences across trade, marketing, environment, and education are expected to be built upon.</p> <p>Prior to this, he was teaching at the Department of Commerce &amp; Faculty of Business Studies, Delhi School of Economics, University of Delhi, the MBA program in International over a five-year period. Courses such as Economics, International Finance, International Marketing, International Business Environment, and International Advertising were delivered, closely aligned with his industry experience was taught by him.</p> <p>His expertise had been utilized in developing Social Impact Assessment reports for public sector enterprises, requiring extensive travel across varied topographies in the country. As a consultant, he was engaged in enabling Higher Education Institutions (HEIs) globally for digital transformation in education and research. Firms benefitted from enhanced digital marketing capabilities, market research reports, and actionable insights delivered by him.</p> <p>After which, at Sri Sri University, Cuttack – Odisha, his roles as Deputy Director in the Office of the Vice Chancellor, Director at the Center for Blended Learning, and Assistant Professor in the</p>						

Faculty of Management Studies saw him actively contributing to academic and technological innovation. The blended learning platform [www.ssulms.in](http://www.ssulms.in) was designed and developed under his leadership, enabling a shift in pedagogical practices at the university. Along with the Master's level course, he took interest at the undergraduate level teaching , Environmental Studies, Yoga, and Strategic Management.

Before this, Mitsui & Co. India Pvt. Ltd., a leading international trading company, had entrusted him with the position of Commercial Broker. Responsibilities in marketing, sales, and customer relationship management were undertaken by him. Various export–import operations—including logistics management, trade documentation, banking finance, and price negotiation—were managed by him, especially in the chemical sector for manufacturing products like paints, adhesives, pharmaceuticals, and more.

The impact of various governmental and non-governmental projects, as well as brand development strategies, has been continuously assessed by him, driven by a strong interest in qualitative and quantitative research. A focus on understanding models for the development of mankind has consistently underpinned his professional and academic endeavour.

#### **Areas of Interest / Specialization**

International Business/Marketing

#### **Papers Taught**

- Entrepreneurship & Innovation
- Marketing Management
- International Advertising & Brand Management
- Export – Import Documentation
- International Financial Markets
- International Trade Procedures, Policies & Documentation
- Business Mathematics

#### **Research Guidance**

##### **PhD scholars**

<b>Under Supervision</b>	<b>Submitted</b>	<b>Awarded</b>

##### **M.Phil Scholars**

<b>Under Supervision</b>	<b>Submitted</b>	<b>Awarded</b>
<b>M.A. Dissertations</b>		
<b>Under Supervision</b>	<b>Awarded</b>	
<b>Publications Profile</b>		
<b>Books</b>		
<b>Title</b>	<b>ISBN/Publisher/Link</b>	<b>Indexed etc if any</b>
		<b>Scopus</b>
		<b>Year</b>
<b>Research Publications</b>		
<b>Article Name</b>	<b>Publication Type (UGC Care/ Scopus/ Web of science etc)</b>	<b>Journal Name</b>
		<b>ISSN No</b>
		<b>Volume</b>
		<b>Year</b>
		<b>URL</b>
		<b>DOI</b>
Language & Its Influence in e-WOM: Understanding & Enhancing the	UGC- Care	Dogorangsang Research Journal
		2347-7180
		Volume 10 Issue 07 153-159
		2020

Digital Experience							
The Gems and Jewellery Industry of USA: India	UGC- Care	Golden Research Thoughts	2231-5063	Volume : VI, Issue : VI	2016		
India's Key Manufactured Exports	UGC- Care	Research Direction	2321-5488		2016		
Gems and Jewellery Sector in India	UGC- Care	Review of Research	2249-894X		2016		
Gems and Jewellery Sector in India: Sites Potential land Strategies	UGC Care	Indian Streams Research Journal	2230-7850		2016		

Corporate Sustainability: A New Millennium Solution	UGC Care	Golden Research Thoughts	2231-5063		2017		
Chilli Teja: Exports from India	UGC Care	Indian Streams Research Journal	2230-7850		2017		
<b>Publications other than journal articles</b>							
Title of Publication	Type of Publication	Publisher	Role in Publication	ISBN Number	Year	URL	Level
<b>Conference/ workshop Organized</b>							
<ul style="list-style-type: none"> <li>Participated in International G-20 Conference on Resilience Approaches for New World Order &amp; Viksit Bharat by SBSC</li> <li>Participated in Faculty Induction Programme on NEP 2020: Pedagogical Imperatives of Higher Education by University of Delhi.</li> <li>Participated in Conference on Business Management on “Synergising Industry 5.0 and</li> </ul>							

Responsible Growth – A Pathway to Global Innovations by Department of commerce, SBSC.
<b>Awards and Distinctions</b>
<b>Association with Professional Bodies</b>
<b>Other Activities</b>
<u>Academic Roles &amp; Responsibilities</u>  1. Convener, Computerisation Committee (2023-25) 2. Member, Canteen Committee (2023-25) 3. Coordinator – Centre for Blended Learning (2023-25) 4. Coordinator – School of Happiness (2023-25) 5. Paper setter for various UG courses 6. Conference Secretary – ICBM (2024-25)