Dr. Ranjita Banerjee

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PhD (Mgt.), MHRD, MA-Eco., UGC-NET, B.Ed.

Associate Professor, CKSV Institute of Management, Vadodara

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CAREER ASPIRATION

To contribute meaningfully in an organization having opportunity to practice, enhance and share the acquired hard and soft skills.

SPECIAL GLOBAL ACHIEVEMENT

Recipient of the 'TEACHING EXCELLENCE AWARD 2020' by ACBSP (USA) for South-Asia Region 10 Comprising of 17 countries viz. India, Singapore, Malaysia, Thailand, Vietnam etc; Only One Recipient is selected from each of the 11 Regions of ACBSP (USA) globally; Award declared in April 2020 and covered in leading National dailies. (Visit: https://impact.acbsp.org/2020/07/06/teaching-excellence-award-winners/)

CREDENTIALS

- PhD- Management from Gujarat Technological University, Ahmedabad (In March 2017).
- Masters in Human Resource Development South Gujarat University, Surat (2001); 2nd Position in University with 66%.
- M.A-Economics ICFAI University 2010, secured 58%.
- UGC-NET Qualified in HRM/Personnel Mgt./HRD (in Dec 2007).
- B.A -Eco & Statistics South Gujarat University, Surat (1999); 3rd Position in College with 64%.
- B.Ed- Eco & English- SNDT University, Mumbai (Navrachna College of Education, Vadodara, 2005, 1st Batch) with 77%; 1st Position in English Specialization.

AREAS OF SPECIALIZATION

HRM, HRD, Managerial Economics, Strategic Human Resource Mgt., Business Ethics & Corporate Governance, Change Management & Org. Development, Labour Legislations, Organizational Behaviour, Managerial Communication in addition to value-education and soft-skills

Ph.D RESEARCH WORK

PhD on the topic 'A Study Of Linkages Between HRM Practices And SMEs Performance In Vadodara District'. The study included an analysis of HR practices of 126 SME firms and 215 SME Owners/ Managing Heads as respondents across 8 Industrial Estates of Vadodara District (out of a total of 12 estates). Phd Notification received in March 2017 (PhD from Gujarat Technological University, First Batch July 2011).

PROFESSIONAL EXPERIENCE

Extensive exposure in HRM, HRD, Strategic HRM, Change Management; significant work in the field of HR with contributions through Modules to the Ministry of HRDs (GOI) e-Pathshala PG Courses; Resource person in various industry forums/ Conferences/ Seminars/ MDPs; Research contribution and publications; Published three books on HRM/ CSR; Mentor and academician responsible for various course delivery, project guidance and student development; Extensive experience in handling Placement and Admissions in MBA, Conducting Training, MDPs and FDPs for industry personnel and faculties; Designing Training Modules tailor-made for the industry; Content Management through Syllabus Designing for specialized new Post-Graduation Courses, developing industry-academia relationships; editing and report- writing for various institutes' published matters; Convener for various programs; Member of Doctoral Review Committee/ PhD Supervisor for two Universities; Event Management; Responsibility for publication as the Principal Asst. Editor of the Institute's Journal 'SANKALPA', in addition to being a mentor and problem-solver.

Possessing total work experience of 18 years (As on July 2020) of which.....:

13 years as Full-time Faculty in MBA (Master of Business Administration)

- Associate Professor in CKSV Institute of Management (CKSVIM), Vadodara, (Affiliated to Guj.
 Technological University; Approved by AICTE; Accredited by ACBSP, USA) from Aug 2010 till date
 (Promoted from Asst. Professor to Associate Professor in April 2017)
- Faculty cum In-charge of MBA Dept. in Baroda Institute of Management Studies, Vadodara (Affiliated to Sikkim Manipal University) from Aug'07 to July'10

2 years in academics in Higher Secondary/ Secondary Section from June'05 to Aug'07

- Delhi Public School from March 2006 to August 2007
- Navrachna Vidyani School, Vadodara from June 2005 to March 2006

3 years of Industry experience from July'01 to July'04

- Jhaveri Securities Pvt. Ltd., Vadodara as HR Executive from Feb 2004 to July 2004
- Comed Chemicals Pvt. Ltd., Vadodara as Jr. Officer HR from Oct 2002 to Jan2004
- HDFC Bank as Trainee-Retail Operations & Personal Banking, Vadodara from Dec 2001 to Oct 2002
- Birla Global Assets Finance Co. Ltd., Surat c/o. Mascot Financial Services, Surat as Back Office Incharge, Surat Branch from July 2001 to Oct 2001

PROFESSIONAL RESPONSIBILITIES, CONTRIBUTIONS & INDUSTRY-ACADEMIA LINKAGES

- Program Co-ordinator and Initiator for the Vocational and Professional Courses for Study Centre
 at CKSVIM for Dr Babasaheb Ambedkar Open University for the courses BBA, PG Diploma in HR,
 PG Diploma in Marketing & PG Diploma in Finance w.e.f August 2019 tilldate.
- Mentor, Management Development Centre, CKSVIM, engaged in conducting MPDs for professionals, employees, Managing Heads, academicians, students etc
- Placement Co-ordinator for the academic year 2018-2019, and helped in accruing max placement of Rs 12 lakh.
- In-charge Admissions for the academic year 2020-21 at CKSVIM. Handled Admissions independently in my previous college BIMS, with a track record of admitting 240 students in one academic year (Four sections of MBA, with 60 students each).
- Co-Convener, 7th Higher Education Forum (HEF) Gujarat Regional Conference, organized by HEF (Mumbai) in collaboration with CKSVIM on 13th March 2020.
- Convener of the MSME Series for 'Operational Efficiency of MSMEs to cope with the pandemic situation', organized by ISTD-Vadodara Chapter during the period June-July 2020.
- Convener, Project Presentation Competition, organized by Indian Society for Training & Dev (ISTD)-Vadodara Chapter in collaboration with Mgt. Dev. Centre, CKSVIM on 1st February 2020 with 32

- Reviewer, Transnational Journal of Business (TJB), leading International Journal published by ACBSP (USA) since January 2020.
- Principal Asst. Editor of the Institute's journal 'SANKALPA: Journal of Management & Research', (bearing ISSN No. 2231-1904, with Impact Factor 5.741; Indexed in ProQuest USA) since 2011- Biannual international level journal. Instrumental in the process of accruing the Impact Factor for the journal and getting it Indexed in ProQuest, USA.
- Resource Person for the Webinar 'Career Guidance for PG Aspirants' organized by CKSVIM on 27th
 June 2020.
- Resource Person for Faculty Development Program (FDP) for HR Specialization subjects for the faculties of GTU (Gujarat Technological University) on 26th June 2019 at GTU, Ahmedabad.
- Convener for ISTDs 'Student Project Presentation Competition' organized for Graduate and Post-Graduate students, on 17th March 2019 at the MS University, Vadodara. 40+ students comprising of 20 teams had participated from various leading colleges of Vadodara.
- Resource Person for 'Train the Trainer' program organized by Indian Society for Training & Development (ISTD)- Vadodara Chapter, jointly organized by ISTD and CKSVIM on 8th-9th June 2019 at CKSVIM. Total participants: 45
- Co-ordinator for the **'StartUp Tank 2019 Competition'** organized by CKSVIM on **8th March 2019** on entrepreneurship development at CKSVIM comprising of above 100 teams from across Gujarat.
- Resource Person for the one-day Workshop On 'Customer Delight' at ONGC Ltd., as a part of the CSR activity of ONGC on 20th October 2018 at ONGC, Vadodara. Total Participants = 40
- Guest Speaker for Asian Paints, Ankleshwar Plant, for their Scholastic Event on 13th July 2018, to conduct a Workshop on 'Career Guidance' for the wards and employees of Asian Paints . The total number of participants was about 100.
- Expert Member for the PhD Admissions (Management) by Parul University for the Personal Interviews and PhD Presentations for the year 2018-19.
- Doctoral Review Committee (DRC) member for PhD Research Scholars for Faculty of Social Work (FSW), Parul University from 2017-18 onwards till date.
- Program Co-ordinator for 'VIGILANCE AWARENESS WEEK 2018' Celebration (30th October 4th November 2018), wherein a couple of activities were organized jointly by Management
 Development Centre (MDC-CKSVIM); ONGC Vadodara and Corporate Citizens, Vadodara on 30th October 2018 at CKSVIM, Vadodara.
- Resource Person for the two days Workshop on 'Data Analytics' organized by MDC-CKSVIMon
 22nd-23rd June 2018. The Workshop witnessed 30 participants.
- Convener of the flagship Program of ISTD (Indian Society for Training & Development)- Vadodara
 Chapter, for the Innovative Trainer Award 2018 held on 24th-25th February 2018 at FSW, The
 MSU. The event had 48 Presenters and over 80 participants from across Gujarat.
- Chairman- Publication Committee for the Regional Conference on 'Transcending Sustainability:
 The Bottom-line' organized by ISTD-Vadodara Chapter at Navrachna University on 16-17th
 February 2018.
- Paper Co-ordinator for HRM specialization paper under e-Pathshala of Ministry of HRD, GOI, for e-PG Courses (For Paper 6: Managing Culture and Diversity) in Aug-Sept 2017. Co-ordinated with 20 faculties across Gujarat for the same and edited all the 24 Modules of the Course.
- Content-Writer HRM specialization paper under e-Pathshala of Ministry of HRD, GOI, for e-PG
 Courses (For Paper 6: Managing Culture and Diversity) for three Modules in Aug-Sept 2017 (each
 Module to be considered as equivalent to authoring a chapter of book for the purposes of
 calculating API by UGC). Chapter titles: 'Culture and Society: Introduction, Elements and
 Components', 'Organizational Culture', 'Cultural Resistance to Change'

- Speaker on 'Transactional Analysis- For effectiveness' organized by ISTD & MDC, CKSVIM, on 29th
 July 2017. The Seminar had 30 participants from industry, academia as well as professionals.
- Speaker @ Asian Paints, Ankleshwar Plant, organized at Hotel Lord's Plaza (Ankleshwar) for their Scholastic Event 2017 on 1st July 2017 (Saturday, from 5.30 to 7 p.m) to conduct a Workshop on 'Career Guidance'. The total number of participants was about 100, including employees and their wards.
- Program Co-ordinator for 'VIGILANCE AWARENESS WEEK 2017' Celebration (30th October 4th November 2017), wherein a couple of activities were organized jointly by Management
 Development Centre (MDC-CKSVIM); ONGC Vadodara and Corporate Citizens, Vadodara on 3rd November 2017 at CKSVIM, Vadodara.
- Conducted Seminar on 'Orientation of Investor Facilitation Portal (IFP) & Ease of Doing
 Business (EoDB) & New Industrial Policy 2016', organized by Management Development Centre,
 CKSVIM and District Industries Centre (DIC), Vadodara on 1st December 2016 at CKSVIM.
- Elected as Managing Committee Member from (2013 onwards till date) by ISTD (Indian Society for Training & Development), Vadodara Chapter. Designed & developed 12 detailed Training Modules as a research work for ISTD, which is hosted in their website.
- Speaker in the One-day Seminar on 'Innovative T&D Interventions' organized by ISTD &CKSVIM-11th April'15.
- Organized a one-day seminar on "T & D Interventions" with IIPC (Industry Institute Partnership Cell) on 15th March 2014 at ONGC Auditorium, wherein about 150 participants had participated from the industry, academia, professionals as well as students.
- Trainer in One-Day Training Program on 'Inter-personal Skills & Customer Service' for 30 employees of ERDA (Electrical Research & Dev. Association), Vadodara-Nov'13.
- Appointed as Resource Person by GTU for their Faculty Development Programs at Ahmedabadon Finishing School on 13th Jan 2012.
- Appointed as Resource Person by GTU for their Faculty Development Programs at Ahmedabadon
 Finishing School, Managerial Communication & SCOPE English Program on 27th July 2012.
- Resource Person in the 2nd Regional Conference of Higher Education Forum (HEF) on 4th Feb'12on 'Quality in Higher Education Institutions'.
- Organized and/or participated in over 30 International / National/ Regional Conferences and Seminars or Faculty Development Programs, Events, Workshops.
- Designed Syllabus for Gujarat Technological University (Member of the Syllabus Committee) for the subjects Change Mgt. & Org. Development, Strategic Human Resource Management, Business Ethics & Corporate Governance, Performance Management for the Syllabus effective from 2017-18 (in April-May 2017).
- Instrumental in contributing towards accreditations/ Quality Certifications of the Institute for ISO: 9001:2015, ACBSP and NBA as well in Surveys like Best B-School Survey, Business Standard Surveys, AICTE-CII Survey etc.

PUBLICATIONS & PRESENTATIONS IN HR / INDUSTRY

- Editor for the book titled: 'Indian Higher Education: Quality and Global accreditation' published by Himalaya Publishing House in September 2018 (ISBN No. 978-935299-351-2)
- Published Book titled: 'Human Resource Management- Text and Cases', Himalaya Publishing House in March 2018 (ISBN 978-33-5273-969-1).
- Published Book titled: 'CSR Profile of India Inc. Case Studies', by Dr. Rajesh Khajuria & Ranjita Banerjee, Excel India Publishers, N.Delhi, ISBN No. 978-93-84869-61-8 – Launched on 2nd June'2015 in the Gujarat CSR Summit by Sh. Maheshwar Sahu, Chairman, Guj CSR Authority, Govt. of Gujarat.

- Reviewer of the book 'Managerial Communication' by Chaturvedi & Chaturvedi, published by Pearson.
- Published 19 Papers in the field of HR, Corporate Governance, Business Ethics, CSR, SMEs in leading International level journals/book (with ISSN/ ISBN Number).
- Presented 18 Papers in International/ National Conferences of which Six bagged 'Best Paper Award', namely...
 - 1 Prize among ALL SPECIALIZATIONS in the Doctoral Conference Anvesh 2017 at Nirma University, Ahmedabad, on 7th 8th April 2017; Won Prize amount of Rs. 12500/-; Paper title: 'An empirical study of the relationship between HR Practices, Employee Outcomes and SMEs Performance at Vadodara district'.'>
 - Won 'Best Paper Award' in 'Corporate Governance' Track at the 5th International Conference organized by GTU on February 2016; Paper Title: 'An empirical analysis of the governance in SMEs at Vadodara district: The road ahead'
 - 1st Prize in the Track on Corporate Governance in the 4th International Conference organized by GTU on 7th-8th Feb'2015, Paper Title: 'SMEs Priority for Sustainability- Customer over Profits?'

Prize in the HR Track in the 3rd International Conference organized by Parul Group on 20-21

Feb'2015, Paper title: 'The linkage between HRM Practices & Performance of SMEs- A conceptual Understanding'.

- > Bagged 1st Prize in the Governance Track in the 3rd International Conference organized by GTU on 8th -9th Feb'2013, Paper Title: 'Improving Corporate Governance Of SMEs For Inclusive Growth In An Emerging Economy Like India'.
- > 3rd Prize in the 2nd National Conference organized by Federation of Gujarat Industries & GTU on 23-24th Sept'11, Paper Title: 'Good Corporate Governance As A Key To Corporate Responsibility- A Case Study Of Bank Of Baroda'.

RECOGNITION & ACCOLADES

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- Recipient of the 'TEACHING EXCELLENCE AWARD 2020' by Accreditation Council of Business Schools
 & Programs (ACBSP), USA for South-Asia Region 10 Comprising of 17 countries Viz. India, Singapore,
 Malaysia, Thailand, Vietnam etc; Only One Recipient is selected from each of the 11 Regions of ACBSP
 (USA) globally; Award declared in April 2020 and covered in leading National dailies
- Recipient of 'Special Award' for "Outstanding Academic Contribution to Publishing HEF Book on "Indian Higher Education: Quality & Global Accreditation" (ISBN No. 978-93-5299-351-2; Published by Himalaya Publishing House Private Limited) at the 6th Regional Conference organized by Higher Education Forum (HEF)- Mumbai, held at The M.S. University of Baroda on September 29,2018.
- Recipient of the 'Teaching Excellence Award 2017' by Higher Education Forum- GujaratChapter in its 5th Regional Conference in November 2017.
- **'Innovative Trainers Award 2015'** from Indian Society for Training & Development (ISTD), Vadodara Chapter in Mar 2015.
- Bagged 'Best Paper Award' for Six Papers presented in International / National Conferences
- 'Certificate of Appreciation' from CKSV Institute of Management, Vadodara for implementing ISO
 9001:2008 and getting Global Accreditation from ACBSP, USA over 2011-2015 in Mar2015.
- **'Pedagogic Innovation Award 2014' by GTU Innovation Council** for contributions in the field of research & publication as Asst. Editor of 'Sankalpa: Journal of Mgt. & Research' (ISSN 2231:1904) in Feb'14.
- Special Achievement Award for Outstanding Performance' by Baroda Institute of Management Studies as Head MBA in May 2010.

Ranjita Banerjee bags excellence in teaching award 2020 from USA

anjita Banerjee, associate professor, SMJV's CK. Shah Vijapur wala Institute of Management, Vadodara, is selected for the prestigious 'Teaching Excellence Award 2020' from Accreditation Council for Business Schools and Programs (ACBSP), USA of Region 10 South Asia بر) , of Re-10 gion South South Asia which com-prises 17



Ranjita Banerjee

prises 17
countries Ranjita
ACBSP has a global network divided geographically into 11 regions, comprising 1200 member campuses in 60 countries. Only
one principle is selected global net-geographione recipient is selected from each region of the total II regions of ACBSP globally. The countries in

'Region 10: South-Asia' includes 17 countries viz. India, Singapore, Thailand,
Vietnam, Malaysia etc.
The award shall be given in ACBSF Annual Conference, Chicago,
USA, which will be held virtually this year in ACBSF Virtual Conference 2020.

Virtual Con-ference 2020. Ranjita Banerjee is the second recipi-ent of this em or this award from CKSVIM, as Rajesh Kha-Rajesh Kha-juria, former director of

director of CKSVIM, was the first recipient of Teaching Excellence Award 2015 at Chicago in person, when the institute also received its Global Accreditation from ACBSP, USA. It's a proud moment for the people of Vadodara.

'ACBSP (USA) TEACHING EXCELLENCE AWARD 2020' Published in Times of India on 19th April 2020, all over Gujarat region

ANNOUNCEMENT - INDIAN BANK

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Indian Bank had conveyed thanks for the service to policemen working round the

clock in Ahmedabad area by distributing sanatizer and umbrellas.

ANNOUNCEMENT - UCO BANK REDUCES MCLR

UCO Bank has reduced its marginal cost of lending rate (MCLR) by 25 basis points with effect from April 10, 2020. After this reduction, MCLR for 1 year will be 7.95%, overnight MCLR will be 7.35%, monthly MCL will be 7.50%, quarterly MCLR will be 7.60%, and half year MCLR will be 7.85%. This will reduce interest on MCLR based loan. The bank has also reduced the interest rates on fixed deposits from 25 bps up to 50 bps maturities.

AWARD — TEACHING EXCELLENCE AWARD 2020

Dr. Ranjita Banerjee, Associate Professor, SMJV's CKSV Institute of Management, Vadodara, is selected for the prestigious 'Teaching Excellence Award 2020' from Accreditation Council for Business Schools and Programs (ACBSP), USA of REGION 10 -SOUTH ASIA which comprises of 17 countries. ACBSP has a global network divided ge-ographically into 11 Regions, comprising of 1200 Member campuses in 60 countries. Only



one recipient is selected from each Region of the total 11 Regions of ACBSP globally. The countries in 'Region 10: South-Asia' includes 17 countries and the Award shall be given in ACBSP Annual Conference, Chicago, USA, which will be held virtually this year in view of COVID-19 pandemic in ACBSP Virtual Conference 2020. In a rare occasion, Dr. Ranjita Banerjee is the second recipient of this Award from CKSVIM, as Dr. Rajesh Khajuria, former Director of CKSVIM, Incidentally, Dr. Ranjita completed her PhD (Management) from GTU under the guidance of Dr. Rajesh Khajuria. It's a proud moment for the people of Vadodara to be reflected among the best of the Campuses and Programs worldwide through this recognition.

LAUNCHES, CSR INITIATI

'ACBSP (USA) TEACHING EXCELLENCE **AWARD 2020' Published in Indian Express** on 16th April 2020, all over Gujarat region

PUBLICATIONS: List of Research Papers Published in Journals

Sr. No.	Name of Refereed Journal/ Book	National / International	Title of the Paper	Year of Publication	
1	Vikalpa: The Journal for Decision Makers (Scopus 2020 H Index: 22) by IIM, Ahmedabad	International	Workplace Redefined - Emotional Bonding and Working from Home as the New HR Mantra	(In Process since July 2020)	
2	Nirma University Journal of Business and Management Studies (ISSN 2249-5630)	International	A Study of the linkages between HR Practices and Performance of SMEs	May 2018	
3	University Press, Maharaja Sayajirao University	National	Leveraging Human Potential in SMEs- With Special Reference to SMEs in Vadodara District		
4	'Indian Higher Education: Quality and Global accreditation', Published by Himalaya Publishing House Pvt. Ltd. (ISBNNo.978-93-5299-351-2-Chapter in book)	National	Quality and accreditation in Higher education: Aspects and beyond	August 2018	
5	Research Trends in Mktg. Mngt. & HRM, Institute of Mgt., Nirma University, Excel India Publishers, ISBN: 978-93-86265-75-1	National	An Empirical Study of the relationship between HR Practices, employee outcomes and SMEs performance at Vadodara District	2017 (Won 'Best Paper Award' among all Specializations with cash prize of Rs.12500/-)	
6	SANKALPA-Journal of Mgt. & Research, Vol. 6, Conference Issue (ISSN 2231:1904, Impact Factor 2.813)	International	'An empirical analysis of the governance in SMEs at Vadodara district: The road	February 2016 (Won 'Best Paper Award' in 'Corporate Governance' Track)	
7	Management of SMEs in Global Era , Excel India Publishers, N. Delhi (ISBN: 978-93-84869-34-2)	National	ahead' The linkage between HRM Practices and Performance of SMEs: A Conceptual Understanding	February 2015 (Won '3rd Prize' in 'HR Track')	

Sr. No.	Name of Refereed Journal/ Book	National / International	Title of the Paper	Year of Publication
	Sankalpa : Journal of Management &	International	SMEs Priority for sustainability -	2014-15
8	Research, Volume 5, Conference Issue, February 2015, Impact Factor: 2.372 (ISRA: JIF, Year 2015). ISSN 2231:1904		customer over profits ? An Empirical Study	(Won 'Best Paper Award in 'Governance & Sustainability' Track)
9	Sankalpa: Journal of Management & Research, Volume 5, Issue 1, Impact Factor 2.372, ISSN 2231:1904	International	Vadodara set-forth to be an Innovative City a reflective Approach	2014-15
10	National Institute of Personal Management , Souvenir	National	Reflections on linkages between HR Practices and Performance of SMEs	2014-15
11	Protsahan-A Journal to encourage young researchers, Vol.1, No.1, Part-II (Sept 2013), ISSN: 2321-869X.	National	'SMEs innovative Human Resource Management practices for competitive advantage'	2013-14
	SANKALPA-Journal of Management & Research, Vol 3, Issue 1 (Jan-June 2013), ISSN 2231:1904)	International	'Social Media- A Trajectory for Social Awareness-A Case- let based Study'	2013
	'Sankalpa-Journal of Management & Research', Vol 3, Special Issue (February 2013), ISSN No. 2231-1904	International	'Improving Corporate Governance of SMEs	2012-13 (Won 'Best Paper Award in 'Governance' Track)
13			for inclusive growth in an emerging economy like India'	
14	IES Mumbai (Feb, 2013), Sita Publications, Mumbai, ISBN No. 978-81-86052-08-2	National	'Small and medium enterprisesA panacea for economic growth & development - An analytical study of the global scenario'	2012-13
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Sr. No.	Name of Refereed Journal/ Book	National / International	Title of the Paper	Year of Publication
15	NICM Bulletin- The Journal of Management & Co-operation, Vol IX, No.3 (July-September 2012), ISSN No. 2249-2275	National	'Micro, Small and Medium EnterprisesA silver- lining for economic stability & growth'	2012-13
16	'Sankalpa-Journal of Management & Research', Vol 2, Special Issue (September 2011), ISSN No. 2231-1904	National	'Good Corporate Governance as a key to Corporate Responsibility- A Case-study of Bank of Baroda'	2011-12 (Won 3 rd prize among all papers presented, with cash prize of Rs. 5000/)
17	'Sankalpa-Journal of Management & Research', Vol 1, Issue 2, (July 2011) ISSN No. 2231-1904	National	'Business Ethics for Sustainable Development'	2011-12
18	Excel India Publishers, Feb 2011, ISBN 978-93-80697-81-9	National	'Being a Learning Organization for business sustainability in the 21 st Century' with case study of General Electric'	2011
19	Conference Proceedings by Dept. of Management Studies, PIET	National	'Employee Engagement- The New HR Mantra, with Case of Google'	2010