

## FACULTY PROFILE



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### 7. Qualification:

Sl. No.	Exam Passed	Name of Institution / University
1.	B.E. (Civil)	Mysore University
2.	M.B.A.(Marketing)	Mysore University
3.	P.G.Diploma in H.R.M.	Karnataka State Open University, Mysore

**8. Experience:**

Sl. No.	Name of the Organization	Designation	Period		Total Year of Service	Nature of Duties
			From	To		
1	M/S Nirmala Cement Traders, Mysore.	Assistant Manager (Marketing)	June 1991	July 1994	3 Years & One Month	Marketing Various Brands of Cement.
2	Karnataka Small Industries Marketing Corporation Ltd. ( Govt.of Karnataka Undertaking) Bangalore.	Manager (Marketing)	3/12/94	3/2/07	12 Years and 2 months	Marketing Industrial Products
3	M.B.A.Dept. Tumkur University, Tumkur.	Guest Faculty	03/2/07	13/2/09	2 Years and 11 days	Teaching Management Subjects.
4	M.B.A.Dept. Tumkur University, Tumkur.	Assistant Professor	11-05-2010	Till Today	2 Years & 3 Months	Teaching Management Subjects.

**9. National/International Conference /Seminar attended**

Sl. No.	Date	National /International Seminar/ Conference	Paper Presented on	Organized by
1.	30 <sup>th</sup> & 31 <sup>st</sup> May, 2008	National Seminar	Managing in Uncertain Times	M.B.A. Dept. Mysore University.

2.	21 <sup>st</sup> & 22 <sup>nd</sup> FEB.2009	National Conference	Marketing Strategies for Retailers in a Slow Economy	Karnataka State Open university.
3.	28 th Aug. 2010	National Conference	Customer life time value- A Marketing tool for Insurance Industry.	Tumkur University and Jain University
4.	28 th Aug. 2010	National Conference	Integrated consumer demand forecasting system	Tumkur University and Jain University
5.	13-14, Nov.2010	International Conference	Corporate governance and Business Ethics	Dept. of Commerce , University of Kerala.
6.	17-19 Dec.2010	International Conference	Problems in Price convergence in Agricultural commodities-causes, effects and remedies.	Dept. of Commerce , University of Pondicherry.
7.	3-5 Feb.2011	International Conference	Impact Globalization on Quality of Management Education	Dept. of Economics , University of Bangalore
8.	25 <sup>th</sup> & 26 <sup>th</sup> Nov.2011	National conference	Challenges in Land & Water right systems	Dept. of MSW, Tumkur University
9.	1 <sup>st</sup> & 2 <sup>nd</sup> FEB,2011	International Conference	Talent Management: Comparison between pre- & post economic downturn	Dept. of Commerce , University of Mumbai

10.	27 & 28 Jan.2011	International Conference	Financial literacy	Dept. of Commerce , University of Pondicherry
11.	27 & 28 Jan.2011	International Conference	Deepening Micro- Finance	Dept. of Commerce , University of Pondicherry
13.	25 &26 Feb.2011	International Conference	Challenges & issues of Supply Management in Organized Retailing	Asian School of Management Pune.
14.	19 & 20 <sup>th</sup> Aug.201 1	National Seminar	As Rapporteur	Tumkur University
15.	19 <sup>th</sup> Nov.201 1	National conference	Retention strategies of employees in Retail Industry	MBA Dept,Tumkur University
16.	2 & 3 <sup>rd</sup> , Dec.2011	National conference	Innovative practices in Supply Chain Management – Issues & Challenges	Tumkur University
17.	2 & 3 <sup>rd</sup> , Dec.2011	National conference	Issues & Challenges in Retail Marketing	Tumkur University
18.	21 <sup>st</sup> Dec.2011	National conference	TQM in Retail industry	Karnataka State Higher Education Council & Tumkur University.
19.	26-28 Dec.2011	National conference	Influence of Vedanta management Practices to the Modern World	Vedanta Bharathi, K.RNagar, Mysore & Tumkur University

20.	26-28 Dec.2011	National conference	Human Values in Vedanta Management-Issues & Challenges	Vedanta Bharathi, K.RNagar, Mysore & Tumkur University
21.	14 <sup>th</sup> & 15 <sup>th</sup> Jan 2011	International Conference	Corporate Social Responsibility practices by private & public sector companies.	Iran Govt.& Mysore University
22.	14 <sup>th</sup> & 15 <sup>th</sup> Jan 2011	International Conference	Correlation between high performance and good Corporate governance of an organization - Multidisciplinary Conference	Iran Govt.& Mysore University
23	3 <sup>rd</sup> & 4 <sup>th</sup> Feb 2012	National Seminar	Tourism development strategies- Issues and Challenges	Maharani's college, Bangalore
24	3 <sup>rd</sup> & 4 <sup>th</sup> Feb 2012	National Seminar	Infrastructure and Tourism development - Issues & Challenges	Maharani's college, Bangalore
25	3 <sup>rd</sup> & 4 <sup>th</sup> Feb 2012	National Seminar	Innovative trends in Karnataka Tourism	Maharani's college, Bangalore
26	18 <sup>th</sup> Feb.2012	National Seminar	Rural Marketing issues & Challenges	Seshadripuram First Grade College, Bangalore.
27	18 <sup>th</sup> Feb.2012	National Seminar	Trends in Talent Management- Challenges Ahead	Seshadripuram First Grade College, Bangalore.
28	10 <sup>th</sup> March 2012	National Conference	Trends In Business Education in India	Swamy Vivekananda College of Commerce and Management and Tumkur University

29	10 <sup>th</sup> March 2012	National Conference	Challenges and opportunities in Management Education	Swamy Vivekananda College of Commerce and Management and Tumkur University
30	29 <sup>th</sup> and 30 <sup>th</sup> March 2012	National Seminar	Human Rights and Contemporary Issues- as delegate	University College of Arts, Tumkur University.
31	30 <sup>th</sup> and 31 <sup>st</sup> March 2012	National Conference	Rural Marketing- Issues and Challenges	Sri Krishanadevaraya University, Bellary
32	30 <sup>th</sup> and 31 <sup>st</sup> March 2012	National Conference	FDI in Retail- Emerging Trends and Challenges	Sri Krishanadevaraya University,Bellary
33	5 <sup>th</sup> May 2012	National Conference	Innovative Practices in Retail Entrepreneurship	Department of Studies and Research in Commerce, Tumkur University
34	27 <sup>th</sup> June 2012	National Conference	Challenges in Digital resource planning in Management education	University Library, Tumkur University
35	31 <sup>st</sup> July, 2012	National Conference	Skill development – Issues Challenges	Department of Studies and Research in Economics, Tumkur University
36	4 <sup>th</sup> August, 2012	National Conference	Trends in online Marketing	Department of Studies and Research in Business Administration, Tumkur University
37	4 <sup>th</sup> August, 2012	National Conference	Talent Management- Issues & Challenges	Department of Studies and Research in Business Administration, Tumkur University

## Co- curricular, extension and professional development related activities

### Membership of Associations:

SL. No.	Membership	Organization	Membership No.
1.	Life Membership	The Institute of Engineers (India), Karnataka Chapter.	M-1397915
2.	Life Member	Bangalore Management Association	LF-515
3.	Life Member	National Institution of Personal Management.	L-29863
4.	Member	Rotary International District 3190.	6E3190047102

### Participation in workshop:- Industry related

Sl.No.	Workshop/Training	Organization by	Held on	Subjects
1.	Training	V.I.T.C, Bangalore	28/6/96 to 29/6/96	Export Management
2.	Training	K.S.B.P.E, Bangalore	16/1/2001 to 17/1/2001	Managing Human Relations
3.	Training	TECSOK & K.S.I.M.C,	13/2/1995 to 17/2/1995	Marketing Management programme
4.	Training	N.I.S.I.E.T, Hyderabad	21/9/1998 to 26/9/1998	Industrial Marketing

### Current Teaching Subjects

Marketing Management, Human Resource Management

### Awards

- **Best Paper Award for Customer Life Time Value- Marketing Tool for Insurance Industry presented in Knowledge Utsav at Jain University Campus.**

### Major/Minor Projects

S.No	Project Title	Funding Agency	Budget	Status
1	Can reforming the financial sector help India in controlling its appreciating currency and spiraling inflation better?	National Council for applied economic research.	5.64lacs	Submitted and waiting for revert
2	Systematic analysis of inadequacies in micro-finance institutions-Three dimensional approach.	NABARD	5.64lcs	Submitted and waiting for revert
3	Web centric Faculty-students synchronization and Development of Institution-Industry interface thro' web integration	NME-ICT MHRD	1.11 crore	Submitted and waiting for revert
4	Industry and Academic gap in Management Institutes in Karnataka	UGC	3.86 lacs	Submitted and waiting for revert
5	A Study on Utilizations of funds in Zilla Panchayat & Taluk Panchayat of Tumkur District.	UGC	4.85 lacs	Submitted and waiting for revert

### Books

- **Editor of Conference Papers Edited Book on New Paradigms & Perspectives for Business Excellence(ISBN-978-81-924393-6-5)**



- **Sub Editor of Conference Papers Edited Book on HR Strategies in the competitive Global Business Environment: Issues & Challenges(ISBN-9788192320632**

**Publications:**

1. **Problems in Price convergence of agricultural commodities presented in Financial Derivatives in International Conference, Pondicherry University has been selected for full paper publication in conference proceedings. (Book -Financial derivatives- market and application ISBN No -978-81-8387-482-3)**
2. **Paper on Financial Literacy has been selected for Vol I of Edited Book on Micro Finance International Conference by Pondicherry University.**
3. **Deepening Micro Finance Paper has been selected for Vol II Edited Book on Micro Finance International Conference by Pondicherry University.**
4. **Challenges in Digital resource planning in Management education full paper published in the National Conference proceedings With ISBN No.978-81-924393-0-3**
5. **Enterprise Information Systems: A Critical Analysis full paper published in the National Conference Edited book 978-83-5051-575-4**
6. **Retention strategies of employees in Retail Industry published in the HR National Conference Edited Book with ISBN No-9788192320632**
7. **Skill development – Issues and Challenges published in Conference proceedings of Demographic Dividends: Issues & Challenges(ISBN 978-81-89630-61-4)**
8. **Talent Management- Issues & Challenges published in National Conference Proceedings of “New Paradigms & Perspectives for Business Excellence”(ISBN NO: 978-81-924393-6-5)**
9. **Rural Marketing issues & Challenges Abstract paper published in National Seminar edited book with ISBN No.975-93-5051-645-4 PZZ 013**
10. **Trends in Talent management: Challenges ahead Abstract paper published in National Seminar edited book with ISBN No.975-93-5051-645-4 PZZ 013**
11. **Corporate Social Responsibility practices by private & public sector Companies Sixth international multi-disciplinary conference: Knowledge in New millennium with ISBN No.978-0-557-23823—1**

**12. Correlation between high performance and good corporate governance of an organization -Multidisciplinary Conference: Knowledge in New millennium with ISBN No.978-0-557-23823--1**

**Workshop/Symposium**

- **Attended Workshop on Preparation of Research Projects on 09.06.2011**
- **Attended Induction programme conducted by Karnataka State Higher Education Council at Bangalore for Newly Recruited College/University Teachers.**

**Administration Experience**

- **Served as Board of Studies Member for 2010-11 in the Management faculty, Tumkur University.**
- **Organized National Conference ‘ New Paradigms and Perspective for business excellence’ as organizing secretary**
- **Coordinator for Research Center for Supply chain Management & E-Commerce, Tumkur University since one year.**

**Extracurricular activities**

- **Reception Committee member for Convocation held in Nov-2011**
- **Organizing Committee member for more than three National Conferences**
- **Organized students’ workshops on ERP and SAPM for MBA program on Dec 3<sup>rd</sup>, 2012.**
- **Organized students workshop on “ Investment Analysis” on 18<sup>th</sup> May, 2012**
- **Organized students workshop on “ Project Preparation”**

**Research Details:**

<b>Research Course</b>	<b>Research Title</b>
<b>Ph.D</b>	<b>Strategies of Select Retail Companies in India under the guidance of Dr. S.J.Manjunath Associate Professor, Department of Management of Science, Mysore University, Mysore.</b>

### **Research Centre Activities**

- **Organized One Day National Seminar on “Quality Management practices for Organizational Excellence on 21<sup>st</sup> Dec 2011 at KSHEC jointly organized by KSHEC and Research Centre for Quality Management and Supply Chain Management & E-Commerce Tumkur University.**
- **Organized One day National Conference on Human Resource strategies in Global Business Environment: Issues & Challenges held on 19<sup>th</sup> Nov, 2011.**
- **Organized One day National Conference on New Paradigms & Perspectives for Business Excellence held on 4<sup>th</sup> August, 2012.**

### **MBA Projects undertaken**

- **Export Marketing of Vikrant tyres, Mysore**

### **ADDITIONAL INFORMATION:**

- **Passed Diploma in Computer Application from Computer Point, Bangalore.**
- **Passed National Eligibility Test (N.E.T.) in 2005 Conducted by University Grants Commission, New Delhi.**
- **Presently doing PhD work under the guidance of Dr. S.J.Manjunath Associate Professor, department of Management of Science, Mysore University, Mysore.**

**Title of the thesis: Strategies of Select Retail Companies in India**