

FACULTY PROFILE



1	Name	Dr. Pralhad Rathod		
2	Present Designation	Assistant Professor		
3	Department	Commerce		
4	Date of Birth	12-06-1977		
5	Date of entry into service in Tumkur University	18-05-2010		
6	Date of entry into the Present Designation	01-08-2008		
7	Residential Address	Munya Nilay, C/o Purushottam, 2 nd Block 3 rd Cross Kuvempunagar, Tumkur-572103		
8	Mobile Number	9449181509		
10	Email ID	pprathod77@gmail.com		
10	PAN No.	AMCPR0750L		
11	Aadhar Card Id No.	--		
12	Passport No.	--		
13	Academic Qualification			
	Degree	University	Year of Award	
a	Post Graduate Degree	Karnatak University Dharwad	2000	
b	M.Phil.	--	--	
c	Ph.D.	Karnatak University Dharwad	2006	
	Ph.D. Topic:	Problems and Prospects of Marketing of Horticulture Products – A Case Study of Belgaum District		
	Guided By:	Dr. A. B. Kalkundrikar		
14	NET – Year of Passing	Dec-1999		
15	SLET/KSET – Year of Passing	--		
16	Area of Research Specialization	Accounting, Finance and Marketing		
17	Teaching Experience	12 years		
	Designation	From	To	Place
	Lecturer	2000	2003	<i>Gogte College of Commerce, Belgaum</i>
	Lecturer	2004	2005	<i>Karnataka University, P.G. Centre, Belgaum</i>
	Lecturer	2005	2007	<i>Basaveshwar Commerce College, Bagalkot</i>
	Assistant Professor	2007	2008	<i>Dayananda Sagar College of Engg, Bangalore</i>
	Assistant Professor	2008	2010	<i>Gogte College of Commerce, Belgaum</i>
	Assistant Professor	2010	Till date	<i>Tumkur University Tumkur</i>

18	Administrative Experience			
	Designation	From	To	Place
	BCM PG Hostel Warden	2010	2013	Tumkur University Tumkur
	Coordinator Research Centre for E-Commerce and Communication	2011	Till date	Tumkur University Tumkur
19	Research Guidance			
A	Ph.D.			
	Name of Student	Thesis	Year	
B	M.Phil.	03		
	Name of Student	Thesis	Year	
	<i>Pandurang Rathod</i>	<i>Problems and Prospects of Stone Industries with Special Reference to Bagalkot District</i>	2007	
	<i>Mallikarjun Huddar</i>	<i>Production and Marketing of Pomegranate- A Case Study in Bagalkot District</i>	2007	
	<i>Ravi S. Dandagi</i>	<i>The Training and Development in Medium Scale Industries- A Case Study at Jinabakul Forge Pvt. Ltd, Belgaum.</i>	2008	

20	Papers Presented/ Lecturers Delivered/ Sessions Chaired in Conference and Symposia (International)	(Tick below)		
	Details	Paper Presented	Lecture Delivered	Session Chaired
	<i>Paper entitled "Building Synergies through an analytical Study on Corporate Restructuring in India", in the International Interdisciplinary Conference on Recent Trends in Commerce, Management, Engineering and Social Sciences held on 25th Februry, 2013 at Choice College of Arts and Commerce, Pune</i>	✓		
	<i>Paper entitled "A Study on Project appraisal of MSME's by KSFC in Tumkur-Karnataka", in the 2nd International Conference on Recent Trends in Commerce, Economics and Management organised by Choice College of Arts and Commerce Pune, held on 5th February 2013.</i>	✓		
	<i>Paper entitled "Public-Private Partnerships(PPP) in India for Urban Economic Development Projects" in the International Conference on Urbanization and Economic Transformation- Issues and Challenges, organized by Dept. of Economics, Tumkur University, Tumkur on October 12-13, 2012</i>	✓		
	<i>Paper entitled "Building and Sustaining the Ability to provide High Quality Business Education in India" at the International Conference on Driving and Sustaining High-Quality Business Education Across Asia, jointly organized by IACBE, USA & AIMS, Bangalore, on 26th July, 2012</i>	✓		
	<i>Paper entitled "A Study on Effective Customer Relationship Management" in International Conference on Contemporary Innovative Practices in Management, organized by Faculty of Management Studies, Pacific University Udaipur, Rajasthan on 13th & 14th April, 2012</i>	✓		

	Paper entitled "Problems of Women Entrepreneurs in Tumkur District-Karnataka" in International Conference on Current Trends and Challenges in Management, Engineering, Computer application & Technology held on 23-25 th March 2012 at Deogiri College Compus, Aurangabad, Maharashtra	✓		
	Paper entitled "The Role of Board Committees for Improving Corporate Governance-A Study" in International Conference on Ethics, Governance & IFRS organized by Dept. of Commerce, SDM College, Ujire on 24 th & 25 th February, 2012	✓		
	Paper entitled "Rural Marketing- opportunities, challenges & strategies" in International Conference on Recent Trends in Commerce, Economics and Management organized by Smt. C K Goyal Art and Commerce College, Pune on 24 th January, 2012.	✓		
	Paper entitled "Recent Trends in Retail Sector in India" in the International Conference organized by Acharya's Bangalore B-School held on 29 th and 30 th September 2011.	✓		
	Paper presented entitled Impact of Global Economic Recession on Indian Economy in International Commerce and Management Conference , Organized by Department of Commerce, University of Mumbai on 1 st and 2 nd February, 2011.	✓		
	Paper presented entitled Board of Directors- Code of Corporate Governance in International Commerce and Management Conference , Organized by Department of Commerce, University of Mumbai on 1 st and 2 nd February, 2011.	✓		
	paper entitled Corporate Restructuring through Mergers and Acquisitions International Finance Conference on The Role of Financial Innovations for Corporate Sustenance and Growth, held on 5 th January 2010 by IES College of Management and Research Centre, Mumbai.	✓		
	Paper on "Foreign Direct Investment (FDI) in Emerging Economy- A Study" in International Conference held at IFTR, Indore on 8 th & 9 th Aug -2008.	✓		
21	Papers Presented/ Lecturers Delivered/ Sessions Chaired in Conference and Symposia (National)	(Tick below)		
	Details	Paper Presented	Lecture Delivered	Session Chaired
	Paper entitled "Microfinance Lending Models – A Conceptual Study" in the National Seminar on Microfinance and Sustainable Promotion of Entrepreneurship in India, organised by Dept. of Commerce & Management, GFGC, Kunigal on 3 rd April 2013	✓		
	paper entitled "Role of Information Technology in Banking Sector" in the National Conference on Technology in Business – A Competitive Edge for Organizations, held at East Point College, Bangalore on 28 th March 2013.	✓		
	Paper entitled "Globalization and its Impact on Human Resource Management" in the National Conference on Culture and Society: Transformation, Challenges and Strategies, organized by Dept. of Studies and Research in Sociology, Tumkur University, Tumkur held on 8 th December 2012	✓		
	Paper entitled "Technology: The Key to Innovations in Marketing Mix" in the National Conference on Business Innovation and	✓		

	<i>Technology Management, organized by Karnataka State Higher Education Council, Bangalore held on 3rd November 2012.</i>			
	<i>Paper entitled "Challenges of Management Education in the Changing Global Scenario" in the National Conference on Emerging Issues and Innovations in Management Education, organized by Dept. of Studies and Research in Business Administration, Tumkur University, Tumkur held on 31st October 2012.</i>	✓		
	<i>paper entitled "Challenges and Opportunities of Retail Sector in India in the Global Scenario" in the National Conference on Retail Sector in India – Opportunities and Challenges, organized by Dept. of Commerce, Tumkur University, Tumkur on 25th August, 2012</i>	✓		
	<i>Paper entitled "Impact of Organized Retailing on Farmers – An Empirical Study" in the National Conference on Retail Sector in India – Opportunities and Challenges, organized by Dept. of Commerce, Tumkur University, Tumkur on 25th August, 2012</i>	✓		
	<i>Paper entitled "Impact of Globalization on Small-scale Industries in India" in the National Conference on New Paradigms and Perspectives for Business Excellence, organized by Dept. of MBA, Tumkur University, Tumkur on 4th August, 2012</i>	✓		
	<i>Paper entitled "Manpower Planning in Globalization" in the National Conference on Demographic Dividend for India: Challenges & Opportunities organized by Dept. of Studies & Research in Economics, Tumkur University, Tumkur on 31st July, 2012</i>	✓		
	<i>Paper entitled "Healthcare Sector in India – Issues & Strategies" in National Conference on Economic Paradigms of Healthcare in India - Issues & Challenges organized by Department of Economics, Tumkur University, Tumkur on 11th May, 2012</i>	✓		
	<i>Paper entitled "Insurance Sector Reforms in India – Issues and Challenges" in National Conference on Indian Business Scenario and Jobless Growth Organized by Institute of Management Studies & Research, Kuvempu University, Sankargatta, Shivamogga</i>	✓		
	<i>Paper entitled "Social Entrepreneurship- An Engine for Inclusive Growth" in National Conference on Economic Growth through Innovative Entrepreneurship held on 5th May 2012 at Dept. of Commerce, Tumkur University, Tumkur</i>	✓		
	<i>Paper entitled "Challenges and Strategies before Small-scale Industries in the Globalised Scenario" organized by Swamy Vivekananda College, Tumkur on 10th March 2012.</i>	✓		
	<i>paper entitled "A Study on Employee Retention Strategies in the changing Globalised Scenario" in the National Seminar on Emerging Management Practices in Changing Global Perspectives held on 6th & 7th March 2012 at Yogi Vemana University, Kadapa, Andhra Pradesh.</i>	✓		
	<i>Paper entitled "The Role of E-Commerce in the Changing Global Economy" in the National Seminar on Emerging Challenges in Electronic Banking organized by Dept. of Commerce, Sri Venkateswara University Tirupati, Andhra Pradesh on 26th February, 2012.</i>	✓		
	<i>Paper entitled "Quality Management in Education" in the National Conference on Quality Management Practices in Organizational Excellence held at Karnataka State Higher Education Council Bangalore on 21st December, 2011.</i>	✓		

	<i>Paper entitled "Innovative Marketing Strategies at BSNL" in the National Conference organized by Dept. of Commerce, Tumkur University, Tumkur on 2nd & 3rd December 2011.</i>	✓		
	<i>Paper entitled "A Study on Performance Appraisal through 360 Degree Appraisal Method" in the National Conference organized by Dept. of MBA, Tumkur University Tumkur on 19th November, 2011</i>	✓		
	<i>Paper entitled "Women Entrepreneurship: A study for women empowerment" in the National Conference organized by Dept. of Social Work, Tumkur University on 5th November 2011.</i>	✓		
	<i>Paper presented in the National Seminar on Marketing Strategies to Battle the Global Recession, Organized by Sri Siddaganga College, Tumkur on 22nd and 23rd October 2010.</i>	✓		
	<i>paper entitled Customer Relationship Management Knowledge Utsav, National Conference held on 28th August, 2010 Organized by Tumkur University and Jain University, Bangalore.</i>	✓		
	<i>Ppaper entitled Higher Education and the Role of Teachers National Conference on the Status of Higher Education in India, held on 19th & 20th February, 2010 by KUKRC, PG Centre Belgaum.</i>	✓		
	<i>paper entitled Corporate Governance- Concept and Principles, National Seminar held by P.G. Department of Studies in Commerce, Karnataka University Dharwad during December15th & 16th, 2008.</i>	✓		
	<i>Paper presented in UGC sponsored Two day National Level Seminar on Impact of Corporate Retailing on small Traders on 23rd & 24th September 2008 in Gogte College of Commerce, Belgaum.</i>	✓		
	<i>Paper entitled Emerging Trends in Banking Sector in the Changing Scenario –A Study of ING Vysya Bank in State Level One-day Seminar Organized by K.R. Bellad Arts and Commerce College Mundargi on 4th March 2006</i>	✓		
	<i>Resource person for One Day State Level Conference on Current Trends and Recent Developments in Commerce & Management held on November 16th 2011 at SSIBM, Tumkur.</i>		✓	
22	Books		O3	
	Chapters		19	
	Details			
	<i>Published Edited book entitled "Retail Sector in India: Opportunities and Challenges", Himalaya Publishing House, 2012, ISBN:978-93-5051-833-5, (Main Author)</i>			
	<i>Published Edited book entitled "Foreign Direct Investment and Retailing", Himalaya Publishing House, 2012, ISBN: 978-93-5051-832-8, (Main Author)</i>			
	<i>Published Edited book entitled "Technology in Business – A Competitive Edge for Organizations", Niruta Publications, Bangalore, ISBN: 978-81-923424-5-0 (Co-author)</i>			
	<i>Paper entitled "Technology in Business – An Edge to Gain Competitive Advantage" published in edited book Technology in Business – A Competitive Edge for Organizations, Niruta Publications, Bangalore, ISBN: 978-81-923424-5-0, pp.7-11.</i>			
	<i>Paper entitled "Innovative Marketing Strategies of BSNL Mobile Services- A Case Study of Belgaum District" published in edited book Business Education in India-Issues and Imperatives, Pragati Graphics, Bangalore, ISBN: 978-93-81441-21-5, pp.223-233.</i>			
	<i>Paper entitled "Challenges of Management Education in the Changing Global Scenario" published in edited book Contemporary Management Education, Himalaya Publishing House, Bangalore, ISBN: 978-93-5097-182-6, pp.285-287.</i>			
	<i>Paper entitled "The Role of Board Committees for Improving Corporate Governance-A Study" published in edited book Contemporary Issues in Ethics, Corporate Governance and IFRS, United Publishers,</i>			

	Mangalore, ISBN: 978-93-81195-25-3	
	Paper entitled "Manpower Planning in Globalization era", published in edited book, Demographic Dividend for India- A Step Forward, Global Research Publication, New Delhi, ISBN: 978-81-89630-61-4, pp: 111-114.	
	Research paper entitled "Healthcare Sector in India-Issues & Strategies", published in edited book, Healthcare – A Specter of Perspectives, Global Research Publication, New Delhi, ISBN: 978-81-8387-556-1, pp:20-24	
	Research paper entitled "Challenges and Opportunities of Retail Sector in India in the Global Scenario" published in edited book, Foreign Direct Investment and Retailing, Himalaya Publishing House, Bangalore, ISBN: 978-93-5051-832-8, pp. 49-53.	
	Research paper entitled "Customer Satisfaction with reference to More Retail store at Tumkur, Karnataka" published in edited book, Retail Sector in India – Opportunities and Challenges, Himalaya Publishing House, Bangalore, ISBN: 978-93-5051-833-5, pp. 195-199.	
	Research paper entitled "Impact of Organized Retailing on Farmers – An Empirical Study" published in edited book, Retail Sector in India – Opportunities and Challenges, Himalaya Publishing House, Bangalore, ISBN: 978-93-5051-833-5, pp. 86-94	
	Paper entitled "Good Governance is Good Business" published in edited book Refurbishing Facets of Management Concepts for New World Order, Chameli Devi School of Management, Indore. ISBN: 978-81-924981-0-2, pp.390-394	
	Paper entitled "Social Entrepreneurship- An Engine for Inclusive Growth" published in edited book Economic Growth through Innovative Entrepreneurship, Himalaya Publishing House, Bangalore, ISBN: 978-93-5051-575-4, pp. 260-264.	
	Paper entitled "Women Entrepreneurship Development in India" published in edited book Economic Growth through Innovative Entrepreneurship, Himalaya Publishing House, Bangalore, ISBN: 978-93-5051-575-4, pp. 237-241.	
	Paper entitled "A Study on Employee Retention Strategies in the Changing Global Scenario" published in edited book Management Practices in Global Perspective, ISBN No: 978-81-921579-0-0, pp.298-300	
	Research paper entitled "A Study on Performance Appraisal through 360 Degree Appraisal Method", published in Edited book Human Resource Strategies in the Competitive Global Business Environment, ISBN: 978-81-92320632, pp.	
	Research paper entitled "Innovative Service in Banking Sector: A Case Study of Canara Bank in Belgaum City", published in edited book Innovations and Challenges in Business Horizons ISBN: 978-93-5051-327-9, pp.138-146	
	Paper entitled "Recent Trends in Retail Sector in India" published in edited book Changing Global Dynamics & Business Opportunities in India by Achary's Bangalore B-School ISBN No: 978-81-909372-0-7, pp.324-327	
	Research paper entitled "Corporate Restructuring through Mergers and Acquisitions" published in edited book "The Role of Financial Innovations- Corporate Sustenance and Growth", Excel publication, New Delhi-2010. ISBN No: 978-93-80043-87-6, pp.14-19	
	Research paper entitled "Foreign Direct Investment in Emerging Economy- A Study", published in edited book "Opportunities and Challenges in the Global Business", Excel publication, New Delhi-2008. ISBN No: 978-81-7446-718-8, pp.324-327	
23	Research Publications in Refereed Journals	08
	Details	
	Research paper entitled "Building Synergies through an analytical Study on Corporate Restructuring in India", published in International Journal of Business, Management & Social Sciences (IJBMS) with ISSN: 2249-7463, Vol. II, Issue 7 (IV), March, 2013, pp 67-71	
	Research paper entitled "A Study on Project appraisal of MSME's by KSFC in Tumkur-Karnataka", published in International Research Journal of Commerce, Business and Social Sciences (IRJCBS) with ISSN: 2277-9310, Vol. I, Issue 11 (I), February, 2013, pp 5-11	
	Research paper entitled "Customer Satisfaction towards Marketing Strategies of BSNL Broadband- An Empirical Study", published in International Journal of Retailing and Marketing (IJMR) with ISSN: 0976-318X, September, 2012, pp 72-82.	

	<i>Research paper entitled "Rural Marketing – Opportunities, Challenges & Strategies" published in International Journal of Business, Management & Social Sciences (IJBMS) ISSN NO. 2249-7463, Vol. I, Issue 5 (I) Jan. 2012, pp.25-28</i>			
	<i>Research paper entitled "Problems of Women Entrepreneurs in Tumkur District-Karnataka" published in International Journal of Business, Management & Social Sciences (IJBMS) ISSN: 2249-7463, Vol. I, Issue 7 (V), March 2012, pp.49-54</i>			
	<i>Research paper entitled "Emerging Trends in Banking Sector in the changing scenario- A Case Study of ING Vysya Bank", published in Professional Banker Journal, The ICFAI University press, October- 2006. ISSN No:0972-5121, pp.37-40</i>			
	<i>Paper entitled "Higher Education and the Role of Teachers", published in Avishkar in-house Research Journal, Gogte College of Commerce Belgaum Vol-II March-2010, pp.42-44</i>			
24	Research Projects			
A	On going			
	Title of Project	Funding Agency	Duration	Amount Sanctioned
	PDS- A Study on Supply Chain Issues of Agricultural Commodities in Karnataka.	UGC	18 Months	1,50,000
B	Completed			
	Title of Project	Funding Agency	Duration	Amount Sanctioned
	--	--	--	--
25	Membership of Professional Organizations			
	<i>Member, Tumkur University Teachers' Councils of Commerce and management.</i>			
	<i>Editorial Member, International Journal of Social Sciences and Humanities, Published by Tumkur University, Tumkur.</i>			
	Member of BOS, BOE of various universities and Colleges.			
26	Official Foreign Visits			
	--			