

***Dr Yathish Kumar***

***Curriculum Vitae.....***



## **Dr.YATHISH KUMAR**

**M.Com, MBA, Ph.D., PGDMM**



**EXPERIENCE IN TEACHING, RESEARCH IN HUMAN RESOURCE MANAGEMENT  
FOCUSSING ON FINANCIAL INCLUSION**

**.....nurturing and motivating teams towards self-reliance**

Seasoned professional with a strong track record over two decades in responsible positions imparting the tactical vision for performance efficiencies. Proven success in the Department of Commerce & Management and also NCC Naval Wing in the capacity of ‘Lieutenant’, managing various aspects with best results.

Excellent planner with demonstrated strengths in coordination with students. Strong team leader with talent for supporting others to attain their highest potential and effective trainer.

### ***Present Position***

**Associate Professor & Research Guide in the Department of Commerce and Management, University College, Mangalore-575001**

**Additional charge as Co-ordinator of PG Studies in Commerce & Management, University Evening College, Mangalore assumed office on 23<sup>rd</sup> Dec 2019**

## ***Research competencies.....***

Awarded doctoral degree for the thesis ‘Employee Training Policies and Practices in the Cooperative Sector: a study’ on 27<sup>th</sup> November, 2004.

## ***Additional Charge***

<b>2020</b>	Appointed as MCom Co-ordinator/ (Regular), University College Mangalore as an additional charge from 23 <sup>rd</sup> Dec 2020 till date
<b>2019</b>	Appointed as Co-ordinator/ University Distance Education, University College Mangalore as an additional charge from 6 <sup>th</sup> sept 2019 to 23 <sup>rd</sup> Dec 2019
<b>2018</b>	Appointed as Co-ordinator/ Principal of University College, Nellyadi as an additional charge from 24 <sup>th</sup> May 2018 till 23 <sup>rd</sup> Aug 2019
<b>2016</b>	Appointed as Co-ordinator for PG Dept of Commerce, University Evening College, Mangalore as an additional charge from 9 <sup>th</sup> Feb 2016 to 8 <sup>th</sup> June 2016
<b>2015</b>	Coordinator for Research Forum since 2015
<b>2015</b>	Coordinator for BBM Correspondence Course of University College Mangalore

## ***Additional qualification***

Completed Post Graduate Diploma in Marketing Management (**PGDMM**) from Karnataka State Open University, Mysore in the year 2015

**RESEARCH SCHOLARS AWARDED Ph.D: 02**

### **ORGANISED NATIONAL CONFERENCE ON HIGHER EDUCATION**

Organised One Day National Conference on Higher Education in association with NAAC, Mlore University and KR MSS at SDM College of Business Management, Mangalore. On 11<sup>th</sup> January 2020 as Co-convenor.

## ***Best Paper Award***

<b>2020</b>	<b>Bagged “Best Paper Award” for the paper titled ‘Impact of Heuristic Bias and Prospect Bias on share Market, Investment Decision Making’ in the national conference organized by DYPIMS on 7<sup>th</sup> &amp; 8<sup>th</sup> July 2020</b>
	<b>Bagged “Best Paper Award” for the paper titled ‘Impact of Covid 19 on Industry, trade, Business and Employment’ in the Call for E-papers</b>

organized by Indian Institute of Management & Commerce on 10<sup>TH</sup> jUNE 2020

- 2016** **Bagged “Best Paper Award” for the paper titled ‘Banking Sector Transformation through Innovative Banking- A Case Study’ in the International Conference in Malaysia jointly organized by Manipal International University Malaysia & Manipal University -22<sup>nd</sup> & 23<sup>rd</sup> July 2016**

### ***Paper presentation at International conferences.....***

- 2016** **Attended** International Conference in Malaysia jointly organized by Manipal International University Malaysia & Manipal University -22<sup>nd</sup> & 23<sup>rd</sup> July 2016 and **presented** a paper titled ‘Banking Sector Transformation through Innovative Banking- A Case Study’
- 2013** **Attended** International Conference in Bangkok organized by Choice Institute of Management Pune -2<sup>nd</sup> Dec- 3<sup>rd</sup> Dec 2013 and **presented** a paper titled ‘Empowerment through Micro Enterprises- A Case study of SKDRDP’
- Attended** International Conference at American University in the Emirates Dubai-18<sup>th</sup>-20<sup>th</sup> Mar 2013 and **presented** a paper titled ‘RUDSETI- A Unique Training Institute of its own’
- 2006** **Attended** *5<sup>th</sup> International Conference on ICT and Higher Education* from 26<sup>th</sup> to 29<sup>th</sup> of July organized by **Waseda University, TOKYO JAPAN** and **presented** a paper entitled ‘Learning Organization: New Paradigms and Directions’.
- 2000** **Participated** in 1<sup>st</sup> Asian Research Conference Held at **SINGAPORE** from 24<sup>th</sup> to 25<sup>th</sup> June and **Presented** a Paper on ‘Employee Development Through Value Education.’

### **ORIENTATION AND REFRESHER COURSE**

- 2006** Attended Refresher Course in Commerce conducted by University of Kerala, Kariavattom, Thiruvananthapuram from 23<sup>rd</sup> Feb to 16<sup>th</sup> March.
- 2003** Attended Refresher Course in Commerce conducted by dept. of Business Administration, Mangalore University from 3<sup>rd</sup> Nov to 24<sup>th</sup> Nov.
- 2001** Attended Refresher Course in Commerce conducted by dept. of Business Administration, Mangalore University from 3<sup>rd</sup> Nov to 28<sup>th</sup> Nov.
- 2000** Attended Orientation Course at Goa University from 16<sup>th</sup> May to 12<sup>th</sup> June.

### **THESIS EVALUATION**

- 2018** Evaluated Ph.D Thesis entitled, '**Perception of Micro Entrepreneurs towards the services rendered by Public Sector Banks for the promotion and sustenance of micro enterprises in Tirunveli District**'. University: Manonmaniam Sundaranar University; july 2018
- 2017** Evaluated Ph.D Thesis entitled, '**A Study on Service Quality Perception of Customers about select Public and Private Banks in Tirunelveli District**'. University: Manonmaniam Sundaranar University; july 2017
- 2016** Evaluated a Ph.D Thesis entitled 'A Study on the Impact of Large Scale Retailing in Kerala-submitted to Bharathiar University, Jan-Feb 2016
- 2012** Evaluated Ph.D Thesis entitled, '**Utilisation of Micro credit facilities by Women Self Help Groups- A Study with reference to Kanniyakumari District**'. University: Manonmaniam Sundaranar University

### **EXTERNAL EXAMINER**

Invited as External Examiner to conduct Viva-voce of M Charlet Rose Mary Vijaya to defend thesis on 'Perception of Micro Entrepreneurs towards the services rendered by Public Sector Banks for the promotion and sustenance of micro enterprises in Tirunveli District' for Doctoral Degree in MS University Tirunveli on 29<sup>th</sup> November 2018

Invited as External Examiner to conduct Viva-voce of R.Rajgopal to defend his thesis on 'Customer Satisfaction on Housing Financial Services with reference to Public Sector Commercial Banks in Chennai' for Doctoral Degree in Bharathiar University Coimbatore on 22<sup>nd</sup> May 2018

Invited as External Examiner to conduct Viva-voce of Mr. Bright Jowerts and Meenakshi I to defend their thesis for Doctoral Degree in St Xavier College, Palayamkottai Tamil nadu affiliated to MS University Tamilnadu on 8<sup>th</sup> February 2018

Invited as External Examiner to conduct Viva-voce of Ms. Bincy Baby to defend her thesis for Doctoral Degree in Bharathiar University Coimbatore on 3<sup>rd</sup> January 2017

### **NATIONAL AWARD.....**

Selected and conferred with **RAJIV GANDHI GOLD MEDAL AWARD** for Teaching, Research, social and nation building through Academic & NCC activities by Global Economic Progress & Research Association, Tamilnadu on 31<sup>st</sup> Aug 2013 at Hotel Citadel, Bangalore.

### **MINOR RESEARCH PROJECTS.....**

- Sanctioned a minor research project in humanities for the project entitled 'Empowerment of women through sustainability of micro finance-HRD perspective' for a period of 2years from Jun 2006 to June 2008 and submitted the same in the month of July 2008.

- Sanctioned second minor research project in humanities for the project entitled ‘Special Economic Zone’ for a period of 2years from Jun 2011 to June 2013 and submitted the same in July 2013

### ***M.Phil Guideship***

Successfully guided one M.Phil student on the topic, “Empowerment of Rural Women through Micro Enterprises- A study with reference to Belthangady Taluk of Dakshina Kannada District” under Mangalore University. Candidate by name Rajesha M, June 30<sup>th</sup> 2010 (viva) and awarded M.Phil degree

### **INTER-COLLEGIATE DEBATE COMPETITION ON COOPERATION**

As a Convenor, organised an Inter collegiate Debate Competition on Cooperation for Graduate & Under-graduate College students in association with DK Cooperative Union on 30<sup>th</sup> of January 2016

### **ORGANISED RESEARCH METHODOLOGY WORKSHOP**

Organised 4days Workshop on Research Methodology at University Evening College, mlore from 9<sup>th</sup> March to 12<sup>th</sup> March 2016 as Co-convener.

### **ORGANISED INTERNATIONAL CONFERENCE ON GREEN BANKING PERCEPTIONS &CHALLENGES**

Organised 3 days *International Conference on Green Banking –Perceptions &Challenges* at University College, mlore from 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> February 2017 as Joint Organising Secretary

<b>Participation in Seminars/ Conference, Symposia and workshops as Resource Person during the year</b>			
Name of the Seminar/Conference/ Symposia/ Workshop	International / National / State / Regional Level	Date	Place
FIVE DAYS NATIONAL LEVEL ONLINE WORKSHOP ON RESEARCH METHODOLOGY <a href="https://photos.google.com/photo/AF1QipN9LNVMMHqNtBmA7FcnRQZI5vu6wZKiW0NEAnS">https://photos.google.com/photo/AF1QipN9LNVMMHqNtBmA7FcnRQZI5vu6wZKiW0NEAnS</a>	NATIONAL LEVEL	25 <sup>TH</sup> TO 29 <sup>TH</sup> AUG 2020	GOOGLE MEET
BAN ON CHINESE APPS & PRODUCTS – HOW INDIAN & CHINA SUSTAINS.... <a href="https://youtu.be/JT7E4jlWPdU?t=30">https://youtu.be/JT7E4jlWPdU?t=30</a> <a href="https://photos.google.com/photo/AF1QipPdT4UzXSfuEYh0FzRJW6XnQKc7jjRKcMpF9qRF">https://photos.google.com/photo/AF1QipPdT4UzXSfuEYh0FzRJW6XnQKc7jjRKcMpF9qRF</a> <a href="https://photos.google.com/photo/AF1QipMliD48IBKWKAuZI7vSIepqYzmpwolxikLTPmGW">https://photos.google.com/photo/AF1QipMliD48IBKWKAuZI7vSIepqYzmpwolxikLTPmGW</a> <a href="https://photos.google.com/photo/AF1QipNifMtsTIJj-MjH4LL7mjHcAwTFXHZwR4O9dT3L">https://photos.google.com/photo/AF1QipNifMtsTIJj-MjH4LL7mjHcAwTFXHZwR4O9dT3L</a>	NATIONAL LEVEL	9 <sup>TH</sup> SEPT 2020	GOOGLE MEET

## RESEARCH PUBLICATIONS.....

**2022** An article titled “Trends in New Normal: An Approach Towards Sustainability” published in “Dogo Rangsang Research Journal”- UGC Care Approved Journal Group I Peer Reviewed, Bilingual & Referred Journal, ISSN: 2347-7180 June 2022 vol 12, Issue-06, impact-5.127, pp 69-77

**2021** An article titled “A ROLE OF ICT IN CLASSROOM TEACHING: A PERCEPTIONAL STUDY WITH REFERENCE TO COMMERCE TEACHING FACULTY OF MLORE CITY” published in “MUKT SHABD JOURNAL”ISSN: 2346-3150, May 2021 vol.X,Issue V,<http://www.alochanachakra.in>

An article titled “EASE OF DOING BUSINESS: A REVIEW” published in “JOURNAL OF INFORMATION & COMPUTATIONAL SCIENCE” ISSN: 1548-7741, Apr 2021, <http://www.joics.org> vol.11,Issue 4

An article titled “DO MARKET AND HERDING EFFECT REALLY IMPACT ON INVESTMENT DECISION MAKING IN THE INDIAN SHARE MARKET?” published in “TURKISH JOURNAL OF COMPUTER AND MATHEMATICS EDUCATION ”ISSN: 5540-5555, April 2021 [SCOPUS](https://scopus.com) INDEX JOURNAL, vol.12,IssueNo.3

- 2020** An article titled "ONLINE FOOD DELIVERY SERVICES WITH SPECIAL REFERENCE TO THE APARTMENT RESIDENTS OF MLORE CITY: AN EMPIRICAL STUDY" published in "JOURNAL OF INTERDISCIPLINARY CYCLE RESEARCH "ISSN: 0022-1945, Jul 2020, <http://www.jicrjournal.in>, vol.XII,Issue VII
- An article titled "Role of Behavioural Factors in Share Market Investment Decision Making" published in "International Journal of Innovative Technology and Exploring Engineering (IJITEE) Journal"ISSN: 2278-3075 OCT 2019 vol 8, Issue-12S2, impact, pp 785-796
- An article titled "KEY ISSUES OPPORTUNITIES AND THE CHALLENGES AMONG WOMEN ENTREPRENEURS IN MLORE CITY: AN EXPLORATORY STUDY" published in "JOURNAL OF INTERDISCIPLINARY CYCLE RESEARCH "ISSN: 0886-9367, Dec 2020, <http://www.ijaema.in> vol.XII,Issue XII
- 2019** An article titled "Quality costs and its Impact on Competitive Advantages in Manufacturing Industries: A review" published in "Indian Research Bulletin-Quarterly Referred Research Journal"ISSN: 2348-1315 sept-Dec 2019 vol XXIII, Issue-III, impact factor- 1.9570/2019,pp 1-12
- An article titled "Investment Pattern of Different Class of People- Review" published in "International Journal Of Research and Analytical Reviews (IJRAR)"E-ISSN: 2348-1269 P- ISSN 2349-5138 Jan 2019 vol 6, No.1, impact factor- 5.75, paper id: IJAR19J1070
- 2018** An article titled "Talents Management and Staff Motivation in SBI- A Perception based Study" published in "B-Digest" ISSN: 0975-2617 (print) september 2018 vol 9, No.4, impact factor- 4.2, pp 107-112
- An article titled "Technology as an Integral Part in Education System- An Empirical Study" published in "B-Digest" ISSN: 0975-2617 (print) september 2018 vol 9, No.4, impact factor- 4.2, pp 84-90
- An article titled "Research and Competitive Advantage: A Descriptive Study on Engineering Faculty" published in "International Journal of Trend in Scientific Research and Development (IJTSRD)" ISSN: 2456-6470 (print) Jul-Aug 2018, vol 2, No.5, pp 1574-1581
- An article titled "Constant Learning and Professional Advancement- A Empirical Study on Faculty" published in Peer Reviewed Referred and UGC Listed Journal no.47100 "Genius" Part-I ISSN: 2279-0489 (print), Feb-July 2018 vol VI, Issue-II, impact factor- 4.954, pp 112-125
- An article titled "A study on Knowledge Acquisition and its Impact on Job Performance among Women Faculty in Engineering Colleges" published in "IOSR Journal of Business and Mangement (IOSR-JBM)" ISSN: 2319-7668 (print), vol.20, issue 2 Feb 2018, pp 34-46
- An article titled "Factors influencing investment decisions of stock market investors- A special reference to DK District" published in Al- Shodhana A Multi Disciplinary



Refereed Research Journal ISSN: 2320-6292 (print), January 2018 vol VI, No. 1, pp 77-102)

An article titled “Influence of Mall Culture on Consumer Behaviour and Buying Decisions: A study with special reference to Mangalore City” published in International Journal of Creative Research Thoughts (IJCRT)- An International Open Access Journal ISSN: 2320-2882 (print), January 2018 vol 6, Issue 1, IF:5.97,pp 1066-1070)

**2017** An article titled “Participation of Coffee Plantation Workers in Digital Financial Inclusion : A study with reference to kodagu ” published in Cancon 2017-UGC sponsored National conference ‘ **Digital India... Prospering India**’ ISBN 978-81-927561-7-2, 2017 pp 17-19)

An article titled “The Impact of Demonetisation on digital Banking:A study with reference to employees of University College Mangalore ” published in Cancon 2017-UGC sponsored National conference ‘ **Digital India... Prospering India**’ ISBN 978-81-927561-7-2, 2017 pp 17-19)

An article titled “Impact of Digital India on Mangalore Auto Rickshaw Drivers: A Study ” published in Cancon 2017-UGC sponsored National conference ‘ **Digital India... Prospering India**’ ISBN 978-81-927561-7-2, 2017 pp 17-19)

An article titled “Marketing Strategies adopted by the Building Contractors of Dakshina Kannada District in the wake of Globalization: A Perceptual Study” published in International Journal of Creative Research Thoughts (IJCRT)- An International Open Access Journal ISSN: 2320-2882 (print), Dec 2017 vol 5, Issue 4, IF:5.97)

An article titled “Social Inclusion of Migrant Coffee Plantation Workers in Kodagu District of Karnataka” published in International Journal of Engineering Development and Research (IJEDR) ISSN: 2321-9939 (print), Sept 2017 vol 5, Issue 3/ 181 pp 1242-1245

An article titled “An Analytical Evaluation of Technical Education Trend in India” published in Indian Journal of Commerce & Management Studies ISSN: 2249-0310, July 2017 vol VIII, Special issue 1(4) pp 87-92

An article titled “Online Purchasing in the wake of Globalisation: Key Issues and Challenges” published in International Journal of Research in Economics and Social Sciences (IJRESS) ISSN: 2249-7382 (print), June 2017 vol 7, Issue 6, IF:6.939)

An article titled “Customer Perception towards E-Banking Services: Study with reference to ICICI Bank of Mangalore City” published in POSEIDON Journal of Commerce, Management and Social Science ISSN: 2319-6238 (print), June 2017 vol 6, No. 1 pp 36-39

An article titled “Implementation of Investment Strategies for Indian Share Market Behaviour: An Empirical Study on Brexit” published in PEZZOTTAITE Journals

ISSN: 2279-0896 (print), June 2017 vol 6, pp 18-25; Number 2, UGC Journal No. 48980, pp3021-3030

An article titled “A Study on Online Purchasing in the wake of Globalisation: Key Challenges and Issues” published in International Journal of Research in Economics and Social Sciences (IJRESS) ISSN: 2249-7382, June 2017 vol 7, Issue 6 pp 18-25; Impact factor: 6.939

An article titled “E-Banking Technology: A study of factors influencing Job Satisfaction with reference to Canara Bank of Mangalore City” published in ARS-Journal of Applied Research and Social Sciences, ISSN: 2350-1472, April 2017 vol 4, Issue 8 pp 34-39; Impact factor: 2.0081

An article titled “E-Banking Implications: A study of Employees Perceptions with reference to SBI bank of Mangalore City” published in ARS-Journal of Applied Research and Social Sciences, ISSN: 2350-1472, April 2017 vol 4, Issue 8 pp 28-33; Impact factor: 2.0081

An article titled “A Paradigm of Traditional Market Culture and Mall Culture- A Perceptual Study” published in Pearl Multidisciplinary Journal ISSN: 2394-0352, Feb 2017 vol 3 No. 1 pp 44-51

An article titled “Coffee Plantation Worker’s Perception on Green Banking Practices in the wake of Demonetisation- A Study in Kodagu District” published in conference proceedings of ICGB2017(International Conference on Green Banking) ISBN: 978-93-86256-39-3, Feb 2017 pp 173-177

An article titled “Customers Attitude and Perceptions towards Green Banking-A Study with special reference to SBM at Mangalore Branch” published in conference proceedings of ICGB2017(International Conference on Green Banking) ISBN: 978-93-86256-39-3, Feb 2017 pp 213-221

An article titled “Impact of Demonetisation on ATM customers-A Study with reference to Mangalore City of Coastal District” published in conference proceedings of ICGB2017(International Conference on Green Banking) ISBN: 978-93-86256-39-3, Feb 2017 pp 253-257

An article titled “Customers Protection in the Banking Sector-Issues & Challenges: A Study with reference to SBM Mangalore City” published in conference proceedings of ICGB2017(International Conference on Green Banking) ISBN: 978-93-86256-39-3, Feb 2017 pp 315-321

An article titled “Performance Evaluation for the Dynamic Initiatives: A Case Study of State Bank of India” published in conference proceedings of ICGB2017 (International Conference on Green Banking) ISBN: 978-93-86256-39-3, Feb 2017 pp 498-504

An article titled “Cashless Economy: A study of Awareness & Perceptions among Rural Women in Kasaragod District” published in conference proceedings of ICGB2017 (International Conference on Green Banking) ISBN: 978-93-86256-39-3, Feb 2017 pp 648-655

**2016**

An article titled “A Study on versatility of Balanced Scorecard applications” published in conference book titled “Diverse Challenges for Business Organisations”; ISBN: 978-93-5268-065-8, pp 29-34

An article titled “Vaastu Shastra Management and its Importance in Technological Era” published in conference book titled “Strategies for Overcoming Contemporary Management Challenges”; ISBN: 978-93-84734-40-4, pp 132-134

An article titled “A Study on Confronts of Global Universities Ranking” published in International Journal of Applied Research; ISSN: 2394-7500/ ISSN Online 2394-5869, Volume: 2; Issue: 11, 9<sup>th</sup> November 2016: pp 5-8; **Impact Factor: 5.2**

An article titled “A Study on Public Retort towards Goods & Service Tax in India” published in conference proceedings of Business Education and Employability: Challenges and New Directions; ISBN: 978-93-84262-24-2, Jan 2016 pp 425-431

An article titled “Electronic Frauds with Reference to Automatic Teller Machine: Key Issues & Challenges” published in conference proceedings of Business Education and Employability: Challenges and New Directions; ISBN: 978-93-84262-24-2, Jan 2016 pp 186-189

An article titled “Initiative for Rural Women Development through Micro Finance Schemes: A Fresh Empirical Outlook” published in Micro Finance: Growth Engine for Rural Economy- Centre for Advanced Studies in Commerce & Mgt; ISSN: 978-81-927561-6-5, Jan 2016 pp 1-2

An article titled “Innovative Saving Schemes by Government-Issues & Prospects: A Study with reference to Mangalore City” published in International Journal of Management, IT and Engineering (IJMIE); ISSN: 2249 0558 Issue 1, Vol 6 Jan 2016, pp 265-274

An article titled “Leadership Effectiveness- Defines the Role of Women Entrepreneurs in Dakshina Kannada” published in Journal of Management Studies & Academic Research; ISSN: 2455 4960 Issue 1 2015, pp 24-28

**2015**

An article titled “Women Employees’ work contentment: A case study SBI with reference to Mangalore” published in conference proceedings- CANCON-2015 Journal of Centre for Women & Gender Studies, Canara College, Mlore; ISBN: 978-81-927561-3-4 Jan 2015, pp 13-17

An article titled “Women Entrepreneurship: Issues & Policies” published in conference proceedings- CANCON-2015 Journal of Centre for Women & Gender Studies, Canara College, Mlore; ISBN: 978-81-927561-3-4 Jan 2015, pp 167-169

An article titled “Flexibility and Rigidity- The Key Factors for Work Life Balance of Working Women” published in conference proceedings-IJESR Journal of MIT-CMSR Pune; ISSN: 2231-5535 Oct 2015, pp 209-217.

An article titled “Scaling Stress at Work Place and its Impact on Colleges Teachers: An Empirical Study” published in IJRITCC–ISSN: 2321-8169; May 2015, pp 2910-2921, **IMPACT FACTOR: 5.837**

An article titled “Green Banking in India” published in Edited Book title Banking and Micro- Finance in India (New Century Publications New Delhi– ISSN : 978-81-7708-401-6; **pp 65-75, 2015**

An article titled “Investment Potentialities of Women and Empowerment: An Empirical Study” appeared in ‘Publications of Proceedings’- UGC Sponsored Two Day National Conference on Feminine Qualities and Leadership- ISBN:978-81-930542-0-8; PP 55-59-Jan 2015

An article titled “Entrepreneurship: An Impact Study of Women Entrepreneurs” appeared in ‘Publications of Proceedings’- UGC Sponsored Two Day National Conference on Feminine Qualities and Leadership- ISBN:978-81-930542-0-8; PP 113-116; Jan 2015

## 2014

An article titled “Promoting Stress Prevention and Psychology Well-Being among Autonomous Colleges Teachers ” published in International Journal Of Advanced Research In Management and Science (IJARMSS)–ISSN : 2278-6236; Nov 2014 **IMPACT FACTOR: 4.400**

“**Implementation of Green Technologies- Some Key Issues** ” an article published in – The Green Umbrella: Green Business Opportunities Journal published by Centre for Advanced Studies in Commerce & Management, Canara First Grade College, Mlore Jan 2014, pp 15-17(**ISSN: 0978-81-927561-2-7**)

An article titled “The CRAB - Bucket Effect and Its Impact on Job Stress – An Exploratory Study With Reference To Autonomous Colleges” published in International Journal Of Recent and Innovation Trends in Computing& communication (IJRITCC) –ISSN : 2321-8169; **SCIENTIFICJOURNAL IMPACT FACTOR: 5.098**

Article titled “**QUALITY BASED INNOVATIVE TEACHING—AN EVALUATIVE RESEARCH STUDY**” PUBLISHED in **Journal of Business Management & Social Sciences Research (JBM&SSR) (ISSN: 2319-5614)**, vol 3, no.8, Aug, 2014pp 48-56 (**Impact Factor: 3.828**)

“**Social Media and Its Impact on the Society** ” an article published in –Social Networking Media- Boon or Bane? Edited Volume published by Manjushri Printers, Ujire 2014, pp 253-255 (**ISSN: 0978-18-926593-0-5**)

## 2013

“**Women Empowerment: A Ray of Hope Through Self-help Groupario** ” an article published in –Rajagiri Management Journal published by Rajagiri Centre for Business Studies Vol 7 No 2 December 2013, pp 115-120 (**ISSN: 0972-9968**)

- “Working with Women Employees- Challenges for HR Practioners in the Present Scenario ” an article** published in -IJMR- International Journal Of Multidisciplinary Research Vol II Issue 3 (V), June 2013, pp 123-126 (ISSN: 2277-9302)
- 2011**      **“Talent Management- During Recession and Resurgence” an article** published in - INDIAN COMMERCE BULLETIN-A Journal of Research on Business Studies- A Publication of Commerce Association of Kerala Vol XI No.2, VOL XII; No 1 & 2, June 2011, pp 87-95 (ISSN-0972-6187)
- ‘ A Study on the Natural Rubber Farming to Identify the Challenges for Farmers’ published in a book titled ‘Readings in Agribusiness Management’ published by Excel India Publishers 2011 (ISBN NO.978-93-80697-88-8)
- 2010**      **“Micro-Enterprise: A Major Contributor for Employment Generation and Women Empowerment”** published in a book titled “MICRO FINANCE-Enabling Empowerment” Published by Vijay Nicole Imprints Pvt. Ltd. pp 185-196 .(ISBN – 10: 81-8209-265-5)
- 2009**      “Special Economic Zone: India’s Sustainable Model? Article published in a book titled, ‘Social, Political Economic and Environmental Concerns of Special Economic Zones in India’-An International Experience edited by P.Arunachalam published by Serials Publications New Delhi, pp 24-33 (ISBN: 978-81-8387-223-2)
- “Micro-enterprise: A step towards Rural women Empowerment”** published in a book titled “MICRO FINANCE-Performance Evaluation and Enterprise Development” Published by Allied Publishers Pvt. Ltd. pp 327-340. ( ISBN: 978-81-8424-414-4)
- 2008**      “Micro Finance as a Tool for Rural Development” published in Co-operative Perspective: Journal of Cooperative Management (April-June 2008, vol.43 No.1, 24-30)
- “Women Entrepreneurship: Issues and Concerns” published in a book titled “ Empowerment of Women through Entrepreneurship” published by Gyan Publishing House, New Delhi, edited by Dr. L.Rathakrishnan, 185-194.(ISBN 81-212-965-X)
- 2007**      “Concept of Sustainable Development in the Tourism Sector” in SEDME-Small Entreprises Development Management & Extension Journal, Vol. 34, No. 4, December 2007, 77-82.(ISSN 0970-8464)
- “Tourism Development and Sustainable Development” in Southern Economist, Vol. 46, No. 9, September 2007, 19-20. (ISSN 0038-4046)
- 2006**      ‘Knowledge Building: Developing Employees Through Education’ in ACCST RESEARCH JOURNAL, Vol.IV, No.3, July 2006 – 185-190 (ISSN 0972-7779)
- ‘Rural Development through Enhanced Credit’ in Jagriti, a monthly journal of Rural Industrialization, vol.51, No.1, Dec 2006, 31-34 (ISSN: 0447-2500)
- ‘Cooperatives in India: Significantly Insignificant?’ in Readers Shelf, a monthly magazine of commercial management and legal issues, vol.2, No.4, January 2006, 20-21
- 2004**      ‘Human Resource Development in Cooperatives’ in Co-operative Perspective: Journal of Cooperative Management (April-June 2004, vol.39 No.1, 1-8)

- 2000** 'Employee Training And Development In Indian Cooperatives: A View Point', Vol. LXXXIV, No. 1, The Maharashtra Cooperative Quarterly, July-Sept, 2000, 19-23. (ISSN: 0025-0430)
- 1998** 'Employee Development In Cooperatives', Vol. 33, No. 3, Cooperative Perspective, Oct-Dec, 1998, 31-34.

### ***Books published.....***

- 2020** Written a Textbook on "Human Resource Management" for II Sem B.Com, Mangalore University, published by United Publishers, Mangalore, in the month of Jan 2020 (ISBN NO.978-81-910907-9-6)
- Written a Textbook on "Money and Public Finance" for II Sem B.Com, Mangalore University, published by Professional Publishers, Mangalore, in the month of Jan 2020 (ISBN NO.978-81-910907-9-6)
- 2015** Written a Textbook on "Financial Management" for VI Sem BBM, Mangalore University, published by United Publishers, Mangalore, in the month of Jan 2015 (ISBN NO.978-81-910907-9-6)
- 2014** Written a Textbook on "Financial Management" for V Sem BBM, Mangalore University, published by United Publishers, Mangalore, in the month of June 2014 (ISBN NO.978-93-81195-24-6)
- Written a Textbook on "Project Management" for V Sem BBM, Mangalore University, published by United Publishers, Mangalore, in the month of July 2014 (ISBN NO.978-93-81195-72-7)
- 2013** Written a Textbook on "Human Resource Management" for IV Sem BBM, Mangalore University, published by United Publishers, Mangalore, in the month of Dec 2013 (ISBN NO.978-93-81195-69-7)
- 2012** Written a textbook on "Financial Management" for V semester BBM Mangalore University, published by United Publishers, Mangalore, in the month of June 2012. (ISBN NO.978-93-81195-24-6)
- Written a Textbook on "Human Resource Management" for IV Sem BBM, Mysore University, published by United Publishers, Mangalore, in the month of Feb 2012 (ISBN NO.978-93-81195-18-5)
- Written a textbook on "International Business" for VI Sem BBM, Mysore University, published by United Publishers, Mangalore, in the month of Jan 2012 (ISBN NO.978-93-81195-13-0)
- Written a textbook on "Tourism Management" for II semester BBM Kuvempu University, published by United Publishers, Mangalore, in the month of January 2012. (ISBN NO.978-93-81195-14-7)
- 2011** Written a textbook on "Indian Business Environment", published by United Publishers, Mangalore, in the month of August 2011 (ISBN NO.978-93-81195-02-4)



Written a textbook on “Financial Management” for VI semester BBM Mangalore University, published by United Publishers, Mangalore, in the month of January 2011. (ISBN NO.978-81-910907-9-6)

## *Participated as Resource Person*

- 2020** Invited as Resource Person organised by Besant Evening College Mangalore and delivered a Lecture on “Academic Research: Choices, Logistics and Challenges” on 18<sup>th</sup> January 2020
- 2016** Invited as Resource Person for Faculty Development Program (FDP) organised by SDM College of Business Management Mangalore and delivered a Lecture on “Research Publications- How to go about it?” on 26<sup>th</sup> of September
- Participated as Resource Person in ONE DAY NATIONAL SEMINAR on EMERGING TRENDS IN INDIAN BANKING INDUSTRY and presented a paper on “Emerging trends in Banking Industry in India” organised by PG Dept of Commerce, Naipunnya Institute of Management and Information Technology, University of Calicut., Kerala on 21<sup>st</sup> March
- 2014** Participated as Resource Person in TWO DAY NATIONAL SEMINAR on EMERGING TRENDS IN INDIAN BANKING SECTOR and presented a paper on “RURAL BANKING IN INDIA- EMERGING TRENDS AND CHALLENGES” organised by PG Dept of Commerce, St. Josephs College, Pilathara, Kannur Dt., Kerala, in association with the Bankers’ Club, Kannur on 18<sup>th</sup> January
- 2013** Participated as Resource Person in UTKARSH 2013- A NATIONAL LEVEL SOCIAL WORKERS-ULLAL MANGALORE SOUTH INDIA MEET and presented a paper on “WORKING WITH WOMEN EMPLOYEES-CHALLENGES FOR HR PRACTITIONERS IN THE PRESENT SCENARIO”
- 2012** Participated as a Resource Person and presented a paper entitled “CRM in Banks” at One Day National Seminar on ‘Emerging Horizons in Banking and Finance’ organized by PG Department Of Commerce, Panampilly Memorial Government College, Chalakudy, Thrissur, Kerala-15<sup>th</sup> Feb sponsored by Govt. of Kerala.
- 2011** Participated as a Resource Person and presented a paper entitled “Talent Management during Recession and Resurgence” at UGC sponsored National Seminar on India & Global Financial Crisis Recession To Resurgence organized by PG n Research Department Of Commerce, Nirmala College, Muvattupuzha Kerala-6<sup>th</sup> & 7 Jan

## *Participated as Chair Person/Moderator*

- 2018`** Participated as **CHAIRPERSON** in the International Conference on “Business Resilience in Turbulent Global Markets” on 25<sup>th</sup> Sept 2018 **organised by St. Agnes College , Mangaluru**
- Participated as **CHAIRPERSON** in the International Conference on “Global Management Myopia” on 9<sup>th</sup> Jan 2018 **organised by St. Agnes College , Mangaluru**

- 2017** Participated as **CHAIRPERSON** in the Ammembal Subbarao Pai Memorial UGC Sponsored National Conference on “Digital India- Prospering India” on March 2<sup>nd</sup> & 3<sup>rd</sup> 2017 organised by **Canara College , Mangaluru**
- 2016** Participated as **CHAIRPERSON** in the National Conference on “Management Myopia in the 21<sup>st</sup> Century” on 2<sup>nd</sup> & 3<sup>rd</sup> December 2016 organised by **St.Agnes College (Autonomous), Mangalore**
- Participated as **CHAIRPERSON** in the National Conference on “The Changing Perspectives of Management, IT and Social Sciences in the Contemporary Environment” on 7<sup>th</sup> May 2016 organised by **Srinivas Institute of Management Studies, Mangalore.**
- Participated as **Moderator** in the UGC Sponsored National Seminar on “Micro Finance” on 29<sup>th</sup> Jan 2016 organised by **Canara College Mlore**
- Participated as **CHAIRPERSON** in the National Conference on “Emerging Issues in Management & Tourism” on 2<sup>nd</sup> Jan 2016 organised by **Dept of Business Administration & MBA (Tourism Administration) Mlore University**
- 2015** Participated as **Moderator** in the UGC Sponsored National Seminar on “Issues and Challenges in Global Workplace” on 29<sup>th</sup> Oct 2015 organised by **Besant Women’s College of Commerce & Management Mlore**
- 2014** Participated as **CHAIRPERSON** in the International Conference on “Agribusiness Management- Opportunities and Challenges ” on 10<sup>th</sup> Oct 2014 organised by **Sahyadri College of Engineering & Management Mlore**
- Participated as **CHAIRPERSON** in One day UGC Sponsored National Conference on “EMERGING TRENDS AND CHALLENGES IN HUMAN RESOURCES” on 31<sup>st</sup> JULY 2014 organised by **SDM COLLEGE OF BUSINESS MANAGEMENT , Mlore.**
- Participated as **CHAIRPERSON** in the International Conference organized by Commerce Association of Kerala -23-24<sup>th</sup> of May
- Participated as **CHAIRPERSON** in One day National Conference on “CHANGING TRENDS IN MANAGEMENT, IT & SOCIAL SCIENCES” on 9<sup>th</sup> APRIL 2014 organised by the **SRINIVAS ISTITUTE OF MANAGEMENT STUDIES, Mlore.**
- 2011** Participated in the National Conference on “Third Sector Response to Contemporary Challenges” and chaired a session organized by Sahyadri College of Management & Sciences, Mangalore on 3<sup>rd</sup> Jan

### ***Paper presentation at National conferences / seminars.....***

- 2020** Attended One day National Conference on “Higher Education-Teacher Initiatives” organized by KRMSS, Mangalore University in association with NAAC on 11<sup>th</sup> Jan 2020 and presented a paper titled, ‘A role of ICT in classroom teaching’: A Perceptual Study with reference to commerce teaching faculty of Mangalore City.



**2019** Attended One day National Conference on “Emerging Trends in Business & Finance” organized by Jain Center for Management Studies on 8<sup>th</sup> March 2019 and presented a paper titled, ‘Awareness of Petroleum Price Determination in India among Different Streams of Post graduate students of Mangalore University”.

Attended Two day International Conference on “Contemporary Innovations in Industry and Commerce” organized by Dept of Commerce Mangalagangothri on 22<sup>nd</sup> & 23<sup>rd</sup> Feb 2019 and presented three papers titled, ‘Impact of Promotional Strategies on consumer behaviour at Shopping Malls”, “ Innovations in Online Trading- A Study on Indian Stock Market”, “ Recent Issues in Indian Capital Market: A Study”

Attended Two day International Conference on “Contemporary Innovations in Industry and Commerce” organized by Dept of Commerce Mangalagangothri on 22<sup>nd</sup> & 23<sup>rd</sup> Feb 2019 and presented four papers titled, ‘Impact of Promotional Strategies on consumer behaviour at Shopping Malls”, “ Innovations in Online Trading- A Study on Indian Stock Market”, “ Recent Issues in Indian Capital Market: A Study” and “ Perception on Performance of Micro Insurance Programmes- A study of Coffee workers in Kodagu District”

**2018** Attended Two Days 4<sup>th</sup> International Conference on “Economic Growth and Sustainable Development: Emerging Trends” organized by SDMIMD Mysore on 23<sup>rd</sup> & 24<sup>th</sup> November 2018 and presented a paper titled, ‘Green Marketing: Influence on Consumers Buying Behaviour in Shopping Malls: A study with reference to Mangalore City”.

Attended Two Days ICCSR sponsored National Level Conference on “Corporate Social Responsibility: Challenges and New Initiatives” organized by dept of PG Studies and Research in commerce Mlore university on 14<sup>th</sup> & 15<sup>th</sup> September 2018 and presented a paper titled, ‘Issues and challenges of small retail outlets: A study with reference to mlore city”.

Attended Two Days ICCSR sponsored National Level Conference on “Corporate Social Responsibility: Challenges and New Initiatives” organized by dept of PG Studies and Research in commerce Mlore university on 14<sup>th</sup> & 15<sup>th</sup> September 2018 and presented a paper titled, ‘Insignificance of Stock market among teaching faculty: A study with reference to mlore city”.

Attended Two Days 7<sup>th</sup> International Conference on “Emerging Trends in Finance, Accounting and Banking” organized by SDMIMD Mysore on 7<sup>th</sup> & 8<sup>th</sup> September 2018 and presented a paper titled, ‘Study on investment opportunities in Indian Initial Public Offering”.

Attended Two Days National Seminar on “Recent Innovations in Business, Management and Technology” organized by PIMSE on 16<sup>th</sup> & 17<sup>th</sup> Feb 2018 and presented a paper titled, ‘Constant Learning and Professional Advancement: A Empirical Study on Faculty”.

Attended One Day 4<sup>th</sup> International Conference on “Changing Business Landscape: Implications for Management Education and Research” organized by St. Aloysius College Mangalore on April 4<sup>th</sup> 2018 and presented a paper titled, ‘Learning Opportunities and Self Learning- Sources of Acquisition”.

Attended One Day 4<sup>th</sup> International Conference on “Changing Business Landscape: Implications for Management Education and Research” organized by St. Aloysius College

Mangalore on April 4th 2018 and presented a paper titled, 'Financial Inclusion through Mobile Banking in India'.

Attended Two Day International Conference on "Global Management Myopia" organized by Centre for PG Studies & Research, St. Agnes College Mangalore on 8<sup>th</sup> & 9<sup>th</sup> January 2018 and presented a paper titled, 'Influence of Mall Culture on Consumer Behaviour and Buying Decisions'.

## 2017

Attended Two Day International Conference on "Emerging Trends in Finance, Accounting and Banking" organized by SDM Institute for Management Development Mysore on 18<sup>th</sup> & 19<sup>th</sup> August 2017 and presented a paper titled, 'Online Shopping and its Impact on Environment Intersection of Consumer Behaviour and Environment'

Attended Two Day International Conference on "Emerging Trends in Finance, Accounting and Banking" organized by SDM Institute for Management Development Mysore on 18<sup>th</sup> & 19<sup>th</sup> August 2017 and presented a paper titled, 'FUNDAMENTAL Factors behind Investment Decisions of Stock Market Investors: A Special Reference to DK District'.

Attended Two Day National Conference on "Skill India to Leverage Make in India: Initiatives and Challenges" organized by AJ Institute of Management Mangalore on 12<sup>th</sup> & 13<sup>th</sup> APRIL 2017 and presented a paper titled, 'Economic Prosperity through Skill India- A Study of Key Success Factors and Challenges'.

Attended International Conference cum Workshop on "Multidisciplinary Business Research- The New Driver of Business Innovation" organized by Post Graduate Dept of Business Administration on 31<sup>st</sup> Mar 2017 and presented a paper titled, 'Welfare Measures for Coffee Plantation Workers- A Study with Reference to Kodagu District'.

Attended Two day National Level Seminar on "Democratisation and Globalisation of International Business- Issues & Challenges" organized by Dept of Commerce Mangalagangothri on 30<sup>th</sup> & 31<sup>st</sup> Mar 2017 and presented a paper titled, 'Indian Educational Institution towards Global Ranking: A Descriptive Study'.

Attended Two day National Level Seminar on "Democratisation and Globalisation of International Business- Issues & Challenges" organized by Dept of Commerce Mangalagangothri on 30<sup>th</sup> & 31<sup>st</sup> Mar 2017 and presented a paper titled, 'Assessing Financial Literacy among Rural Area People in Globalisation Era'.

Attended Two day National Level Seminar on "Globalisation, Information Technology and Consumerism meeting New CHallenges" organized by School of Commerce BU Coimbatore on 20<sup>th</sup> & 21<sup>st</sup> Feb 2017 and presented a paper titled, 'Consumer Protection in the Banking Sector: Issues and challenges- A Study with reference to Axis bank of Mangalore City.

## 2016

Attended National Level Seminar on "Diverse Challenges for Business Organisation" organized by Mangalore Academy of Professional on 7<sup>th</sup> Oct 2016 and presented a paper titled, 'A Study on Versatility of Balanced Scorecard'.

Attended 5<sup>th</sup> International on "Emerging Trends in Finance, Accounting and Banking" organized by SDM Institute for Management Development Mysore during Aug 19 & 20<sup>th</sup> 2016 and presented a paper titled, 'Balanced Scorecard as a Performance Appraisal Technique in Educational Institutions: A Study.

Attended TWO DAY NATIONAL SEMINAR on “Business Education and Employability: Challenges and New Directions” and presented a paper on “A Study on Customer Satisfaction towards E-banking Services with special reference to Syndicate Bank, Moodabidri” organised by PG Dept of Commerce, Mlore University on 29&30<sup>th</sup> april.

Attended TWO DAY NATIONAL SEMINAR on “Business Education and Employability: Challenges and New Directions” and presented a paper on “Marketing of Insurance Services: Key Issues and Challenges” organised by PG Dept of Commerce, Mlore University on 29&30<sup>th</sup> april.

Attended TWO DAY NATIONAL SEMINAR on “Business Education and Employability: Challenges and New Directions” and presented a paper on “A Study on the public retort towards goods and service tax in India” organised by PG Dept of Commerce, Mlore University on 29&30<sup>th</sup> april.

Attended TWO DAY NATIONAL SEMINAR on “Business Education and Employability: Challenges and New Directions” and presented a paper on “Concept and impact of new start ups on Hotel Industries: A study with special reference to Hotels in DK District” organised by PG Dept of Commerce, Mlore University on 29&30<sup>th</sup> april.

Attended TWO DAY NATIONAL SEMINAR on “Business Education and Employability: Challenges and New Directions” and presented a paper on “Electronic frauds with special reference to Automatic Teller Machine: Key issues and Challenges” organised by PG Dept of Commerce, Mlore University on 29&30<sup>th</sup> April 2016.

Attended ONE DAY NATIONAL SEMINAR on EMERGING TRENDS IN INDIAN BANKING INDUSTRY and presented a paper on “A Study on Customer Satisfaction towards E-banking Solutions” organised by PG Dept of Commerce, Naipunnya Institute of Management and Information Technology, University of Calicut., Kerala on 21<sup>st</sup> March

Attended **One day** National Conference On ‘A Great Place to Work’ organized by **SDM PG Centre for Management Studies & Research Mangaluru** -19<sup>th</sup> Feb **2016** and presented a paper titled **“EFFECTIVE MANAGEMENT PRACTICES: CREATING EMPLOYEES HAPPY”**

**2016** Attended **Two day UGC Sponsored** National Conference On ‘ micro finance: Growth Engine for rural Economy held at Canara College on 29<sup>th</sup> & 30<sup>th</sup> Jan 2016 and presented a paper entitled, ‘ Initiative for Rural Women Development through Micro Finance Schemes: A Fresh Empirical Outlook’

**2015** Attended **One day** National Conference On ‘ Innovative Practices in Mgt, IT, Education & Social Sciences” organized by Srinivas Institute of Management Studies Mangalore - 17<sup>th</sup> October **2015** and presented a paper titled **“Innovative Saving Schemes by Govt: Issues & Prospects”**

Attended **One day** National Conference On ‘ Emerging Trends in Management & IT:A Way Towards Sustainability in Corporate World” organized by **MIT College of Engineering – Centre for Management Studies and Research** -15<sup>th</sup> October

**2015** and presented a paper titled **“Flexibility and Rigidity- The Key Factors for Work life Balance of Working Women”**

Attended **One day** National Conference On ‘ Issues and Challenges for Sustainable Rural Development” organized by **Alva’s Institute of Engineering & Technology- Dept of Business Administration** -14<sup>th</sup> Feb **2015** and presented a paper titled **“The Role of Guest Faculties and their Contribution: Key Issues and Challenges”**

Attended **One day** National Conference On Leadership Effectiveness in **Mangalore** organized by **SDM PG Centre for Management Studies & Research Mangaluru** -13<sup>th</sup> Feb **2015** and presented a paper titled **“Leadership Effectiveness: Defines The Role of Women Entrepreneurs in Dakshina Kannada District”**

Attended **Two day** National Conference in **Mangalore** organized by **Centre for Women & Gender Studies Canara College Mangaluru** -23-24<sup>th</sup> of **Jan 2015** and presented a paper titled **“Women Employees Job Contentment: A Case Study of SBI with reference to Mangalore”**

**Attended** Two day National Conference in Mangalore organized by Centre for Women & Gender Studies Canara College Mangaluru -23-24<sup>th</sup> of Jan 2015 and **presented** a paper titled **“Women Entrepreneurship: Issues and Policies”**

**2014** **Attended** Two day UGC sponsored National Seminar on “Women and Political Representation in India” on 12 & 13<sup>th</sup> Sept 2014 **organised by Dept of Political Science, University College, Mlore and presented a paper titled, ‘ Women Participation in Politics: Key Issues & Challenges’**

**Attended** International Conference in Kerala organized by Commerce Association of Kerala -23-24<sup>th</sup> of May and **presented** a paper titled ‘A Paradigm of Traditional Market and Mall Culture- A Perceptual Study’.

**Attended** One day UGC Sponsored National Conference on “EMERGING TRENDS AND CHALLENGES IN HUMAN RESOURCES” on 31<sup>st</sup> JULY 2014 **organised by SDM COLLEGE OF BUSINESS MANAGEMENT , Mlore and presented a paper titled, ‘ Investment in Wellness Intervention- An Effective HR Option”**

**Attended** One day UGC Sponsored National Conference on “EMERGING TRENDS AND CHALLENGES IN HUMAN RESOURCES” on 31<sup>st</sup> JULY 2014 **organised by SDM COLLEGE OF BUSINESS MANAGEMENT , Mlore and presented paper titled, “Employee Job Contentment: A Case Study with reference to SBM, Mangalore”**

**Attended** One day National Conference on “Innovations and Best Practices in Higher Education Institutions” on 28<sup>th</sup> June 2014 **organised by the SRINIVAS ISTITUTE OF MANAGEMENT STUDIES, Mlore and presented a paper titled, ‘ Quality Based Innovative Teaching- A Evaluative Research Study’**

**Attended** Two day National Conference on “Feminine Qualities & Leadership” on 22<sup>nd</sup> & 23<sup>rd</sup> Apr 2014 **organised by the Dept of PG Studies in Commerce, University College, Mangalore and presented a paper titled “Entrepreneurship and Women Entrepreneurs: An Impact Study”**

**Attended** Two day National Conference on “Feminine Qualities & Leadership” on 22<sup>nd</sup> & 23<sup>rd</sup> Apr 2014 **organised by the Dept of PG Studies in Commerce, University College, Mangalore and presented a paper titled “Investment Potentialities of Women & Empowerment: An Empirical Study”**

**Attended** One day National Conference on “The Challenges and Opportunities of Tourism in South India with Special Reference to Kodagu District” on 22<sup>nd</sup> Mar 2014 **organised by the Dept of Travel & Tourism, FMKM Cariappa College, Madikeri and presented a paper titled “Tourism in DK District- Key Issues & Challenge”**

**Attended** Two day National Seminar on “Social Networking: A Boon Or Bane” on 7<sup>th</sup> and 8<sup>th</sup> Mar 2014 **at SDM College Ujire and presented a paper titled “Social Media and its Impact on the Society”**

**Attended** One day National Seminar on “Translation: A Transcreation” on 17<sup>th</sup> Jan 2014 **at St Aloysius College Mangalore and presented a paper titled “Role of Translation in the Present Day Media ”**

**Attended** Two-Day UGC Sponsored National Conference on ‘THE GREEN UMBRELLA: Green Business Opportunities held on 23-24<sup>th</sup> Jan 2014 **at Canara College Mangalore and presented a paper titled “Implementation of Green Technologies- Some Key Issues ”**

**2013** **Attended** Two-Day UGC Sponsored National Conference on Inclusive Innovation & Sustainable Growth: The Millennium held on 30-31<sup>st</sup> Aug 2013 **and presented a paper titled “Women Empowerment: A Ray of Hope through Self-Help Groups ”**

**Attended** International Research Conference on Innovative Strategies in Commerce, Management, Engineering, Technology & Social Sciences held on 10-11 June 2013 **and presented a paper titled “Working with Women Employees- Challenges for HR Practitioners in the Present Scenario ”**

Participated in One Day National Conference on ‘Public-Private Partnership with special reference to Infrastructure Development, Industrialisation & Tourism ’ organized by SDM PG Centre for Management Studies & Research, Mangalore and presented a paper titled “ **Tourism Issues & Concerns: Exploring DK District**” on 28<sup>th</sup> of January 2013.

**2012** Participated in the Workshop on BBM Curriculum Revision as a Resource Person and presented a Blow-up Syllabus of I Sem “Principles of Management” at SDM College of Business Mgt, Mangalore organized jointly by FOBMAT and SDM College of Business Mgt Mlore on 15<sup>th</sup> July 2012.

Participated in UGC sponsored Three Days National Conference on ‘Information Technology and its Implication on the Banking sector: Challenges and Prospects ’ organized by Department of PG Studies in Commerce, University College, Mangalore

and presented a paper titled “ Micro Insurance- A Micro Share in the Inclusive Growth” on 17, 18 & 19<sup>th</sup> of April 2012.

Participated in UGC sponsored Two Days National Workshop on ‘Inclusion of Soft Skills in Higher Education Curriculum for Better Employability: Strategies and Challenges ’ organized by Department of Commerce, Vijaya College, Mulky and presented a paper titled “ Value Formation for Better Employability and Sustainability” on 9<sup>th</sup> and 10<sup>th</sup> of March 2012.

**2011** Participated in the Workshop on BBM Curriculum Revision as a Resource Person at SDM College of Business Mgt, Mangalore organized by Mangalore University dept of Business Admn.and Forum of Business Mgt Teachers in association with SDMCBM on 24<sup>th</sup> Dec.

Participated in SKOCH Summit held at HYATT REGENCY, Mumbai on 2<sup>nd</sup> and 3<sup>rd</sup> Jun 2011 and presented a paper titled “Micro Insurance- A Micro Share in Financial Growth”

Participated in the National Seminar on “Emerging Trends in Service Sector” and presented a paper titles “ Women Empowerment through Micro Finance” organized by Hindustan College of Arts & Science, Coimbatore on 27<sup>th</sup> Jan.

**2010** Attended UGC sponsored One day National Workshop on ‘SOFT SKILLS AND EMPLOYABILITY’ by Besant Womens College, Mangalore on 9<sup>th</sup> April 2010 and presented a paper entitled ‘Soft Skills-Why it matters most?’

**2009** Attended and presented a paper entitled “Micro-enterprise: A step towards Rural women Empowerment” at International Conference on Micro Finance organized by Pondicherry University from 21<sup>st</sup> to 23<sup>rd</sup> Jan.

Attended One day workshop on VI Sem BBM Syllabus at PA college of Busn Mgt, Nadapadau Kairangala and presented a paper on “Project Preparation and Evaluation” on 10<sup>th</sup> Jan 2009

**2008** Paper titled ‘**MICROENTERPRISE:** A STEP TOWARDS RURAL WOMEN EMPOWERMENT’has been accepted for presentation in the International conference organized by Singapore Management University, Singapore- 9<sup>th</sup>-11<sup>th</sup> July 2008.

Attended Three days International Conference on Micro-Finance organized by Pondicherry University from 23-25 Jan 2008 and presented a paper entitled “ Micro finance for rural entrepreneurs: some reflections”

**2007** **Attended** National Seminar *on theme’Development, Civil Society and Third Sector’* on 27 and 28<sup>th</sup> March organized by Dept. of Business Administration Mangalore University and presented a paper entitled “Empowerment of women street vendors: A Study”.

**Attended** NAAC sponsored *State Level Conference on Quality Education Enhancement* from 8<sup>th</sup> - 9<sup>th</sup> of March organized by Dr. NSAM First Grade College,Nitte and presented a paper entitled ‘Critical Thinking Concept: Redesigning Curriculum’.

**2006** Attended Two Day National Seminar on Indian Rural Banking: Emerging Trends and Challenges organised by MES College of Arts & Commerce GOA on 21<sup>st</sup> & 22<sup>nd</sup> of April



and presented a paper titled ‘Employee Training Policies and Practices in the Banking Sector: A Study’.

**Attended** National Seminar on HRD: New Paradigms and Directions by Dept. of Studies and Research in Commerce, Mangalore University on 17<sup>th</sup> and 18<sup>th</sup> of March and presented a paper entitled ‘Knowledge Building: Developing Employees through Education’.

**Attended** National Conference on Quest for Quality and Excellence in Higher Education through Industry-Academia Interaction by Besant Womens College, Mangalore on 14<sup>th</sup> and 15<sup>th</sup> of February at Sri T.V Raman Pai Convention Centre, Kodialbail, Mangalore-3 and presented a paper entitled ‘Curriculum- The Design Dilemma’

**1998** Participated in UGC sponsored National Seminar on ‘New Dimensions for Cooperatives in India: A 21<sup>st</sup> Century Perspective’ from 26<sup>th</sup> to 28<sup>th</sup> Nov and **Presented** a Paper on ‘Employee Development in Cooperatives- a Critical Analysis for 21<sup>st</sup> Century’, organized by Annamalai University

### ***Participation in Seminars / Conferences / Workshops.....***

**2020** Participated in One Day FDP on ‘Innovative Pedagogy’ on 18<sup>th</sup> October 2019 organised by Manel Srinivas Nayak Memorial Besant Institute of Post Graduate Studies Mlore

**2015** Participated in Four Days Workshop on ‘Research Methodology’ from 9<sup>th</sup> Feb to 12<sup>th</sup> Feb organized by Dept of MBA (IB) University College Mangalore

### ***Membership in international / national / university level associations.....***

Member of AIMS International (The Association of Indian Management Scholars), USA.  
Member of Global Economic Progress & Research Association, Tamilnadu, India  
Forum of Business Management Teachers, Mangalore University.

### ***Activities and positions.....***

**2017** Appointed as deputy chief of Examination (MCom) at canara college from 7<sup>th</sup> Dec to 20<sup>th</sup> dec 2017

**2016** Trekking Expetiton to yana, near Kumta (distance 231 kms away from Mlore), 83 Cadets (31 SW cadets) on 4<sup>th</sup> & 5<sup>th</sup> of Feb 2016

**2014** Participated in one Teachers Training Program on Development of Skills Related to Contact Programs and preparation of Study materials sponsored by UGC held on 25<sup>th</sup> march 2014, Mangalagangothri, Directorate of Correspondence Courses

Appointed as Member of Board of Examiner in M.Com for the academic year 2014-15 for St.Agnes College M’lore (Autonomous College)

**2013** Appointed as Member of Board of Studies in B.Com for the academic year 2013-14 for St.Aloysius College M’lore (Autonomous College)

- 2009** Appointed as Member of Board of Examiners in PGDBM for the examinations to be conducted during 2009 vide letter no.MU/EXB/BOAE/PG/2008-09/E.4 dated 5-3-2009
- 2008** Appointed as guide for guiding M.Phil students for the year 2008-2009 w.e.f Nov 2008 and guiding one M.Phil student. He is working on 'Microfinance'.
- Appointed as Secretary of Federation of Business Management Teachers (FOBMAT) for the academic year 2008-09 and 2009-10
- Appointed as Resource Person for the Subject 'HRM' for V semester syllabus discussion 2008 held at MPM College Manipal on 5<sup>th</sup> July.
- 2004** Adjudged as **Best NCC Officer and Best in Drill** in the Pre-Commission Training held at Kochi from 9<sup>th</sup> August to 8<sup>th</sup> October.
- 2002** Appointed as NSS Programme Officer (Unit II) of University College, Mangalore.
- Appointed as Coordinator in-charge for Inter University Youth Festival Selection Trails conducted University College, Mangalore: 16<sup>th</sup> November.
- 1998** Appointed as **Vice-President** of Commerce Association, University College, Mangalore for the academic year 1998-99.
- Appointed as **Treasurer** of Mangalore Commerce Teachers Association (MUCTA) for the financial year 1998-99
- 1997** Selected as a Member of **Inter-District Youth Exchange Programme ( IDYEP)** to Rotract District 3050 (parts of M.P., RAJASTHAN & GUJARAT): 2<sup>ND</sup> January to 14<sup>th</sup> January.

### ***NCC activities.....***

- 2018** **Attended felicitation program of RDC contingents at Rajbhavan, Vidhan soudha Blore on 2<sup>nd</sup> Feb**
- 2010** Attended Refresher course at Naval Base Vizak between 7<sup>th</sup> June and 26<sup>th</sup> June 2010- secured 6<sup>th</sup> position out of 23 officers, second best in Drill.
- July 5<sup>th</sup> 2010: Group commander Col Anil visited our college
- 2009** Appointed as Examiner for conducting NCC 'C' certificate examination from 7<sup>th</sup> March to 10<sup>th</sup> Mar, 2009 at St.Aloysius College, Mangalore.
- Organized and** Attended 2 days Adventure Trekking Camp to Kumarapurvata Subramanya on 17<sup>th</sup> and 18<sup>th</sup> of Jan 2009 covering a distance of 25 kms by foot with 91 cadets.
- 2008** Attended 14 days Ocean to Sky Trek camp held at Goa from 27<sup>th</sup> Dec 2007 to 9<sup>th</sup> Jan 2008 covering a distance of 102 kms over a period of 8 days



- 2006**      **Organized and** Attended 2 days Adventure Trekking Camp to Ballal Rayanadurga, Belthangady taluk from 14<sup>th</sup> and 15<sup>th</sup> of January 2007 covering a distance of 40 kms by foot with 86 cadets.
- Attended 14 days Ocean to Sky Trek camp held at Goa from 8<sup>th</sup> Dec to 21<sup>st</sup> Dec 2006 covering a distance of 102 kms over a period of 8 days.
- Attended 12 days CATC camp held at Anandashrama High School, Kotekar from 23<sup>rd</sup> Sept to 2<sup>nd</sup> Oct 2006 and appointed as Deputy Camp Commandant.
- 2005**      Organized two-day trekking expedition to Kulkunda (Subramanya) on 29<sup>th</sup> and 30<sup>th</sup> of December. 70 cadets participated.
- Attended 12 days ship attachment camp (INS VIRAAAT) held at Mumbai from 1<sup>st</sup> of May to 12<sup>th</sup> of May 2005 accompanied with 15 NCC naval cadets (5 from Mangalore, 2-Bangalore, 2-Mysore, 3-Karwar and 3 from Goa).
- 2004**      Attended Pre-commission training from 19<sup>th</sup> July to 7<sup>th</sup> August 2004 at OTA, Kamptee and from 9<sup>th</sup> Aug to 8<sup>th</sup> October 2004 at Naval Base, Kochi.
- Organized and participated in Adventure Trekking expedition to Ballalarayana Durga (Belthangady Taluk) in association with Nehru Yuva Kendra and Rotaract Club Mangalore Central on 15<sup>th</sup> and 16<sup>th</sup> of February 2004. Cadets participated: 45(SW: 15)
- 2003**      Witnessed 'Run with Navy' where 200 students including NCC cadets
- Participated in "Day at Sea" in INS SHARADA with 5 NCC cadets on 13<sup>th</sup> of December.
- Celebrated a Navy Day on 4<sup>th</sup> Dec 2003 and organized a film show for the Junior Cadets of Cascia / Rosario / Badria High school. In this event near about 290 cadets participated.

## ***NSS activities.....***

- 2003**      Visited 'Mangalore Dairy' plant with 50 NSS volunteers for a study purposes and to create awareness: 11<sup>th</sup> January
- Participated in the Two Days South Indian Seminar on "Social Work- Emerging Trends and Future Prospects" organized by Karavali College, Mangalore with 10 NSS volunteers: 7<sup>th</sup> & 8<sup>th</sup> March.
- 2002**      Appointed as NSS Programme Officer (Unit II) of University College, Mangalore vide letter no. MU/ADM/NSS/2002-03/B3 dated 29-1-2003.
- Organised one-day camp at Abhaya Ashrama, Asaigoli, Konaje.

Organised one-day camp “campus cleaning” at University College, Mangalore.

Organised one-day workshop on “Aid Awareness” for NSS volunteers at University College, Mangalore.

Visited Ramakrishna Mission, Mangaladevi, Mangalore

One-day NSS camp at Govt. School, Vamanjoor: 29<sup>th</sup> September

Attended One-day seminar on “Rain and Roof Water Harvesting” at St. Agnes College, Mangalore: 3<sup>rd</sup> September.

Conducted 10 days NSS yearly special camp at Govt. Higher Primary School Badriyana, Bantwal Taluk: 30<sup>th</sup> October to 8<sup>th</sup> November.

## ***Education.....***

<b>May 2015</b>	Post Graduation Diploma in Marketing Management from Karnataka State Open University Mysore
<b>May 2011</b>	<b>MBA Post Graduation Degree</b> from ANNAMALAI UNIVERSITY, Tamilnadu- South India
<b>November 2004</b>	<b>Doctoral Degree</b> for the thesis ‘Employee Training Policies and Practices in the cooperative sector: a study’ on 27 <sup>th</sup> November 2004.
<b>August 1996</b>	Qualified at the <b>State Level Eligibility Test (SLET)</b> for Lecturership in Universities and Colleges accredited by University Grants Commission (UGC), New Delhi.
<b>1988-1990</b>	<b>MASTER’S DEGREE IN COMMERCE (M.Com)</b> from the Dept. of Post Graduate Studies & Research in Commerce and Business Administration, Mangalore University, South India.  Specialization: Costing  Dissertation: UNIVERSITY FINANCE – A CASE STUDY (with reference to Mangalore University)  Class obtained: FIRST.
<b>1985-1988</b>	<b>BACHELOR’S DEGREE IN BUSINESS MANAGEMENT (BBM)</b> from SDM College of Business Management, Mangalore University, S.India.  Specialization: Financial Management  Dissertation: A Study of Marketing Strategies & Sales Organization of the CANARA WORKSHOP LTD., Mangalore.  Class obtained: FIRST.
<b>1983-1985</b>	<b>Pre-University Course in Arts (‘A’ Level)</b>

From Canara Junior College, Mangalore.

**1982-1983**

**Secondary School Leaving Certificate ('O' Level)**

From Canara High School, Mangalore.

***Personal details.....***

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Date of birth: 31-03-68  
Nationality: Indian  
Marital Status: Married  
Caste: Kulal

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