

CURRICULUM VITAE

Name : **Dr. Anasuya Rai**

Date of Birth : 12.05.1962

Address (Office) : Principal
University College
Mangalore

E-mail ID : anasuyashetty@yahoo.com
anasuyashetty1962@gmail.com

Educational Qualifications: M.Com., Ph.D.

Specialisation : Personnel Management and Industrial Relations

Thesis : “The Impact of Learning Culture and Learning Environment on Learning Outcomes – A study with reference to selected industrial units in Karnataka State”. Degree awarded by Mangalore University in October 2007.

Date of Entry into Service : 08.11.1986

Designation : Principal
Associate Professor of Commerce

Total Teaching Experience : 35 years of teaching

Positions held : 1) Principal University College Mangalore
2) Special Officer (Evaluation) Mangalore University,
3) Past Coordinator of P G studies in Commerce University College Mangalore

U.G.C. SPONSORED REFRESHER COURSES ATTENDED:

1. Academic Staff College University of Mysore (15.4.97 to 8.5.97)
2. Staff Development College and Department of Business Administration Mangalore University (22.9.97 to 15.10.97)
3. Academic Staff College University of Mysore (18.4.2001 to 8.5.2001)
4. Department of Business Administration Mangalore University (2.11.2002 to 27.11.2002)

PAPER PRESENTATION:

1. HRD: Contemporary Issues and Challenges in the fifth state level conference of commerce and management Teachers October 16-17, 2003 held at Mangalore.
2. "Continuous Learning and Development: A Key to Sustainable Competitive Advantage" in NICOM 2005, International Conference held at Ahmedabad, during January 28-30, 2005 and that paper was published in the conference souvenir.
3. "Theorising Organisational Learning: Some missing links and future directions" in International Conference organised by R.D. Association Jaipur, during January 9-10, 2006.
4. "Lifelong Learning: A key to sustainable development" in International Conference on Management organised by IBS Ahmedabad, during January, 05-07, 2007.
5. "The Impact of Learning Culture and Learning Environment on Learning Outcomes: Case Study – KSRTC" in International Conference Organised by Nirma University, Ahmedabad during January, 05-07, 2007.
6. "Learning Organizations: Rhetoric and Reality" in International Conference Organised by the International Society for Competitiveness and PESIM, Bangalore, held at Goa during January, 11-12, 2007.

7. "Organisational learning: A conceptual study" in TEAMS-2009, a national level conference organized by NSS College of Engineering, Palakkad, Kerala, during March 24-25, 2009.
8. "Knowledge Management – A key to sustainable development" in the 2nd International Conference held at Bangalore, during 17th – 18th December 2009, organized by IFIM B-school.
9. "Search for learning organizations in Dakshina Kannada District" presented in a national level conference arranged by St. Joseph's Engineering College Mangalore, during April 29-30, 2010.
10. "Role of Indian Business Houses in Higher Education" in the National Conference held at University College Mangalore, during 19th and 20th January 2011.
11. "Transformation of Rural India: A Study of Netlamudnur and Ananthadi Villages of Dakshina Kannada District" in International Conference Organised by School of Management, Manipal University, Manipal in association with Edinburgh Napier University, held at Manipal during January,30-31, 2015.
12. "Learning Organisation: Rhetoric and Reality-A Study with Reference to Selected Industrial Units in Dakshina Kannada District of Karnataka State" presentation at the International Conference on Technology and Business Management - ICTBM-15" held during 23-25, March 2015, at American University in the Emirates, Dubai, UAE.
13. "Reward Management: A Tool for Organisational Efficiency – A Conceptual study" in two-day national Conference organised by Dept of P G Studies and Research in Commerce Mangalore University in association with Kanara Chamber of Commerce and Industry Mangalore held at Mangalagangothri during 29th &30th April, 2016.

14. “The Impact of banking Sector on the Empowerment of Women – A Special Reference to Low Income Group Women in India” in two-day National Conference organised by Dept of P G Studies and Research in Commerce Mangalore University in association with Kanara Chamber of Commerce and Industry Mangalore held at Mangalagangothri during 29th & 30th April, 2016.
15. “A Study on the Relationship between HRM Practices and Job Satisfaction in Tourism Industry” in two-day National Conference organised by Dept of P G Studies and Research in Commerce Mangalore University in association with Kanara Chamber of Commerce and Industry Mangalore held at Mangalagangothri during 29th & 30th April, 2016
16. “Outsourcing Financial and Accounting Service – Importance and Challenges” in two-day UGC sponsored National Conference organised by Dept of Commerce Milagres College Kallianpur in association with MUCTA held at Milagres College Kallianpur during 19th & 20th August 2016.
17. “Bancassurance: Prospects and Challenges – A Conceptual Study” in two-day UGC sponsored National Conference organised by Dept of Commerce Milagres College Kallianpur in association with MUCTA held at Milagres College Kallianpur during 19th & 20th August 2016
18. “Women Economic Empowerment Schemes of Government – a Conceptual Study” presentation at the National Conference on Women Empowerment: Create, Nurture and Transform held on January 6, 2017, School of Management, Manipal University in association with Rotary Club Manipal Town.

19. “The Role of Bancassurance in the Financial Inclusion of Underprivileged Women – A Conceptual Study” presentation at the National Conference on Women Empowerment: Create, Nurture and Transform held on January 6, 2017, School of Management, Manipal University in association with Rotary Club Manipal Town.
20. “The Role of Bancassurance in the Empowerment of Underprivileged People in India – A Conceptual Study” presentation at the International Conference on Emerging Global Trends in Accounting & Finance held on 25th of February, 2017, at the School of Commerce Studies, Jain University, Bangalore.
21. “Proposed Start up District: a Case Study of Dakshina Kannada District of Karnataka State” presented at the two-day International Conference on Sustainable Growth, Innovation and Revolution in the New Millennium held on March 25-26, 2017, Jaipur, Rajasthan
22. “A Study of Work-Life Balance in Teaching Profession” presentation at the two-day national conference on “Democratisation and Globalisation of International Business – Issues and Challenges” held at Mangalore University Campus on March 30-31st 2017.
23. “Bancassurance: A Knot between Bank and Insurance – A Conceptual Study” presentation at the two-day national conference on “Democratisation and Globalisation of International Business – Issues and Challenges” held at Mangalore University Campus on March 30-31st 2017.
24. “The Impact of Latest U S Policies on H1B VISA on the outsourcing of Indians” presentation at the two-day national conference on “Democratisation and Globalisation of International Business – Issues and Challenges” held at Mangalore University Campus on March 30-31st 2017.
25. “Innovative Banking: Achieving Financial Inclusion through Bancassurance- A Conceptual Study” presented at the International conference on Multidisciplinary Business Research – The New Driver of Business Innovation held on 31st March 2017 at AIMIT, Beeri Mangalore, Karnataka.

26. “Scientific HR Policy Tool for Sustainable Development a Case Study of ITES Companies in Mangalore” presentation at the two-day international conference on “Economic Growth and Sustainable Development” held at SDMIMD Mysore on November 10-11, 2017.
27. “ Impact of Micro Insurance on SHGS – Study with Reference to SHGS in Belthangady taluk” presentation at the two-day international conference on “Economic Growth and Sustainable Development” held at SDMIMD Mysore on November 10-11, 2017.
28. “Bank assurance Prototypes in Indian Perspective: A Contemporary Evaluation” presented at International Management Conference 2018 (AMRIT) organized by Fortune Institute of International Business, New Delhi, held on 19-20 December, 2018
29. “Performance Appraisal System: A Conceptual Framework” presentation at two day International Conference on Managing Knowledge for All-Round Well Being: Realizing the Promise in a Knowledge society held at Justice K S Hegde Institute Of Management, NITTE Karnataka during December 29-30, 2019
30. “ Performance Appraisal as a Key to Employee Development Perception of Bank Employees” presentation at two day state Level Convention held at Mangalore during 07th and 8th May 2022.

PUBLICATIONS:

1. “Continuous Learning and Development: A Key to Sustainable Competitive Advantage” in NICOM 2005 Conference Proceedings ISBN No: 81-7446-428-X
2. “The Impact of Learning Culture and Learning Environment on Learning Outcomes: Case Study – KSRTC” in NICOM 2007 Conference Proceedings ISBN NO : 81-8424-157-7

3. “Countering Learning Helplessness, Learning Disability and Learning Disadvantaged Organisations: Key Issues and Strategies” in Anveshana Journal Volume 1, No. 1, January-June 2011 ISSN 2249-1449
4. “Transformation of Rural India: A Study of Netlamudnur and Ananthadi Villages of Dakshina Kannada District” in the Edited Volume Book: Management of Change Issues and Development Perspectives with ISBN No.978-93-84869-66-3. (2015)
- 4 “Learning Organisation : Rhetoric and Reality - A Study with Reference to Selected Industrial Units in Dakshina Kannada District of Karnataka State” in the Conference Proceedings book with ISBN No.978-81-924713-9-6(CD Format)
- 5 “Outsourcing Financial and Accounting Service – Importance and Challenges” in the Conference Proceedings book with ISBN NO: 978-81-929263-3-9.
- 6 “The Role of Bancassurance in the Empowerment of Underprivileged People in India – A Conceptual Study” ISBN 978-93-85327-26-1 (C D Format).
- 7 “Scientific HR Policy Tool for Sustainable Development a Case Study of ITES Companies in Mangalore” with the ISBN No: 978-93-83302-26-0.
- 8 “Impact of Micro Insurance on SHGS – Study with Reference to SHGS in Belthangady taluk” with the ISBN No: 978-93-83302-26-0.
10. “Work Life balance of Female Nurses in Private Hospitals Special reference to Sullia Taluk Dakshina Kannada District” with the ISSN No:2395-5929. Page No: 135-141 December -2017.
11. “Bancassurance Prototypes in Indian Perspective A Contemporary Evaluation” with the ISSN No 2231-0487. Page No: 35-39 December 2018.

12. "Employee Perception towards Reward/Recognition: A Study with Reference to Dental Colleges in Mangaluru" in International Journal of Management Studies Vol.-V, Issue – 2(2), April 2018 (ISSN: 2249-0302) April 2018.
13. "Outsourcing – a Conceptual study" in International Journal of Research and Analytical Reviews(IJRAR) vol.-V, Issue -4,December 2018 (P-ISSN:2349-5138, E-ISSN 2348-1269)
14. "Role of Reward Management in Job Satisfaction: A Study in Selected Hotel Industries of Mangalore City" ISSN No: 2277-9809 . Page No: 12-23, 2019.
15. "Green Work –Life Balance and Green HRM in 21st Century: An Emerging Perspective" with the ISSN No: 0971-1260 . Page No: 1506-1519. December 2019.
16. "Impact of Destination image on Tourist Inflow: with Special Preference to Dakshina kannada Dakshina Kannada" with the ISSN No: 2348-2397 Page No: 5-11. October-December 2020
17. "Perspectives and Dynamics of Retirement Planning : An Empirical Appraisal" with the ISSN No(online) 2833-7298 Page No: 36-45 September-2021
18. "A Study on bancassurance Products and its implementation in India in a vide perspective" AIP Conference Proceedings 2393, 020180(2022)
19. "An Analysis of Customer Perception about Bancassurance: An Empirical Study" ISBN NO : 978-81-936097-6-7

Book Edited

- Jointly edited the book entitled "Feminine Qualities and Leadership" in January 2015, published by University College, Mangalore. With ISBN No. 978-81-930542-0-8.

Research Work:

Projects : Minor Research Project of UGC 2010-2014 Rs.70,000/-.

Guidance : Mangalore University M.Phil guidance – 2011-12

Others : Mangalore University Ph.D guidance granted in 2016 .

Participation in FDP, Seminars/ Conferences and Workshops			
1	UGC Sponsored National Conference on “ Quest for Quality and Excellence in Higher Education through Industry-Academia – Interaction”	14 th and 15 th February 2006	Besant Women’s College Mangalore
2	Two day national Seminar on “Human Resource Development: New Paradigms and Directions”	17 th and 18 th March 2006	Mangalore University, campus Mangalagangothri
3	FDP “ Innovating Teaching Methodologie”	19 th October 2006	ICFAI National College, Mangalore
4	Three day State Level workshop on Research Methodology in Commerce and Management.	18 th , 19 th and 20 th January 2007	Mangalore University, Campus Mangalagangothri

5	Workshop on revised syllabus for B.Com. Mangalore University.	10 th July 2008	Organized by Mangalore University Commerce Teachers Association (MUCTA) at Canara College Mangalore.
6	Workshop on BBM revised syllabus Mangalore University	10 th January 2009	P.A. First Grade College, Mangalore
7	Participated Workshop “Capacity Building of Women Managers in Higher Education”	2 nd to 6 th February 2009	Mangalore University, Mangalagangothri
8	State Level Seminar on” Impact of Global Recession on Indian Realty”	28 th February 2009	St. Aloysius Evening College, Mangalore
9	One day National Level Conference on “ Terrorism and its Impact on Indian Economy”	29 th January 2011	Field Marshal K.M. Cariappa College, Madikeri.
10	Two day National Conference on “Indian Retail Industry- Challenges Opportunities and Strategies”	15 th and 16 th September 2011	Nehru Memorial College Kurunjibag, Sullia

11	One day Teacher's Training Programme on Development of Teaching Skills related to Correspondence courses	10 th March 2012	University College, Mangalore
12	UGC Sponsored Three day National Conference on "Information Technology and its Implications on Banking sector: Challenges and Prospects"	17 th , 18 th and 19 th April 2012	Department of Post Graduate Studies in Commerce University College, Mangalore
13	UGC Sponsored National Seminar on Art VIS-À-VIS VIOLENCE	09-10 January 2013	University College Mangalore
14	Four days Workshop on Research Methodology	10-13 th January 2013	Department of M.B.A (IB) University College Mangalore
15	National Level Conference on "Higher Education Challenges Ahead"	23-24 January 2013 (As a Moderator)	Canara First Grade College, Mangalore
16	Four days Workshop on Research Methodology	20-23 rd January 2014	Department of MBA(IB) University College Mangalore

17	UGC Sponsored Two day national Seminar on “ Women and Political Representation in India	12 and 13 September 2014	Department of Political Science, University College Mangalore.
18	UGC Sponsored National Conference “Gender Issues on Campus & in society”	23-24, January 2015	Canara College, Mangaluru
19	UGC Sponsored Two day National Seminar on “Issues and Prospects of Micro, Small & Medium Enterprises”	28 th & 29 th January 2015 (As a Chairperson)	Sri Dhavala College, Moodbidri
20	Four Days Workshop on “Research Methodology”	9 th February to 12 th February 2015	Department of M.B.A (IB) University College Mangalore.
21	Judge in Finance Event at RENDITION -15	07 October 2015	St. Joseph Engineering College Vamanjoor, Mangaluru.
22	National Conference on “ Emerging Issue in Movement & Tourism”	2 nd and 3 rd January 2016	Department of Business Administration Mangalagangothri

23	Two day Research Methodology workshop	5 th and 6 th March 2016	Department P.G. Studies in Commerce Mangalore University Mangalagangotri
24	Chairperson at Two Day National conference on “Business Education and Employability”	29 th and 30 th April 2016	Department P.G. Studies in Commerce Mangalore University Mangalagangotri .
25	One day Workshop on CBCS New Syllabi of M.Com and M.Com (HRD) Programmes	29 th August 2016	Old Senate hall, Mangalore University Campus Mangalagangotri.
26	Resource Person National conference on “ Pay India -2017”	11 th March 2017	University Evening College Mangalore.
27	Judge at National Level Commerce and Management Fest “MAGNUM 2K17”	30 th and 31 st March 2017	Mangalore University Mangalagangotri .
28	Participation in the Faculty Development Program for “ Gobal Business Foundation Skill ”	1st August to 09 th August 2017	Conduct by Infosys BPO Ltd, at Mangalore

29	One day workshop on Revised B.Com Curriculum	18 th December 2017	University College, Hampankatta Mangalore.
30	Moderator at One day National Conference on “Enhancing Professional Competency Through Skill Development – Facing upto Modernity”	14 th February 2018	Department of Commerce, St Agnes College (autonomous), Mangaluru.
31	Moderator at National Seminar on “Consumer Protection- Issues and Challenges”	16-17 February 2018	St. Aloysius College (Autonomous), Mangaluru.
32	One day workshop on International Financial Reporting Standard	06 th October 2018 (Organizing Committee Member)	Department of Post – Graduate Studies and Research in Commerce, Mangalore University, Mangalagangothri
33	Organising committee Member and Judge in the Event Finance “Unifest – 2k19	07 th March 2019	Departemt of PG studies in Commerce, University College Mangalore.
34	FDP on Design Development and Delivery of MOOCs	03-07 October 2019	IGNOU , New Delhi.

35	National Conference on “Challenges of Higher Education Teacher Initiatives”	11 th January, 2020	SDM Auditorium, SDM College of Law, Mangaluru
36	One Day National Level Webshop on “ Confidence and Technology Enabled Teacher-Part J”	21 st July 2020	Mangalore University Commerce Teachers Association.

Seminar/Conferences/Workshops organized:

1. UGC Sponsored 2 day National Conference FEMCON 2014 April 22-23, 2014.
2. Two – Day Workshop on **Research Methodology** organized on November 7th and 8th 2013 at Dept of P G Studies in Commerce, University College Mangalore.
3. Convener of SAMARA-16 a P G Fest organized in the Dept of P G Studies in Commerce University College Mangalore, held on 23rd February 2016.

Chairperson/Resource Person

1. Session chair in two-day National Conference on “Emerging Issues in Management & Tourism” organised by the Dept of Business Administration Mangalore University in association with the Association of British Scholars, Mangalore Chapter held at Mangalagangothri during 2nd and 3rd January, 2016.
2. Chairperson of the technical session in two-day National Conference organised by Dept of P G Studies and Research in Commerce Mangalore University in association with Kanara Chamber of Commerce and Industry Mangalore held at Mangalagangothri during 29th & 30th April, 2016.

3. Resource Person in the National Conference on “Pay India – 2017”- Emerging Tax Reforms and Implications organized by University Evening College, Mangalore on 11th March 2017.
4. Moderator in the one day National Conference on “Enhancing Professional Competency Through Skill Development- facing Up to Modernity” held on 14th February 2018 at St Agnes College (Autonomous) Mangalore.
5. Moderator in the one day National Seminar on “Consumer Protection- Issues and challenges” held on 16-17, February 2018 at St Aloysius College (Autonomous) Mangalore



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