

Curriculum Vitae

Dr. Rajendra Prasad K. Hanagandi.

(Director and Dean),

KLE Society's Institute of Management Studies and Research, Hubli.

(Recognized by AICTE and Affiliated to Karnataka University)

E-mail: rajendra@kleimrhubli.org/rajendrakh77@gmail.com

Mobile: 98444 02128

Professional Summary

Presently engaged as Director & Dean Academics at KLES IMSR - a premier educational institution in north Karnataka region. Around 22 years of progressive experience in industry, teaching, research, administration and policy framing. Dedicated to cause of institutional growth and attainment of high quality educational standards have been involved closely in major reform initiatives of the institute (for instance leading the Alumni Association, NBA, Research Journal etc.). Also, committed to social contribution through active involvement of students in sustainability, and cause related projects and events (like NSS camps etc.). Passionate about imparting education with experiential learning and creative pedagogical innovations, have been instrumental in leading many creative events, campaigns and fests through-out his career. Mentored numerous young students and guided them to emerge as successful business leaders.

WORK EXPERIENCE

(A) CURRENT ENGAGEMENT

- **Director & Dean**, at *KLE Society's Institute of Management Studies & Research. (from Sept 2009 till date)*
- Major subjects taught at IMSR: Marketing Management, Sales Management, IMC, Brand Management, etc.
- **Other responsibilities at IMSR:**
 - Editor, Spurthi Journal of Management,
 - Alumni coordinator as Managing Trustee(Alumni Association),
 - Health Zone Coordinator,
 - Industrial visits co-ordination.

(B) INDUSTRIAL EXPERIENCE

- Sales executive at **American Remedies limited.**
- Sales Executive for **"DTDC World Wide Express Ltd"**.
- Results & Market Development Executive in **Bennett & Coleman** "The Times of India Group".

Curriculum Vitae

- Owned and managed (Proprietor firm) franchisee of “DTDC Courier & Cargo Limited”, at Dharwad.

(C) ACADEMIC EXPERIENCES

- i. **Worked as full time Assistant Professor at Institute of Business Management & Research for six years (2003-2009), (Affiliated to Sikkim Manipal University).**
 - Subjects taught at IBMR: Marketing Management, Marketing Research, Sales & Distribution Management, Advertisement Management, Consumer Behavior & Organizational Behavior, Principles of Management, Human resource Management.
 - **Course offered at IBMR: MBA & BBA.**
 - **Other Responsibilities: Academic coordinator for Sikkim Manipal University (SMU), Madurai Kamaraj University (MKU). Admission counseling done at various places.**

- ii. **Worked as visiting faculty for R N Shetty College of Catering & Hotel Management for four years(2002-2006) (Affiliated to Karnataka University, Approved by AICTE).**
 - Subject taught - Marketing Management) Course offered: Bachelor Of Hotel Management (BHM).

- iii. **Worked as visiting faculty for International Institute Of Advanced Studies for four years(2004-2007). (Affiliated to Karnataka University with Academic alliance with Marshall University USA),**
 - Course offered: Masters In Marketing (MIM).
 - Subject taught - Marketing Management, Brand & Product Innovation Management, Professional Selling & Communication Management.

- iv. **Worked as visiting faculty for Nehru College of BBA for four years.**
 - Subject taught –Principles of Marketing, Sales Management, Services Marketing & Advertising Management, and Principles of Management.
 - Course offered: Bachelor Of Business Administration (BBA).
 - Setting the question paper & carrying out evaluation work for Karnataka University for BHM / BBA/MBA/MIM.
 - Guided Marketing projects for the students of MBA Karnataka University, (SMU) (MKU), MBA (CSM Institute of Graduate Studies), MBA (Adam Smith University), MBA (IGNOU), MIM, BBA & BHM.

ACADEMIC CREDENTIALS

- **PhD – Awarded in 2013** from YCMOU (State Open University), Nasik.

- **M.Phil. (Management) – completed in the year 2005** Alagappa University, Karaikudi (State University).

- **MBA – 2000 – K.L.E. Society’s I.M.S.R, Hubli, Karnataka University, Dharwad (State University).**

- **B.Sc. – 1998 – P. C. Jabin College, Hubli, Karnataka University, Dharwad (State University).**

- **Area of Specialization: Marketing.**

- **Subjects Studied:** Marketing Management, Marketing Research, Sales & Distribution Management, Advertisement Management & Sales Promotion, and Industrial Marketing & International Marketing. Human Resource Development, Labor Laws, Industrial Relations, Labor Union Management, Human Resource Planning.

RESEARCH PUBLICATION

Papers Published – International Journals

- i. Zenith International Journal of Business Economics & Management Research, International Indexed Journal, Article Titled: *A Relative Analysis on Customers' Satisfaction of Microwave Oven: Study On Select Companies* (2011).
- ii. International Journal of Business Economics and Management Research. Internationally Indexed & Listed Referred E-Journal. Paper titled: *Motives for Mergers and Acquisitions in Indian Banking Sector in Post Liberalization Era*. ISSN- 2229-4848, (2012).
- iii. International Journal in Management & Social Science, Paper titled, *A comparative study of Brand Loyalty on selected consumer durables*. ISSN: 2321-1784, (2015).
- iv. Research Journal of Social Science & Management, Paper titled: *Impact of ecofriendly strategies on consumer decision and satisfaction: An empirical study on selected companies*, ISSN: 2251-1517, (2017).

Papers Published – National Journals

- i. Journal of Commerce and Management Thought (Peer Reviewed National Journal) Article: *Customer Satisfaction of Selected Television Companies*. ISSN: 2249-1201, (2010).
- ii. Anveshan, Peer Reviewed National Journal: Article titled: *Customer Satisfaction of Selected Washing Machines Companies*, ISSN: 0976-4186 (2010).
- iii. Tatva: Peer Reviewed National Journal: Article Titled, “*Customer Brand Preference for Talcum Powder*”. ISSN: 0973-0974, (2010).
- iv. Journal of Commerce and Management Thought, Peer Reviewed National Journal: Article: *Merger and Acquisitions in Indian Banking sector*. 2249-1201, (2012).
- v. Anveshan, Peer Reviewed National Journal: Article titled: *E- CRM – A Strategy towards effective customer management for Sustained Growth*. ISSN: 0976-4186, (2012).

- vi. Prabhandan, Peer reviewed, Article titled, *Impact of recession on service sectors*, ISSN 2229-4791, (2012).
- vii. Spurthi, IMSR Journal of management Thoughts, Article titled: *Changing Customer needs in emerging economies*, ISSN: 2249-1201, (2013).
- viii. Dimensions of TQM, Utkal University, Article titled; *An Empirical study on Customer Satisfaction on Foreign Brands*, ISBN: 978-81-923793-5-7, (2013).
- ix. Spurthi, IMSR Journal of management Thought's, Article titled: *A propel study on Marketing management in Katava Paints*, ISSN: 2249-1201, (2015).
- x. Spurthi, IMSR Journal of management thought's, Article titled: *A leveraging study on marketing management in Dharwad district of Tractor industry*. ISSN: 2249-1201, (2016).
- xi. GBS IMPACT, Article titled, *Eco friendly strategies on customer satisfaction - A Study*, ISSN: 2454-8545, 2017.
- xii. Spurthi, IMSR Journal of management thought's, Article titled, *Customer perceptions and attitudes towards the services of Klasic motors*, ISSN: 2249-1201, (2017).
- xiii. Srusti Management Review, A Journal of management and IT, Article titled, *Integrating CSR with business strategy*, ISSN:2852-1148, (2019).
- xiv. International E Conference on Adopting to new business normal- The way ahead, SDM IMD Mysore, *An empirical study on Social Media Marketing*, ISBN: 978-93-83302-47-5, (2020).
- xv. International E Conference on Adopting to new business normal- The way ahead, SDM IMD Mysore, *An empirical study on Online Shopping Preferences among the Huballi customers*, ISBN: 978-93-83302-47-5, (2020).
- xvi. Innovare Journal Of Social Sciences, *Significant perspectives and challenges of rural entrepreneurship development in India*, ISSN::2347-5544, (2021).

CONFERENCE PRESENTATIONS

(A) Papers Presented – International Conference

- i. Asia Marketing Conference at Somaiya Institute of Management, Mumbai, Paper Titled: *Customer Brand Preference of Select television companies*. (2012).
- ii. New Perspectives in Indian Management, M S Ramaiah, Banglore, Paper titled: *Perception towards online Shopping Sites*, (2014).

Curriculum Vitae

- iii. Responsible Marketing, XLRI, Jamshedpur, Paper titled: *Impact of ecofriendly strategies on consumer decision and satisfaction*, (2017).
- iv. Sustainability and Business, IIM Calcutta, Paper titled: *An empirical study on Responsible Consumerism*, (2018).
- v. Consolidating social enterprises through CSR initiatives: Issues and Challenges, A J Institute of management, Paper titled: *Integrating Corporate social Responsibility with Business Strategy* (2018).
- vi. International E Conference on Adopting to new business normal- The way ahead, SDM IMD Mysore, Paper titled: *An empirical study on Social Media Marketing* (2020).
- vii. International E Conference on Adopting to new business normal- The way ahead, SDM IMD Mysore, Paper titled: *An empirical study on Online Shopping Preferences among the Huballi customers* (2020).

(B) Papers Presented – National Conference

- i. Prestige Institute of Management, Gwalior (4th PIMG National Conference March 2009). Paper title- *“Changing Customer Needs in Emerging Economies.”*
- ii. Prestige Institute of Management, Gwalior (4th PIMG National Conference March 2009). Paper title- *“E – CRM Connects Customers”*.
- iii. Narayan Zyante College, Bicholim Goa, on Recession in India, Paper Titled: *Impact of recession on select Indian service sectors: A study on strategic alternatives*, (2010).
- iv. SDM, Institute of Management Studies, On Retailing Trends, Paper titled: *Analysis on Retail Shoppers Behavior towards Sales Promotion Tools: A Study on Aditya Birla “More” Customers Dharwad*, (2012).
- v. Maratha Mandals, Institute of Management Studies, On Corporate Governance and Sustainability. Paper Titled: *E- CRM – A Strategy towards effective customer management for Sustained Growth*, (2012).

WORKSHOPS PARTICIPATION

- i. Participated in national level **“Case development workshop”** conducted by **AIMA** in **Bangalore** at **Alliance Business School** 2004.
- ii. National level **“Brand Summit”** 2004 conducted by ITM, Mumbai.

Curriculum Vitae

- iii. National level **“Brand Summit”** 2005 conducted by AIMA, Mumbai.
- iv. Participated in **‘National level summit on Advertising’** conducted by Deccan herald 2005, Bangalore
- v. National level **“Brand Summit”** 2009 conducted by AIMA, Mumbai.
- vi. Participated in FDP, Services marketing and Management, conducted by KLS Gogte Institute of Technology. 2017.
- vii. Participated in 9th **Indian Management Conclave**, conducted by IIM, Bangalore, 2018.
- viii. Participated in FDP, Experiential Learning Methods in Marketing, **TAPMI**, Manipal, 2018.

PROGRAMMES/ EVENTS ORGANIZED

- Organized the **National Level Management fest Decathlon** at IBMR Hubli
- Organized the **National level Paper writing Conference “Spurthi”** at IMSR
- *Associate editor for Spurthi IMSR Journal of commerce and Management.*

OTHER CO-ORDINATION ACTIVITIES

- Coordinated **Alumni Cell** at IMSR. Conducted successfully, **Annual Alumni Meet.**
- Managing trustee for Alumni association- **“Samagama.”**
- Coordinating the **Health Zone** at IMSR, organized *food festivals*, in view to promote a healthy lifestyle
- Coordinating **Movie Club**, to promote *management concepts through movie* and build personality.
- Coordinating **Industrial visits** (Local, National)
- Coordinating **International Industrial visits** (Singapore, Malaysia and Dubai).
- Coordinated in **Admissions** at IBMR, by conducting *Seminars, Counseling sessions* at many places in Karnataka and major Indian cities.

Curriculum Vitae

PERSONAL DETAILS

- Father's Name: Late Prof Kalaynprasad G Hanagandi Dept of Philosophy, KUD.
- Date of Birth: 18th June 1977
- Languages Known: English, Hindi, Kannada
- Marital status: Married
- **Address:** S/o Dr. S. K. Hanagandi Retired HOD, Zoology, P C Jabin Science College, Hubli.
Plot # 39, Shettar Layout, Near Lingrajnagar

Opp. Kumaryasnagar, Vidyanagar Hubli

Hubli- 580031. Tel: 2371861, Mobile: 98444 02128

Curriculum Vitae

Dr. Rajan R Raykar

Professor

KLE's IMSR Hubli

[+91 9448111182](tel:+919448111182)

Academic Experience

1. Professor, KLE's Institute of Management Studies and Research, Hubli (1998 – Present)

Previous experience if any please mention as above

Industry Experience

13 years of experience

Education

PhD in Management, Karnatak University Dharwad

Master of Business Administration from Kousali Institute of management studies - 1987

Bachelor of Engineering Mechanical from B.V.B College of Engineering and Technology, Hubli
1984

Teaching (Subjects Taught)

Production & operations management, written Analysis & communication

Personal Details:

Name: Rajan R Raykar

Fathers Name: Shri Ratnakar V.Raykar

Marital Status: Married

Date of Birth: 8th Oct 1961

Languages Known: Hindi,English,Kannada,Marathi

Address: Raykar House,No-20,Forest Colony,Hubli-32

Dr. Mahesh M. Vanjeri

Mobile phone : 9916924252

Email ID : mvanjeri@gmail.com

Experience: 22 years as on date

(18.6 years in MBA teaching + 3.6 years in corporate)

Organization/Institute	Designation	Duration	Number of Years	Location
KLE Society's Institute of Management Studies & Research	Associate Professor (Marketing)	16-12-2022 to till date	--	Hubballi
SDM College of Engineering & Technology Dept. of Management Studies	Assistant Professor (Marketing)	19-09-2008 to 15-12-2022	14.2	Dharwad
KLE Society's Institute of Management Studies & Research	Sr. Lecturer (Marketing)	01-01-2007 to 18-09-2008	1.8	Hubballi
ICFAI National College (MBA College)	Faculty Member (Marketing) & Center Coordinator	03-05-2004 to 28-12-2006	2.8	Goa
Karnataka Antibiotics & Pharmaceuticals Ltd.	Professional Service Representative	25-11-2002 to 31-12-2003	1.1	Goa
Protec Laboratories Pvt. Ltd. (A division of CIPLA Ltd.)	Marketing Executive	21-06-2000 to 20-11-2002	2.5	Tumkur

Curriculum Vitae

--	--	--	--	--

Education:

Degree	University/Board	Institute	Year	Result
PhD. (Management- Marketing)	Kuvempu University, Shivamogga	Institute of Management Studies & Research	Feb. 07, 2018	PhD Awarded
MBA (Marketing)	Karnatak University, Dharwad	KLES IMSR, Hubballi	2000	63.3%
BCom.	Karnatak University, Dharwad	KLES Lingaraja College of Commerce, Belagavi	1998	70.0%
PUC	Dept. of P.U.E.	KLS Gogte College of Commerce, Belagavi	1995	55.3%
SSLC	K.S.E.E.Board	B.K. Model High School, Belagavi	1991	74.3%

Member - Board of Studies and Member - Board of Evaluation (2016 – 2022)

At SDM College of Engineering and Technology, Department of Management Studies

Research Papers:

Time	Paper Published	Journal	Journal Details
December 2019	Financial ratio analysis of a dairy company; a case study	IEMS Journal of Management Research	ISSN: 2249-569X, Volume 8, Number 2, pp. 20-27
June 2019	Effect of compensation on employee motivation	Spurthi-IMSR Journal of Management Thoughts	ISSN:2249-1201, Volume IX, Number I, pp. 18-21
May 2015	Rural consumer buying behavior; a review	MERC Global's International Journal of Social Sciences & Management	ISSN 2348-5620 (print); Volume: 2, Issue: 3, pp.165-172
February 2015	Influence of marketing mix on rural consumer buying behavior	Spurthi-IMSR Journal of Management Thoughts	ISSN: 2249-1201, Volume: IV, pp. 20-22

Time	Paper Presented	Conference	Published in
November 22-23, 2013	"Ethics and Marketing; Unethical Marketing Strategies"	National Conference on "Developing a Holistic Indian Management System", Kuvempu University, Shivamogga	Note: Conference proceedings were not published
April 24,	"Challenges before	International Conference on "Recent Trends in	Conference proceedings (Management Papers),

Curriculum Vitae

2011	Management in Indian Rural Marketing”	Business, Management & IT”, Pune”	Volume-I, ISBN: 978-81- 920045-0-1, pp. 234-238
------	--	--------------------------------------	--

Consultancy Work:

	Client	Work/Assignment	Place	Year
1	Dr. J. V. Bhavikatti	Prepared Business Plan for a Coco Peat & Coir Rope Making Unit worth Rs. 90,92,768/-	Dharwad	2021- 22
2	Abhirath (placement consultancy firm)	Advisor to the company on growth strategies	Davangere	2009 – 11
3	Atma Academy	Consultancy service to increase number of admissions	Hubballi	2008
4	Tanishq Showroom	Designed & organized premier of movie <i>Jodha Akbar</i>	Hubballi	2008
5	Mushti Fund Sauntha, Goa (Educational Society)	Advised and assisted the society in starting a new MBA College	Panaji, Goa	2006
6	United Breweries Ltd.	Marketing research on reasons for loss of #1 position of McDowell’s No. 1 whisky in Goa	North Goa	2005

Resource person for Training Programs / Workshops:

Organizer	Topics	Date	Place
SDM College of Engineering & Technology	Training on Business Plan for Engineering Students	16-07-2022	Dharwad
Self	Campus to Corporate: Training on Group Discussion, Personal Interview, Corporate Dressing & Grooming	March 12- 14, 2020	SDMCET, Dharwad
SDM College of Engineering & Technology	Training on Personality Development, Group Discussion & Personal Interview	10 to 22- 06-2010	Dharwad
Bapuji Academy of Management & Research	Segmentation & Targeting (workshop)	13-03-2010	Davangere
Bapuji Academy of Management & Research	Brand Image (Guest Lecture)	08-12-2009	Davangere
Life Insurance Corporation of India, Divisional Office, Dharwad	Training on 'Global Market Scenario' for Development Officers	September 10 to 12, 2009	Dharwad
Life Insurance Corporation of India, Divisional Office,	Training on 'Global Market Scenario' for Development	August 10 to 12, 2009	Dharwad

Curriculum Vitae

Dharwad	Officers		
International Institute for Advanced Studies, Dharwad	Workshop on 'Social Marketing' for employees of NGO	26-06-08	Dharwad
Hubli-Dharwad Municipal Corporation (HDMC)	Training on 1.HDMC 2.Citizen Committee 3.Motivation	25 to 28 May 2007	Hubballi
North Karnataka Small Scale Industries Association	Training on "Marketing Techniques for Small Businesses"	15-03-2007	Hubballi
North Karnataka Small Scale Industries Association		27-02-2007	Hubballi
Small Industries Service Institute (Ministry of Small Scale Industries, Government of India)		24-01-2007	Hubballi

MDP Organized at KLE Society's IMSR Hubballi:

Event	Topic	Date	Audience	Achievement
Management Development Program (MDP)	Services Marketing: Managing Customers and Promotions	29-01-2008	Service Organizations in Hubballi – Dharwad	Generated 2 consultancy projects for the institute from 'Tanishq' & 'Atma-The Masters Academy'

Syllabus & Question Paper Setting for University and Institute:

- ❑ Prepared syllabus for Marketing Management, Retailing Management, Business Marketing, Sales Force Management and Supply Chain Management for Autonomous MBA program of SDMCET, Dharwad. 2016 – till now.
- ❑ Set question papers for Vishweshwaraya Technological University (VTU), MBA; Courses – Marketing Management, Sales & Retail Management, Business Marketing, Rural Marketing, Supply Chain Management (2010 to 2016)
- ❑ Set question papers for Karnataka University, Dharwad (KUD); Program – Master in Marketing; Courses – Rural Marketing, Retail Management, Global Marketing I, Global Marketing –II (2007-08 & 2008 – 09, 2009-10)
- ❑ Syllabus Committee Chairman (KUD); Program – MBA; Course – Services Marketing (2007-08)

List of FDP, MDP, Workshops, and Trainings attended:

	Program	Organizer	Dates
1	FDP on Case Method, Teaching & Writing	KLES IMSR	September 15 & 16, 2022
2	Workshop on Emerald Case Studies & How to Apply them in Teaching	Emerald Publishing in association with VTU	March 23, 2022
3	FDP on Trends in Teaching Methods in Management Education	SDM IMD, Mysuru	February 07 to 15, 2022
4	FDP: Online content creation	SDM College of Engineering & Technology, Dharwad	August 29, 2021

Curriculum Vitae

5	<p>Webinar on Financial literacy & investor awareness</p>	<p>Sponsored by Bombay Stock Exchange; Pagdandi Edusol Pvt. Ltd.</p>	<p>August 24, 2021</p>
6	<p>FDP on Building Research & Publication Capability</p>	<p>KLES IMSR</p>	<p>March 08, 2021</p>
7	<p>Webinar: Trait emotional intelligence & resilience at the time of Covid-19; Speaker: Dr. K.V.Petrides, Professor, University College, London</p>	<p>Basaveshwar Engineering College, Bagalkot</p>	<p>July 23, 2020</p>
8	<p>Webinar: Teaching & learning process, courseoutcomes & program outcomes</p>	<p>GM Institute of Technology</p>	<p>July 4, 2020</p>
9	<p>Webinar: Impact of Covid-19 on Indian economy</p>	<p>Loyola College, Manvi</p>	<p>June 26, 2020</p>

Curriculum Vitae

	Program	Organizer	Dates
10	FDP: Salesforce essential for business specialists by ICT Academy	SDM College of Engineering & Technology, Dharwad	April 1 to 5, 2019
11	Workshop: Outcome based education	SDM College of Engineering & Technology, Dharwad	July 29 to 31, 2019
12	FDP: Teaching methodology	SDM IMD, Mysuru	December 6 TO 7, 2018
13	Workshop: Technology enhanced learning	SDM College of Engineering & Technology, Dharwad	June 17, 2013
14	Hands-on Workshop: Literature review	SDM IMD, Mysuru	December 19 to 20, 2013
15	National Conference: FDI issues in Indian retail sector	SDM College of Engineering & Technology, Dharwad	January 20, 2012
16	FDP: Teaching methodology	SDM IMD, Mysuru	June 7 to 11, 2010

Curriculum Vitae

17	MBA Pedagogy meet of Karnataka University, Dharwad	BVVS, IMS, Bagalkot	January 12, 2008
18	Teachers Training Program: Pursuit of excellence in teaching effectiveness	BVVS, IMS, Bagalkot	January 11, 2008
19	Training Program: Consultancy development	GBS, Hubballi	February 8, 2008
20	MDP: Developing research proposal to avail government schemes	KLS IMER, Belagavi	March 28, 2008
21	QIP: Services Marketing- Hospitality sponsored by AICTE	NMIMS University, Mumbai	December 17 to 21, 2007

Subjects Taught:

Marketing Management, Business Research Methods, Business Marketing, Consumer Behavior, Sales Force Management, Services Marketing, Advertising Management, Rural Marketing, International Marketing, Retailing Management and Supply Chain Management

Other Information:

Date of Birth : 24-11-1975

Languages Known :

To Speak: English, Hindi, Kannada and Marathi

To Read: English, Hindi, Kannada and Marathi

To Write: English, Hindi, and Kannada

Address for correspondence:

C/o Dr. C P Benagi

H. No. 45, "Shrishakti" Building, 1st Floor,

1st Main, 3rd Cross, Near Ganesh Temple,

Shrinagar,

Dharwad – 580 003

Karnataka

India

Date: 16-12-2022

Place: Dharwad

Curriculum Vitae

Dr. Amit .N. Angadi

Assistant Professor

KLE's IMSR Hubli

amitnangadi@gmail.com

[+91 9886651744](tel:+919886651744)

Academic Experience

2. Assistant Professor, KLE's Institute of Management Studies and Research, Hubli (2013 – Present)

Previous experience if any please mention as above

Industry Experience

1. Client Servicing, Dexter Consultancy, Bangalore (2011-2013)
2. Software Engineer, Aatreya Education Systems Pvt Ltd, Hubli (2007-2008)

Education

PhD in Management, Visvesvaraya Technological University, Belgaum

Master of Business Administration from M.S. Ramaiah Institute of Technology, Bangalore 2011

Bachelor of Engineering in Computer Science from B.V.B College of Engineering and Technology, Hubli 2007

Papers Presented

National Conferences

1. Presented paper at National Conference on Role and Challenges of Entrepreneurship Development conducted at M.S. Ramaiah Institute Of Technology, Bangalore (2010)
2. Presented paper at National Conference on "Challenges & Opportunities in Services Sector" conducted at M.S. Ramaiah Institute Of Technology, Bangalore (2011)
3. Presented paper at National conference on Emerging Trends in Management conducted at M.S. Ramaiah Institute Of Technology, Bangalore (2015)
4. Presented paper (in absentia) at National conference on Emerging Trends in Management at M.S. Ramaiah Institute Of Technology, Bangalore (2016)
5. Presented Paper at Business Case Competition KLS Gogte Institute of Technology, Belgaum (2018)
6. Presented paper at National Conference on Micro, Small and Medium Enterprise Perspectives , Challenges and Opportunities at Acharya Bangalore B – School, Bangalore (2019)
7. Presented paper at national conference on Achieving \$10 trillion economy of India by 2030 opportunities and challenges" at KLS Gogte Institute of Technology, Belgaum(2021)

International Conferences

Curriculum Vitae

1. Presented Paper at International E-Conference on Adapting to the New Business Normal The Way Ahead conducted at Shri Dharmasthala Manjunatheshawara Institute for Management Development, Mysore, India (2020)
2. Presented Case at 3rd Prestige Global Case Competition organized by Prestige Institute of Management, Gwalior, India (2020)

Articles (Published)

1. "A study on Unorganized Retailer's attitude towards the Products of NIRMA in Hubli City" Spoorti IMSR Journal of Management Thoughts
2. " Factors Affecting Loyalty in Organized Retailing a Study" Spoorti IMSR Journal of Management Thoughts July – December 2017 ISSN: 2249 – 1201
3. "Customer Perceptions and Attitudes towards the services of Klassic Motors, Hubballi" Spoorti IMSR Journal of Management Thoughts July – December 2017 ISSN: 2249 – 1201
4. Issues, Challenges and Opportunities Of Indian Startups : A Study Journal of Emerging Technologies and Innovative Research (JETIR) Volume 8, Issue 10, October 2021 ISSN: 2349 – 5162
5. Role of Indian Startups In Achieving \$10 trillion Economy. Angadi, A., & Patil, S. V. (2021). *NOLEGEIN-Journal of Global Marketing*, 4(2).
6. "Advantages and Disadvantages of Social Media Marketing: A Study" Angadi, A., & Patil, S. V. submitted to International Journal of Science, Technology, Engineering and Management - A VTU Publication (Under Review)

Articles Under Review

7. "Startup Journey of a Creative Entrepreneur: A Case Study of Artwaley"

Book Chapters

Certifications

1. Introduction to Big Data Analytics at Big Data University (Online)
2. Introduction to Data Science at Big Data University (Online)
3. Introduction to Search Engine Optimization
4. Search Engine Optimization Fundamentals

Workshops/Training Programs Attended

1. Workshop on International Finance held at M.S Ramaiah Institute of Technology Bangalore
2. Management Development Program On "Selling Skills" held at M.S Ramaiah Institute of Technology Bangalore
3. Faculty Development Program on Research Methodology held at St Aloysius Institute of Management and Information Technology (AIMIT), Mangalore
4. ACCH National Case Methodology and Case Writing Workshop held at S P Mandali's Prin L.N Welingkar Institute of Management Development and Research, Bangalore
5. National Level Workshop on Social Etiquette held at KLE Dr. M S Sheshagiri College of Engineering & Technology, Belgavi
6. International Faculty Development Program on Case Writing held at KLS Institute of Management Education and Research, Belgaum on 22nd and 23rd April 2022

Resource Person

Curriculum Vitae

1. As a resource person for Induction program for 1st year Ayurveda Students at Shri Gavisiddeshwar Ayurvedic College Koppal, 2015
2. Management Development Program for employees of Shri Krishna Milk Products Pvt Ltd at KLE's IMSR Hubli 2014
3. As a resource person to deliver a talk on the topic "The Role of Artificial Intelligence and Big Data in Business" to management students at KLE Technological University School of Management Studies and Research Hubli

Affiliations

1. Member of Panel of Examiners for Rai Technological University, Bangalore
2. Member of Panel of Examiners KLE Technological University, Hubli
3. Member of Panel of Examiners Karnataka University Dharwad

Honors and Awards

1. "Best Outgoing Student" for the batch 2009-2011 M.S Ramaiah Institute of Technology and Management – MBA Bangalore
2. "Best Achiever" award for distinguishing performance in Academics and Extracurricular activities M.S Ramaiah Institute of Technology and Management Bangalore – MBA program 2009 -2011
3. 3rd Rank for the M. S Ramaiah Institute of Technology and Management Bangalore – MBA program 2009 2011
4. Topper for Marketing Specialization M. S Ramaiah Institute of Technology and Management Bangalore – MBA program 2009

Teaching (Subjects Taught)

Principles of Management, Marketing Research, Retail Management, Customer Relationship Management, Brand Management, Technology an Enabler, Consumer Behaviour

Research Interests

Startups, Ecommerce, Promotions, Data Management, Customer Relationship Management, Retail Management etc

Personal Details :

Name: Dr.Amit Angadi

Fathers Name: Ningappa

Marital Status:Married

Date of Birth: 13/06/1983

Languages Known:Hindi ,Kannada English

Address: Javali Garden , Gokul Road, Hubli

Curriculum Vitae

GANGADHAR. S. SHEERI

Assistant Professor

KLE's IMSR Hubli

Email: gangadhar.sheeri@gmail.com

Contact No: +91 – 8050449088

Academic Experience:

- 1). Assistant Professor, K L E Society's Institute of Management Studies and Research, Hubli, (2016 -Till Date).
- 2). Principal, K.L. E's S.M. College of B.B.A & B.C.A, Dharwad, (2012 – 15).
- 3). Principal, JSS, S.D.M Institute of information Science, Hubli, (2009 -12).
- 4). Lecturer, V V S BBA College, Hubli. (1997 – 2006)
- 5). Part time Lecturer KLE's. IMSR College & Jain BBA & B.C.A, College Hubli (2015-16).
- 6). Part Time Teacher, KLES BBA College, SDM BBA & BCA College, and K S Sharma BCA College Hubli (2006 -09).

Industry Experience:

- 1). Materials Manager, Akay Valves Ltd, Dharwad (1996 – 1997).
- 2). Production Manager, Art wood Industries Dharwad (1992 –96)

Education:

- 1). M.B.A, (1985- 89). Kousali Institute of Management Studies, Dharwad (1991- 1992).
- 2). B.E (Mech) , S.D.M. College of Engineering & Technology, Dharwad. (1985 -1985).
- 3). P.G.D.C. A J.T. College of Engineering, Gadag, (1999 – 2000).
- 4). K SET Exam, University of Mysore, (2020- 21).
- 5). PUC II, P.C.Jabin Science College, Hubli (1983- 85).
- 6). S.S.L.C, The New English School, Hubli. (1982 – 1983)

Papers Presented

National Conferences:

Curriculum Vitae

- 1). At Prabhandhan, Management Journal of GIT, Belgaum “Technological Disruptions and Management Education. Challenges and Opportunities” , Vol: 10 Issue 2, Dec 2020, ISSN - 2229 -4791.
- 2). International E Conference on Adopting to the New Business Normal - The way ahead at SDM IMD, Mysore. “A Study on Customer Satisfaction towards Post Sales Service of Royal Enfield in Hubli – Dharwad City”, 01-04-2020, ISBN: 978 - 93- 83302- 47-5
- 3). International E Conference on Adopting to the New Business Normal - The way ahead at SDM IMD, Mysore, A Study on consumer satisfaction towards Nandini Milk, 01-04-2020, ISBN: 978 - 93- 83302- 47-5.

Articles (Published):

- 1). “ A Study on possible initiative, Significant Challenges, Viable Opportunities and Major avenues for green banking In Indian context”. GBS IMPACT, Journal of Multi-Disciplinary Research. July-Dec 2019, ISSN:2454-8545.
- 2). “Three Roles of Agricultural Markets - A Review of Ideas about Agricultural Commodity Market In India “. OF BY AND FOR YOU PUBLICATION®, December 2019, Vol 1, SI No.7, Pg.74 – 88, ISBN: 978-81-942871-0-0.
- 3). “Role of growth of MSME’s for entrepreneurship and sustainable development in India”, IEMS, Journal of Management Research, Jan-June 2020, Issue: Vol 9, ISSN -2249 -569X.
- 4). “Covid 19 and the Impact of Mass Media during the Pandemic”, OF BY AND FOR YOU PUBLICATION®, June 2020, Vol 1, SI No.24, Pg no 24, ISBN: 978-81-942871-5-5.
- 5). “Major review on Possible strategies for bridging the employability skill gap in higher education and internship dilemma and possible solutions for higher professional education in India”, International Journal of creative research thoughts (IJCRT), June 2020, Vol 8, Issue 6 SI No.24, Pg no..24, ISSN: 2320-2882.
- 6).” Significant review framework and research agenda on Artificial Management and Innovation Management”, Archers and Elevators publishing House, First Edition 2021, Sl.no 12, Pg NO.96, ISBN: 978-93-90996-50-6/
- 7). “A Study on CRM (Customer specific Relationship Management) with Reference to Taj and Oberoi Group of Hotels “, Universe International Journal of Interdisciplinary Research (UIJIR), April 2021, Vol 1, Issue11, ISSN (O)- 2582 – 6417.
- 8). “ A Study on significant Usage of Technology in Rural Development with Specific reference to Indian Context”, International Journal Of Advance Research and Innovative Ideas in Education (IJARIE), Vol- 7, Issue – 4 2021, ISSN (O)-2395-4396.
- 9). “Significant aspects, emerging opportunities of future of work in Digital era with specific reference to potential and challenges for online freelancing and Micro work in India”, International Journal of Advances in Engineering and Management (IJAEM) Volume 3, 7th, July 2021, ISSN: 2395-5252.
- 10). “Significant Importance of Digitalisation and Its Impact on Modern Economy: Issue concerning India and Beyond”, Iconic Research and Engineering Journal, Nov 2021 / IRE Journal/Volume 5/Issue 5, ISSN: 2456-8880.

Curriculum Vitae

11). "A new Paradigm Shift for Supply Chain and Collaboration Measures with Specific Research to Blockchain and Supply Chain Management". International Journal of Exclusive Global research, Vol 6 Issue 8 August 2021, ISSN: 2456-2076.

Workshops/Training Programs Attended:

- 1). "Stress and Anger Management ", Rajasthan Technical University, Jaipur Engineering College and Research Centre, Jaipur (15/12/2020 to 19/12/2020 – 5 days).
- 2). "Application of tools & Techniques In Research Methodology", Anjuman Arts, Sci, Com College and P G Studies Dharwad, (2/8/2021 to 8/8/2021 – 7 days).
- 3). "New Paradigms of Management Education in next Normal ", Ramaiah Institute of Technology, Bangalore, (7/2/2022 to 12/2/2022 – 6 days).
- 4). "Emotional Immunity ", Rajasthan Technical University, Jaipur Engineering College and Research Centre, Jaipur, (21/2/2022 to 25/2/2022 - 5days).

Affiliations:

1. Involved in BBA syllabus review committees as a member in the year 2003-04 and 2007-08.
2. Worked as Examiner/Chairman for BBA and BCA valuation of Karnataka University Dharwad.
3. Worked as BOE member of Karnataka University for BBA and BCA course during 2009-10.
4. Worked as Chief examiner for MBA university Theory exam.
5. Worked as Examiner for MBA Project Viva Exam.

Teaching (Subjects Taught):

Principles of Management, Business Statistics, production and Operation Management, Operation Research

Research Interests :

Consumer behavior, Customer relationship Management, etc.

Personal Details:

Name : Mr. GANGADHAR. S. SHEERI
Fathers Name : Mr. Somashekhar Sheeri
Marital Status : Married
Date of Birth : 20 /07/1967
Languages Known : English, Kannada and Hindi.
Hobbies : Playing Chess, Singing
Address : Mr. G.S. Sheeri
Shiri Building
Near P C Jabin Boys Hostel,
Vidyanagar, Hubli - 580031

Curriculum Vitae

Prof. Pramod S G

Assistant Professor

KLES's IMSR, Hubli

pramodgoudar@gmail.com

[+91 9986472086](tel:+919986472086)

Academic Experience

3. Assistant Professor, KLE's Institute of Management Studies and Research, Hubli (2017 – Present)
4. Asst. Professor, IBMR, Hubli (2015-2017)
5. Asst. Professor, BVV Sangha's Institute of Management Studies, Bagalkot (1998-2011)

Industry Experience

3. Senior Officer at BDK Group of companies, Hubli (1993-1995)
4. Factory Manager, Bengre Kamat Kristal Waters Ltd, Ankola (1995-1998)
5. Business Partner, Angel Stock Broking Pvt. Ltd., Bagalkot (2012-2015)

Education

Master of Business Administration from Kousali Institute of Management Studies, Dharwad (1993)

Bachelor of Commerce from JSS College, Dharwad 1991

Publications

- 1) Has presented a paper on 'Personal Financial Planning' at a national level, AICTE sponsored paper presentation program at Srusti Academy of Management, Bhubaneswar, Orissa, on 21st & 22nd December 2007.
- 2) Co-authored a paper – 'A study on possible initiatives, significant challenges, viable opportunities & major avenues for green banking in Indian context', in GBS Impact with ISSN:2454-8545, July-Dec 2019.
- 3) Co-authored a paper – 'Sustainable development & agricultural marketing opportunities in India' in 'Of By & For You Publication' with ISBN – 978-81-942871-0-0, December 2019.
- 4) Co-authored a paper – 'Significant dynamics of the relationship between mutual funds investment flow and a stock market returns in India' in 'Of By & For You Publication' with ISBN – 978-81-942871-1-7, December 2019.
- 5) Co-authored a paper – 'Major possibilities & possible realization avenues of virtual environment for global education in present context' in 'Of By & For You Publication' with ISBN – 978-81-942871-2-4, March 2020.
- 6) Co-authored a paper – 'MSME's as major drivers of sustainable development, role and growth aspects for entrepreneurship development in Indian Context', in Journal of Engineering Sciences, with ISSN:0377-9254, April 2020.
- 7) Co-authored a paper – 'A study on Fundamental analysis of IT, Pharmaceuticals and Cement sector' in International conference at SDMIMD, Mysore, with ISBN: 978-93-83302-47-5, December 2020.

Curriculum Vitae

- 8) Co-authored a paper – ‘Impact of working capital management on profitability in JSW Steel Limited’ in International conference at SDMIMD, Mysore, with ISBN: 978-93-83302-47-5, December 2020.
- 9) Co-authored a paper – ‘Financial statement analysis with reference of TCS Ltd’ in International conference at SDMIMD, Mysore, with ISBN: 978-93-83302-47-5, December 2020.
- 10) Co-authored a paper – ‘A systematic study of Credit Rating Agencies, its methodologies and significance with reference to CRISIL LTD’ in International conference at SDMIMD, Mysore, with ISBN: 978-93-83302-47-5, December 2020.
- 11) Co-authored a paper – ‘A study on investors’ perception towards Mutual Funds with due reference to ‘SBI Mutual Funds’ in International conference at SDMIMD, Mysore, with ISBN: 978-93-83302-47-5, December 2020.
- 12) Co-authored a paper – ‘A Study on Performance Analysis of Axis Mutual Fund in Comparison with Aditya Birla Sun Life And Kotak Mutual Fund’ in International conference at SDMIMD, Mysore, with ISBN: 978-93-83302-47-5, December 2020.
- 13) Co-authored a paper – ‘Significant importance of Digitalization and its impact on modern economy: Issues concerning India & beyond in IRE Journal, with ISSN: 2456-8880, November 2021.
- 14) Co-authored a paper – ‘A comparative study on Equity Mutual Fund with special reference to HDFC Mutual Fund and SBI Mutual Fund’ in International conference on Global Information and Business Strategy at Gittarattan International Business School, Delhi, January 2022.

Certifications

5. NISM Series VIII
6. NISM Series V-A
7. NSE Academy’s Certified Financial Goal Planner

Workshops/Training Programs Attended

7. Has participated in AICTE sponsored FDP program of one week on ‘**Strategic Management for Teachers: Foundation course**’ at **IIM-Bangalore** from 24th December to 29th December, 2007.
8. Has participated in AICTE sponsored FDP on ‘**Financial Derivatives**’, at **IIM-Kozhikode** from July 9th to July 14th 2007.
9. Has participated in AICTE sponsored FDP on ‘**Advanced course in strategy implementation**’, at **IIM-Kozhikode** from February 9th to February 14th 2009.

Resource Person

1. As a Guest faculty for various management Institutes like BBA college Bagalkot; BBA college Ilkal; BBA college KCD, Dharwar; BLDEA MBA College, Bijapur; BVV’s **STEP**(Science & Technology Entrepreneurship Park), BVV’s **RDF**(Rural Development Foundation), Bagalkot.
2. Organised various events like ‘UTKRSHA’ a WTO awareness program in 2000. Team member of organising committee of awareness program on VAT in 2005, & also as a team member to organize management events in the institute.
3. Participated in various QIP programs organized by various management institutes under Karnatak University.

Affiliations

Curriculum Vitae

4. Member of Panel of Examiners Karnatak University Dharwad.
5. Member, AMFI.

Teaching (Subjects Taught)

Business Environment for Managerial Decision Making, Security Analysis & Portfolio Management, Derivatives & Risk Management, Management Control

Research Interests

Capital Markets, Green Finance

Personal Details:

Name: Pramod S Gadigepagoudar

Fathers Name: S. K. Gadigepagoudar

Marital Status: Married

Date of Birth: 16/10/1969

Languages Known: Kannada, English & Hindi

Hobbies: Playing Table Tennis, Badminton, Yoga

Address: 'PRAGATI', Rajatagiri, Kalhatagi Road, Dharwad

Curriculum Vitae

Jayadatta S
Assistant Professor

KLE's IMSR Hubli

Email: Jayadattaster@gmail.com

Contact No: +91 – 9110821807, 9449978838

Academic Experience

- Presently working as Assistant Professor in KLE's Institute of management studies and research (IMSR) BVB Campus, Vidyanagar, Hubli from July 21st 2018 till date
- Served as Assistant Professor in Anjuman Institute of technology and management (AITM) in Department of Management studies (MBA) from August 1st 2015 to July 10th 2018
- Served as Temporary Assistant Professor in Karnataka Folklore University, Gotagodi in Department of MBA in Rural and Tribal Business and Management for a term of 2 years and 6 months.
- Served as Part time guest faculty Lecturer in Government Degree College Honnavar and Kumta for BBA & B.Com from July 2009 to April 2012
- Served as Part time guest faculty Lecturer in Government Degree College Honnavar and Kumta in Department of P.G Studies (M.Com) from July 2012 to Dec 2012.

Industry Experience

- Worked in Infosys BPO as Senior Process Executive in Symantec Process for a term of 1 year 3 months in Bangalore.

Curriculum Vitae

Education

COURSE	UNIVERSITY & COLLEGE	YEAR OF PASSING	PERCENTAGE
Ph.D	KUD	Pursuing	“A” Grade Course work
M.A (ENGLISH)	IGNOU	2017	58.00%
M.COM	IGNOU	2012	60.00%
PGDHRM	KSOU	2011	56.50%
PGDIBO	IGNOU	2011	58.50%
MBA	Acharya Institute of Technology(VTU)	Aug-2009	60.08%
B.Sc (CBZ)	S.D.M Degree College, Honnavar (KUD)	Jun-2006	71.73%
P.U.C(Science)	S.D.M P.U College, Honnavar	May-2002	57.00%
S.S.L.C	Holy Rosary Convent High School, Honnavar	Mar- 2000	72.16%

Papers Presented

National Conferences

1. Participated in two days National Seminar on Management System in Rural and Tribal Societies, organized by Karnataka Jaanapada Vishwavidyalaya held on 24th and 25th April 2015 and presented a paper entitled “Water management traditional system in rural and tribal societies in India: Valuing the unvalued.”

Curriculum Vitae

2. Participated in State Level Conference on Fossils held at Karnataka Jaanapada Vishwavidyalaya in association with Folklore society of south Indian languages and Presented a Paper entitled “Aadivasigala parisara Jaanapada haagu indina sthitigati- Uttara Kannada Zilleyannu Anulakshisi” on 4th May 2015.
3. Participated and presented paper with topic entitled “A study on brick and mortar retail versus e-tailing” in 2 day national conference on the theme “ Science, technology and management: New Horizons” on 7th and 8th October 2015 held at Anekant institute of management studies (AIMS) Baramati, Pune Dist which is published with ISBN: 978-81-925944-9-1
4. Participated and presented a paper with the topic entitled “The role of self-help groups in empowering women in India” in one day 3rd national conference on “Empowerment of Indian women through skill ecosystem on 29th October 2015, Organized Women Empowerment cell, Kristu Jayanti College, Bangalore which is published in Conference proceedings Journal with ISBN: 978-93-84935-65-8s
5. Participated and presented a paper with the title entitled “ Major challenges and opportunities of organized retailing in India” in International conference on Innovative management practices in marketing e-commerce, economics, business, banking and neo- tourism (MEBT-2015) organized by “Krishi Sanskriti” on 29th November 2015 at Jawaharlal University, New Delhi and publication of the in International Journal “Advances in Economics and Business Management(AEBM) with p-ISSN:2394-1545, E-ISSN: 2394-1553
6. Participated and presented a paper with topic entitled “Progress, emerging issues, challenges and opportunities of India’s tourism industry in 2 day national conference on the theme “Emerging issues in management and tourism” organized by Dept of Business Administration and MBA(Tourism Administration) held at Mangalore University, Mangalagangothri, Mangalore D.K
7. Participated and Presented a paper in 2nd International; Education and Leadership Summit (IELS)with Theme: Changing role of education in the field of Commerce, Social Science, Management, Engineering and Technology held on 24th February 2016 at Hotel Aurora Tower Camp, Pun-411001 with Paper entitled “Major trends, challenges and issues in Management education” which is published in International Journal of Business, Management and Social Sciences Volume V, Issue 5(III) Feb 2016 with ISSN: 2249-7463
8. Participated and Presented a paper in 2nd International Conference on Corporate and Business Response to climate Change from Awareness to Adoption (Transcending the Boundaries) organized by Department of Commerce, Periyar University, Salem, Tamilnadu

Curriculum Vitae

held at Periyar University Salem during 9th to 11th March 2016 with Topic entitled “Emerging trend, opportunities, challenges and creating awareness for green marketing in India which is published in conference proceedings Journal with ISBN: 978-93-81322-37-7

9. Participated and Presented paper in National conference on “ Human resource management: The emerging trends” organized by department of commerce and management, Soundarya Institute of Management and Science held on 12th March 2016 with paper entitled “A new Paradigm in the era of globalization: Human resource accounting” which is published in Conference proceedings with ISBN: 978-93-85291-11-1
10. Participated in Vanijya Sammelana-2016, National Conference on Recent trends in Business, Management, Information Technology and Tourism organized by Adarsh group of institutions, Chamrajpet, Bangalore on 5th April 2016 and Presented a paper in Seminar with topic entitled “Challenges, opportunities, progress and Emerging issues of India’s Tourism industry, published in Conference Proceedings Journal with ISBN: 978- 194482014-5
11. Participated and Presented a Paper in 4th International Conference on recent trends in Engineering Science and Management(ICRTE SM-2016) held on 7th August 2016 at The International Centre Goa, Panjim, Goa (India) with Paper entitled “ An overview and Major Challenges affecting unorganized retail sector in India” with ISBN: 978-93-86171-01-6 and ISSN (O):2394-1537, ISSN (P) 2394-1529
12. Participated and Presented a Paper in 2nd International Conference on “ Latest Innovations in Science, Engineering and Management” (ICLISEM-2016) held on 9th October 2016 at The International Centre Goa, Panjim, Goa (India) with Paper entitled “Major benefits of employee training and development for developing economy” with ISBN:978-93-86171- 01-6 and ISSN (O):2394-1537, ISSN (P) 2394-1529
13. Participated and presented a paper in 2nd National Conference on Recent trends in mechanical and electrical engineering RTMEE -2K16 held on 26th and 27th October, 2016 at AITM Bhatkal with paper entitled “Harmful trend among netizens behaviour in social media and Cyber Bullying in India”. Article is published in Indian Journal of research in commerce and Management (IJRCMEAS) with ISSN 2454-6593
14. Participated and Presented a Paper in 3rd International Conference on recent trends in Science, technology and Management(ICSTM-2017) held on 5th November 2017 at Mahratta Chamber of commerce industries and agriculture, Senapati Bapat Road, Pune, Maharashtra (India) with Paper entitled “A Study on Future prospects of brick and mortar retail versus E-tailing in India” with ISBN:978-81-934288-9-4 and ISSN: 2394 -3386

Curriculum Vitae

15. Participated and Presented a Paper in International conference on advancement in Engineering, Applied Science and Management (ICAEASM-2018) –Mumbai Conference held on 7th January 2017 at The institution of Engineers, India, Visvesvraya Bhawan, Hyderabad, Telangana with Paper entitled “Challenges and opportunities for e-leaders through effective virtual teams” published in Conference proceedings with ISBN: 978-93-87433-08-3. Same article is published in International Journal of Engineering, Technology, Science and Research, Volume 5, Issue 1 with ISSN: 2394-3386
16. Participated and Presented a Paper in one day National Conference on “Emerging trends in Business (NCETB 2018) held on 19th Febraury 2018 at Christ (Deemed to be University), Bengaluru with paper entitled “Digital innovation strategy: A framework for improving and diagnosing digital product and service innovation in rural enterprise” which is published in conference proceedings with ISBN.
17. Participated and presented a research paper entitled “Integrating corporate social responsibility with business strategy” in two day national conference on ‘Consolidating social enterprises through corporate social responsibility initiatives: Issues and challenges on 14th and 15th December 2018 organised by A J Institute of management, Kottara Chowki, Mangalore
18. Participated and presented a research paper entitled “Social entrepreneurship: Distinctive dimensions and winning factors” held at KLS Gogte institute of technology, Department of MBA – National conference on prospects and challenges to the issues of Inclusive growth in Indian context held on 4th and 5th Febraury 2019 at Belagavi
19. Participated and presented a case study entitled “Social capital of entrepreneurs as a strategic resource in startup firms: A case study of Abhivyakti Networks organized by S K N Singhad school of business management, Ambegoan Pune on 17th and 18th Febraury 2020 in National Confluence on transformative role of business in social responsibility: An Indian perspective

Curriculum Vitae

Articles (Published)

1. Published an Article entitled “The Role of Mass Media in Creating Awareness of ICT and Rural Development Programme of Sakala Service, among the PG Students - A Case Study in Mysore in Double blind peer reviewed “The international Journal of business and management” (IJBM) in August 2015 issue with ISSN 2321-8916
2. Published an article entitled “The major role and effects of social media on students” in Double blind peer reviewed International journal of research in Commerce, IT and management” in October 2015 issue with ISSN 2231 -5756
3. Published an article entitled “A study on sustainable management of tank irrigation systems in India” in December 2015 issue in Double blind peer reviewed Journal named Journal of advanced business and management with ISSN 2395-7328
4. Published an article entitled “Major Perspectives of Rural Entrepreneurship in India” in Volume 2, March 2016 issue in Double blind peer reviewed Journal named Journal of advanced business and management with ISSN 2395-7328
5. Published an article entitled “A Study on Digital Wallets and mobile payments” in Volume 5, No 2, April 2016 issue in Double blind peer reviewed International Journal of Management Research and Business Strategy with ISSN 2319-345X
6. Published an article with manuscript entitled “An insight into future of online internet marketing: Biometrics a solution to behavioral marketing” in “Global Journal of Engineering Science and Research Management” (Peer reviewed, monthly online International Journal) in May 2016 issue with ISSN: 2349-4506 with Impact factor of 2.785
7. Published an article in International Journal of Multi-Dimensional Research with Paper ID: 3792, Entitled “A Study on the oral narratives impact of Indian television Animation Cartoon shows on children” in July issue with ISSN: 2321-1784 and Impact factor: 5.276
8. Published an article in International Journal of Management and Social Science Research Review, Vol-1, Issue-3, Dec-2016 with Paper entitled “An empirical study on customer’s perception and attitude towards Campco chocolates(Case study of male and female respondents of Honnavar & Bhatkal towns of Karnataka) with E- ISSN-

Curriculum Vitae

2349-6746 with Impact factor: 3.996

9. Published an article in International Journal of Business and Management Invention, Volume 6, Issue 2/February 2017 with Paper entitled “ Opportunities, Challenges, Initiatives and avenues for Green banking in India” with ISSN (Online) 2319-8028
10. Published an article in International Journal of Advanced research in Management, Engineering and technology (IJARMET), Volume 2, Issue 2, February 2017 with Research Paper entitled “ Possibilities and Realization of Virtual Environment for Global Education” with ISSN: 2456- 2998 (Online)
11. Published an article in International Journal of development research with Research Paper entitled “ A study on Legal empowerment of women and Human rights through cinema” with ISSN: 2230-9926(Online) with Thomson Reuter’s Researcher ID: J-4025-2016, SJIF 2016: 4.753
12. Published an article entitled “Major role of Make in India as driver of growth in Manufacturing sector” in Volume 2, Issue 4 July 2017 in ‘International Journal of Commerce and Management Research’ with ISSN: 2455-1627 with Impact Factor: RJIF -5.22 (UGC Approved Journal).
13. Published an article entitled “ Water management traditional system in rural and tribal societies in India: Valuing the unvalued” in Volume-4, Issue 8, August 2017 in ‘International Journal of current engineering and scientific research (IJCESR) with ISSN: 2393- 8374 with impact factor 3.241 (UGC Approved Journal No: 43032)
14. Published an article entitled “ Emerging trend, opportunities, challenges and creating awareness for Green Marketing in India” in ‘International Journal of Business Management & Research (IJBMR) with ISSN: 2249-6920 in Volume -7, Issue-4, August 2017 edition with Impact factor: 6.9876 (UGC Approved Journal)
15. Published an article entitled “Major challenges and problems of rural entrepreneurship in India” in International Organization of Scientific research (IOSR-JBM) IOSR Journal of Business and Management in Volume-19, Issue-8, Version-9 with ISSN: 2278-487X (UGC Referred Journal No: 46879)
16. Published an article entitled “Market potential, opportunities and major challenges for rural marketing in India” in International Research Journal of Management Science

Curriculum Vitae

- and technology, Volume-7, Issue-11 with ISSN: 2348-9367(UGC Referred Journal No: 47959)
17. Published an article entitled “E-Governance initiatives in India- A Path to Rural Development” in International Journal of Management and Commerce, Volume 4, Issue 12, December 2017 with ISSN: 2348-9766, Impact factor-5.564 (UGC Approved Journal)
 18. Published an article entitled “An overview of significance of Business mathematics in management system” in International Journal of Current engineering and scientific research (IJCESR), Volume-5, Issue-1, Jan 2018 with ISSN (Print): 2393-8374, (Online): 2394-0697, DOI-10.21276/Ijcesr, Impact factor: 3.241 (UGC Approved Journal)
 19. Published an article entitled “ Key strategies, necessities of digital marketing to succeed in current era” in EPRA International Journal of Economic and Business review (IJEER), Volume- 6, Issue -2, Febraury 2018 with e-ISSN: 2347-9671 and p-ISSN: 2349-0187 bearing IC Value: 61.33 (2016), SJIF Impact factor (2017): 7.144, UGC Approved Journal No: 47335
 20. Published an article entitled “ Recent trends, changing future, marketing strategies of rural marketing in India” in International Journal of Scientific Research and Review (IJSRR), Volume -7, Issue -3, March 2018 with ISSN NO: 2279-543X, Index Copernicus journals, UGC Referred Journal
 21. Published an article entitled “Digital India –Transforming India into a knowledge economy” in International Journal of Current engineering and scientific research (IJCESR), Volume-5, Issue- 4, April 2018 with ISSN (Print): 2393-8374, (Online): 2394-0697, DOI-10.21276/Ijcesr, Impact factor: 3.241 (UGC Approved Journal)
 22. Published an article entitled “A Study on corporate social responsibility, new business models and social entrepreneurship: In Indian context in Bi annual referred and indexed journal “Anveshana” with Print ISSN: 2249-1449, July 2019
 23. Published an article entitled “Integrating corporate social responsibility with business strategy” in Srusti Management Review (A Journal of Management & IT) listed in

Curriculum Vitae

Ulrich's periodicals, J- Gate, Ebsco Host, Proquest, Google scholar with ISSN NO: 2582-1148, December 2019

24. Published a case study entitled "Social capital of entrepreneurs as a strategic resource in startup firms: A case study of Abhivvyakti networks" in UGC Care listed journal 'Studies in Indian Place names' with ISSN: 2394-3114, Volume 40, Issue 27, February 2020
25. Published a research article entitled "MSME's as major drivers of sustainable development, role and growth aspects of entrepreneurship development in Indian context" in Journal of Engineering sciences (UGC Care listed Category 2 Journal) with ISSN: 0377-9254, Volume 11, Issue 04, April 2020
26. Published a research article entitled "An insight on transforming India into a knowledge economy with Digital India initiative" in Gedrag & Organisatie Review (Scimago Indexed Journal) with ISSN: 0921-5077, Volume 33, Issue 2, April 2020, pp: 621-634
27. Published an article entitled "An overview of significance of Rural development initiatives and importance of digital agricultural marketing services in Indian context" in International Journal of management and commerce innovations" with ISSN:2348-7585, Volume 08, Issue-01, April 2020
28. Published a research article entitled "A conceptual study on reflected learning and emerging challenges in Digital Journey" in Nolegien Journal of Global Marketing indexed in RJIF, SJIF, Google scholar with ISSN:2581-9666, Volume 3, Issue 01, June 2020, pp:1-15
29. Published an article entitled "Significant Indicators of company performance by impact of big data, sustainability and digitalization measures" in Srusti Management Review- A Journal of Management and IT, Volume 12, Issue 03, indexed in Proquest, Ebsco Host, July 2020, pp: 54-63
30. Published an article entitled "A paradigm shift in Digitalization in Rural entrepreneurship" in Universe International Journal of Interdisciplinary research (UIJIR) with ISSN: 2582-6417, Volume1, Issue -05, October 2020
31. Published an article entitled "Significant impact of Covid 19on travel and Tourism

Curriculum Vitae

- industry” in Universe International Journal of Interdisciplinary research (UIJIR) with ISSN: 2582-6417, Volume1, Issue -05, October 2020
32. Published an article entitled “E-Health marketing gamification and limitations vested on its strategic power with specific reference to marketing” in in Srusti Management Review- A Journal of Management and IT, Volume 14, Issue 02, indexed in Proquest, Ebsco Host, July 2020, pp: 42-52
 33. Published an article entitled “Major issues and challenges of women entrepreneurship in India – A literature review” in ANWESH: International Journal of Management and Information Technology, Volume-06, Issue-02, September 2021, Page no: 25-32 with ISSN: 2455-9245 indexed in Proquest, Ebsco Host, JGATE, i-scholar and Ulrich’s web
 34. Published an article entitled “Applications, Challenges, Promises and Potential role of Neuromarketing as an emerging tool of market research” in ANWESH: International Journal of Management and Information Technology, Volume-06, Issue-02, September 2021, Page no: 01-14 with ISSN: 2455-9245 indexed in Proquest, Ebsco Host, JGATE, i-scholar and Ulrich’s web
 35. Published an article entitled “Applications, Challenges, Promises and Potential role of Neuromarketing as an emerging tool of market research” in ANWESH: International Journal of Management and Information Technology, Volume-06, Issue-02, September 2021, Page no: 01-14 with ISSN: 2455-9245 indexed in Proquest, Ebsco Host, JGATE, i-scholar and Ulrich’s web
 36. Published an article entitled “Viable learning methodologies and Innovative Pedagogies for the state of the art education in India” in ANWESH: International Journal of Management and Information Technology, Volume-07, Issue-01, March 2022, Page no: 17-24 with ISSN: 2455-9245 indexed in Proquest, Ebsco Host, JGATE, i-scholar and Ulrich’s web
 37. Published an article entitled “A Qualitative Analysis on the Significant Landmark in Indian Education: New Education Policy 2020 ” in ANWESH: International Journal of Management and Information Technology, Volume-07, Issue-02, November 2022, Page no: 40-46 with ISSN: 2455-9245 indexed in Proquest, Ebsco Host, JGATE, i-

Curriculum Vitae

scholar and Ulrich's web

Book Chapters:

1. Published an article entitled "Opportunities and challenges of Innovative strategies in rural marketing in present context" in Edited book volume title "Research trends in management: Recent trends, opportunities and challenges, Volume 02, Akinik Book Publications, New Delhi, ISBN: 978-93-5335-641-5, Jan 2019
2. Published an article entitled "Changing future and paradigm shift of rural marketing in Indian scenario" in edited book volume on "Paradigm shifts in management practices (Paramount publishing house, Hyderabad) , Volume 01, Issue 01, ISBN: 978-81-939248-9-1, April 2019
3. Published an article entitled "Services marketing strategy: An insight into Gaps Model of service quality" in Edited book volume title "Research trends in management: Recent trends, opportunities and challenges, Volume 04, Akinik Book Publications, New Delhi, ISBN: 978-93-5335-641-5, May 2019
4. Published an article entitled "Major insights on corporate financing in India: Some stylized facts of an emerging economy" in Edited book volume on Perspectives in Finance, Volume-01, ISBN: 978-93-5335-573-9, June 2019
5. Published an article entitled "Financial inclusion strategies as a major tool for building a success model in the Indian context" in Edited book volume on Perspectives in Finance, Volume-01, ISBN: 978-93-5335-573-9, June 2019
6. Published an article entitled "A major paradigm shift in conceptualization of inclusive development through trans-disciplinary measures" in Mayas Publication, Nagercoil, TN, Volume 01, Edition 01, ISBN: 978-81-942153-7-0, August 2019
7. Published an article entitled "Challenges and opportunities of Precision agriculture in a flat world" in Edited book volume 'Status of agriculture in India' Volume 01, Issue 01, ISBN: 978-81-942871-0-0, December 2019
8. Published an article entitled "A theoretical study on the digitization of supply chain mechanisms in agriculture in Indian context" in 'Status of agriculture in India' Volume 1, Issue 01, ISBN:978-81-942871-0-0, December 2019

Curriculum Vitae

9. Published an article entitled “An overview and role of green banking for sustainable growth” in Edited book volume ‘Perspectives in Finance, Volume 2, Issue 0, ISBN: 978-93-90322-47-3, Jan 2020
10. Published an article entitled “ A study on avenues for digital marketing with emphasis on necessities and key strategies to succeed in present era” in Edited book volume on Trending frontiers and prospects in commerce and management with ISBN: 978-81-942871-2-4, Of by and for you publication, March 2020
11. Published an article entitled “An insight and theoretical study on significant business strategies for post-pandemic management” in edited book volume entitled “Business strategy in the post covid-19 pandemic scenario” by Evincepub publishing, 2020 Edition
12. Published an article entitled “A Schematic review on sustainability Innovations and Firm Competitiveness in the digital age” In International edited book volume entitled “Business, Sustainable development and other emerging issues” by Redshine publications, London with ISBN: 978-1-329-57339-0, 2021 Edition

Workshops/Training Programs Attended

- ✓ Participated in international conference organised by MTC Global on “Disruptive Innovation in Education” at ISME (international school of management excellence) college Bangalore Attended one day Faculty Development Programme (FDP) on Data Analysis through SPSS conducted at Chetan Business School (Institute of Management and Research) on 25th Febraury 2017
- ✓ Participated in two day National level research methodology workshop on “Statistical tools for data Analysis” organised by School of Business and Economics, conducted by Department of Studies in Economics on March 24th and 25th, 2018 at Rani Chennamma University, Vidyasangama, Belagavi

Resource Person

Affiliations

Curriculum Vitae

6. Involved in MBA syllabus review committees as a member in the year 2012-2015 at Karnataka Folklore University, Gotagodi, Shiggaon for MBA in Rural and Tribal Business Management
7. Worked as Chief examiner for MBA university Theory exam.
8. Worked as Examiner for MBA Project Viva Exam.
9. Worked as paper evaluator for MBA at KUD

Teaching (Subjects Taught)

- Marketing management
- Strategic management
- International marketing management
- Business marketing
- retail management
- Services marketing
- Sales and distribution management
- Retail Management
- E-marketing
- Rural marketing and rural environment management
- Corporate governance
- Business ethics
- Principles and practices of management
- Human resource management
- Applications of services marketing

Research Interests

Consumer behavior, Customer relationship Management, Digital Marketing, Rural Marketing, E-Marketing etc

Personal Details:

Name : Mr. Jayadatta S
Fathers Name : Dr. Shreepada N S
Marital Status : Married
Date of Birth : 24 /06/1984

Curriculum Vitae

Languages Known: English, Kannada and Hindi.

Hobbies : Playing Chess, Singing, Playing cricket

Address : Mr. Jayadatta S
C/o Golden home shelters
Aravind nagar, Old Hubli
Karwar Road, Hubli -580024

Curriculum Vitae

Prof Aruna Battur

Assistant Professor

KLE's IMSR Hubli

arunabatturimsr@gmail.com

[+91 9739680908](tel:+919739680908)

Academic Experience

6. Assistant Professor, KLE's Institute of Management Studies and Research, Hubli (2017 – Present)
7. Full time Lecturer in KLE Society's Shri Mrityunjaya BBA College ,Dharwad (2012 September -2017 January).
8. Guest lecturer in KLE Society's BBA, College Hubballi during 2011 May -2012 May
9. Teaching Associate in KLE Society's Institute of Management Studies & Research, Hubballi during 2010 September -2011 April.

Education

Master of Business Administration from KLE Society's Institute of Management studies and Research,Hubli 2010

Bachelor of Commerce from Karnataka State Women's University,Vijaypur 2008

Papers Presented

National Conferences

- 1.Paper Presented on EXPLORING THE CONCEPT OF GAMIFICATION AND EMPLOYEE ENGAGEMENT IN IT at the XXIV Annual International Conference of The Society of Operations Management (SOM-2021), held virtually between 12th and 15th November 2021. Hosted by XLRL Jamshedpur.
- 2.Participated and presented a paper on "Human Resource Development" Held in KLE Society's Nijalingappa College, Bengaluru on 4th September 2015
- 3.Participated and presented a paper on "Depreciation of Indian rupees" held in KLE Society's Gudleppa Hallikeri Arts,Science,Commerce college , Haveri on 24th & 25th January 2014
4. Participated, presented and published a paper on "Leadership And Ethical organization" Held in Jain College of MBA& MCA Belagavi on 15th March 2014

Curriculum Vitae

5. Participated and presented a paper on “Impact of FDI in Retail with special reference to India-Issues and Challenges” in the UGC Sponsored national seminars on Foreign Direct Investment in the Indian Retail Sector: Issues and challenges Held at CSI College of Commerce, Dharwad on 3rd March 2014

6. Participated, Presented, Published a paper on “Emerging Issues in the Field of Human Resource Management” at the National Conference on Trending Research In Management (NCTRM-2017) Held at Siddaganga Institute Of Technology, Tumkur on 5th May 2017

7. Participated, presented, and Published a paper on “Progress of Make In India campaign” Held in KLE Society’s Jagadguru Gangadhar college of commerce, Hubli on 23rd September 2017 Proceedings bearings an ISBN:: 978-93-86675-10-1

8. Participated and presented a paper on “Innovation for sustainability” Held in Bapuji B-School, Davangere on 29th & 30th January 2015

International Conference

1. Participated at SDMIMD, Mysore on Dec 15-16 2022 , Presented paper on “Welfare facilities at BOSCH”

2. Participated, Presented, Published a paper on An Empirical study on the Impact of Lockdown on Lifestyle with special Reference to Hubli-Dharwad organized by SDMIMD, Mysuru 3rd & 4th December 2020

3. Participated, Presented, Published a paper on A STUDY ON WORK-LIFE BALANCE OF NURSES OF PRIVATE HOSPITALS ACROSS HUBLI CITY organized by SDMIMD, Mysuru 3rd & 4th December 2020

4. Participated, Presented, Published a paper on A Study on Employee Engagement on Automobile industry during Covid-19 organized by SDMIMD, Mysuru 3rd & 4th December 2020

5. Participated, Presented, Published a paper on A STUDY ON B SCHOOL STUDENTS PERCEPTION TOWARDS THEIR CAREER –POST LOCKDOWN organized by SDMIMD, Mysuru 3rd & 4th December 2020

Curriculum Vitae

6. Participated, Presented, Published a paper on A Study on Work Life Balance of Information Technology Employees Working from Home during Covid-19 organized by SDMIMD, Mysuru 3rd & 4th December 2020
7. Participated, Presented, Published a paper on A Study on Competency Mapping of B-School Students for Employability organized by SDMIMD, Mysuru 3rd & 4th December 2020
8. Participated, Presented, Published a paper on “A Study on the TALENT Acquisition & Management through technology” at the International conference Marketing Challenges In Emerging Markets (MCEM-2019)Held at IMT Hyderabad on January 18-19,2019
9. Participated and presented a paper on “A Study of Work Life Balance Of Faculties Of Management Institutes” with special reference to Hubli region organized by Shri Dharmasthala Manjunatheshwara Institute For Management Development,Mysuru on December 6-7,2019
- 10.Participated, Presented, Published a paper on “A Study on the Effectiveness Of Training and Development Activities Undertaken at WEIR BDK Ltd,Hubli in the Second National Conference on “Applications of management research in Social Science, Engineering and Technology(NCAMRSSET 2018)”Organized by M.A.M.B-School and M.A.M College of engineering and technology on 25th January 2018. At siruganur,Tiruchirappalli

Articles (Published)

- 1.Article Published on WLB of employees at Apple Paints,Hubli Jan-June 22 vol 8 issue 1 GBS IMPACT
- 2.Article Published on WLB while working from home during COVID Lockdown:Changing preferences and the future of work in ANWESH:International journal of Management & Information technology volume 7 issue 2 2022
- 3.Article Published on A Study on compensation management practices and policies undertaken at HESCOM In Spurthi Journal July –December 2021 ISSN 22491201 Volume XI Number II
- 4.Article Published on A Study on Work –Life Balance of Nurses of Private Hospitals Across Hubli City in NIU International Journal of Human Rights A UGC CARE Listed Journal ISSN: 2394-0298 Volume 8(XVIII), 2021
- 5.Article Published on A Study on the role of motivation and job satisfaction in improving the performance of organization in IT Industry Published In Spurthi Journal January –june 2021 ISSN 22491201 Volume XI Number I

Curriculum Vitae

6. Article Published on A Study on Work Life Balance Among the Teaching Professionals of Management Colleges in Hubli City in The journal of Oriental Research Madras UGC Care Listed Vol.XCII-XVIII,ISSN:0022-3301 Impact factor:7.193 May 2021

7. Article Published on A comparative Study on work life Balance in IT, Education & Health care Industry in Shodhsamhita UGC Care group 1 journal Volume no VIII, Issue II, (May) 2021-22 ISSN No 2277-7067 Impact factor 4.95

8) Article Published on Online Teaching during Lockdown Period of COVID-19 Pandemic in India: Teachers Perspectives In International Journal of Research and Analytical Reviews (IJRAR) & UGC Approved & 5.75 Impact factor Volume 8, Issue 1, February 2021

9) Article Published on IMPACT OF COVID-19 PANDEMIC ON MENTAL HEALTH OF B-SCHOOL STUDENTS in Prabhandan A Scholarly Peer Reviewed Journal Volume No 10 Issue No 2 December 2020

10) Article Published on A Study on Alumni Connect at IMSR Published In Spurthi Journal January – June 2020 ISSN 22491201 Volume X Number I

Articles Under Review

8. Exploring the concept of Gamification and employee engagement in IT industry at Srusti Management Review

Book Chapters

Paper (Book chapter) published on E-Learning during Lockdown of covid-19 Pandemic: A Perspective organized by RAMAIAH Institute of Management on 9th April 2021 ISBN: 978-93-91537-19-7

Workshops/Training Programs Attended

Workshop, Seminars, Webinars & FDP Attended

1) Participated in the One Week Online FDP on “**New Paradigms of Management Education in Next Normal**”, organized by the Department of Management Studies in Association with IQAC, Ramaiah Institute of Technology, Bangalore from 7th to 12th February, 2022

2) Participated in five day virtual FDP on progressive teaching practices for unified classroom experiences held from 20th -24th September 2021, organized by Adarsh institute of management and information technology

Curriculum Vitae

- 3) Attended one day national webinar on “Post Independence Duties and Responsibilities of Indian Citizens” on August 13, 2021 organized by NCC MMDU in association with Maharaja Agrasen Chair MM(DU), Mullana-Ambala, Haryana.
- 4) Participated in National Webinar on 'Geoinformatics Technology & Career Opportunities' organized by the Department of Geography S.B.R.M. Govt. PG College, Nagaur(Raj.) in collaboration with NIGMT Foundation, New Delhi on 13.08.2021
- 5) Participated in the online Faculty Development Program on “Fundamentals of Data Visualization Using TABLEAU” from 10th-13th August, 2020 Organized by KLE Society's College of Business Administration –BBA, Hubli
- 6) Attended Online National Webinar on “Literature Review: Foundation to Research (How and Why)” Vidya Prabodhini College of Commerce, Education, Computer & Management Vidyanagar, Alto-Parvari, Goa held on 31st August, 2020.
- 7) Participated in International Webinar on “Trait Emotional Intelligence and Resilience at the time of Covid-19”, Speaker Dr. K.V.Petrides, Professor of Psychology and Psychometrics, London Psychometric Laboratory, University College, London (UCL), U.K., held on 23rd July, 2020. Organized by B.V.V.Sangha's BASAVESHWAR ENGINEERING COLLEGE (AUTONOMOUS) BAGALKOT KARNATAKA, INDIA Department of Management Studies (BEC-DOMS)
- 8) Participated in webinar on Management on health care facilities during pandemic held on June 9th 2020 organized by RNSIT Bangalore
- 9) Participated in National Level Webinar on topic ” POST COVID 19 IMPACT ON HIGHER EDUCATION AND EMPLOYABILITY ”, held on 8th June 2020. A. S. Patil College of Commerce, Vijayapur
- 10) Completed 12 days online training program on “SPSS for Beginners” held between 8th May to 20th May 2020 organized by KLE Society's SCP Arts, Science & DDS Commerce College, Malalingapur.
- 11) Attended One Week Short Term Training Program (STTP) ON “Research Data Analysis” Conducted by the Department of MBA in association with All India Council For Technical Education (AICTE) from 22nd July to 27th July 2019.
- 12) Attended one day symposium on the Statutory Compliance and Regulatory Mechanism of the Ease of doing Business Program conducted by Rotary club dharwad central on 09th June 2018.

Curriculum Vitae

13) Participated in FDP Conducted by KLE Society's Lingaraj BBA College, Belagavi on 19th January 2016

14) Attended one day workshop conducted in KLES's IMSR, Hubballi

15) Attended one day workshop conducted in KLE Society's Shri Mrityunjaya Arts & Commerce College, Dharwad

Teaching (Subjects Taught)

Principles of Management, Performance Management, Compensation Management

Research Interests

HR

Personal Details :

Name:Prof Aruna Battur

Fathers Name:Ishwarappa Battur

Marital Status:Married

Date of Birth;4/12/87

Languages Known:English & Kannada

Address:Aruna Battur

At post:Ingalahalli

Taluk:Hubli Dis:Dharwad

Curriculum Vitae

Prof. Shruti Modak

Assistant Professor

KLE's IMSR Hubli

Shruti.s.modak@gmail.com

+91 9986781940

Academic Experience

10. Assistant Professor, KLE's Institute of Management Studies and Research, Hubli (2019 – Present)
11. JRF at DRDO(2013-14)

Education

Pursuing, PhD in Management, JAIN (Deemed to be University), Bangalore

Master of Business Administration from KLE's IMSR, Hubballi

Bachelor of Engineering in E&E from JNNCE, Shimoga, 2012

Papers Presented

International Conferences

8. Presented paper at International Conference on "Talent Management in Startups", Kirloskar institute of management studies, Harihar
9. Presented paper at International Conference "Study on Talent Management Startups Bibliometric Analysis", Mittal International Conference.

Articles (Published)

9. **"ESG investment is good for a socially responsible investor: A study on financial performance and talent retention in ESG companies"** in Manager – The British Journal of Administrative Management, Volume 58, Issue 154, September 2022.(C-category, ABDC)

Certifications

8. JAVA and C++ from UTTARA, Banagalore

Workshops/Training Programs Attended

10. Workshop on SPSS, JAIN, Bangalore(October2022)
11. Management Development Program On Management at Belgaum (NOV 2022)

Curriculum Vitae

Honors and Awards

5. KSET, 2021 in first attempt.
6. 40th Rank in PGCET June 2017.
7. “Best Outgoing Student” for the batch 2017-2019 KLE’s IMSR, Hubballi

Teaching (Subjects Taught)

Organizational Behavior, Talent Management, Strategic Human Resource Management, Emotional Intelligence and Managerial Effectiveness, IT for Managers, Corporate Communication.

Research Interests

Startups, Talent Management, Entrepreneurship, Human Resource, Management etc

Personal Details :

Name: Shruti Modak

Fathers Name: Sudheer Modak

Marital Status: Married

Date of Birth: 10/10/1989

Languages Known: Hindi, English, Kannada, Marathi, Sanakrit

Hobbies: Reading, Travelling

Address: “Onkar”, H. No. 40, Lingrajnagar North, Hubballi.

Curriculum Vitae

Prof. Pushparaj S.Kodaganur

Assistant Professor & Placement officer

KLE's IMSR Hubli

kodag.pushparaj@gmail.com

[+91 9916121622](tel:+919916121622)

Academic Experience

12. Assistant Professor , Adept Institute of Management Studies (2013-2016)
13. Assistant Professor & Placement officer, Institute of Excellence in Management Science, Hubli (2016- 2021)
14. Assistant Professor & Placement officer, KLE's Institute of Management Studies and Research, Hubli (2022 – Present)

Previous experience if any please mention as above

Industry Experience

6. Esource India Limited, Nagpur, Maharashtra (2010- 2012)

Education

Master of Business Administration from IEMS- B School Hubli, Affiliated to Karnataka University Dharwad.

Bachelor of Commerce from CSI College of Commerce, Dharwad, Affiliated to Karnataka University Dharwad.

Papers Presented

National Conferences

10. Presented paper at National Conference at Karnataka University Dharwad - A study on emotional intelligence and its role on job and work performance in current context.
11. Participated and presented a case study entitled "Social capital of entrepreneurs as a strategic resource in startup firms: A case study of Abhivyakti Networks organized by S K N Singhad school of business management, Ambegoan Pune on 17 th and 18 th February 2020 in National Confluence on transformative role of business in social responsibility: An Indian perspective

Curriculum Vitae

Articles (Published)

10. "A Significant Study on HR Interventions for Work Lifer Balance- Major Evidences from Organizations in Indian Context - IJARIE-ISSN(O)-2395-4396 - Vol-8 Issue-4 2022
11. "An insight on role of e-commerce on customer engagement- a theoretical study" contemporary research in commerce & management, volume – 2
12. "A significant insight on marketing in post covid-19 eraan insight for marketing managers" recent advances in commerce & management, volume – 2, red 'shine publication.
13. "Major review on possible strategies for bridging the employability skill gap in higher education and internship dilemma and possible solutions for higher professional education in India". International Journal of Creative Research Thoughts- ISSN- 2320-2882
14. "Significant Challenges in Digital Payments with Reference to Digitalization of Small Retail Stores in Indian Context - A Theoretical Assimilation" International Journal of Research Publication and Reviews. ISSN 2582-7421
15. "An Insight on role of E-Commerce on Customer Engagement- A theoretical Study- Red shine Publication- April 2022 Edition.
16. "A Significant insight on marketing in post covid- 19 Era – An insight for Marketing Managers- Published in edited book May 2022 first Edition- Red Shine Publication.
17. A Study on existing approaches and problems on big data visualization and analytics in present context. Spurthi IMSR Journal of Management Thoughts- ISSN: 23249-1201.
18. "Significant challengesin Digital payments with reference to Digitalization of small retail stores in Indian Context- A theoretical Assimilation" Publishes in International Journal of research publication and reviews- Volume3, issue 12, 2022.
19. "Potential pitfalls, challenges and opportunities of ecommerce in India – a theoretical study"- recent advances in commerce & management, volume-4- red 'shine publication

Curriculum Vitae

Articles under Review

20. "Significant study and critical value analysis of retail marketing with specific reference to Indian retail sector- A theoretical assimilation" – International Journal of advances in engineering and management – Volume- 4 issue 12 December- Issn- 2395-5252
21. "Honing Local enterprises and industrial alliances with the success of entrepreneurs: The mediating role of technology adoption and market competition"- International Management Institute Bhubaneswar- 8th International conference on Global Business Environment.
22. "Major importance, significance of ethics and values in business management in current Context"

Workshops/Training Programs Attended

12. Workshop on Structural Equation Modeling – Bapuji academy of Management and Research Davangere.
13. Workshop organised by Global institute of Management Science, Bangalore.
14. Workshop by McGraw Hill on getting job ready for post covid era.
15. Faculty Development Program on the subject of Leveraging unlimited potentials of faculties in digital age. – London School of Digital Business- UK.

Resource Person

4. As a resource person and chief guest for Annual Day program of Government First Grade College Haliyal- 19 August 2022.
5. As a resource person to train employees of Greet Technologies Bangalore.
6. As a resource person to give motivational talk to employees of Just Dial Bangalore.
7. Given a radio talk on "What Next After MBA" & " Placement opportunities for MBA `s"

Affiliations

6. Member of Panel of Examiners - Sikkim Manipal University.
7. Member of Panel of Examiners - Karnataka University Dharwad.

Curriculum Vitae

Honors and Awards

8. “Best Student” for the batch 2008-2010 Institute of Excellence in Management Science- Hubli.
9. “Best Mentor” award for distinguishing performance in Academics and Extracurricular activities Institute of Excellence in Management Science- Hubli.2017-2018
10. Topper in Major Concurrent Project - Institute of Excellence in Management Science- Hubli. – 2009-2010

Teaching (Subjects Taught)

Principles of Management, Marketing Research, Retail Management, Customer Relationship Management, Brand Management, Consumer Behaviour, Service Marketing , Organizational Behaviour, Business Environment for Managerial Decision, Entrepreneurship Development, Corporate communication.

Research Interests

Startups, Ecommerce, Promotions, Customer Relationship Management, Retail Management, Service Marketing.

Personal Details:

Name: Pushparaj S. Kodaganur

Fathers Name: Sambhajirao B. Kodaganur

Marital Status: Single

Date of Birth: 03/05/1987

Languages Known: English, Marathi, Hindi and Kannada.

Hobbies: Travelling, Dance, Reading Books, Listening Music.

Address: Pushparaj S. Kodaganur

#38 “Swapna Sakaar” Sangollirayanna Nagar, Manjunath Colony

Dharwad, 580002.

Curriculum Vitae

Prof. Arunkumar Shetty

Assistant Professor

KLE's IMSR Hubli

arunkumar.shetty85@gmail.com

[+91 9742199933](tel:+919742199933)

Academic Experience

7. April 2022 – till date - Assistant Professor at KLE's IMSR Hubli
8. January 2019 – Sept 2021 – Assistant Professor at CMS B-School Jain Group Of Institutions for MBA (Finance) Bangalore.
9. June 2018 – January 2019 – Assistant Professor at Presidency University for UG.
10. February 2016 – June 2018 - Assistant Professor for MBA (University Of Mysore) at Dayananda Sagar Institutions, Bangalore.

Industry Experience

1. 2014-2015 – Worked as Sales Development Manager with HDFC Limited Mysore.
2. 2012-14 – Analyst in JP Morgan Investment Banking in “Claims and Settlements Department”. Nostro Account management and reconciliation.

Education

Pursuing PhD (Research Scholar) Affiliated to VTU Belagavi on the topic “A Study on Financial Literacy and its impact on Investment Decision”.

June 2011 – Awarded Postgraduate “MBA” in Finance from Sri Jayachamrajendra College Mysore.

June 2008 – Awarded Degree as Bachelor Of Engineering in E & C from Sri Dharmasthala College Of Engineering and Technology Dharwad.

Professional Achievements

FDP and Webinars

Curriculum Vitae

- FDP on “one-week online faculty development program on analytical tools” from 27th May to 2nd June 2020 at CMS B-School.
- Webinar on “Digital Economy and its implications on HR: Post Covid-19” on 19th June 2020 at CMS B-School.
- Attended webinar on “Atmanirbhar Bharat – Liquidity, Land, Law, Labour and Social Reforms” on 17th June 2020 at CMS B-School.
- Two day online FDP on “Investment landscape and role of Fintech in a pandemic World” on 26 and 27 June 2020 at CMS B-School.
- Attended FDP on “Introduction to Structural Equation Modelling” on 16 November at CMS B-School.
- FDP on “Business transformation: the key to building a future-ready corporation” on 9th February 2019 at CMS B-School.
- Executive Editor for Dayananda Sagar Business Academy Journal which is published semi-annually.
- Published 2 editions of Journals June – 2016 and December – 2016 edition successfully with ISSN No- 2394-8787.
- 3-day FDP on “Data Analysis and interpretation for Management Research” from Jan 08-10 2018 at Dayananda Sagar College.
- FDP on “Research Design and Statistical Analysis using SPSS” on 29th and 30th June 2017 at Dayananda Sagar College.
- One day FDP on “Conscious Facilitation” on 24th November 2017 at Dayananda Sagar College.

Resource for FDP

- Resource for FDP on “Leadership, Teamwork & Personal Effectiveness” from 17th June to 27th June 2019 at SJ Government Polytechnic College Bangalore.
- Resource for FDP on “Leadership, Teamwork & Personal Effectiveness” from 03rd December to 09th December 2019 at SJ Government Polytechnic College Bangalore.

Curriculum Vitae

- Resource for FDP on “Student Centered Teaching Methods & Strategies in Higher Education” from 29th June to 03rd July 2019 at SJ Government Polytechnic College Bangalore.

Conference and Publication

- Published article in ABDC listed C category “Manager-The british journal of administrative journal and management” titled “ESG INVESTMENT IS GOOD FOR A SOCIALLY RESPONSIBLE INVESTOR: A STUDY ON FINANCIAL PERFORMANCE AND TALENT RETENTION IN ESG COMPANIES”
- Coordinator for International Conference at Dayananda Sagar Business Academy on 21 and 22 October 2016.
- Presented paper on “Major components of Financial Literacy and its integration impact on an Individual” at Sri Jayachamarajendra College of Engineering Mysuru on 15 and 16 December 2017.
- Published paper in “Journal of Research in Management” with ISSN No 2394-8787 titled “Financial Literacy: Major components and its integration impact on an individual”.
- Published a paper in UGC journal International Journal of Research and Analytical Reviews titled “A study on the factors affecting Financial Literacy”.

Teaching (Subjects Taught)

Indian Financial System, Financial Markets and Services, Business Research Methodology, Derivatives, Investment Analysis and Portfolio Management, Behavioral Finance, Wealth Management.

Research Interests

Applied Research, Financial Markets Research, Descriptive statistics, Quantitative research, Structural Equation Modelling.

Personal Details :

Name: Arunkumar Shetty

Fathers Name: Nagesh M Shetty

Marital Status: Married

Curriculum Vitae

Date of Birth: 24/02/1985

Languages Known: English, Kannada, Hindi

Hobbies: Football, Coin collection, Travelling.

**Address: H No – 70 Unkalkoti building Opposite ayyappa swamy temple shirur park
Vidyanagar Hubli-580031**

Curriculum Vitae

Prof.Smita Nadiger

Assistant Professor

KLE's IMSR Hubli

smita.21nadiger@gmail.com

[+91 9538084007](tel:+919538084007)

Academic Experience

15. Assistant Professor, KLE's Institute of Management Studies and Research, Hubli (2012/May – Present)
16. Assistant Professor, KES Institute of Excellence in Management Science, Hubli (2017 – 2022)
17. Lecturer(Guest Faculty), BVB Engineering College, Hubli (2015 – 2017)

Industry Experience

11. Team Leader, Farewealth Securities, Hubli (Jan/2012 - 2014)
12. Relationship Manager, India Infoline, Hubli (2010 - Dec/ 2011)

Education

1. Pursuing PhD in Management, Karnatak University, Dharwad.
2. Post Graduate Diploma in Bank Management from KES PGDBM College, Hubli 2019
3. Master of Business Administration from KLE Institute of Management Studies and Research, Hubli 2010.
4. Bachelor of Commerce from J.G.College of Commerce, Hubli 2008

Papers Presented

International Conferences

1. Presented Paper at 8th International Conference on “Global Business Environment” with a theme “Paradigm Shift in Business through Agile Practices” to be held at IMI-Bhubaneshwar on December 10, 2022.

Articles (Published)

- “The Impact of Covid – 19 on Indian Economy” (CLIO an Interdisciplinary Journal UGC care Journal, ISSN: 0976-075X Vol-6- Issue -13June – 2020)
- “The Cash less Transaction in Rural India” (published in UGC Care Journal)

Curriculum Vitae

- “The Role of Behavioural Finance on Financial Markets” IEMS Journal of Management

Book Chapters

Workshops/Training Programs Attended

1. Faculty Development Program on One Day FDP on Building Research & Publication Capability.
2. Association of Indian Management Schools (AIMS) 5-Day Hands-on Workshop for Financial Analytics using 'R' on 11th Sept.2020 to 15th Sept. 2020.
3. NPTEL 12 week online Certification course on “Financial Institution and Markets” January 2020.
4. ATAL Academy Advanced FDP on “Emerging Financial Management and Accounting Techniques” from 17/01/2022 to 22/01/2022.
5. International Faculty Development Program on Case Writing held at KLS Institute of Management Education and Research, Belgaum on 22nd and 23rd April 2022
6. Three Day FDP on Team Building and Managing held at S.G.Balekundri Institute of Technology Belagavi from 7/11/2022 to 9/11/2022.

Resource Person

1. Workshop on “Building Positive Attitude” for Degree Students- Govt. First Grade College, Kalghatgi.
2. Webinar on “Online Trading” for 3 days Session for Management Students.
3. Workshop on NSE NCFM and NISM Certification program for Management Students.

Affiliations

8. Member of Panel of Examiners Karnataka University Dharwad.

Teaching (Subjects Taught)

Cost & Management Accounting, Business Environment for Managerial Decision Making, Personal Finance and Tax Planning, Principles & Practices in Modern Banking, Security Analysis & Portfolio Management, Derivative Markets, Behavioural Finance,

Curriculum Vitae

Research Interests

Economics, Behavioural Finance, stock Market etc..

Personal Details :

Name : Smita N. Nadiger

Fathers Name : Prakash Jadhav

Marital Status : Married

Date of Birth : 31/05/1988

Languages Known : English, Kannada, Marathi, Hindi

Hobbies : Reading, Cooking

Address : MIG 306/A, 15th Cross, Navanagar Hubli.