

## Personal Profile

- 1 Name in full : B.NAGARAJU
- 2 Date of Birth : 22<sup>nd</sup> August 1968
- 3 Qualification : M.Com., Ph.D.,
- 4 Designation : Professor,
- 5 Address : DOS in Commerce,  
University of Mysore,  
Manasagangotri campus,  
Mysore.

## Academic Qualification

Sl. No	Examination Passed	University	Month & Year	Class Obtained	Subject
1.	<b>B.Com.</b>	University of Mysore	April, 1990	High Second Class (59%)	Commerce
2.	<b>M.Com.</b>	University of Mysore	May, 1992	High Second Class (59%)	Commerce
3.	<b>Ph.D.</b>	University of Mysore	March, 2011		Business Administration

### Area of Specialization:

- Financial Management
- Business Research Methodology
- Management – HRM, OB and MM

### Teaching Experience: 24 Years

Sl. No	Level of Teaching	College / University / Institution	Period of Service	Course Taught
1.	Post-Graduate	University of Mysore	1995 to 1999 1999 to 2007 2007 to 2015 2015 onwards	M.Com. M.B.A. M.FAM & M.BITech M.Com(Fin.Ser)

## Research Experience and Publications

### Research Guidance:

Ph.D – Awarded: 10 Pursuing : 8  
M.Phill – Guided : 13

## Publications: National and International(ISSN)

1	Housing Market in India - Consumer Finance Blocking the Future	Abhigyan, Delhi	International Journal ISSN-0970-2385	September 2006
2	Investment attitudes of Professionals on Housing finance	Asian Journal of Development Matters	International contemporary & multi- disciplinary journal ISSN-P-0973-9629	December 2010
3	The effect of ERP on Management Accounting system reports	M-Infiniti – journal of Management	A Double blind peer- reviewed journal ISSN-0973-7197	December 2012
4	Bank Credit to SME's –Missing Link	Golden Research Thoughts	International Recognition Research Journal ISSN-2231-5063 Impact Factor-0.1870	February 2013
5	Problems and Prospects in Bank SME Financing in India	Indian Streams Research Journal	International Recognition Research Journal ISSN-2230-7850	March 2013
6	The Impact of Foreign Direct Investment Intervention on Retail Marketing – A case study of Mysore District, Karnataka.	Golden Research Thoughts	International Recognition Research Journal ISSN-2231-5063	April 2013
7	An analysis of the relationship between Tourism Industry & FDI in India.	Indian Streams Research Journal	International Recognition Research Journal ISSN-2230-7850	April 2013
8	Impact of FDI intervention on fast moving consumer goods market	Indian Streams Research Journal	International Recognition Research Journal ISSN-2230-7850	April 2013
9	Impact of occupational stress on BPO' and Banking Employees – a case study of Karnataka	Indian journal of Commerce and Management studies	International Journal ISSN-2249-0310 Impact Factor-0.405	May 2013
10	“Post-Issue market performance of initial Public offerings in the Indian	International Journal of Management, IT and	International journal ISSN-2249-0558	May 2013

	Capital Market”	Engineering		
11	Service Innovation in Karnataka State Road Transport Corporation	Asian Journals Of Development Matters	International Journal ISSN-0973-9629	June 2013
12	An evaluation of JN NURM projects in Mysore City	Golden Research Thoughts	International Recognition Research Journal ISSN-2231-5063 Impact Factor-0.1870	July 2013
13	Stress in Women Employee; a study on influence of age (with reference to Insurance Sector)	International Organization of Scientific Research (IOSR Journals)	International Journal	Aug 2013
14	“A factor of marital status highly influencing on stress of women employee’s”- a study at insurance sector.	International journal of Business and Management Innovation	International Journal ISSN-2319-8028	October 2013
15	Employee’ perception analysis – a comparative study on KSRTC and SRS Travels	Global Research Analysis	A peer-reviewed and refereed international journal ISSN-2277-8160 Impact Factor-0.2714	December 2013
16	Sales promotion strategies of Fast Moving Consumer Goods – a study on Bakery products	M-Infiniti – journal of Management	A Double blind peer-reviewed journal ISSN-0973-7197	December 2013
17	Analysis of Employees’ perception – a case study on SRS Travels	Annamalai journal of Management	International Journal ISSN-0974-0406	December 2013
18	A study on consumer ‘behavior towards Eco-friendly FMCG products with special reference to Malnad Region in Karnataka	Annamalai Business Review	International Journal ISSN-0974-1690	December 2013
19	Consumer behavior of Fast Moving Consumer Goods – A Study on Bakery Products	Innovative Thoughts	International Research Journal (Bi-Monthly) ISSN-2347-5722	December 2013

20	FDI and Growth of Economy – with reference to realty sector in India	Indian Journal of Commerce and Management Studies	Internationally indexed blind peer reviewed Journal ISSN 2249-0310 Impact factor – 0.405	Jan 2014
21	The impact of enterprise resource planning on companies development	International Journal of Research in Management, Social Science and Technology	AIJRMSST ISSN-2320-2939	May 2014
22	A Study on Problems and prospects in Accessing institutional finance by SME's in India	Commonman Indian Journal of Commerce and Management	IJOCAM ISSN Print – 2348-4934 ISSN Online – 2348-6325	June 2014
23	A Study of Employee's performance appraisal in road Transport corporation	KEGEES journal of Social Science	ISSN 0975-3621	July 2014
24	A Study on stress management of Bank Employee's – In public and private banks	KEGEES journal of Social Science	ISSN 0975-3621	July 2014
25	Evaluation of Employees perception with special reference to KSRTC	Indian Journal of Commerce and Management Studies	Internationally indexed blind peer reviewed Journal ISSN 2249-0310 Impact factor – 0.405	Sep 2014
26	A study on consumer's preference towards sweet products with reference to Mysore city	KEGEES journal of Social Science	ISSN 0975-3621	Jan 2015
27	Impact of LARR act of 2013 on Indian Realty share market with reference to "A Group Companies in BSE"	Intercontinental Journal of Banking Insurance and finance	A Journal of Intercontinental Research Consortium ISSN – 2350-0875(o) 2350-0867(p) Impact factor – 0.432	Mar 2015
28	Job Satisfaction through training and development programmes – A Case	IOSR Journal of Business and Management	IOSR journals International organization	Apr 2015

	study at J.K tyre ltd., Mysore		of Scientific Research ISSN-2359-7668	
29	Does Demographic factors influence on physical stress among Bank Employees? A study on Public sector banks in Karnataka	M-Infinity A journal of Management	A Double blind peer-reviewed journal ISSN-0973-7197	Oct 2015
30	Leave management KIOSK – Is a tool of performance Appraisal System ? (with special reference to KSRTC Karnataka)	EPRA International Journal of Economic and Business Review	Monthly Peer reviewed, referred and indexed international Journal ISSN – 2347-9671 Impact Factor – 5.509	Aug 2016
31	Enterprise Resource planning and financial empowerment of organizations	International Journal of Commerce and Management Research	Peer reviewed journal ISSN – 2455-1627 RJIF : 5022	Sep 2016
32	Liquidity analysis of selected life Insurance companies in India.: A Comparative study	Indian Streams Research Journal	International Recognition Research Journal ISSN-2230-7850 Impact factor : 4.1625	Dec 2016
33	A study of Relationship between inflation accounting and company's performance Measurement	EPRA International Journal of Economic and Business Review	Monthly peer Reviewed, Refereed and Indexed International Journal ISSN : 2349-0187 (P) 2347-0187(O)	Feb 2017
34	Occupational Stress among bank Employees – with special reference to public sector banks in Karnataka.	KEGEES journal of Social Science	ISSN 0975-3621	July 2017
35	A Perceptual Analysis of Banking Employees on Organizational Climate	International Journal of Human Resource Management and Research	Peer Reviewed Bi-Monthly Journal ISSN : 2249-6874 Impact factor: 6.9786 Index Copernicus Value:	Jul-Aug 2014

			61.65 NAAS Rating: 3.38.	
36	Inflation in India : Causes and Effects	EPRA International Journal of Economic and Business Review	Monthly peer Reviewed, Refereed and Indexed International Journal ISSN : 2349-0187 (P) 2347-9671(O)	Aug 2017
37	Impact of Employee's Age on Organizational Climate – A Study of Public and Private Sector Banks in Karnataka	International Journal of Business and management Invention.	IJBMI ISSN : 2319-801X (p) 2319-8023(o)	Sep-2017
38	A study of relationship between family support and organizational climate among employees of public and private sector banks.	Global Journal for Research Analysis	A peer reviewed, Referred and indexed International Journal UGC Sr.No.49177 Impact factor 4.547	Nov 2017
39	Impact of salary on employee performance empirical evidence from public and private sector banks of Karnataka	International Journal of Marketing and Human Resource Management	IJMHRM ISSN : 0976-6421(P) 0976-643X (O) Impact factor : 5.5510	Oct-Dec 2017
40	Effectiveness of Employees education on Organizational Climate – A study of public and private sector banks in Karnataka	International Journal Of Marketing and Human resource Management	High quality refereed peer reviewed International Journal in Management ISSN – 0976-643X Impact Factor- 5.5510	Dec 2017
41	An Overview of Cryptocurrency in Indian Scenario	International Journal of Research in Economics and Social Science	A Monthly Double Blind Peer Reviewed refereed Journal ISSN : 2249-7382	Jan 2018
42	Financial inclusion initiatives in India	Vidyawartha – International Multilingual Research	UGC Approved ISSN : 2319-9318	Jan-Mar 2018

		Journal		
43	A Study on Perceptions of Common Man on GST in India	International Journal of Creative Research Thoughts	International Peer Reviewed, Open Access Journal ; UGC and ISSN approved Journal ISSN : 2320-2882 Impact factor : 5.97	April 2018
44	Impact of Digital marketing on Youth Consumers – A study	International Journal of Research and Analytical Reviews	An International Open Access Journal UGC approved and ISSN : 2348-1269 Impact Factor : 5.75	Oct 2018
45	Mobile Phone Payment System – Issues and Challenges	Ajanta – An International Multi-disciplinary Quarterly Research Journal	Peer reviewed Referred UGC listed Journal: 40776. ISSN : 2277-5730 Impact factor : 5.5	Oct-Dec 2018
46	Present Scenario payment banks in India: Prospectus and Challenges	Ajanta – An International Multi-disciplinary Quarterly Research Journal	Peer reviewed Referred UGC listed Journal: 40776. ISSN : 2277-5730 Impact factor : 5.5	Oct-Dec 2018
47	New paradigms of Employee empowerment – A Descriptive study	Vidyawartha – International Multilingual Refereed Research Journal	Peer Reviewed International Publication ISSN : 2319-9318	Jan- Mar- 2019

### **Publications: National and International(ISBN)**

1.	Reverse Mortgage – A magic potion to senior populace	Southern Economist – Bangalore		2008
2.	The role of co-operatives in economic development: An	Proceeding of the International seminar on Cooperatives	ISBN – 978-0-557-23823-1	2010

	overview of cooperative movement			
3.	The role of E-Commerce in Development : An overview of Indian Context	The sixth International Multi-Disciplinary Conference: knowledge in new Millennium	ISBN – 978 – 0 -557-23823-1	2011
4.	The role of E-Commerce in development: an overview of Indian context	Proceeding of the 6 <sup>th</sup> international multi-disciplinary conference	ISBN-978-0-557-23823-1	2011
5.	Indians and challenges of Green Marketing	Tumkur University Conference Proceedings	ISBN-978-81-924393-6-5	2012
6.	The financing of social entrepreneurs in India	UGC Sponsored international conference on social Entrepreneurship for sustainable development in emerging economics	ISBN-978-93-5097-704-0	2012
7.	A Paper on bank financing to SME's-opportunities & Challenges	Proceedings of the national conference on Financial Services: Opportunities & Challenges in Indian Perspective	ISBN-978-81-910530-3-6	December 2012
8.	Corporate Governance and Green Marketing	Contemporary issues in ethics, governance & IFRS	ISBN-978-93-81195-25-3	2013
9.	Convergences and Cross-Currents in Management and Information Technology	Convergences and Cross-Currents in Management and IT	ISBN 978-81-8281-484-4	2013
10.	CRM Strategies of Organized Retail Sectors on Customer Satisfaction – A case study Of Mysore city	Strategies for social and sustainable competitive advantage in Globalized Era.	ISBN – 978-93-83192-49-6	2014
11.	A Study on access to finance and venture capital for SME's in India.	AVANT-GARDE 2014 Conference proceedings on International conference on Global paradigm shifts	978/93/5202/254-0	2014

12.	Human Resource Management enterprise and CSR	Conference proceedings on Equality and sustainable human development issues and policy implications	978/1/312/12663/3	2014
13.	Innovative financing for MSME – role of Commercial Banks in India vision 2020	India 2020 vision for the financial sector	978-81-87-447-4	2015
14.	Lean and Agile Manufacturing: An Effective tool for Operation Management.	Conference proceedings on Innovation, Entrepreneurship and Economy for Sustainable Development	978-93-5321-965-9	2018

### **Conference proceedings**

1	The Role of Employee's Perception-with reference to KSRTC and SRS travels.	Proceedings on Multivariate analysis in Commerce and Management Research		2013
2	Growth of FDI in Housing and Realty Sector – with reference to India	Proceedings on Multivariate analysis in Commerce and Management Research		2013
3	Consumer preference for Bakery products – A special reference to Mysore District.	Proceedings on Multivariate analysis in Commerce and Management Research		2013
4	The impact of FDI Intervention on Retail Marketing – A case Study of Mysore District, Karnataka.	Proceedings on two day international seminar on FDI the Indian Scenario – Googol.		2013
5	Performance appraisal in road transport service – A sustaining tool	Seminar proceedings on sustaining a competitive edge in the changing global scenario.		2013
6	Issues and challenges in Green marketing with a research work	Proceedings of the International Conference on Innovations in Management practices		2012
7	Innovative practices of services in Karnataka State Road Transport Corporation	Uniglobe college International Conference Souvenir		2012
8	Evaluation of employee's perception with special reference to KSRTC	Souvenir – national seminar on Global Interface of Technology and Business – Dimensions and directions for Business Education		2014

### **Faculty Development Programme**

1	FDP for the Faculty of Business Schools	ICFAI University, Hyderabad.	22 <sup>nd</sup> to 24 <sup>th</sup> May, 2003.	Participated
2	FDP on e-Business & Enterprise-wide Information System	AICTE & Dept. of Management Studies, NIT, Trichy.	16 <sup>th</sup> February, 2004 to 27 <sup>th</sup> February, 2004	Participated
3	FDP on Teaching Methodology in M.B.A.	ICFAI National College Mysore	30 <sup>th</sup> December, 2004	Participated
4	FDP on Multivariate Data Analysis	Kuriakose Gregorios College, Pampady, Kottayam, Kerala.	23 <sup>rd</sup> to 25 <sup>th</sup> Jan 2012	Participated
5	FDP on “Financial Case Studies & Analysis”	RV Institute of Management Bangalore.	10 <sup>th</sup> October, 2013	Participated
6	FDP on Nullus Secundus	ICFAI national college. Mysuru.		Participated

### **Orientation Program**

Sl. No	Orientation Program	Sponsors	Duration and Year	Title of the Paper (If presented)
1	Orientation Program	UGC & Academic Staff College, Uni. of Mysore	1 <sup>st</sup> August, 2003 to 28 <sup>th</sup> August, 2003	Participated

### **Refresher Course**

Sl. No	Refresher Course	Sponsors	Duration and Year	Title of the Paper (If presented)
1.	Refresher Course in Commerce & Management	UGC & Academic staff College, Uni. of Mysore	16 <sup>th</sup> November, 2004 to 6 <sup>th</sup> December, 2004	Participated

### **INTERNATIONAL SEMINAR**

1	All India seminar on Commerce education in The New Millennium	H.S.Board Liason Committee of the Institute of Chartered Accountants of India & University of Mysore	3 <sup>rd</sup> & 4 <sup>th</sup> March, 2000	Participated
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2	International Seminar on The role of co-operatives in balanced development	International seminar on cooperative committee	December 11 <sup>th</sup> 2010	Paper presented on the role of co operatives in economic development: an overview of co operative movement.
3	International seminar on Ethics, Governance and International Financial Reporting Standards	Sri Dharmasthala Manjunatheshwara college, Ujire, D.K. Karnataka, India.	24 <sup>th</sup> and 25 <sup>th</sup> February 2012	Paper presented on corporate Governance in achieving strategic marketing Goals
4	International seminar on FDI- the Indian scenario	University of Kerala, Thiruvananthapuram, Kerala, India.	23 <sup>rd</sup> and 24 <sup>th</sup> March 2013	Paper presented on the impact of FDI intervention on Retail Marketing – A Case Study Of Mysore District, Karnataka
5	International seminar on FDI- the Indian scenario	University of Kerala, Thiruvananthapuram, Kerala, India.	23 <sup>rd</sup> and 24 <sup>th</sup> March 2013	Paper presented on impact of FDI intervention on Fast Moving Consumer Goods

### **NATIONAL SEMINAR**

1	National Seminar on Corporate Philanthropy and Social Development in India	Justice K.S. Hegde Institute of Mgt & Univerity of Mysore	16 <sup>th</sup> & 17 <sup>th</sup> March, 2002	Participated
2	National Seminar on Internationalization of Indian Higher Education-Quality Dimensions	NAAC , Bangalore University, VSS Trust & CII Institute of Quality	24 <sup>th</sup> & 25 <sup>th</sup> April, 2003	Participated
3	National Seminar on Indian Economy in the WTO Era : The Challenges ahead	S.B.R.R. Mahajana First Grade College, Mysore	3 <sup>rd</sup> & 4 <sup>th</sup> October,2003	Participated
4	National Seminar on Services sector opportunities and challenges ahead	J.S.S.College, Mysore	10 <sup>th</sup> & 11 <sup>th</sup> October 2006	Delegate

5	National seminar on “Business and Corporate Social Responsibility	CMR Institute of Technology, Department of MBA, Bangalore.	22 <sup>nd</sup> and 23 <sup>rd</sup> January, 2007.	Participated
6	National level seminar on Retail Investor	Hassan P.G.Centre, UOM, Mysore	30 <sup>th</sup> August, 2008	Delegate
7	National level seminar on Business Ethics and CG & CSR	Pondichery University Pondicherry, Tamilnadu	12 <sup>th</sup> & 13 <sup>th</sup> April, 2008	Paper presented on why is insurance in India still sold never bought? An ethical introspection.
8	National Seminar on Global Financial Crisis	Periyar University, Salem, TN.	25-26 February, 2009	Paper Presented on Global financial Crisis
9	Seminar on policy analysis & inclusive growth in Karnataka	University of Mysore	20 <sup>th</sup> & 21 <sup>st</sup> March, 2009	Delegate
10	National Seminar on Role of Educators in Developing Entrepreneurial Strengths and Competencies among Students for MSEs	Jain University Bangalore	8 <sup>th</sup> October, 2009	Paper presented on Issues and Challenges of Entrepreneurship Education.
11	National Level Seminar on Emerging Issues in Financial Sector	Kuvempu University Shimoga	31 <sup>st</sup> January, 2010	Paper presented on Micro Finance- The role of Bank Industry.
12	Two day national level seminar on Corporate Governance – New Dimensions	Sourrastra College, Madurai - 4	12 <sup>th</sup> and 13 <sup>th</sup> Fev 2010	Paper presented on Corporate Governance – A needy dimension in Ethics.
13	National level seminar on CRM in Banking Industry	JSS College, Mysore	28 <sup>th</sup> & 29 <sup>th</sup> September, 2010	Delegate
14	National Seminar on Women Empowerment and Micro-	Periyar University Salem	28 <sup>th</sup> January, 2011	Paper presented on women empowerment and micro

	finance			
15	National Seminar on Marketing Revolution : Emerging Trends in Retail Marketing	Vidyodaya Arts and Commerce First Grade College, T.Narasipura	16 <sup>th</sup> and 17 <sup>th</sup> September 2011	Delegate
16	National Seminar on Creativity and Innovation in Business for Sustainable Competitive Advantage	Mount Carmel College, Autonomous, Vasanthnagar, Bangalore.	1 <sup>st</sup> March 2013	Paper presented on creativity and innovative business proposal in HR outsourcing for sustaining competitive advantage
17	66 <sup>th</sup> all India Commerce conference of the Indian Commerce association on Inclusive Growth and Sustainability – role of Commerce education in India	Bangalore University, Bangalore.	5 <sup>th</sup> and 7 <sup>th</sup> December, 2013	Participated
18	National level Seminar on Impact of Globalization on Indian Service Sector	Lal Bahadur Shastri Govt. First Grade College, RT Narar, B.Lore.	19 <sup>th</sup> March 2012	Paper presented on globalization – impact on Indian banking sector
19	State level Seminar on Emerging Challenges in Foreign Direct Investment	APS College of Commerce, N.R. Colony, B.lore.	27 <sup>th</sup> March 2012	Paper presented on FDI in services with reference to Hospitality and Tourism Industry
20	The State level Conference titled “FDI in Service Sector- Opportunities and Challenges”	Maharani Lakshmi Ammanni College for women, SICASA of Bangalore Branch of SIRC, Bangalore.	9 <sup>th</sup> October 2012	Participated
211	National Seminar on Applications of Statistical	Catholicate College, Pathanamthitta,	3 <sup>rd</sup> and 4 <sup>th</sup> December 2012	Paper presented on research methodology – A case study

	Techniques in Commerce and Management Research	Kottayam, Kerala, India.		
22	National Seminar on Creativity and Innovation in Business for Sustainable Competitive advantage”	Mount Carmel College, Bangalore.	1 <sup>st</sup> March, 2013	Paper presented on creativity and innovative business proposal in HR outsourcing for sustaining competitive advantage.
23	National Seminar on Sustaining a Competitive Edge	Christ University, Bangalore, India.	5 <sup>th</sup> and 6 <sup>th</sup> September, 2013	Paper presented on performance appraisal in road transport service – a sustaining tool
24	National Seminar on Sustaining a Competitive Edge	Christ University, Bangalore, India.	5 <sup>th</sup> and 6 <sup>th</sup> September, 2013	Paper presented on impact of initial public offerings on the primary market in India.
25	National seminar on inclusive growth and sustainability – role of commerce education in India	Department of Commerce, Bangalore University, Bangalore.	5 <sup>th</sup> to 7 <sup>th</sup> December, 2013.	Paper presented on the landscape of MSME finance in India – An analysis of providers, products, requirement and constraints.
26	National Seminar on Multi Variate Analysis in Commerce and Management Research	Kuriakose Gregories College, Pampady, Kerala, India.	16 <sup>th</sup> and 17 <sup>th</sup> December 2013	Paper presented on role of employees perception with special reference to KSRTC & SRS Travels
27	National Seminar on Multi Variate Analysis in Commerce and Management Research	Kuriakose Gregories College, Pampady, Kerala, India.	16 <sup>th</sup> and 17 <sup>th</sup> December 2013	Paper presented on Growth of FDI in housing and Reality Sector with reference to India
28	National Seminar on Global interface of Technology and Business – Dimensions and Directions for Business Education”	Federation of Teacher’s Councils of Commerce and management in Karnataka, Tumkur University teachers’	7 <sup>th</sup> and 8 <sup>th</sup> Mar 2014	Paper presented n “ Evolution of Employee’s perception with special reference to KSRTC.

		Council of Commerce and management and DOS and Research in Commerce and Business Administration, Tumkur University Tumkur.		
29	National level seminar on New Vistas and Horizons in Commerce	Department of Post Graduate studies n Commerce, Basudev Somani College. Mysuru.	8 <sup>th</sup> may 2015	Paper presented on “ Consumer Awareness and Influencing factor for purchase of Eco-Friendly Products –A Study in Hassan District.
30	National level seminar on New Vistas and Horizons in Commerce	Department of Post Graduate studies n Commerce, Basudev Somani College. Mysuru.	8 <sup>th</sup> may 2015	Paper presented on Customer Satisfaction : Comparative study in retail marketing

### **INTERNATIONAL CONFERENCE**

1.	First Inter-National Conference of Scott Research Forum	Scott Research Forum, Nagarcoil, Tamilnadu	19 <sup>th</sup> April,2008	Paper presented on Business Ethics – A string of 5W’s and 1H
2	33 <sup>rd</sup> All India Accounting Conference & International seminar on Accounting Education and Research	University of Kerala Thirvendrum Kerala state	13 <sup>th</sup> &14 <sup>th</sup> November,2010	Paper presented on Corporate Governance – Wielding Corporate Power.
3	The 6 <sup>th</sup> International Multi-disciplinary Conference on Knowledge in New Millennium	International Seminar committee	14 <sup>th</sup> & 15 <sup>th</sup> January,2011	Paper presented on the role of E-Commerce in Development: an overview of Indian context
4	International conference on	University of Pune,	7 <sup>th</sup> and 8 <sup>th</sup> 2011	Paper presented on the mutual

	the effect of sciences on globalization	India		impacts on globalization and k-commerce in the present era
5	International conference on open and distance learning in Global environment – Issues and Challenges	Karnataka State Open University, Manasagangotri, Mysore.	21 <sup>st</sup> to 23 <sup>rd</sup> September 2011	Delegate
6	International conference on Innovations in Management Practices (ICIMP)	Kristu Jayanti College, B.lore	20 <sup>th</sup> and 21 <sup>st</sup> April 2012	Paper presented on innovative performance Appraisal in road Transport service
7	International Conference on New Dimensions and Innovations in Management	Uniglobe College, Kathmandu, Nepal.	6 <sup>th</sup> and 7 <sup>th</sup> June 2012	Paper presented on Innovative practices of Services in Karnataka State Road Transport Corporation.
8	International Conference on New Dimensions and Innovations in Management	Uniglobe College, Kathmandu, Nepal.	6 <sup>th</sup> and 7 <sup>th</sup> June 2012	Paper presented on New dimensions and innovations in management with reference to the performance of IPO in the Indian context.
9	International conference on Business opportunities in Emerging Asia.	Acharya Bangalore B School.	22 <sup>nd</sup> and 23 <sup>rd</sup> August 2012.	Paper presented on An evaluation of Jn-nurm Projects in Mysore city
10	International conference on Managing Human Resources at the Workplace	SDMIMD, Mysore.	14 <sup>th</sup> and 15 <sup>th</sup> December 2012	Paper presented on Occupational Stress and its Impact on Employees of Service Sector in Mysore city.
11	International conference on Managing Human Resources at the Workplace	SDMIMD, Mysore.	14 <sup>th</sup> and 15 <sup>th</sup> December 2012	Paper presented on Job satisfaction through Training and Development Programs – A Case Study At J.K. Tyres Ltd, Mysore
12	International Conference on Social Entrepreneurship For Sustainable Development in	Malleswarm Ladies’ Association First Grade College For	20 <sup>th</sup> and 21 <sup>st</sup> December 2012	Paper presented on the Financing of Social Entrepreneurs in India

	Emerging Economics	Women, B.lore.		
13	International Conference on Contemporary issues in Business, Management and Finance	Department of Business and Financial Studies Kashmir, Srinagar.	28 <sup>th</sup> and 29 <sup>th</sup> September, 2013	Paper presented on Consumer Behaviour of FMCG – with Special Reference to Bakery Products.
14	International Conference on Contemporary issues in Business, Management and Finance	Department of Business and Financial Studies Kashmir, Srinagar.	28 <sup>th</sup> and 29 <sup>th</sup> September, 2013	Paper presented on Foreign Direct Investment international Trade and Global Economy
15	AICTE Sponsored international Conference on Economics, Business, Finance, HR and Technology for Sustainable Development	Sai Ram Institution of Management studies, Chennai, India.	20 <sup>th</sup> and 21 <sup>st</sup> December, 2013	Paper Presented on Analysis of Employee Perception – A case Study on SRS Travels
16	AICTE Sponsored international Conference on Economics, Business, Finance, HR and Technology for Sustainable Development	Sai Ram Institution of Management studies, Chennai, India.	20 <sup>th</sup> and 21 <sup>st</sup> December, 2013	Paper presented on the effect of ERP on management accounting system reports
17	AICTE Sponsored international Conference on Economics, Business, Finance, HR and Technology for Sustainable Development	Sai Ram Institution of Management studies, Chennai, India.	20 <sup>th</sup> and 21 <sup>st</sup> December, 2013	Paper Presented on sales promotion strategies of FMCG – A study on Bakery Products
18	International conference on “ Business Intelligence and innovations for Emerging markets “	Glow plus training Academy, and chellamamal women’s college. Amabattur, Chennai.	8 <sup>th</sup> March 2014	Paper presented on “FDI Intervention in Indian Retail Sector.
19	International conference on “vision for the financial Sector India 2020”	Sri Guru Gobind Singh College of Commerce, University	10 <sup>th</sup> and 11 <sup>th</sup> March 2014.	

		of Delhi Delhi.		
20	International Conference on Global Paradigm Shifts in Management, Information and Communication technology English Language teaching and Higher education	Seshadripuram First Grade College Bangalore.	19 <sup>th</sup> March 2014	Paper presented on “ A study on Access to finance and Venture Capital for SMEs in India.
21	International Conference on “ Empowering Employability in Business Education”	Dept of Commerce and management Sri Sri Shivaligeshwara Swamy Govt.First Grade College and P.G.Centre chennagiri.	6 <sup>th</sup> May 2014	Paper presented on The impact of enterprise Resource planning on companies development : An overview.
22	International Conference on “ Empowering Employability in Business Education”	Dept of Commerce and management Sri Sri Shivaligeshwara Swamy Govt.First Grade College and P.G.Centre chennagiri.	6 <sup>th</sup> May 2014	Paper presented on “ A study on Customer relationship management of organized retail sectors”
23	1 <sup>st</sup> international conference on Equality and Sustainable Human Development – Issues and Policy Implications.	Jnanodaya Education Society, Development Research Foundation Mysore, India	24 <sup>th</sup> May 2014	Paper presented on “Sustainable Human Development – Issues and policy Implications.
24	Two day international conference on “Strategies for social and sustainable Competitive Advantage in Globalized Era”	ICSSR sponsored DOS and Research in Commerce, Karnataka State Women’s University, Bijapur	20 <sup>th</sup> and 21 <sup>st</sup> June 2014	Paper presented on “ CRM Strategies of Organized retail Sector on Customer Satisfaction – A case study of Mysore city.
25	6 <sup>th</sup> International Conference on Banking, Finance,	Sai Ram Institution of Management studies,	9 <sup>th</sup> and 10 <sup>th</sup> 2015	Paper presented on “Leave Management KIOSK – is a tool

	Business and technology for Sustaining Economic Development in Global market	Chennai, India		of performance appraisal? With special reference to KSRTC.
26	6 <sup>th</sup> International Conference on Banking, Finance, Business and technology for Sustaining Economic Development in Global	Sai Ram Institution of Management studies, Chennai, India	9 <sup>th</sup> and 10 <sup>th</sup> 2015	Paper presented on “Retail Investor’s perception on the post issue market performance of IPO’s
27	7 <sup>th</sup> international Multidisciplinary Conference on “Global Innovative Research Dimensions”	International Council for development research, Seshadripuram Academy of Business Studies Bengaluru and oriental Research Institute Bengaluru	22 <sup>nd</sup> and 23 <sup>rd</sup> 2018	Paper presented on “Rural Youth Entrepreneurship in Karnataka”
28	6 <sup>th</sup> International Conference on Contemporary practices in Enhancing Business Excellence	Department of Commerce, Kristu Jayanti College. Bengaluru.	27 <sup>th</sup> and 28 <sup>th</sup> Sep 2018	Paper presented on “Mobile phone Payment System : Issues and Challenges”
29	6 <sup>th</sup> International Conference on Contemporary practices in Enhancing Business Excellence	Department of Commerce, Kristu Jayanti College. Bengaluru.	27 <sup>th</sup> and 28 <sup>th</sup> Sep 2018	Paper presented on “Payment Banks : AINT a Cake walk.
30	International Conference on Emerging Trends in Arts, Social Science, Management and technology	AIMST University, Kedah, Malaysia.	5 <sup>th</sup> Dec 2018	Paper presented on “Impact of Cyber Marketing on Youth Customers”
31	3 <sup>rd</sup> Annual Convention of ICBE and international Conference on Global	Department of Commerce, Bangalore University, Bangalore.	28 <sup>th</sup> and 29 <sup>th</sup> Jan 2019	Paper presented on Challenges of women social Entrepreneurs in India

	Entrepreneurship – Emerging opportunities and challenges			
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**NATIONAL CONFERENCE**

1.	54 <sup>th</sup> All India Commerce Conference	Indian Commerce Association & Aligarh Muslim University, ALIGARH	22 <sup>nd</sup> & 24 <sup>th</sup> December, 2001	Paper presented on Emerging issues in capital Markets
2.	54 <sup>th</sup> All India Commerce Conference	Indian Commerce Association & Aligarh Muslim University, ALIGARH	22 <sup>nd</sup> & 24 <sup>th</sup> December, 2001	Paper presented on Service Marketing
3.	5 <sup>th</sup> State Level Conference of Teachers of Commerce and Management in Mangalore	Federation Of Teachers' Councils of Commerce & Management in Karnataka	16 <sup>th</sup> & 17 <sup>th</sup> October, 2003	Participated
4.	National Conference on Economic Recession	K.S.O.U Mysore	Feb21-22,2009	Paper presented on Global Financial Crisis
5	National conference on New Paradigms and perspectives for Business Excellence	Tumkur University, Tumkur.	4 <sup>th</sup> August 2012	Paper presented on Indians and Challenges of Green Marketing
6	State level Conference on FDI in Service Sector – Opportunities and Challenges	Maharani Lakshmi Ammanni College for Women, B.lore.	9 <sup>th</sup> October 2012	Participated
7	National Conference on Financial Services	Acharya Institute of Graduated Studies, B.lore.	12 <sup>th</sup> and 13 <sup>th</sup> December 2012	Paper presented on bank Financing to SME's – Opportunities and Challenges.
8	National Conference on Contemporary Issues in	Seshadripuram Academy of Business studies,	23 <sup>rd</sup> February 2013	Paper Presented on FDI – Impact Investment for Indian

	Business and Management- Challenges and Opportunities	Kommaghatta Road, Behind Post Office, Kengeri Satellite Town, Bangalore-560060		Banking
9	National Conference on Foreign Direct Investment – Perspectives and Challenges	Teresian Post Graduate Centre, Mysore, Karnataka.	17 <sup>th</sup> April 2013	Paper presented on Market Conditions of Fast Moving Consumer Goods After Interventions of FDI
10	National Conference on Foreign Direct Investment – Perspectives and Challenges	Teresian Post Graduate Centre, Mysore, Karnataka.	17 <sup>th</sup> April 2013	Paper presented on consumer Behavior in Retail Marketing After Intervention of FDI : A case study of Mysore District
11	National Conference on Foreign Direct Investment – Perspectives and Challenges	Teresian Post Graduate Centre, Mysore, Karnataka.	17 <sup>th</sup> April 2013	Paper presented on FDI and Development : An overview of Indian scenario
12	ICCSSR sponsored National Conference on Performance, Challenges and Prospects of MSME's in India	Central University of Karnataka, Gulbarga school of Business Studies.	21 <sup>st</sup> and 22 <sup>nd</sup> 2014	Paper presented on “A Study on Institutional finance to SME's in India – Problems and prospects.

### **WORKSHOP**

1	Workshop on Curriculum Development in Management and Commerce Courses	University of Mysore, Dept. of BA, Mysore.	21 <sup>st</sup> to 22 <sup>nd</sup> September, 2001	Participated
2	FDP for The Faculty of Business Schools	The ICFAI University, Hyderabad	22 <sup>nd</sup> & 23 <sup>rd</sup> May, 2003	Participated
3	Workshop on Case Development	AICTE & XIME, Bangalore	22 <sup>nd</sup> April, 2004 to 24 <sup>th</sup> April, 2004	Participated
4	Workshop on “Global Leadership and Emotional Intelligence”	University of Mysore, Mysore and Northwood University, Midland, USA.	2 <sup>nd</sup> and 3 <sup>rd</sup> February, 2007	Participated
5	Workshop on “Three Days Post Graduated SIM Revision	KSOU, Mysore	24 <sup>th</sup> to 26 <sup>th</sup> October, 2008.	Participated

	Workshop”			
6	Workshop on “Empowering students for career management”	Advanced Institute of Management, JLB Road, Mysore	9 <sup>th</sup> February, 2010	Participated
7	Workshop on “Business process Re-Engineering and supply chain management”	Dept. of Management Studies, Bangalore.	17 <sup>th</sup> April, 2010.	Participated
8	National level workshop on Modern Trends in Research Methodology	SBRR Mahajana First grade College. Mysore	20 <sup>th</sup> December 2011	Participated
9	One day work shop titled “Emerging Trends in Commerce and Business”	Gulbarga university, Gulbarga.	22 <sup>nd</sup> September 2012	Participated
10	Two day workshop for Academic Administrators	UGC-Human resource Development Centre, Manasagangotri, Mysore	3 <sup>rd</sup> and 4 <sup>th</sup> Feb 2017	

### RESOURCE PERSON

1.	Workshop on Curriculum Development in management & Commerce Courses	Faculty of Commerce and Management, University of Mysore	20 <sup>th</sup> ,21 <sup>st</sup> & 22 <sup>nd</sup> September,2001	Resource Person
2.	FDP on Marketing Studies	ICFAI National College Mysore	30 <sup>th</sup> December, 2004	Resource Person
3.	National Seminar on Business & Corporate Social Responsibility	CMR Institute of Technology, Bangalore	22 <sup>nd</sup> 23 <sup>rd</sup> January, 2007	Resource Person
4.	International level Workshop on Global Leadership and Emotional Intelligence	University of Mysore, India and Northwood University, Midland, U.S.A.	2 <sup>nd</sup> &3 <sup>rd</sup> February,2007	Resource Person
5.	First Inter-National Conference of Scott Research Forum	Scott Research Forum, Nagarcoil, Tamilnadu	19 <sup>th</sup> April,2008	Chair person for one technical Session

6.	National Seminar on Banking Sector Reforms	Vidyodaya Commerce College, T.N.Pur, Mysore	2 <sup>nd</sup> & 3 <sup>rd</sup> April 2009	Resource Person
7.	Workshop on SIM Revision	K.S.O.U. Mysore	24 <sup>th</sup> to 26 <sup>th</sup> October,2008	Resource Person
8	National level Trainers Training Programme on Empowering students for career management	AIMS, Mysore	9 <sup>th</sup> February, 2010	Resource person
9	Workshop on Business Process Re-engineering and Supply Chain Management	REVA group of Educational Institutions, Bangalore	17 <sup>th</sup> April,2010	Resource person
10	International Seminar on The role of co-operatives in balanced development	Inter national seminar on cooperative committee	December 31 <sup>st</sup> 2010	Session Chairman
11	The 6 <sup>th</sup> International Multi-disciplinary Conference on Knowledge in New Millennium	International Seminar committee	14 <sup>th</sup> January,2011	Chair Person
12	The 3 <sup>rd</sup> international Conference on Research and New perspective in Developing sciences	University of Pune, India.	11 <sup>th</sup> January 2012	Chief Guest and Chairman
13	International conference on “FDI-the Indian scenario	University of Kerala, Thiruvananthapuram, Kerala.	23 <sup>rd</sup> and 24 <sup>th</sup> March 2013	Chief Guest and Chairman
14	UGC-SAP (DRS-I) Colloquium on Agri –Risk Management	Department of Studies in Commerce, Manasagangothri, Mysore.	9 <sup>th</sup> March 2013	Participation as Resource Person
15	National Conference on FDI– Perspectives and Challenges	Teresian Post Graduate Centre, Mysore, Karnataka.	17 <sup>th</sup> April 2013	Chief Guest and Chairman
16	UGC Sponsored two day	Kuriakose Gregorios	16 <sup>th</sup> and 17 <sup>th</sup>	Chaired Person

	national Seminar on “Multi-Variate Analysis in Commerce and Management Research”	College, Pampady, Kerala	December, 2013	
17	AICTE Sponsored international Conference on Economics, Business, Finance, HR and Technology for Sustainable Development	Sai Ram Institution of Management studies, Chennai, India.	20 <sup>th</sup> and 21 <sup>st</sup> December, 2013	Chaired Person
18	National conference on “frontiers in the field of science, technology and Sustainability	Elphinstone College. Mumbai.	14 <sup>th</sup> and 15 <sup>th</sup> Feb 2014	Chaired Scientific Session
19	UGC-SAP Annual Conference on the theme “Agri Risk Management : issues and Innovations”	DOS in Commerce, Manasagangotri, Mysuru	25 <sup>th</sup> March 2014	Chair person
20	UGC Sponsored two day national Seminar on “Multi-Variate Analysis in Commerce and Management Research”	Kuriakose Gregorios College, Pampady, Kerala	28 <sup>th</sup> and 29 <sup>th</sup> Nov 2014	Chaired a Session.
21	Workshop on “Commodity Futures Market”	DOS in Commerce, Manasagangotri, Mysuru.	13 <sup>th</sup> and 14 <sup>th</sup> Mar 2015	Participation as Resource Person
22	Micro insurance Awareness and Enrolment Mission	DOS in Commerce, Manasagangotri, Mysuru	2015-16	Co-Odinator.
23	6 <sup>th</sup> International Conference on Banking, Finance, Business and technology for Sustaining Economic Development in Global	Sai Ram Institution of Management studies, Chennai, India	9 <sup>th</sup> and 10 <sup>th</sup> 2015	Chair person.
24	International conference on	Department of Business	7 <sup>th</sup> march 2015	Chair person for the

	Management practices beyond the horizon	administration, D.G. Vaishnav College. Amabattur, Chennai.		finance session.
25	National seminar on “Insurance Education in India: Challenges and opportunities.	DOS in Commerce, Manasagangotri, Mysuru and Mysore Insurance Institute, Mysuru.	11 <sup>th</sup> July 2016	Resource Person.
26	Two Day National Conference on Changing Global Strategies for Business Sustainability.	Post Graduate Department of Commerce co-Sponsored by mahatma Gandhi University, Kottayam.	18 <sup>th</sup> and 19 <sup>th</sup> Nov 2016.	Resource Person.
27	UGC sponsored one Day State Level Seminar on “Micro Finance and Rural Development – Issues and challenges.	JSS College of Arts and Commerce, Gundlupet.	19 <sup>th</sup> Mar 2016.	Chairperson
28	National level Seminar o “Dynamics of Entrepreneurs, problems and Prospects of New Age Entrepreneurs.	Sri.H.D.Devegowda Govt. First Grade College. Paduvalahippe	4 <sup>th</sup> Nov 2016	Chief Guest.
29	One Day National Symposium on “Impact of Demonetization on Industry, Agriculture and Real Estate Sectors”	Sree Nataraja PG centre, Mysuru	17 <sup>th</sup> March 2017	Chair person
30	One Day national conference on “Infrastructure and Sustainable Development Issues and challenges	Basudev Somani College, Mysuru 570023	19 <sup>th</sup> Jan 2018	Chairperson
31	International Conference on Emerging Trends in Arts,	AIMST University, Kedah, Malaysia.	5 <sup>th</sup> Dec 2018	Chairperson

	Social Science, Management and technology			
32	8 <sup>th</sup> international Conference on Innovation, Entrepreneurship and economy for sustainable development	Sai Ram Institution of Management studies, Chennai, India	10 <sup>th</sup> and 11 <sup>th</sup> Oct 2018	Chair person
33	State level conference on “Digital Marketing in India : Challenges Ahead”	Vidyavardhaka First Grade College, Mysuru	3 <sup>rd</sup> March 2018	Chairperson.

### VISITED ABROAD

Sl. No	Chief Guest and Conference	Sponsors	Duration and Year	Title of the Paper and Session Chief Guest
1.	International Conference on New Dimensions and Innovations in Management	Uniglobe College, Kathmandu, Nepal.	June 6 <sup>th</sup> & 7 <sup>th</sup> 2012	Resource Person in Financial Management
2.	International Conference on New Dimensions and Innovations in Management	Uniglobe College, Kathmandu, Nepal.	June 6 <sup>th</sup> & 7 <sup>th</sup> 2012	Resource Person in General Management and ICT
3.	International Conference on New Dimensions and Innovations in Management	Uniglobe College, Kathmandu, Nepal.	June 6 <sup>th</sup> & 7 <sup>th</sup> 2012	Paper presented on Innovative Practices of Services in Karnataka State Road Transport Corporation
4.	International Conference on New Dimensions and Innovations in Management	Uniglobe College, Kathmandu, Nepal.	June 6 <sup>th</sup> & 7 <sup>th</sup> 2012	Paper presented on New Dimensions and innovations in management with reference to the performance of Initial Public Offerings in the Indian Context
5.	International conference on Opportunities In Emerging Asia	Colombo, Sri Lanka.	22 <sup>nd</sup> & 3 <sup>rd</sup> August 2012	In absentia Paper Presented on “An Evaluation of JN-NURM Projects in Mysore City
6	International Conference on	AIMST University,	5 <sup>th</sup> Dec 2018	Paper presented on “Impact of Cyber

Emerging Trends in Arts, Social Science, Management and technology	Kedah, Malaysia.		Marketing on Youth Customers”
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**Editorial Board Member:**

- Commerce and Management Explorer
- Management and Accounting Review
- Kegees Journal of Social Science
- International Journal of Business Intelligence & Innovations

**Life Membership:**

- Indian Accounting Association
- Indian Journal of Commerce

**Worked as Board Member:**

- Member, Faculty of Commerce, University of Mysore.
- Board of Examination: Chairman and Member, UOM, Mysore.

**Worked as Course Director:**

Conducted 10 day training programme on Research Methodology for Research Scholars in Social Sciences by the financial assistance of ICSSR, New Delhi.

**Worked as Course coordinator:**

1. **Course Co-Ordinator on 18<sup>th</sup> Refresher Course in Commerce and Management from 25<sup>th</sup> July, 2008 to 14<sup>th</sup> August, 2008 from UGC Academic College, UOM, Mysore.**
2. **Course Co-Ordinator on 24<sup>th</sup> Refresher Course in Commerce and Management from July, 2014 to August, 2014 from UGC Human Resource Development Center, UOM, Mysore.**
3. **Course Co-Ordinator on 25<sup>th</sup> Refresher Course in Commerce and Management 2018, UGC Human Resource Development Center, UOM, Mysore.**

**Conducted Faculty Development Programme on Conducive Learning Environment at Department of Commerce**

**Conducted One day Orientation Programme on GST at Department of Commerce**

**Presently working as Deputy Co-ordinator of UGC- SAP (DRC).**