

FACULTY PROFILE

Title	DR	Name	Manu R	
Designation		HoD & Assistant Professor		
Department Name		Post Graduate Department of Economics		
Address:		JSS college for women , Saraswathipuram, Mysore		
				Photograph
Email		drmanumysore@gmail.com	tnbmysore@gmail.com	
Subjects Taught		Quantitative research, Mathematics and Statistics for Economics, Logistics and supply chain management, International Trade, Business Research Methods, Micro and Macro Economics, International Economics, Public Economics, Managerial Economics, Environmental Economics, Economics of Development, International Business, Marketing management, Marketing Research.		
Experience (in years)	Teaching	17		
	Industry	05		
	Research	06		
	Total	28		
Educational Qualifications	UG	B.Sc Economics, Mathematics , Computer Science		
	PG	M.A Economics, M.B.A HR (Second Rank)		
	Doctorate	Economics-Impact of global recession on Indian banking sector-A case study of SBI		

<p>Paper Publications in Journals (last 5 years)</p>	<p>The role and functions of NDRF (National Disaster Response Force in India). <i>International Journal of Academic Research</i>, 9(1).</p>
	<p>Sustainability approach among consumers and possible tactics. <i>Rabindra Bharati Journal of Philosophy</i>.</p>
	<p>DRIP – The marketing communication model in the automobile industry: A descriptive research on persuading people and winning customers. <i>International Journal of Mechanical Engineering</i>, (9), 8311–8326.</p>
	<p>Employability evaluation of MBA students with integration of digital education: A case study in Karnataka. <i>Journal of Research</i>, 10(10).</p>
	<p>Customer consolidation strategy through rural focus to mitigate market stress in telecom sector: A case study with Airtel (Bharti Airtel Limited). <i>International Journal of Advance Research and Innovative Ideas in Education</i>, 7(2).</p>
	<p>Major rural development programmes in Karnataka state – Vision and action. <i>International Journal of Multidisciplinary Educational Research</i>.</p>

	Focus on prospects of corporate social responsibility. <i>ADALYA CARE Journal</i> , 9(2).
--	---

Books Authored/Book Volume Chapters	Corporate Success Entrepreneurial Management		
No. of Conferences	National	Attended 16	
	International	9	
No. of workshops/Seminars		Attended	Organized
	National	16	3
	State Level	6	4
No. of Faculty Development Programmes		Attended	Organized
	National	8	2
	State Level	9	3
Awards & Distinctions	Research Excellence Award Best Teacher Award.		
Administrative Assignments Handled	Principal of Degree College IQAC Co-ordinator PG department- coordinator (M.B.A dept) Chairman -Board of Studies Chairman- Board of Examination		
Association with Professional Bodies	Indian Economic Association		
Any other Achievements	Resource Person and delivered talks Certified International Yoga Trainer		

	<p>Certified International Meditation Preceptor</p>
--	---

Served as Vice-President for Industry

President, Alliance International Club