

Faculty Profile

Name	Dr. Suresha K. V.
Phone number and E-mail ID	9141799241, sureshakv@gmail.com
Website	http://sureshakittur.com
Education Qualification	M.Com., Ph.D.
Area of Specialization	Taxation, Accounting, HRM and Auditing
Designation	Associate Professor and Principal
Teaching Experience (in Years)	36 years
Other Positions held	<ul style="list-style-type: none"> • Member <ol style="list-style-type: none"> 1) Syndicate , University of Mysore 2) Academic Council, University of Mysore 3) NEP Curriculum Development Committee (Commerce) KSHEC, Govt. of Karnataka. Bangalore 4) Business Network International (Maharaja Chapter) Mysore • Chairman(Ex officio) <ol style="list-style-type: none"> 1)Academic Council, JSSCW, Mysore 2)Finance Committee, JSSCW, Mysore • Member Secretary(Ex Officio) Governing Body JSSCW, Mysore • Chief Controller of Examinations(Ex officio) JSSCW, Mysore • Life Member Indian Society for Training and Development
Research Works	<ul style="list-style-type: none"> • Ph.D. thesis “ Solid Waste Management in Urban Development – A Case Study of Mysore City”- Awarded by Karnataka State Open University in 2008 • Completed Minor Research Project on the topic “ Quality of Work life in Hospital Industry- A Case Study of Mysore District” sanctioned under UGC X plan
Ph.D. Supervision	7 members at University of Mysore (3 members have submitted Theses)
Number of Papers published: A. Scopus Indexed B. UGC Care listed C. Conference Proceedings D. Other Publications	<p style="text-align: center;">A. SCOPUS INDEXED</p> <ol style="list-style-type: none"> 1). “Effectiveness of New trend of Marketing Mix Elements in Successful Operation of Tourism”, GIS SCIENCE JOURNAL: OCT-21: ISSN 1869-9391. 2) Digital banking services and effectiveness of service delivery mechanism in scheduled commercial banks- An explorative study in Chikamagaluru district, Journal of Social Sciences, Apr-20, 0975-8935. <p style="text-align: center;">B. UGC CARE LISTED</p> <ol style="list-style-type: none"> 1. Publication in International Journal of Research & Business Innovation ,Vol 3 No 4, Feb 2015, Topic “ Traffic Management and Business Prospects_ An Empirical Study in Central Business District

(CBD) in Mysore City, ISSN 2321-5615 , pp47-55 Impact factor 1.53

2) Publication in International Journal of Research & Business Innovation , Vol 3 No 4, Feb 2015, Topic “Implication of Food Security Measures – An Empirical Study in Mysore District”, ISSN 2321-5615 , pp 108-113

3) Publication in International Journal of Research & Business Innovation , Vol 3 No 4, Feb 2015, Topic “Customer Perceptions on Utilization of ATM services- An Empirical Study in Mysore City”, ISSN 2321-5615 , pp 114-120 Impact factor 1.53

4) Role of micro entrepreneurs in sustainable development of wellness industry – an empirical study at Mysore city, International Journal of Exclusive Management Research, Nov-17, ISSN 2249 – 2585,

5) Labor Landscaping for sustainable agriculture development - An empirical study of agriculture laborers in Chamarajanagar district, International Journal of Exclusive Management Research, Nov-17, ISSN 2249 – 2585.

6) Blend of 14 Ps for accelerating the pace of tourism development- an empirical study in Mysore district, JETIR, Dec-18, ISSN: 2349-5162.

7) An Explorative study on Conformity to the Growth Indicators in Wellness Entrepreneurship at Mysore City, An International Multidisciplinary Quarterly Research Journal AJANTA, 2019, ISSN 2277-5730.

8) Impact of Entrepreneurial Traits on Sustainability of Wellness Industry- An Exploratory Study at Mysore District, Journal of Engineering technologies and Innovative Research, May-19, J No.63975 V-6,Issue-5 3221 – 3232.

9) An explorative study on accelerated growth of online banking in conscience with demonetization-A study in Chikkamagalore district, Shodh Sarita, Oct-20, 2348-2397,

10) Dimensional growth analysis of digital banking services among scheduled commercial banks in India, Shodh Sanchar Bulletin, Mar-21, 2229-3620 V-11, Issue-41.

11) Leading Micro-Entrepreneurial variables for Sustainability of Wellness Industry- A Study at Mysore District, Shodh Sanchar Bulletin, Mar-21, 2229-3620 V-11,Issue-41.

12) Strategizing the Sustained Growth by Micro- Entrepreneurs-An Empirical Study of Wellness Entrepreneurs in Mysore City, Journal of Engineering technologies and Innovative Research, Feb-21, J No.63975 V-8,Issue-2 1644-1652.

C) CONFERENCE PROCEEDINGS

1).Publication: “MANAGEMENT OF SOLID WASTE-IN MYSORE CITY”- Proceedings of Annual conference of Japan Society of Waste Management Experts” vide pp no 10-12 volume no 17 No : Pt 3 (2006)

2). Proceedings of International Conference on Impact of Business on Social Trends and Movements” held at on 7-8 Feb 2014 Topic “ A boom in wellness Industry vis-à-vis declutching social norms – an empirical study in Mysore city, Bon Secours College for Women, Thanjavur, Tamilnadu ISBN 978-81-928799-2-5

3). Publication in the proceedings of International Conference on Impact of Business on Social Trends and Movements” held on 7-8 Feb 2014 at Bon Secours College for Women, Thanjavur, Tamilnadu ,Topic “ A boom in wellness Industry vis-à-vis declutching social norms – an empirical study in Mysore city”ISBN 978-81-928799-2-5

4). Publication in the Proceedings of International Conference on Recent Trends in Business, Management and Tourism held on 30th April 2014 at Sitadevi Ratanchand Nahar Adarsh College, Bangalore 18, Title of the paper” A comprehensive Solution for Garbage Conundrum through Integrated House hold Waste Management – A study in Mysore City “ pp 37-42 ISBN: 978-1-63041-692-8

5) Publication in the Proceedings of International Conference on Recent Trends in Business, Management and Tourism held on 30th April 2014 at Sitadevi Ratanchand Nahar Adarsh College, Bangalore 18, Title of the paper” Effectiveness of Online Advertisement : An Empirical Analysis of Gen –Y Population in Mysore City” pp 177-179 ,ISBN: 978-1-63041-692-8

6) Publication in the Proceedings of International Conference on Recent Trends in Business, Management and Tourism held on 30th April 2014 at Sitadevi Ratanchand Nahar Adarsh College, Bangalore 18, Title of the paper” Effectiveness of Point of Purchase Promotion-An Empirical Study in Central Business District of Mysore City“ pp 180-

181, ISBN: 978-1-63041-692-8

7) Publication in Proceedings of National Conference on Recent Trends in Management organized by KS School of Engineering and Management, Bangalore-62 on 29th May 2014 Title “ A study of Employee Attitude towards Monetary and Non Monetary Rewards and its effect on Attrition with reference to Education Sector in Mysore City” pp 28-32, ISBN :978-93-5174-379-8

8) Publication in Proceedings of National Conference on Recent Trends in Management organized by KS School of Engineering and Management, Bangalore-62 on 29th May 2014 Title “Innovative Strategies of Increasing Employability of Business Graduates ” pp290-294, ISBN :978-93-5174-379-8

D) OTHER PUBLICATIONS

1) Publication in CD ISSN no 978-81-922146-4-1 By SDM IMD Mysore Name of the Article’ “ Employer Branding in Unorganized Sector- A Selective Study of Landlords Holding Larger Agricultural Lands in Chamarajanagar District

2) . Publication in JSSCM Journal Vol 1 Issue 2 Nov 2012, Tile of the paper: “Bolstering Prospects of Community of Interest through Net Work Marketing- A Study of Business Network International (BNI) Maharaja Chapter, Mysore”. pp 1-11 ISSN Print 2277-145X

3) Publication in Global Journal for Research Analysis Vol 3 , issue 8 Aug 2014. Title of the paper “ Women Empowerment through Micro Finance- An Empirical Study at Mandya District” pp 36-38 ISSN 2277-8160

4) Publication in Acme Intellects International Journal of Research in Management, Social Sciences and Technology. Special Issue Vol 2 N0 1 Nov 2014 Title of the Topic “Effectiveness of Health Insurance –An Empirical Study in Mysore City” pp 59-66 ISSN2320-2939 (print) , Impact factor 1.537

5) Publication in Acme Intellects International Journal of Research in Management, Social Sciences and Technology. Special IssueVol 1 N0 1 Nov 2014 Title of the Topic “Penetration of Crop Insurance Among Rural Mass: An Empirical Study in Malavally Taluk, Mandya District” pp 67-74 ISSN2320-2939 (print)

6) Publication in Acme Intellects International Journal of Research in

Management, Social Sciences and Technology. Special Issue Vol 2 N0 1 Nov 2014 Title of the Topic “ CSR as A dimension of Corporate Governance in Private Sector Insurance Companies- An Analysis of Stakeholders’ perceptions in Mysore City” pp82-89 ISSN2320-2939 (print) , Impact factor 1.537 , Impact factor 1.537

7) Publication in Acme Intellects International Journal of Research in Management, Social Sciences and Technology. Special Issue Vol 2 N02 Nov 2014 Title of the Topic “Bima Gram (Insurance Village) – An Effective Insurance Coverage for Villagers: An Empirical Study in Lalithadripura Village, Mysore Taluk” pp 1-9 ISSN2320-2939 (print) , Impact factor 1.537

8) Publication in Thematics Journal of Business Management vol 3 issue 5 Dec 2014. Title of the paper “ Efficacy of Postal Services with reference to Financial Inclusion: An Empirical Study in Virajpet Taluk of Kodagu District” pp 119-122 ISSN 2277-3002

9) Publication in Thematics Journal of Business Management vol 3 issue 5 Dec 2014. Title of the paper “Social Inclusion and Exclusion in SHGs: An Exploratory Study in Mysore District” pp 183-187 ISSN 2277-3002

10) Publication in Thematics Journal of Business Management vol 3 issue 5 Dec 2014. Title of the paper “ Micro insurance : A catalyst for Social Change: An Empirical Study in Malavally Taluk” pp 188-191 ISSN 2277-3002

11) Publication in Acme Intellects International Journal of Research in Management, Social Sciences and Technology. Vol 9 N0 9 Jan 2015 Title of the Topic “ Curb Terrorism” p22 ISSN2320-2939 (print) , 2320 (2793) online, Impact factor 1.537

12) Publication in Acme Intellects International Journal of Research in Management, Social Sciences and Technology. Vol 10 N0 10 Apr 2015 Title of the Topic “Rejuvenating the Education System” pp 17-20 ISSN2320-2939 (print) , 2320 (2793) online, Impact factor 1.537

13) E-Banking Strategies in Mysore District - A Study-Advances in Collaborative Research: July 2016, Vol-5- 978-1535352499

14) Un-organized market for vegetables- a boon or bane A study in ChamaraJanagar district: sdmimd, OCT-2017, ISBN: 978-93-83302-25-3

	<p>15) “Analysis of High Frequency Trading in National Stock Exchange of India” Published in Review of Research , . Vol -7. Issue 9 June 2018 ISSN 2249-894X.</p> <p>16) Challenges of E-banking in India, Shanlax International Journal of Arts, Science and Humanities, Feb-19, ISSN 2321-788X.</p> <p>17) Algorithmic Trading, Stock Volatility and Stock Delivery, Review of Research, 2019, ISSN 2249-894X.</p> <p>18) A comparative study of startups in US and India, Primax International Journal of Commerce and Management Research, Oct-21, 2321-3612.</p> <p>19) Role of women workers in unorganized sector in the socio-economic development-An empirical study in K.R. Nagar taluk, Primax International Journal of Commerce and Management Research, Oct-21, 2321-3612.</p>
No of Books Published	<ul style="list-style-type: none"> • Publication of Books <ol style="list-style-type: none"> 1) Business Management, Publisher Himalaya Publishing House, Mumbai, 2013, 208 pages ISBN 978-93-5142-018-7 (Joint Authors- AM Dhananjaya, BV Venkatesha, Rekha MP and KV Suresha) 2) Principles and Practice of Auditing, Publisher Himalaya Publishing House, Mumbai, 2013, 139 pages ISBN 978-93-5142-022-7 (Joint Authors-Nanjegowda, BV Venkatesha, and KV Suresha)
Publications in Edited Books/ Volumes (Chapters/ Articles)	<ul style="list-style-type: none"> • Publication of SIM Lessons for KSOU – in the subjects : <ol style="list-style-type: none"> i) Income Tax Law and Practice- Block 01 and Block -2 ii) Banking Theory and Practice- Block 2 and Block 3 • Publication in Book brought by DOS in Economics, JSS College for Women, ISBN978-81-910145-1-8 Title of the Paper “Global Economic Recession-Its Impact on Employee Performance and Management Attitudes” Vide pp 23-29 • Publication in the Edited Book “Retail Sector in India- Opportunities and Challenges” Edited by Prahlad Rathod et al (2012). Name of the Article: Customer Experience Management_ A New Dimension in Retail Marketing meaningfully Practiced in Super Markets- A case Study of Big Bazaar , JLB Road Mysore and Reliance Trends, Vinoba Road, Mysore” vide pp 71-78 Himalaya Publishing House, Mumbai • Publication in the Edited Book “Contemporary Management Education” Edited by Dr. Noor Afza. Names of Articles

	<p>1) Value Based Management Education- Empirical Study of Students and Parents’ Perspectives in Mysore University: vide pp 57-63</p> <p>2) Stakeholder Expectations and Response of Academia- A selective Study of Management Education vide pp 182-195 Ibid .</p> <ul style="list-style-type: none"> • Publication in Edited Book “ Urbanization and Economic Transformation” Jayasheela (Ed) Ravindrakumar B (Ed) Vilas M Kadrolkar (Ed)(2012) “ Garbage Conundrum _ A Stumbling Block in Urbanisation: An Analytical Study” pp 400-413 Global Research Publications New Delhi -2 ISBN 978-81-89630-65
<p>Papers Presented at:</p> <p>A. International level B. National Level C. State/ Regional Level</p>	<p style="text-align: center;">A. INTERNATIONAL</p> <p>1. International Seminar on “Changing Scenario of Garment Industry and Management Smartness” held at Tiruppur Kumaran College for women, Tiruppur on 13th Feb.2006. Paper presented “ Whither Textile Industry</p> <p>2. International Symposium on Global Business Opportunities and Challenges held at Loyala College,(Autonomous) Chennai (Forum of Commerce)on 15-16 Feb 2007 Paper presented: New prospects for Rural telecommunication – A Case Study of Karnataka State</p> <p>3. International Conference-21st Annual AAOU conference held at Kuala Lumpur, Malaysia, on 29-31 October 2007 Paper presented ”ICT for Interaction and Delivery in Distance Education –A Study of Karnataka State Open University”</p> <p>4. International Conference on “Urbanization and Economic Transformation: Issues and Challenges” organized by DOS & R in Economics. Tumkur University, Tumkur on 12th nd 13th October 2012 Paper Presented: “ Garbage Conundrum _ A Stumbling Block in Urbanization: An Analytical Study”</p> <p>5. International Conference on “Managing Human Resources at the Workplace” on 14th and 15th December 2012. Paper Presented “ Employer Branding in Unorganised Sector- A Selective Study of Landlords Holding Larger Agricultural Lands in Chamarajanagar District” Place- SDM IMD Mysuru</p> <p>6. International Conference on “Managing Human Resources at the Workplace” on 13th and 14th December 2013. Paper Presented “ Idleness among Rural working Populace vis-a vis populist schemes of Governments: An empirical study of Chamarajanagar District” Place-SDM IMD Mysuru</p> <p>7. International Conference on “Managing Human Resources at the Workplace” on 13th and 14th December 2013. Paper Presented “ Idleness among Rural working Populace vis-a vis populist schemes of</p>

Governments: An empirical study of Chamarajanagar District” Place-SDM IMD, Mysuru

8. International Seminar on Women Entrepreneurship- A global Perspective held at KBN College, Vijayawada, Andhra Pradesh on 7th August 2014 . Topic: Women Empowerment through Micro Finance – An empirical Study of Mandya District

9. International Conference on Impact of Business on Social Trends and Movements” held at Bon Secours College for Women, Thanjavur, Tamilnadu on 7-8 Feb 2014 Topic “ A boom in wellness Industry vis-à-vis declutching social norms – an empirical study in Mysore city

10. International conference on Recent trends in business, Management and Tourism held at SRN Adarsh college, Chamarajpet, Bengaluru on 30th April 2014. Topic- Effectiveness of online advertisement- An empirical analysis of GEN-Y population in Mysore city.

11. International conference on Recent trends in business, Management and Tourism held at SRN Adarsh college, Chamarajpet, Bengaluru on 30th April 2014. Topic- Effectiveness of point of purchase promotion.

12. International conference on Recent trends in business, Management and Tourism held at SRN Adarsh college, Chamarajpet, Bengaluru on 30th April 2014. Topic- A comprehensive solution for garbage conundrum through integrated household waste management.

13. International conference on Challenges and Perspective of Global Management held at BON Secours college for women Tamilnadu , India on 13th February 2015 Topic- “customer Perception on utilization of ATM services : An Empirical study in Mysore city”

14. International conference on Challenges and Perspective of Global Management held at BON Secours college for women Tamilnadu , India on 13th February 2015 Topic- “Traffic Management and Business Prospects – An Empirical study in central business district (CBD) in Mysore City

15. International conference on Challenges and Perspective of Global Management held at BON Secours college for women Tamilnadu , India on 13th February 2015 Topic- “customer Perception on utilization of ATM services : An Empirical study in Mysore city”.

16. International conference on Challenges and Perspective of Global Management held at BON Secours college for women Tamilnadu , India on 13th February 2015 Topic-“ Implications of food security measures- An empirical study in Mysore district

17. Topic – “Banking strategies in Mysore District: A Study”- held at

Senate Bhavan, University of Mysore, Mysuru on 25th – 26th June 2016

18. Topic - Making India and its Impact for the Nation Development held at Senate Bhavan, University of Mysore, Mysuru on 25th – 26th June 2016

19. International conference on Marketing in a digital world, Topic: Un-organized market for vegetables – a boon or bane – A study in Chamarajanagara District on 26th & 27th October 2017 at SDMIMD, Mysuru

20. International Seminar on Social Entrepreneurship: Sustainable Models and Practices, Topic: Impact of women SHGs on Social Development – A study of Chamarajanagara District” on 17th – 18th November 2017 at Christ University, Bangalore

B. NATIONAL

1). 58th All India Commerce Conference hosted by Faculty of Commerce & management Studies MG Kashi Vidyapeeth Varanasi on 27-29 Dec. 2005. Paper Presented: VAT-A Reality or Myth”

2). 6th Convention of FTCCMK & National Seminar on Repositioning Business Education- Compulsions & Strategies at Bangalore on 21-22, Feb 2006 paper presented: Threats of Foreign Banks to Indian Banks”

3). National Seminar on Financial Services: Opportunities and Challenges at University of Hyderabad (School of Management Studies) on 30 th Nov-2nd Dec 2006 Paper presented” Housing Finance –New Dimensions”

4). National Seminar on Emerging Issues, Opportunities and prospects of Financial Investments in the Liberalized Era’ host: Department of Commerce and management, Pavendar Bharathidasan College of Arts and Science Tiruchirapalli on 24-25 Jan 2007 Paper presented: “Recent Changes in Regulation of Financial market”

5). National Seminar on “Recession and its Impact on Indian Economy” on 26-27 March 2010 by PG Departments in Economics and Commerce, JSS College for Women, Saraswathipuram, Mysore-9 Paper Presented ”Global Economic Recession-Its Impact on Employee Performance and Management Attitudes”

6). National Conference on Quality Assurance in Open Distance Learning Institutions’ host:KSOU Mysore on 3-5 March 2007 Paper Presented: Research in Open Distance Education- An Experience in KSOU, Mysore.

7). National Conference at PG Department of Commerce,

Shivagangothri, Davanagere Kuvempu University Dt 3rd Feb.2007.
Paper Presented “ Capital Gains Tax- A retrograde to Capital Market”

8). National Conference at PG Department of Commerce, Shivagangothri, Davanagere Kuvempu University Dt 3rd Feb.2007.
Paper Presented “Risk Management in Capital Market”

9). National level seminar held at JSSCW Mysore from September 29th & 30th 2010.” Paper presented “New Vistas in CRM in Banks.

10). National Conference on “ Retail Sector in India: Opportunities and Challenges” organized by DOS & R in Commerce, Tumkur University, Tumkur on 25-8-2012. Paper Presented: Customer Experience Management –A new Dimension in Retail Marketing”

11). National Conference on “Emerging Issues and Innovations in Management Education” on 31st October 2012, Paper Presented: Stakeholder Expectations and Response of Academia- A selective Study of Management Education

12). National Conference on “Emerging Issues and Innovations in Management Education” on 31st October 2012. Paper Presented: Quality of Work Life in Management Education Institutes and Stakeholders’ Satisfaction

13) National Conference on “Emerging Issues and Innovations in Management Education” on 31st October 2012. Paper Presented: Value Based Management Education-Empirical Study of Students and Parents’ Perspectives in Mysore University

14). National Conference on “Microfinance and Sustainable Promotion of Entrepreneurship in India” at Divya Convention Hall, Kunigal organized by DOS Commerce, GFGC Kunigal on 3rd April 2013. Paper Presented “Micro finance and Women Empowerment: An Empirical Study of Gundlupet Taluk”.

15). National Conference on “FDI and Perspectives and Challenges” at Teresian College, Mysore organized by DOS Commerce (PG), Teresian College, Mysore on 17th April 2013. Paper Presented “ Work Culture Among Employees-An Empirical Study of Retails shops in Central Business District of Mysore City”

16) National Seminar on Corporate Governance in India-Issues and Concerns” at St Stephen College, Uzhavoor, Kerala on 28-29 August 2014 Topic” Conservation and Enrichment of Ecological Treasure- A dimension in Corporate Social Responsibility- Beneficiary Analysis around Nanjangud Industrial Area

17) National Seminar on Corporate Governance in India-Issues and

Concerns” at St Stephen College, Uzhavoor, Kerala on 28-29 August 2014 Topic” Employees’ Response to Corporate Social Responsibility- An empirical Analysis of Industrial workers at Nanjangud Taluk, Mysore District”

18) National Conference on Recent Trends in Management held at KS School of Engineering and Management, Bangalore on 29th May 2014 Topic “A study of Employee Attitude towards Monetary and Non Monetary rewards and its effect on attrition with reference to education sector in Mysore City.

19) National Conference on Recent Trends in Management held at KS School of Engineering and Management , Bangalore on 29th May 2014 Topic “ Innovative Strategies in increasing Employability of Business Graduates”

20) National seminar on “impact of financial inclusion and rural development: challenges and opportunities” held at Deva Matha college, Kuravilangad P.O., Kottayam (Dt), Kerala -686633 on 4th and 5th February 2014 topic- “Role of technology in financial inclusion”

21) National seminar on “Global interface of technology and business-dimensions and directions for business education.” Held at SIT Campus, Tumkur on 7th and 8th march 2014. Topic- Global work force – A challenge or an asset A study on work force at MNC’s of Mysore district.

22) National seminar on “Global interface of technology and business-dimensions and directions for business education.” Held at SIT Campus, Tumkur on 7th and 8th march 2014. Topic-Re-Engineering of business education primary stake holders’ perceptions.

23) National seminar on “Global interface of technology and business-dimensions and directions for business education.” Held at SIT Campus, Tumkur on 7th and 8th march 2014. Topic-customers perception towards E-Banking an empirical study in Mysore district.

24) National seminar on “Global interface of technology and business-dimensions and directions for business education.” Held at SIT Campus, Tumkur on 7th and 8th march 2014. Topic-“Marketers response for marketing 3.0 : an analytical study of textiles marketers in Mysore city”

25) National seminar on “financial inclusion” held at Basudev Somani college, Kuvempunagar , Mysore on 28th and 29th march 2014. “Effectiveness of innovative technology in rural banking- perception analysis of select customers in Gundlupet taluk”

26) National seminar on “financial inclusion” held at Basudev Somani college, Kuvempunagar , Mysore on 28th and 29th march 2014. “Socio-

economic empowerment of women through micro financing – A study of women SHG’s in Mysore District”.

27) National seminar on “financial inclusion” held at Basudev Somani college, Kuvempunagar , Mysore on 28th and 29th march 2014. “Micro insurance – A benign scheme for underprivileged- an empirical analysis in Mysore.

28) National seminar on “financial inclusion” held at Basudev Somani college, Kuvempunagar , Mysore on 28th and 29th march 2014. “E-Banking services finding a slow transition in rural banking – An empirical study at Nanjanagud taluk”.

29) National conference on Re-Emergence of business – Transitions and Turnarounds held at Seshadripuram Evening Degree College, Bangalore on 30th June 2014 Topic- Working women and e-tailing – An empirical study in Mysore city.

30) National conference on Re-Emergence of business – Transitions and Turnarounds held at Seshadripuram Evening Degree College, Bangalore on 30th June 2014 Topic- A mandatory provision of co-operate social responsibility (CSR) in new company law: A perception Analysis.

31) National conference on Re-Emergence of business – Transitions and Turnarounds held at Seshadripuram Evening Degree College, Bangalore on 30th June 2014 Topic- Core banking solutions enhance customer relationship- A study on Business community of Nanjanagud Town.

32) National conference on Re-Emergence of business – Transitions and Turnarounds held at Seshadripuram Evening Degree College, Bangalore on 30th June 2014 Topic- Effectiveness of point of purchase promotion through mannequins.

33) National seminar on Corporate governance in India – issues and concerns held at St. Stephens college, Uzhavoor on 28th and 29th august 2014. Topic- Employee response to corporate social responsibility : An empirical analysis of industrial workers at Nanjanagud taluk, Mysore

34) National seminar on Corporate governance in India – issues and concerns held at St. Stephens college, Uzhavoor on 28th and 29th august 2014. Topic- conservation and enrichment of ecological treasure- A dimension in corporate social responsibility- beneficiary analysis around Nanjanagud industrial area.

35) National conference on Indian insurance sector: Innovation, Sustainability and social impact held at Tumkur university , Tumkur on 22-11-2014. Topic- Penetration of crop insurance among rural masses: an empirical study in Mallavalli Taluk, Mandya Distirict.

36) National conference on Indian insurance sector: Innovation, Sustainability and social impact held at Tumkur university , Tumkur on 22-11-2014. Topic- Effectiveness of Health insurance – An Empirical study in Mysore city.

37) National conference on Indian insurance sector: Innovation, Sustainability and social impact held at Tumkur university , Tumkur on 22-11-2014. Topic- CSR as a dimension of CGN private sector insurance companies- An empirical analysis of stake holders' perceptions in Mysore city.

38) National conference on Indian insurance sector: Innovation, Sustainability and social impact held at Tumkur university , Tumkur on 22-11-2014. Topic- “Bima Gram (Insurance Village) – An Effective Insurance Coverage for villagers : An empirical study in Lalithadripura Village, Mysore Taluk”

39) National conference on Financial Inclusion For Sustainable Development held on 6th and 7th Dec 2014 in KSOU Muktha Gangothri , Mysore Topic- “ Efficiency of postal services with reference to financial inclusion – An empirical study in Virajpet Taluk of Kodagu dist

40) National conference on Financial Inclusion For Sustainable Development held on 6th and 7th Dec 2014 in KSOU Muktha Gangothri , Mysore Topic-“Microfinance catalyst for social change An Empirical study in Malavalli Taluk”

41) National conference on Financial Inclusion For Sustainable Development held on 6th and 7th Dec 2014 in KSOU Muktha Gangothri , Mysore Topic-“Social Inclusion and Exclusion in SHG’s – An empirical study in Mysore District.”

42) National level seminar on “New vistas and Horizons in commerce” held at Basudev Somani college , Kuvempunagar, Mysore on 8th may 2015 Topic- Employee behavior and prospects in retail sector: An empirical study of textile and garments showrooms in Mysore city”

43) National Conference on Management of Evolving Trends of Indian Economy – A New Outlook on 27th & 28th November 2017 at Tumkur University, Tumakuru Topic: Effectiveness of Logistics Management – in Tourism Development – A Study in Mysuru District

44) Labor Landscaping for sustainable Agriculture Development – An Empirical Study of Agriculture laborers in Chamarajanagar District on “Sustainable Development: Innovations Practices and Technology” on 8th December 2017 at Tumkur University, Tumkuru.

45) Role of Micro Entrepreneur in Sustainable Development of Wellness Industry – an Empirical Study at Mysuru city on “Sustainable Development: Innovations Practices and Technology” on 8th December 2017 at Tumkur University, Tumkuru

46) Pre-empting innovations in Tourism Services for better prospects – An Empirical Study in Mysuru District on “Sustainable Development: Innovations Practices and Technology” on 8th December 2017 at Tumkur University, Tumkuru

47) National Conference on Innovation, Sustainability and Change: “Emerging Challenges and Opportunities in Entrepreneurship Management” - on 13th April 2018 at Vivekananda Institute of Management, Bangalore Topic: Value Additions – A Potent Tool Towards Sustainability – A study of Micro Entrepreneurs in Fitness Industry at Mysore City

C. STATE LEVEL

1) 5th State Level Conference of Teachers of Commerce & Management, FTCCMK at Mangalore on 16-17 Oct.2003 Paper presented “ Corporatization of Rural Marketing”

2) State level Conference on Environment Pollution and Management – Future Challenges held at JSS College of Arts ,Commerce and Science on 29-30 July 2005 Paper presented “ Household Waste Management – New Perspectives”

3) State Level Conference on Achieving Organizational Excellence through Business Education_ Issues and Challenges on 17th and 18th February 2012 Paper Presented” Customer Value Creation for Sustainable Competitive Advantage

4) State Level Conference on Achieving Organizational Excellence through Business Education_ Issues and Challenges on 17th and 18th February 2012 Paper Presented “ Higher Education and Mushrooming of B-Schools- Issues and Challenges”

5) State level seminar on “insurance service in India – trends and challenges” held at JSS College of Arts Commerce and Science, B N Road , Mysore on 8th Feb. 2014 Topic- “A shift in paradigm among public sector insurer : A perspective analysis of insured in Mysore city”.

6) State level seminar on “Financial Inclusion- A policy Perspective for

	an Egalitarian Society” held at Kollegal , Chamrajnagar District on 26 th and 27 th march 2015 Topic- Financial Inclusion- “A patent tool for creation of egalitarian society: A perception analysis of urban bourgeois class in Mysore city”
Other Achievements	<ol style="list-style-type: none"> 1. Worked as President of JSS MVP Employees’ House Building Cooperative Society Ltd. Mysuru (1997-99) 2. Working as President, Karnataka Rajya Mahavidyalay Shikshak Sangh (Regd). Mysuru University Vibhag 3. Assessor- NAAC, Bengaluru 4. Worked as UGC Expert Committee member (Sanction/ Renewal of Autonomous Status) – 3 occasions 5. Worked as Dean (Academic) –JSSCW Mysore 2008-11 and JSSCACS Mysore 2013-15 6. Worked as NAAC Coordinator- JSSCW 2010 Mysore and JSSCACS Mysore 2014 7. Worked as IQAC Coordinator- JSSCW Mysore and JSSCACS Mysore 8. Approved Guide for MBA Projects- IGNOU, New Delhi 9. Editor-in- Chief, JSSCWM Quest, Biannual Journal of Science, Humanities, Commerce and Management 10. Conducted village Census survey for JSS Rural Development Foundation : Name of the village Hongahally Gundlupet Tq 11. Worked as member of Lapses Enquiry Committee of JSS MVPEHBCS Ltd 12. Working as Campus Coordinator- JSS Institutions’ Complex, Saraswathipuram Mysuru
Hobbies	<p>Trekking Reading Novels Writing Poems in Kannada Gardening Social work</p>