Faculty profile



Dr. Noor Afza

Professor & Chairperson Department of Studies and Research in BusinessAdministration

Dean Commerce & Management

Tumkur University

Tumkur

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Summary

Knowledgeable experienced Self motivating talented Management professor driven to inspire students to pursue academic and personal excellence, consistently strive to create a challenging learning environment in which students become lifelong scholars and learners. Exceptional track record of research success with published article.

Highlights

- Accomplished researcher in Management
- Resourceful academic advisor
- Presentable and approachable
- Inspiring lecturer
- Dynamic leader

- Self-motivator
- Innovative thinker
- Challenges & Risk taker
- Curriculum development
- Soft skill Trainer

Accomplishment.

- Designed course curriculum for BBM
- Designed course curriculum for MBA
- Designed pre Ph.D. course curriculum for Ph.D. programme.
- Edited and published student Journal PRERANA.

Professional experience- Teaching

Professor and chairperson DOS&R in Business Administration

22 years of teaching experience

Professional / Administrative experience

Sl.no	Designation	Institution	Period
1.	Member Academic Council	Tumkur University	
2.	Chairperson	Tumkur University	30.9.2011-
	_		30.9.2013
3.	Chairperson	Tumkur University	30.9.2017- current
4.	Dean Faculty of Commerce &	Tumkur University	15.04.2018- current
	Management		
5.	Coordinator Skill Development	Tumkur University	25.10.2103 -
	Centre		1.02.2018
6.	Member Academic Council	Tumkur University	15.04.2018
7.	Chairman Departmental Council	Tumkur University	18.10.2011 –current
8.	Chairman (BOS) UG	Tumkur University	
9.	Chairman (BOS) PG	Tumkur University	22.10.2011
10.	Chairman BOE	Tumkur University	
11.	Chairman BOE for Pre Ph.D	Tumkur University	
12.	Chairman BOE	Tumkur University	
13.	Coordinator cultural Committee	Tumkur University	1.02.2018 –current
14.	Chairperson interview committee for	Tumkur University	23.03.2013
	admission to Ph.D course in		
	Management		
15.	Chairman for admission to Ph.D		15.04.2013
	course		
16.	Chairman Sexual Harassment and.	Tumkur University	
	Grievance Redressal Cell		
	Grievance Redressar Cen		
17.	Chairman calendar of events	Tumkur Universitry	23.09.2013
	committee for MBA course		
18.	Member Governing council	sarvodaya first grade	05.01.2014
		college	

Teaching Experience

Designation	From	To	Place
			Government RC college of Commerce,
Lecturer	22/06/21996	9/08/2001	Bangalore
Associate professor	10/08/2001	18/08/2011	Maharani's Arts and Commerce College
			for Women, Mysore
Associate professor	19/08/2011	18/08/2014	Tumkur University
Professor	18/08/2014	Till date	Tumkur University

Research Guidance

Ph.D Guidance	10
Ph.D Awarded	02
No of Students under Guidance	08

Ph.D's awarded Topic

1.	Effectiveness of Integrated Marketing Communication Approaches in Tourism
	Industry- A Study on Malnad Region in Karnataka
2.	Effectiveness of Bank Finance for Micro Small and Medium Enterprises
	(MSMEs) in Bangalore urban, Karnataka State

Fields of Specialization under the Subject / Discipline:

- 1. General Management
- 2. Human Resource Management
- 3. Marketing Management
- 4. International Marketing

Administrative/ Academic Experience

- 1. Chairperson Department of Studies and Research in Business Administration.
- 2. Dean Commerce & Management.
- 3. Chairman Departmental Council
- 4. Chairman BOS UG (Management)
- 5. Chairman BOS PG (Management)
- 6. Chairman BOE
- 7. Coordinator Student Placement cell

- 8. Chairman BOE for pre-Ph.D examination.
- 9. Chairman Sexual Harassment and. Grievance Redressal Cell
- 10. Chairman cultural committee
- 11. Chairman fee structure committee for PG

Membership in Academics and Administrative Responsibilites

1.	Member Grievance & Redressal Cell
2.	Member IQAC Cell
3.	Member women welfare Cell
4.	Member ROBE committee for fifth Annual Convocation
5.	Member Sexual Harassment prevention cell.
6.	Member hospitality and document presentation committee for UGC expert
	committee visit
7.	Member Sexual harassment prevention cell.
8.	Member admission committee for M. Com
9.	Member Research Review Committee
10.	Member fee structure and calendar of events committee
11.	Member infrastructural inspection committee for recognition of Shri
	Dharmasthala Manjunateshwara Research Centre for Management Studies.
12.	Member preparation of vision document committee 2020 for Tumkur
	University.
13.	Member Robe committee for Sixth Annual Convocation.
14.	Member for preparation of calendar of events and fee for MBA programme
15.	Member LIC committee
16.	Chairman inspection of infrastructural committee for recognition of
	InterNationalInstitute for Sustainable Enterprise for Ph.D programme.
17.	Chairman interview committee for admission to Ph.D course in Management
	Studies
18.	Member BOAE for selection of experts for D.Litt
L	I

19.	Chairman counselling for allocating guides to Ph.D candidates
20.	Subject expert for interviewing guest faculty in Management
21.	Chairman MBA calendar of events committee.
22.	Member Robe committee for seventh Annual convocation.
23.	Member secretary for sign language training programme for deaf and dumb
24.	Internal examiner for Ph.D course work viva voce.
25.	Member for preparation of institutional development plan for RUSA
26.	Member governing Council for sarvodaya first grade college.
27.	Member BOE for MBA examination
28.	Member for finalization of regulation governing Bachelor Degree programme
29.	Member admission committee for M. Com course.
30.	Expert for scrutiny of application for Guest faculty
31.	Subject expert for selection of guest faculty
32.	Member BOS –UG Regulation committee
33.	Member BOAE for appointment of Examiner for UG course.
34.	Member for preparation of calendar of events for MBA programme.
35.	Admission Committee member for M.Com for 2011-12 academic year.
36	Admission Committee member for M.Com for 2012-13 academic year.
37.	Member expert of papers review and session committee of 2014 for the
	second interNationalConferenceon current trends in Engineering and
	Management.
38.	Member review committee in two days interNationalConferenceon Strategy,
	system and service for Sustainability and Scalability of Businessheld at
	Pondicherry University on 23 rd & 24 th March 2018.
39.	Observer for the KSET examination held on 16.12.2016 at Tumkur
40.	Member fee fixation committee for PG programmes

Participation in Training courses

Sl.no	Programme	Duration	Organised
1.	Orientation programme	Three Weeks	University of Mysore
2.	Refresher Course	Three Weeks	University of Mysore
3.	Refresher Course	Three weeks	Bangalore University
4.	Refresher Course	Three Weeks	Mysore University

Participation in Workshop/ Special Lecture/ MDP

Sl.no	Programme	Duration	Organised
1.	Special lecture programme on		Department of Studies and
	Cooperative Movement in		Research in Commerce,
	India and Abroad : the Road		Economics and Business
	Ahead held on 27.08.2016		Administration
2.	Management Development	One day	Sindhi College of Commerce
	programme on 16.04.2106		Bangalore
3.	Workshop on GST held on 08.	One day	Department of Studies and
	09.2018		Research in Commerce,
			Economics and Business
			Administration in Association
			with Commercial Tax
			Department, Government of
			Karnataka & Canara Bank
			Tumakuru
4.	Practical Working Knowledge	One day	Vidya Vikas PG Department
	on GST on 18. 11.2017		of Commerce, Alumni
			Association
5.	IQAC functioning and New	One day	Internal Quality Assurance
	Methodology held on		Cell(IQAC) Tumkur
	14.10.2017		University
6.	Exploring Research venues	One day	Vidya vardhaka First Grade

			College Mysore.
7.	Capacity Building workshop	One Day	Tumkur University
	on Rating Universities and		Tumkur
	improvement of Quality Of		
	Education in Higher Education		
	Institutions on 21.07.2017		

Training Courses participated

Sl.	Tittle	Date and	Organised by	National/St
no		year		ate
1.	Research Methodology	16 th & 17 th	Department of	National
	& Introduction to SPSS	Feb 2013	Studies & Research	
			in Business	
			Administration,	
			Tumkur University	
2.	Sexual Harassment of	2 nd and 3 rd	Institute of Public	National
	Women at workplace	September	Administration,	
	((prevention, Prohibition	2013	Bangalore	
	& Redressal) Act 2013			
3.	Contemporary issues in	29 th February	Government R.C	National
	commerce and	2012	college of	
	Management Research		Commerce	
			Bangalore	
4.	Development of B.Com	30 th May 2010	KSOU Mysore	State
	Self learning Material			
5.	Accreditation ;New	29 th August	SBRR, Mahajana	State
	Methodology	2009	First grade College,	
			mysore	

6.	Research Methodology	12 th & 13 th	Al- Ameen College	National
	and Techniques in	May 2009	of Arts Science,	
	commerce, Management		Commerce &	
	and Social Science		Management	
7.	Decision Models	4 th ay 2009	D. Banumiah"s	Regional
			College of	
			Commerce & Arts	
			Mysore	
8.	Production of Audio	15 th July 2008	KSOU. Mysore	Regional
	:Lessons			
9.	UG Sim Revision	$21^{st}-23^{rd}$	KSOU. Mysore	Regional
		December		
		2007		
10.	HRD & TQM	24 th to 26 th	Department of	Regional
		July 2003	Collegiate	
			Education, Govt of	
			Karnataka	

Participation / Delegate in National level Conferences

	1
1.	Participated as a delegate in the National Conference on Consumer protection
	in India held at Vidyavardhaka First Grade College Mysore on 26 th &27 th C
	December 2003
2.	Participated as a delegate in the UGC Sponsored National Seminar on Retail
	Revolution in India held at Mallamma Marimallappa Womens Arts and
	Commerce College Mysore from 8 th and 9 th October 2009
3.	Participated as a delegate in the UGC Sponsored National Seminar on
	Customer Relationship Management in Banking Industry held at JSS College
	for Women Mysore on 29.09.2010

4.	Participated as a delegate in the National Conference on Quality Management
	practices for organizational Excellence 21 st December 2011.
5.	Participated in a National Seminar on consultation on the Approach to 12 th five
	year plan of Higher education 23 rd December 2011.
6.	Participated in the IX convention of Federation of teacher's councils of
	Commerce and Management in Karnataka and state level Conference on
	achieving Excellence through Business Education –Issues and Challenges
7.	Shaping the Young Minds programme organized by Tumkur Management
	Association and AIMA on 6 th March 2012
8.	Participated in a Seminar on Philosophy of Science 4 th on July 2012
9.	Participated as a delegate in the seminar on Philanthropic Approaches to
	address contemporary Social problems held on 26 th July 2012
10.	Participated as a delegate in the National Conference on Business Innovation
	and Technology Management on 3 rd November 2012
11.	Participated as a delegate in the international Conference 2012, Yoga in
	Education on 27 th and 28 th November 2012
12.	Participated as a delegate in the National Conference on Contributions of Sri
	Vidyaranya on 18 th , 19 th and 20 th December 2012
13.	Participated as a delegate in the National Conference on Bio-technological
	Approaches for Sustainable Environmental Management on 22 nd January 2013.
14.	Participated as a delegate in the National Seminar on Role of Women in Social
	Development on 6 th Feburary 2013
15.	Participated as delegate in the international Conference on Contemporary

	Human Sufferings: Wisdom of Bhagwan Buddha on 6 th March 2013.
16.	Participated as a delegate in the international Conference on Buddha's
	Teachings for the contemporary World on 26 th March 2013
17.	Participated as a delegate in the National Conference on Swami Vivekananda –
	An Epoch Maker on 24 th April 2013.
18.	Participated in a seminar on Navodaya kavyadalli Hennu organized by
	KSHEC Bangalore 26 th April 2013

Participation in State level Conference

Sl.	Tittle of the paper
1.	Third state level Conference on Corporate Governance and E-commerce and
	Business education in next Millennium organized by Federation of Teachers
	Councils of Commerce and Management in Karnataka held on 7 th and 8 th
	August 1999
2.	AIFUCTO 26 th Academic Conference2008 on Inclusive Education and
	Inclusive Development organized by Federation of University and College
	teachers association in Karnataka (FUCTAK) held on 17 th to19th Oct 2008
3.	UGC sponsored two day State level Seminar on innovations in Business
	Education in the present Era held at JSS College for Women Mysore from
	22 nd and 23 rd December 2004
4.	UGC sponsored one day State level Seminar on Emerging issues in
	Banking Sector - Challenges Ahead held JSS College for Women
	chamrajnagar on 22.10.2008
5.	One day State Level Seminar on Emerging Trends in Service Sector held at
	Basudev Somani College, Mysore on 15.04.2010

Paper presented in State Level Conference

Sl.	Tittle of the paper
1	Impact of Globalization on Small and Medium Enterprises- Challenges and
	opportunities' in a UGC sponsored State level seminar held at Sri
	D.Devaraja Urs Government First Grade College, Hunsur, 6th & 7th
	October, 2008
2	Inclusive Education and Inclusive Development' in a State level
	AIFUCTO 26 th Academic Conferenceon at Jnanajyothi Auditorium,
	Bangalore University, Bangalore, 17 th to 19 th October, 2008, Bangalore.
3	Emerging Issued in Banking sector-challenges ahead' at JSS College for
	Women, Chamarajanagar, 22 nd October, 2008
4	Emerging Trends in Service sector' at Basudev Somani College, Mysore, on
	15 th April, 2010
5	"Customer value creation for sustainable competitive advantage" state level
	Conference on IX convention of federation of Teachers councils of
	commerce and Management in Karnataka State held on 17 th and 18 th Feb
	2012
6.	Higher education and mushrooming of Business schools -issues and
	challenges in a State Level Seminar held by Karnataka Commerce Teachers
	Association on 16 th &17 th February 2012.
7.	"Achieving organizational excellence through Business Education- issues
	and challenges "state level Conference on IX convention of federation of
	Teachers councils of commerce and Management in pondicherry State held
	on 17 th and 18 th Feb 2012
8.	Effectiveness of Big data for sustainable growth and development of
	Insurance sector – A conceptual Study State level Conference on Insurance
	eservice in India- trends and Challenges 8 th February 2014 organized by JSS
	college of Arts Commerce & Science State
9.	Impact of Technology on Ease of Banking Services-An Empirical Study in a
	UGC sponsored one day State level Conference on Emerging Trends in

Banking sector- issues and Challenges held at PES College of Science Arts and Commerce Mandya on 11.02.2017

Papers presented in National Conferences

	rapers presented in National Comerences
1.	Business Process Outsourcing in Banking industry', at Saint Mary's Syrian
	College, Brahmavara, 12 th & 13 th January, 2005, Brahmavar, Udupi district
2.	Vat and its implication in national Conference on value added Tax held at Govt
	R.C College , Bangalore on 27 th & 28 th January 2005
3.	EDP and Economic development', at Government .R.C.College of Commerce &
	Management FKCCI, Bangalore, 4 th May, 2006, Bangalore.
4.	Problems and prospects of Indian Banking at sixth Convention of Federation of
	teachers Councils of Commerce and Management in Karnataka Bangalore
	University Bangalore on 21 st &22 nd February 2006
5.	Export risk Insurance - A Gamut to promote exports National Conference on
	Financial Services opportunities and Challenges held at Hyderabad on 4 th
	December 2006.
6.	Professional Education through open Distance Mode – An experience in
	Karnataka State Open University in National Conference on Quality Assurance
	in open Distance learning Institution held at KSOU Mysore on 3 rd to 5 th March
	2007
7.	FDI in pharmaceutical Industry in National Conference on Infrastructure
	development –issues and Challenges – A fast Growth track held at Government
	RC College of Commerce and Management on 29 th &30 th March 2007
8.	Presented a Paper in the National Seminar on 'Is Micro finance a panacea for

	poverty alleviation' at Acharya Nagarjuna University, Nagarjuna Nagar, Andhra
	Pradesh 15 th & 16 th March, 2007
9.	Challenges of Higher Education in India in National Conference on
	Infrastructure development –issues and Challenges – A fast Growth track held at
	Government RC College of Commerce and Management on 29 th &30 th March
	2007
10.	NKC"s Report and its implications on Higher Education" in a National
	Conference on Knowledge Commission and Higher Education 26th&27th July,
	2007 Kanchi Mamunivar Centre for P.G.Studies, Puducherry,.
11.	Issues and challenges of higher education in India, at Gurukul Kangri
	University, Haridwar on 10th & 11th September, 2007, Haridwar
12.	Privatization and Commercialization of higher education in India Pondicherry
	University on 5th and 6th December 2007.
13.	GATS and its implication on higher education at Pondicherry university on 15th
	& 16th December.2007
14.	Quality assurance in Higher education at Cauvery college, Gonikoppal in a
	National Conference on The role of IQAC"s in promoting best practices to
	ensure internal quality in higher education on 22 nd & 23 rd January,2008,
	Gonikoppal
15.	ICT – A change agent for Higher education. National Conference on The role of
	IQAC"s in promoting best practices to ensure internal quality in higher education
	22 nd & 23 rd January,2008 held at at Cauvery college, Gonikoppal
16.	Inclusive Education and Inclusive Development' in a State level AIFUCTO

	26 th Academic Conference on at Jnanajyothi Auditorium, Bangalore University,
	Bangalore, 17 th to 19 th October, 2008, Bangalore.
17.	Emerging Issued in Banking sector-challenges ahead' at JSS College for
	Women, Chamarajanagar, 22 nd October, 2008
18.	Global Meltdown -A Stumbling Block for India at a National Conference on
	Economic Recession and management Strategies held at DOSR in Commerce
	and Management , KSOU on 21st and 22nd Feburary 2009
19.	Economic Recession and its impact on External Trade at a National Conference
	on Economic Recession and management Strategies held at DOSR in Commerce
	and Management , KSOU on 21st and 22nd Feburary 2009
20.	Basel II -Implications for Bank Credit risk Mitigation, Governance and
	Disclosure' at Government College, Mandya on 23 rd May,2009.
21.	CRM in retail Marketing in UGC sponsored national Conference on Retail
	Revolution in Indai held at Mallamma Marimallappa Women's Arts and
	Commerce College Mysore on 9th October 2009.
22.	CRM a tool for Effective banking in UGC sponsored two day National
	Conference on Customer Relationship Management in Banking industry held at
	JSS College for Women (Autonomous) Mysore on 28 th and 29 th September 2010
23.	Economic Meltdown and its Impact on Financial Services in India in a National
	Conference on Impact of global Financial Crisis on Indian Economy –emerging
	challenges held at kamala Nehru Memorial National College for Women
	Shivamogga on 26 th March 2011.
24.	Anatomy of a crisis- Surging Food prices a cause for concern in a National

	Seminar on Inflation Management : myths and Realities held at St. Philomena's
	College Mysore on 28 th and 29 th March 2011
25.	Basel II -Implications for Bank Credit risk Mitigation, Governance and
	Disclosure' at Government College, Mandya on 23 rd May,2009.
26.	An Innovation Competence – A Strategic Approach to Indian MSMEs" National
	Conference on Innovative strategies for growth of MSME 30th June 2014.
	Seshadripuram College Bangalore
27.	"Global meltdown a stumbling block for India" National Conference on
	Economic recessions and Management Strategies 21 st &22 nd February,20 09
	KSOU, Mysore
28.	CRM in Retail Marketing" National Conference on Retail Revolution in India
	8 th & 9 th October, 2009, Mallamma Marimallappa Women's Arts and
	Commerce College, Mysore
29.	CRM a tool for effective Banking National Conference on CRM in Banking
	Industry on 28 th & 29 th September, 2010, JSS College for Women, Mysore
30.	New Vistas of CRM in Banks, National Conference CRM in Banking Industry
	on 28^{th} & 29^{th} September, 2010 Mysore JSS College for Women, Mysore
31.	Anatomy of a Crisis - Surging Food prices A cause for concern,, Inflation
	Management : Myths and Realities 28 th & 29 th March, 2011 St. Philomena"s
	College Mysore
32.	Impact of economic meltdown and its impact on Financial services industry in
	India Impact of Global financial Crisis on Indian Economy- Emerging
	Challenges 26 th March, 2011 Shimoga.

33. "Latest trends in rewards and compensation Management- A study" National Conference on Human Resource strategies in the competitive global Business environment: Issues and Challenges held on 19th Nov 2011 Tumkur University Tumkur "Knowledge Management in service industry – its effectiveness" At National Conference on Innovations and challenges in Business Horizons held on 2nd &3rd Dec 2011 at Tumkur University Tumkur "Vedanta and Management "in National Conference on Vedanta: A holistic approach held on 26th 27th &28th December 2011 by Vedantha Bharthi at Tumkut University "Multi Brand retailing - Getting ready for the Big Play" in a National Conference on Strategic Implications of FDI in Retailing held at university post graduate college, kakatiya University Khammam on 16th March 2012 37. FDI in Retailing- Issues and Challenges National Conference on Strategic Implications of FDI in Retailing held on 16th March 2012 at University Post graduate college, kakatiya University, khammam 38. "India's Retail Market getting organized to drive Growth" Contemporary Management practices and Just society 30th &31st March 2012 held at VijayNagara institute of Management Studies and S KR university, Bellary and Bellary District chamber of commerce and industries 39. "Promoting youth entrepreneurship for socio and economic development" National Conference on Economic growth through innovative entrepreneurship held on 5th may 2012 by DOSR in Commerce TUT

40.	"Entrepreneurship funding : Current trends and future directions" National
	Conference on Economic growth through innovative entrepreneurship 5 th may
	2012 by DOSR in Commerce TUT
41.	"Information technology and balanced scorecard for effective health care
	Management" National Conference on Economic paradigms of health Care
	Management : issues and challenges 11 th May 2012 DOSR in Economics TUT
42.	Relevance of Kautilya;s Management principles and strategies in present
	competitive Business world. National Conference on State system and Moral
	values: Retracing Indian philosophies 25 th May 2102
43.	"Digital resources for Management Education" National Conference on Digital
	Resources in Higher Academic Research Held on 27 th June 2012 by Library at
	TUT university.
44.	"Drive for bridging skill gap" National Conference on Demographic Dividend
	for India: Challenges and opportunities 31st July 2012 held by DOSR in
	Economics at TUT
45	"Creating a sustainable competitive advantage by selecting developing and
	promoting talent" National Conference on New paradigms and perspectives for
	Business excellence held on 4 th August 2012 at DOSR in Business
	Administration TUT
46.	"A study on consumer preferences towards emerging new retail formats"
	National Conference on Retail sector in India: Opportunities and challenges held
	on 25 th August 2012 by DOSR in Commerce TUT
47.	"Benefits of green economy for sustainable social development -An exploratory

	study" National Conference on Sustainable social development in India -New
	vistas and challenges Sept 2012 DOSR in Business Administration TUT
48.	"Revival of Management education: Issues and Challenges" National
	Conference on Emerging issues and innovations in Management education 31st
	Oct 2012 by DOSR in Business Administration TUT
49.	"Impact of globalization on Management education in India" Emerging issues
	and innovations in Management education 31st October 2012 DOSR in Business
	Administration TUT
50.	"Management education in India -issues and challenges "National Conference
	on Emerging issues and innovations in Management education 31st oct 2012
	DOSR in Business Administration TUT
51.	Quality Assurance through customized imparting of concurrent knowledge and
	skills in Management education- a perspective analysis of stake holders in
	Mysore city Emerging issues and innovations in Management education 31st oct
	2012 DOSR in Business Administration TUT
52.	"Role of information technology in tourism industry in India "Technology in
	business: A competitive edge for organizations 28th March 2013 East point
	college of engineering and technology Bangalore and Tumkur University
53.	"India's health care Industry – the next big frontier after information technology
	" Technology in business: A competitive edge for organizations28 th March
	2013East point college of engineering and technology Bangalore and Tumkur
	University
54.	"Leveraging HR Technologies for Sustainable growth of Business" in National

	Conference on Global interface of technology and Business- Dimensions and
	directions for Business education 7 th & 8 th March 2014 Teachers councils of
	Commerce and Management in Karnataka
55.	Garbage conundrum-A stumbling Block in Urbanization: An analytical study of
	Mysore City. Urbanization and Economic Transformation: issues and
	Challenges 12 th and 13 th October 2012
56.	Rural development through pro-poor tourism Indian tourism -Challenges and
	opportunities 28 th March 2013 Sinhgad Business School Solapur
57.	Equitable tourism development :need for strategic partnership equitable tourism
	development :Need for strategic partnership Public private partnership with
	special reference to development of tourism 10 th may 2013 School of
	Management Sambhram Academy of Management studies and development of
	Tourism, Government of Karnataka
58.	Bank credit effectiveness for MSME in India 9 th and 10 th August 2013
	SDM college Mysore
59.	Effectiveness of Big Data for sustainable growth and Development of Insurance
	Sector- a Conceptual Study National Conference on Indian Insurance Sector
	innovation, sustainability and Social impact 22 nd November 2014 held by Dept
	of Studies & Research in Business Administration , Tumkur University &
	Bangalore Insurance Institute, Bangalore.
60.	Barriers faced by Micro Small and Medium enterprises (MSME's) in assessing
	Bank finance in a National Conference on MSME's -Role in propelling
	Economic Development of India Held at RV institute of management on 6 th

	December 2014
61.	"Health Insurance- Need of the Hour" Indian Insurance Sector innovation,
	sustainability and Social impact 22 nd November 2014, Dept of Studies &
	Research in Business Administration Tumkur University & Bangalore
	Insurance Institute, Bangalore
62.	Evaluation of Insurance policies suitable for MSME's in India in a national
	Conference on Insurance Sector innovation, sustainability and Social impact 22 nd
	November 2014 held by Dept of Studies & Research in Business
	Administration , Tumkur University & Bangalore Insurance Institute,
	Bangalore.
63.	CSR a Dimension of Corporate Governance in private Sector insurance
	companies -An analysis of stake holders perception in Mysore city in a national
	Conference on Insurance Sector innovation, sustainability and Social impact
	22 nd November 2014 held by Dept of Studies & Research in Business
	Administration , Tumkur University & Bangalore Insurance Institute,
	Bangalore.
64.	Role of Data Mining in Insurance Industry in a National Conference on
	Insurance Sector innovation, sustainability and Social impact 22 nd November
	2014 held by Dept of Studies & Research in Business Administration , Tumkur
	University & Bangalore Insurance Institute, Bangalore.
65.	Evaluation of Foreign Trade policy with special reference to promotional
	schemes for fostering exports National Conference New Policy Implementation
	and Issues in Direct tax, Corporate Tax and Foreign Trade

6th February 2015 Dept. of Studies and Research in commerce and Dept of Studies & Research in Business Administration, Tumkur University Board of Studies, Institute of Chartered Accountants of India India's Sustainability in Agriculture -A step ahead in National Conference on Innovation – An Engine for Inclusive Growth and Sustainable Development 12th & 13th February 2015, Dept of Studies and Research in commerce and Dept of Studies & Research in Business Administration, Tumkur University Fostering Quality Management Education for Sustainable and Inclusive growth in National Conference on Innovation - An Engine for Inclusive Growth and Sustainable Development 12th & 13th February 2015, Dept of Studies and Research in commerce and Dept of Studies & Research in Business Administration, Tumkur 68. Leveraging HR technology and Human Capital for enhancing competitiveness of MSME's – An empirical study in a UGC sponsored two day National Conference on Role of MSME sector in Indian Economy prospects and Challenges held at MVS Government Arts & Science College Mahabubnagar, Telangana State on 18th & 19th March 2015 MSME an Overview; financing and financial obstacles in a UGC sponsored two day National Conference on Role of MSME sector in Indian Economy prospects and Challenges held at MVS Government Arts & Science College Mahabubnagar, Telangana State on 18th & 19th March 2015 The effect of advertising Appeals in you tube Advertisements Conference on Sustainable Development Innovations Technology and practices held by Department of Studies and Research in Business Administration,

	Tumkur University Tumkur on 8 th December 2017			
71.	1. Ethics and Social responsibility of Corporate sector: a way towards Sustainab			
	Development in Advertisements in national Conference on Sustainable			
	Development Innovations Technology and practices held by Department of			
	Studies and Research in Business Administration, Tumkur University Tumkur			
	on 8 th December 2017			
72.	Sustainable Development in Textile industry Issues, Strategies to be			
	Advertisements in national Conference on Sustainable Developme Innovations Technology and practices held by Department of Studies ar			
	Research in Business Administration, Tumkur University Tumkur on 8 th			
	December 2017			
73.	Social Entrepreneurship -A way to bring Social change Advertisements in			
	national Conference on Sustainable Development Innovations Technology and			
	practices held by Department of Studies and Research in Business			
	Administration, Tumkur University Tumkur on 8 th December 2017			
74.	Labour landscaping for sustainable Agriculture Development - an Empirical			
	study of Agriculture labourers in Chamrajnagar District Advertisements in			
	national Conference on Sustainable Development Innovations Technology and			
	practices held by Department of Studies and Research in Business			
	Administration, Tumkur University Tumkur on 8 th December 2017			

Papers presented in International Conference

Sl.no	Tittle of the paper presented	
1.	'FDI and Marine Exports', at Department of Commerce, Loyala College,	
	Chennai on 15 th &16 th February, 2007.	
2.	Global meltdown and its impact on IT sector at Hotel Clarideges/IILM	
	Lodhi Road, New Delhi on 17 th to 19 th December 2009	
3.	Global Economic Crisis - Impact and Remedial Measures at Hotel	
	Clarideges /IILM Lodhi Road, New Delhi on 17 th to 19 th December 2009	

4.	Paper accepted for presentation on 'Knowledge Management - A source
	of competitive advantage in Indian service industry - An Exploratory
	study' at Oman, on 21st to 22nd February,2010
5.	Sustainable Micro Finance for women empowerment & social security' at
	Justice K.S.Hegde Institute of Management, Nitte, 29 th & 30 th December,
	2010,Nitte
6.	Linkage of Climate change, Agriculture & Poverty, at The Institute of
	Development Studies, University Mysore, Mysore on 25 th &26 th March,
	2011.
7.	Quality & Marine exports - A Exploratory study at The Institute of
	Development Studies, University of Mysore, Mysore
8.	Ethics & values in Management education in the globalized era: Role for
	the Disciplines, at KSOU, Mysore on 8 th &9 th April, 2011
9.	Thinking beyond the classroom: Need for strategies to revive Management
	education, at KSOU, Mysore8th & 9 th April, 2011 Technology & media
	utilization in Management education through distance mode, at KSOU,
	Mysore, 8 th & 9 th April, 2011
10.	Technology & media utilization in Management education through
	Distance mode, at KSOU, Mysore, 8 th & 9 th April, 2011
11.	Garbage conundrum-A stumbling Block in Urbanization: An analytical
	study of Mysore City. Held at Tumkur University Tumkur, on 12 th and
	13 th October 2012.
12.	Germane of Buddhist ethics and values at work place for developing
	corporate leadership for sustainable growth and development - a
	conceptual study International Conference on Ethics in the new
	Millennium: Buddhist Perspectives by TUT & Serajey Monastic
	university
13.	Higher education and Mushrooming of B schools –Issues and Challenges –
	on achieving organizational excellence through Business education- issues
	and challenges 17 th and 18 th Feb 2012
14.	Bank Finance for Micro Small and Medium Enterprises (MSME'S) on 6 th

	and 7 th February 2015in International Conference on Small and Medium	
	Enterprises in the global Economy – opportunities and challenges.	
	Organised by Poornima School of Management and Poornima university	
	Jaipur. In collaboration with Hanyang University South Korea and JK	
	lakshmipath University Jaipur	
15.	Problems and prospects of Micro Small and Medium Enterprises – A study	
	on Tumkur District Karnataka) on 6 th and 7 th February 2015in International	
	Conference on Small and Medium Enterprises MSME'S) in the Global	
	Economy – opportunities and challenges. Organised by Poornima School	
	of Management and Poornima university Jaipur. In collaboration with	
	Hanyang University South Korea and JK lakshmipath University Jaipur	

Articles Published in peer reviewed Journals

Sl.no	Tittle of the article			
1.	"Problems and prospects of FDI in Retail Marketing" in International Journal			
	of Social Science & Management April –June 2012 ISSN 2251-1571			
2.	"Higher Education and Mushrooming of Management Institutions – issues			
	and challenges" Abhinav journal Nov 2012 ISSN 2277-1166			
3.	Knowledge Management for sustainable Competitive Advantage in Indian			
	Service Industry- A theoretical Approach Gitam Journal of Management			
	Volume 11 January March-2013 Number -1 ISSN 0972-740X			
4.	"Perceived Tourism Awareness and Experience Karnataka- an Empirical			
	study at Jog falls" in International Continental journal of Marketing Research			
	Review Volume 2, issue3 2013 ,ISSN 2347-1670			
5.	Urbanization and Economic Development. In EPRA International Journal of			
	Economic and Business Review March 2015, vol-3 issue 3,2015			
	ISSN 23490187			
6.	"CSR as dimension of corporate Governance in private sector Insurance			
	Companies-An analysis of stakeholders' perception in Mysore city" by Dr. in			
	ACME INTELLECTS, International Journal of Research in Management,			

	Social Science & Technology, Special issue Vol2, No.1,2014, 1SSN 2320-2939
7.	Effectiveness of Big Data for Sustainable growth and Development of
	insurance sector- A Conceptual Study" ACME INTELLECTS, International
	Journal of Research in Management, Social Science & Technology, Special
	issue Vol2, No.1, 2014 1SSN 2320-2939
8.	Innovation Competitive – A strategic approach to an Indian MSME's Micro
	Small Medium Enterprises in Intrernational Journal of Finance and Research
	Review ISSN-2321 -0354 volume 2 issue 10 th October 2014.
9.	A Study on working Capital Management in International Journal of Finance
	and Research Review ISSN-2321 -0354 volume 3 issue 7th July 2015.
10.	Bank Finance for MSME's – A Case Study of SBM, Bangalore, Karnataka by
	in International Journal of Banking Insurance and Finance ISSN-2350 -0875
	volume 3 issue 6 th June 2016.
11.	Institutional Credit Support and provisions for MSME's in Global Journal for
	Research analysis volume -5 Issue 12 December 2016 ISSN -2277-8160
12.	Pilgrimage tourism in Malnad Region of Karnataka and environmental issues
	in International Journal of Marketing Research Review ISSN 2321-0346
	volume -1 7 th July 2015.
13.	A study on Accommodation facilities and Tourism Development with special
	reference to Malnad region in Karnataka in Intercontinental Research
	consortium ISSN -2350-875 Volume -3 June 2016.
14.	Portrayal of Women in Indian TV Advertisements- A study of Audience
	perception With Reference to Mysore City- in international Journal of
	Advanced Research in computer Science and Management Studies, ISSN
	2321- 7782 Volume 5 Issue 4 22 nd April 2017.
15.	Emerging trends and Challenges in Textile Industry in India by in
	Intercontinental journal of Management Research Review ISSN 2321 -0346
	volume -5 issue 8 August 2107.
16.	An analysis of advertising Appeals in services advertisements- A Content
	analysis Approach in international Journal of creative research thought ISSN
	1

	-2320-2882 vol5 issue -3 September 2017			
17.	The effect of advertising Appeals in you tube Advertisements by in			
	international journal of Emerging Technologies and innovative research			
	(JETIR)			
18.	Ethics and Social responsibility of Corporate sector: a way towards			
	Sustainable Development in international Journal of exclusive Management			
	Research ISSN -2249-8672 November Special Issue 2017.			
19.	Sustainable Development in Textile industry Issues, Strategies to be pursued			
	in international Journal of exclusive Management Research ISSN -2249-8672			
	November Special Issue 2017.			
20.	Social Entrepreneurship -A way to bring Social change by in international			
	Journal of exclusive Management Research ISSN -2249-8672 November			
	Special Issue 2017.			
21.	Labour landscaping for sustainable Agriculture Development – an Empirical			
	study of Agriculture labourers in Chamrajnagar District in international			
	Journal of exclusive Management Research ISSN -2249-8672 November			
	Special Issue 2017			
22.	Skill India -need of the hour by in international Journal of exclusive			
	Management Research ISSN -2249-8672 November Special Issue 2017			

Articles published in Edited Books

Sl.n	Tittle of the Articles
О	
1.	"Latest trend in compensation and reward" in HR strategies in the competitive
	global Business environment –issues and Challenges
2.	"Garbage Conundrum- A Stumbling block in Urbanization: An Analytical
	Study" in Urbanization and Economic Transformation, ISBN 978-81-89630-65-
	2, 2012
3.	Information Technology and Balanced API Score Card for Health care
	Management in Economic Paradigms of Health Care in India. ISBN 978-81-

 Drive for bridging skill gap in Demographic dividend for India –A step forward ISBN 978-81-89630-61-4 2012 "Promoting Youth entrepreneurship for socio and economic development" Economic growth through innovative entrepreneurship ISBN 978-93-5051-57-4 2012 A study on consumer perception towards emerging retail formats In Reta sector in India-opportunities and challenges, ISBN 978-93-5051-833-2012 Impact of Globalization on Management Education in India in Contemporary Issues in Management – ISBN 978-93-5097-182-6 2012 Management Education in India Issues and Challenges, in Contemporary Issues in Management ISBN 978-93-5097-182-6, 2012 Quality Assurance through customized imparting of concurrent knowledge are skills in Management education- A perspective analysis of stock holders Mysore City in Contemporary issues in Management- ISBN-978-93-5097-186-6 2012
 "Promoting Youth entrepreneurship for socio and economic development" Economic growth through innovative entrepreneurship ISBN 978-93-5051-57-4 2012 A study on consumer perception towards emerging retail formats. In Reta sector in India-opportunities and challenges, ISBN 978-93-5051-833-2012 Impact of Globalization on Management Education in India in Contemporary Issues in Management – ISBN 978-93-5097-182-6 2012 Management Education in India Issues and Challenges, in Contemporary Issues in Management ISBN 978-93-5097-182-6, 2012 Quality Assurance through customized imparting of concurrent knowledge are skills in Management education- A perspective analysis of stock holders. Mysore City in Contemporary issues in Management- ISBN-978-93-5097-18.
 Economic growth through innovative entrepreneurship ISBN 978-93-5051-574 4 2012 6. A study on consumer perception towards emerging retail formats In Reta sector in India-opportunities and challenges, ISBN 978-93-5051-833-2012 7. Impact of Globalization on Management Education in India in Contemporary Issues in Management – ISBN 978-93-5097-182-6 2012 8. Management Education in India Issues and Challenges, in Contemporary Issues in Management ISBN 978-93-5097-182-6, 2012 9. Quality Assurance through customized imparting of concurrent knowledge are skills in Management education- A perspective analysis of stock holders Mysore City in Contemporary issues in Management- ISBN-978-93-5097-18.
 A study on consumer perception towards emerging retail formats. In Retain sector in India-opportunities and challenges, ISBN 978-93-5051-833-2012. Impact of Globalization on Management Education in India in Contemporary Issues in Management – ISBN 978-93-5097-182-6 2012. Management Education in India Issues and Challenges, in Contemporary Issues in Management ISBN 978-93-5097-182-6, 2012. Quality Assurance through customized imparting of concurrent knowledge are skills in Management education. A perspective analysis of stock holders Mysore City in Contemporary issues in Management. ISBN-978-93-5097-18.
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 Impact of Globalization on Management Education in India in Contemporary Issues in Management – ISBN 978-93-5097-182-6 2012 Management Education in India Issues and Challenges, in Contemporary Issues in Management ISBN 978-93-5097-182-6, 2012 Quality Assurance through customized imparting of concurrent knowledge ar skills in Management education- A perspective analysis of stock holders Mysore City in Contemporary issues in Management- ISBN-978-93-5097-18
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skills in Management education- A perspective analysis of stock holders Mysore City in Contemporary issues in Management- ISBN-978-93-5097-18
Mysore City in Contemporary issues in Management- ISBN-978-93-5097-18
6 2012
10. Revival of Management education in Contemporary issues in Management
ISBN-978-93-5097-182-6, 2012
11. Sustainable Development through Customer Value Creation - Emerging trend
in Management –ISBN 978-81-923326-1-1 2013
12. FDI in multi brand retailing –getting ready for Big Play, in Strategic implication
of FDI in retailing, -ISBN 978-93-5079-349-3
13. Role of Information technology in Tourism in Technology in Business– A
competitive edge for organizations ISBN-978-81-92442-5-0
14. "Indian Health Care Industry- the next big frontier after IT "in Technology in
Business– A competitive edge for organizations - ISBN -81-924424-5-0 2013
15. Inter National Entrepreneurship-An Indian Case Study in a book Cases in
Entrepreneurship – ISBN -978-93-80574-49-3
16. Problems and prospects of Small and medium Enterprises –A Study in Tumkur
District

17.	Dream Smart, Be Smart, Development of Smart City in Belgaum – In Smart
	Cities in India: A Road Ahead ISBN:978-93-84262-38-9
18.	Smart Cites and Information Technology - In Smart Cities in India : A Road
	Ahead ISBN:978-93-84262-38-9

Papers published in Conference proceedings

Sl.no	Tittle of the paper with ISBN no			
1.	Relevance of Arthashastra on the Science of Business Management in the			
	present Corporate World, in State System and moral values: Retracing Indian			
	political philosophy, ISBN-978-81-923151-6-4, 2012			
2.	Creating a sustainable competitive advantage by selecting, developing, and			
	promoting Talent, in New paradigms and perspectives for BusinessExcellence			
	- ISBN-978-81-923151-6-4 2012			
3.	Benefits of Green Economy for Sustainable Social Development - An			
	Exploratory Study in Sustainable Social Development in India: New Vistas and			
	Challenges , ISBN No 978-81-924393-6-5.2012			
4.	Evaluation of Foreign Trade policy with special reference to promotional			
	Schemes for fostering Exports New Policy Implementation and Issues in Direct			
	Tax and Foreign Trade, ISSN 97893-8269420-5 Feb 06 2015			

Conferences / workshop Conducted/ organised

Sl.no	Training courses organised	
1.	One Day National Seminar on "Quality Management	National
	practices for Organizational Excellence on 21st Dec 2011 at	Seminar
	KSHEC jointly organized by KSHEC and Research Centre	
	for Quality Management, Tumkur University	
2.	National Conference on New Paradigms & Perspectives for	National
	Business Excellence held on 4th August, 2012.	Conference
3.	National Conference on Human Resource strategies in Global	National
	Business Environment: Issues & Challenges held on 19th	Conference

	Nov, 2011 at Tumkur University	
4.	Emerging issues and innovation in Management Education	National
	One day National 31st October 2012 DOSR in Business	Conference
	Administration Tumkur University	
5.	Special Lecture by Dr.Madhura Chatrapathi on Quality and	Special
	Entrepreneurship on 18.03.2013.	Lecture
6.	Research methodology and Introduction to SPSS Two days,	Workshop
	16 th &17 th February 2013 ,DOSR in Business Administration,	
	Tumkur University	
7.	Dimension in women health care Management, on 20 th April	Workshop
	2013 DOSR in Business Administration Tumkur University	
8.	Data Analysis through SPSS, 26 th &27 th October 2013, DOSR	Workshop
	in Business Administration, Tumkur University	
9.	Personality and Skill development, 30 th November 2013,	Workshop
	DOSR in Business Administration Tumkur University	
10.	Technology in Business-A competitive edge for organization,	National
	28 th March 2013, DOSR in Business Administration and	Conference
	commerce, Tumkur University and East point college of Engineering Bangalore Tumkur University	
11.	Indian Insurance Sector: Innovation sustainability and Social	National
	Impact, 22 nd Nov 2014, DOSR in Business Administration	Conference
12.	Tumkur University and Bangalore Insurance Sector Organized inter Departmental Commerce and Management	Management
12.	Fest on 19 th February 2014	Fest
13.	Revision of BBM syllabus on 30 th April 2014	Workshop
14.	One Day National Seminar on New Policy Implementation	National
14.	and Issues in Direct tax, corporate tax and foreign trade, 2015	Seminar
15		
15.	Soft skills for Employability on 3 rd March 2015	Workshop
16.	National seminar on Union Budget 2015-16: Transforming	National
	Economy Towards growth on 23 rd April.2015	Seminar
17.	Quantitative Analysis using SPSS on 9 th May 2015	Workshop
18.	One Day National Seminar on Goods and services tax act in India: An impact and ideal regime, 2016	National

		Seminar
19.	One day National Conference on Smart cities in India: A	National
	Road Ahead in April 2016	Conference
20.	One day National Conference on Sustainable Development:	National
	Innovations Practices and Technology December 2017	Conference

Sessions Chaired/ Delivered Lecture/ Resource Person

Sl.no			Sessions Chaired/		
	Tittle of the Conference	Organizer	Delivered		
			Lecture/		
			Resource Person		
1.	National level seminar on the role	organized by IQAC cell			
	of IQAC's in promoting Best	Cauvery college,			
	practices to ensure Internal	Gonikoppal Kodagu	Resource person		
	Quality in higher education on				
	22 nd and 23 rd January 2008				
2.	Two day International	KSOU Mysore	Rapporteur		
	Conference on Re-engineering of				
	Management Education held on				
	8 th &9 th April 2011				
3.	National Conference on	DOS & R in Commerce	Rapporteur		
	innovations and Challenges in	Tumkur University,			
	business Horizons held on 2 nd &	Tumkur			
	3 rd December 2011				
4.	National Conference on Human	DOS &R in Business	Chaired a		
	Resource Strategies in the	Administration	session		
	competitive global Business				
	environment: issues and				
	challenges held on 19 th November				
	2011				

5.	National conference on New	Swami Vivekananda	Resource person
	Vistas of Business	College of Commerce &	
	March 10 th 2012	Management, Tumkur	
6.	National Conference on	DOS & R in Commerce	Rapporteur
	Economic growth through	Tumkur University,	
	innovative Entrepreneurship held	Tumkur	
	on 5 th May 2012		
7.	Delivered a special lecture on	DOS& R in Economics	Resource person
	How to face an employment	Tumkur university	
	interview 7 th .04.2012	Tumkur	
8.	New Paradigms and Perspectives	DOSR in Business	Resource person
	for Business Excellence	Administration	
	4 th August 2012	TUT	
9.	Technology in Business- A	East point college,	Resource person
	Competitive edge for	Bangalore	
	Organizations 28 th March 2013		
10.	Career opportunities in globalized	Vidya Vahani College	Resource person
	Era	Tumkur	
11.	Changing Dimensions and	Dept of Studies and	Chaired a
	Contemporary issues in IFRS,	Research in commerce	session
	Direct tax Code & Corporate	and Board of Studies,	
	Governance	Institute of Chartered	
	11 th October 2013	Accountants of India	
12.	Sustainable Development through	Brindavan College,	Chaired a
	Global Business& Technological	Bangalore	session
	Advancement		
	31 st may 2014		
13.	New product development	Vidhya Vahini College,	Resource person
	Strategy 14/September 2013	Tumkur	
14.	Global interface of technology	10 th Convention of	Delivered a
	and Business Business-	Federation of Teachers	lecture

	dimensions and Directions for	Councils of commerce	
	Business Education	and Management in	
	7 th & 8 th March 2014	Karnataka	
15.	National Conference on New	Department of Studies	Chairperson
	Policy implementation and issues	and Research in	
	in Direct tax and Foreign Trade	Commerce and Business	
	held on 6 th February 2015	Administration, Tumkur	
		University in	
		Association with	
		Institute of Chartered	
		Accountants of India	
16.	National Conference on	Department of Studies	Chairperson
	Innovation – an engine for	and Research in	
	Inclusive Growth and Sustainable	Commerce Tumkur	
	Development held on 12 th &13 th	University	
	February 2015		
17.	UGC sponsored two day National	Shanthi Arts, Science	Resource person
	Seminar on Micro Finance in	and Commerce College	
	India –Emerging isues and	Malavalli	
	challenges held on 25 th & 26 th		
	September 2015		
18.	National Conference on	Department of Studies	Chairperson
	Introducing GST and its	and Research in	
	implication on Indian Economy	Commerce and Business	
	held on 7 th May 2016	Administration, Tumkur	
		University in	
		Association with	
		Institute of Chartered	
		Accountants of India	
19.	Delivered a lecture on women	Chennagi Obalapua	Resource

	Empowerment at NSS Camp	Grama, T umkur	Person`
	Held on 24.01.2017 to		
	30.01.2017		
20.	Delivered a lecture in inaugural	Teresian College	Innaugral
	address on the one day State level	Mysore	Address
	workshop on Emerging Trends in		
	Banking and Stock Market		
21.	Delivered a lecture on Skills and	Educational Endowment	Resource person
	Creativity Need of the hour on	Trust Magadi	
	11.janury 2018		
22.	Special Lecture on Effective	Department of Studies	Resource person
	Management on 28.01.2017	& Research in library	
		and Information Science	
		Tumkur University	
		Tumkur	
23.	Role of women in uplifting the	Padamaraj Ariga	Resource person
	Indian Economy on 10.02.2017	Bharatesh college of	
		Business Administration	
		Bellagavi	
24.	Research report writing in one	St.Aloysis institute of	Resource person
	day workshop on Research	Management and	
	Methodology held on 8 th .02.2017	information Technology	
		Managaluru	
25.	Delivered a lecture on FDI trends	GT Institute of	Resource person
	opportunities and challenges in	Management Studies	
	the valedictory address on	and Research	
	15.03.2017		
26.	Delivered a lecture on	Sri. Siddhartha First	Resource person
	Confidence and self-motivation	Grade College Tumkur	
	for success in a fresher day on		
	30 th s.09.2017		

Books published

Sl.no	Tittle	Edited / Co Edited	Year of publication	ISSN / ISBN no
1.	HR Strategies in the competitive global business environmentissues and challenges	Co Editor	2011	ISBN No 978-81- 923206 -3-2
2.	Conference proceedings on New Paradigms and perspectives for Business Excellence	Co editor		ISBN No 978-81- 924393-6-5
3.	Contemporary Issues in Management	Edited	2012	978- 5097-182-6 - 01
2.	New Paradigms & Perspectives for Business Co Edited	Co –Edited	2013	978-81-924393-6-5
3	Smart cities in India: A Road Ahead	Edited	2017	978-93-84262-38-9

Research Projects

Sl.no	Status	Tittle of the	Funding	Amount
		project	agency	sanctioned
1.	On going	Problems and prospects	UGC	80.000
		of Micro Small and		
		Medium Enterprises- A		
		study on Tumkur		
		District, in Karnataka		

Training Courses, Conferences/ seminars/Workshop / Special Lectures Organised

Sl.n	Programme	Date	Organised by	Conference/works
0				hop/ seminars
1.	Quality	21st Dec	jointly organized by	Seminar
	Management	2011	KSHEC and Research	

		1		
	practices for		Centre for Quality	
	Organizational		Management, Tumkur	
	Excellence on		University	
2.	Human Resource	19 th Nov	Department of Studies and	NationalConference
	strategies in	2011	Research in	
	Global	2011	Business Administration, Tu	
	BusinessEnvironm		mkur University Tumkur	
	ent: Issues &		linkui Olliveisity Tullikui	
2	Challenges	21.4	D (CC 1' 1	N. C. C.
3.	Emerging Issues	31st	Department of Studies and	NationalConference
	and Innovation in	October	Research in	
	Management	2012	Business Administration, Tu	
	Education		mkur University Tumkur	
4.	Research	16th &	Department of Studies and	NationalWorkshop
	Methodology and	17th	Research in	
	introduction to	Feburar	BusinessAdministration,Tu	
	SPSS	y 2013	mkur University Tumkur	
			-	
5.	. Dimensions in	20th	Department of Studies and	Regional
	women health	April	Research in	
	Care Management	2013	BusinessAdministration,Tu	
			mkur University Tumkur	
6.	Data Analysis	26th &	Department of Studies and	National
	Through SPSS	27th	Research in	- 1011-0111
	1111000811 21 22	October	Business Administration, Tu	
		2013	mkur University Tumkur	
7.	Personality And	30th	Department of Studies and	State workshop
/ ·	Skill Development	Novemb	Research in	State workshop
	Skiii Developillelii	er 2013	Business Administration, Tu	
		er 2015		
	TD 1 1 '	20.1	mkur University Tumkur	N. C. C.
8.	Technology in	28th	Department of Studies and	NationalConference
	Business: A	March	Research in	
	competitive Edge	2013	Business Administration,	
	for organizations		Tumkur University	
			Tumkur East Point	
			College of Engineering and	
			technology	
9.	Indian Insurance	22nd	Department of Studies and	NationalConference
	Sector:	Novemb	Research in Business	
	innovation,	er 2014	Administration, Tumkur	
	Sustainability and		University Tumkur	
	Social Impact			
10	New Policy	6th	Department of Studies and	National
	implementation	Februar	Research in Commerce	Conference
		I	<u> </u>	I .

	and Issues in	y 2015	and Business	
	Direct tax,	y 2013	Administration, Tumkur	
	corporate tax and		University Tumkur and	
	Foreign Trade		Board of Studies, Institute	
	Torcigii Trauc		of Chartered Accountants	
			of India	
11	Soft Skills for	3rd	Innovation	Regional
11		March		_
	Employability	2015	&Entrepreneurship	Workshop
		2013	Development Centre and	
			Department of Studies and	
			Research in Commerce	
			and Business	
			Administration, Tumkur	
1.0	Hair Date	021	University Tumkur	NT-4: 1
12	Union Budget	23rd	Innovation	National
	2015-16:	April	&Entrepreneurship	Conference
	Transforming	2015	Development Centre and	
	Economy towards		Department of Studies and	
	Growth		Research in Commerce	
			and Business	
			Administration, Tumkur	
			University Tumkur	
13	Quantitative	9th May	Innovation	National
	Analysis Using	2015	&Entrepreneurship	Workshop
	SPSS		Development Centre and	
			Department of Studies and	
			Research in Commerce	
			and Business	
			Administration, Tumkur	
			University Tumkur	
14	Smart cities in	April	Department of Studies and	NationalConference
	India: A Road	2016	Research in Business	
	Ahead		Administration, Tumkur	
			University Tumkur	
15	Sustainable	8 th	Department of Studies and	NationalConference
	Development:	Decemb	Research in Business	
	Innovations	er 2017	Administration, Tumkur	
	Practices and		University Tumkur	
	Technology		_	

Ph.D Thesis Reviewed

1.	Users perception towards Social media Advertising: A study of Select Indian
	Cities
2.	A Study on Assessment of Poverty Alleviation and Employment Generation
	Programmes in Solapur District
3.	A Study on Service Quality in Housing Finance Companies in Tamil Nadu

Membership in professional Bodies.

Sl.no	Life member Karnataka Government college Teachers Association.
1.	Life member Mysore college Teachers Association
2.	Member Editorial Board Indian Journal of marketing and Technology
3.	Member Editorial Board International Journal of Multidisciplinary Research
	Academy
4.	Member Editorial Board Bio info International Journal of Renewable and
	Sustainable Energy.
5.	Member Editorial Board ACME intellects International Journal of Research
	Management

Programmes organized as Co-ordinator Skill Development Centre

Sl.No	Title of the conference/ seminar/workshop	Date
1.	Pool campus	24/03/2015
2.	"Union Budget 2015-2016 Transforming economy	23/04/2015
	Towards Growth"	
3.	One day workshop "Soft Skill for Employability"	03/03/2015
4.	One day workshop "carrier guidance & employment	10/12/2015
	opportunities"	
5.	One day Workshop on "Emotional Intelligence &	08/12/2015
	Employability"	
6.	Four days' Workshop on "Aspiring entrepreneurship	5/5/2015-8/5/2015

	development"		
7.	One day training on "performance & efficiency	02/12/2016	
	improvement"		
8.	One weak Training on "Getting in competitive exams"	06/12/2016-13/12/2016	
9.	One day training programme on "Employability &	23/11/2016	
	career path"		
10.	One day workshop "Prevention of sexual Harassment	03/09/2016	
	& grievance Redresal Mechanism"		
11.	Two days Training programme on "E-procurement	06/06/2016-07/06/2016	
	training programme"		
12.	One day workshop "Sexual harassment Awareness &	04/05/2016	
	its prevention"		
13.	One day Job mela	22/05/2016	
14.	One day Workshop on "Emotional Intelligence &	08/12/2016	
	Employability"		
15.	One day workshop "Career Exploration through skill	21/02/2017	
	development"		
16.	15 days Sign language training programme	23/01/2017-10/02/2017	
17	One day Job Mela	27/04/2017	
18	Special Talk on Work efficiency and Performance	22/4/2017	
	Improvement		
19	One Month Sign language training programme	19/04/2107 to 26/05/2017	
20	15 days Training programme on Effective	6/7/ 2017 to 24/7/2017	
	communication Skills for improving Work Efficiency		
	– for Employees of Tumukuru Smart City Ltd.		
21	Two days' workshop on Entrepreneurial development	30/08/2017- 31/08/2017	
	programme and Digital Marketing workshop		

Special lectures / invited talks organized

Sl.No	Theme of the event	Date
1.	Special talk on "work efficiency & performance	22/04/2017
	improvement" by Shri Manivannan IAS	

Project proposals submitted

Sl.No.	Title of the project	Name of the Investigator	Name of the funding	Project amount
			agency	
1.	Sign language training	Noor Afza	Department of	1,00,000
	programme		Differently	
			Abled & Senior	
			citizen	
2.	Skill Development Activities	Noor Afza	Proposal	27,00,000
			submitted to	
			State	
			government	