

## FACULTY PROFILE



1	<b>Name</b>	Dr. SRINIVASA MURTHY M.D.	
2	<b>Present Designation</b>	Assistant Professor	
3	<b>Department</b>	Department of Studies & Research in Commerce	
4	<b>Date of Birth</b>	20 <sup>th</sup> July 1982	
5	<b>Date of entry into service</b> A] Regular Service (collegiate) B]Tumkur University	5 <sup>th</sup> September 2009 19 <sup>th</sup> May 2010	
6	<b>Correspondence Address</b>	Dr. Srinivasa Murthy M.D, Assistant Professor Dept. of Studies & Research in Commerce Tumkur University , Tumkur, Karnataka	
7	<b>Residential Address</b>	4 <sup>th</sup> cross, 2 <sup>nd</sup> main, Nrupathunga Ext. Shattihalli Main Road, Jayanagar , Tumkur	
8	<b>Mobile Number</b>	9035212003 / 9743377274	
9	<b>Email ID</b>	<a href="mailto:smd.tmk@gmail.com">smd.tmk@gmail.com</a>	
10	<b>Academic Qualification</b>		
	<b>Degree</b>	<b>University</b>	<b>Year of Award</b>
	B.Com	Bangalore University	2003
	M.Com	Bangalore University	2005
	Ph.D.	Tumkur University	2018
	Ph.D. Topic:	Women Entrepreneurship and Empowerment : A Socio-Economic Analysis in Small and Medium Entrepreneurs in Karnataka	
11	<b>Area of Research Specialization</b>	Entrepreneurship	
12	<b>NET – Year of Passing</b>	2005, 2006	

### 13. Research Publication

Sl.No	Paper title	Journal
01	Emerging Trends in Human Resources Development	Southern Economist, Vol 49, Nov 15,2010, ISSN 0038-4046, pp 25-26
02	Status of Agricultural Credit in India: An Analysis	International Journal of Retailing & Rural Business perspectives, Pezzottaite Journal, Vol 2, No 4, Oct-Dec 2013, ISSN: 2279-0942,pp 635-638.
03	Conceptual Frame Work of Environmental Accounting and Reporting : An Overview'	EPRA International journal Economic & Business Review, Vol 2, Issue-2, Feb-2014, ISSN: 2347-9671, pp 43-45
04	A New Companies Act 2013- An Insight	EPRA International Journal of Economic and Business Review, Vol 2, Issue 8, August 2014, ISSN 2347-9671, pp 77-79
05	'Environmental Accounting and Legal Compliance : A Critical Analysis in Cement Companies	International Journal of Business and Administration Research Review, Vol.3, Issue 6, July-Sept. 2014, ISSN : 2348-0653,pp 59-63
06	Environmental Accounting & Pollution Control Strategies: Cost Benefit Analysis in Cement Companies	International Journal of Applied Financial Management Perspectives,Vol 3, No.4, Oct-Dec 2014, ISSN: 2279-0896, pp 1422-1425
07	Factors Influencing Women Entrepreneurs: An Empirical Study on SMEs in selected Districts in Karnataka	International Journal of Retailing and Rural Business Perspectives, Vol5, No2, April-June 2016, ISSN: 2279-0934, pp 2191-2194
08	Multi Cultural Leadership at Workplace: An Overview	International Journal of Innovative Practice and Applied Research, Vol 4, Issue 4, Jan-July 2016, ISSN: 2349-8978, pp 33-39
09	Role of Socio-Economic Factors on Women Entrepreneurship and Empowerment : A Perspective	International Journal of Entrepreneurship & Business Environment Perspectives, Vol 05, Issue 04, Oct-Dec 2016, ISSN 2279-0918, pp2901-2906.
10	Role of Issue based Factor Dimensions of Economic Development of Women Entrepreneurs in SME Sector in Karnataka	'published in Srinkhla EK ShodhparakVaicharikPatrika, Vol.06, Issue 01, September 2018, ISSN No. 2321-290X,pp 17-22

11	Role of Government in Promoting Women Owned SMEs – A Case Study of Karnataka	‘Remarking An Analisation’ Vol 03, Issue 09, ISSN No. 2394-0344, December 2018, pp 145-149
12	Marketing Issues for Success of Women Entrepreneurship – A critical Analysis in SME Sector, Karnataka	International journal of Asian Resonance Vol.08, Issue 01, ISSN No 0976-8602, January 2019, pp 78-82
13	‘Environmental Accounting & Reporting is a corporate social Responsibility: A Critical analysis in Cement Companies	Ajantha an international multi-disciplinary quarterly research journal, vol. VII, Issue IV, Oct-Dec 2018, ISSN No 2277-5730, pp 1-11
14	Women Entrepreneurship and its Influencing Dimensions of Empowerment: A Evaluated Model	International Journal of Creative research Thoughts, ISSN No 2320-2882, Nov 2017, pp 363-367
15	Covid -19 and Government Policy Initiatives for MSMEs in India: An evaluation	International Journal of Analytical & Experimental Model Analysis, ISSN No: 0886-9367, Feb-2021, Vol.XIII, Issue II.
16	A Study on Evaluation of MUDRA Yojana on Entrepreneurs Development	RabindraBharathi Journal of Philosophy, ISSN 0973-0087, Vol: XXIII, No: 09, 2022
17	Perception of Youth towards Entrepreneurship : An Empirical Study in Tumakuru District of Karnataka	ShodhaPrabha , Peer Reviewed & Referred Journal (Care Group-1) journal, ISSN No 0974-8946, Vol.47, Issue 03, No.04: 2022 pp 203-208.
18	Challenges and Opportunities in Indian New Start-Up And MSME	ShodhaPrabha , Peer Reviewed & Referred Journal (Care Group-1) journal, ISSN No 0974-8946, Vol.47, Issue 03, No.06 : 2022.
19	Working conditions and & Quality of worklife paradigms on BBMP Pourakarmikas : its Implications	Shodha Prabha, Peer Reviewed & Referred Journal (Care Group-1) journal, ISSN No 0974-8946, Vol.47, Issue 04 (october-december) 2022.
20	Quality of work life and work performance : an analytical study	Journal of the asiatic society of Mumai, UGC-care Journal, ISSN:0972-0766, vol.96, No.12(1) December 2022

14. Books		
01	Quantitative Analysis –II, published by Himalaya Publishing House	National
02	Corporate Administration , published by Himalaya Publishing House	National
03	Business Education in India: Directions for Development –‘Women Entrepreneurship in India: Contemporary Issues & Challenges	National (Chapters in edited book)
04	New Age Banking in India : Issues & Challenges – ‘A Study on Awareness of E-banking facilities among the customers of ICICI bank in Tumkur	National (Chapters in edited book)

#### 15. CONFERENCES/SEMINARS/WORKSHOPS/SYMPOSIA/TRAINING PROGRAMMES

Sl.No.	Year	Title of the Paper / delivered lecture/chaired session
<b>International – <i>Paper Presentations &amp; Publications in conference Proceedings</i></b>		
01	December 2011	Paper presented on ‘ <b>Environmental Accounting and Auditing Practices in India</b> ’ in the international conference ‘Corporate & Business Response to Climate Change from Awareness to Adoptions organized by Dept. of Commerce, Periyar University TN
02	February 2012	Paper presented on ‘ <b>Corporate Governance in India: An Overview</b> ’ in the international conference ‘Ethics,Givernance& IFRS’ organized by Dept. of Commerce & Management, SDMC College Ujire, Karnataka
03	November 2017	Paper presented on ‘ <b>Women Entrepreneurship and its Influencing Dimensions of Empowerment</b> ’ in the international conference ‘People Connect: Networking for Sustainable Development’ organized by Dept. of Commerce, St. Claret College, Bangalore, Karnataka.
04	September 2018	Paper presented on ‘ <b>Environmental Accounting &amp; Reporting is a Corporate Social Responsibility: A Critical Analysis in Cement Companies</b> ’ in the international conference ‘ Contemporary Practices in Enhancing Business Excellence’ organized by Dept. of Commerce, KristuJayanti college, Banagalore Karnataka

<b>National – Paper Presentations &amp; Publications in conference Proceedings</b>		
01	28 <sup>th</sup> August 2010	Presented a Paper entitled ' <b>Emerging Trends in Human Resource Development</b> ' in national conference on 'Knowledge Utsav' at Tumkur University and Jain University, Bangalore.
02	22 <sup>nd</sup> & 23 <sup>rd</sup> October 2010	Presented a Paper entitled ' <b>Causes and Effects of Recession</b> ' in national conference on 'Building Young Adults to Override Recession ' at Sri Siddaganga College of Arts, Science & Commerce for Women and SIT-PGDMS Tumkur.
03	3 <sup>rd</sup> December 2011	Presented a Paper entitled ' <b>Green Marketing in India: Opportunities &amp; Challenges</b> ' in national conference on 'Innovations & Challenges in Business Horizons' at DOSR in Commerce, Tumkur University.
04	10 <sup>th</sup> March 2012	Presented a Paper entitled ' <b>Human resources Accounting practices in India</b> ' in national conference on 'New vistas of Business Education in India' at Swamy Vivekananda College of Commerce & Management, Tumkur.
05	25 <sup>th</sup> August 2012	Presented a Paper entitled ' <b>Rural Retailing in India: Issues and Challenges</b> ' in national conference on 'Retail Sector in India: Opportunities and Challenges' at DOSRC, Tumkur University, Tumkur.
06	28 <sup>th</sup> September 2012	Presented a Paper entitled ' <b>Contemporary Green Accounting Practices in Indian Corporate sector: An Overview</b> ' in national conference on 'Innovations & Research in Commerce & Management' at SSIBM, Tumkur.
07	28 <sup>th</sup> September 2012	Presented a Paper entitled ' <b>Recent Technology and Banking Services: Causes and Effects</b> ' in national conference on 'Innovations & Research in Commerce & Management' at SSIBM, Tumkur.
08	31 <sup>st</sup> October 2012	Presented a Paper entitled ' <b>Management Education in India- A Perspective Road Map</b> ' in national conference on 'Emerging Issues & Innovations in Management Education' at DOSR in Business Administration, Tumkur University, Tumkur.
09	3 <sup>rd</sup> November 2012	Presented a Paper entitled ' <b>Internet Banking Models &amp; Strategies</b> ' in national conference on 'Business Innovations & Technology Management' at State Higher Education Council & Center for project Management, Tumkur University.
10	27 <sup>th</sup> &28 <sup>th</sup> September	Presented a Paper entitled ' <b>Agricultural Financing in India: Issues &amp; Challenges</b> ' in national conference on 'Agricultural Sector Financing-

	2013	Opportunities & Challenges for Financial Inclusion ’ at Sri Vrushabhendra Arts, Commerce & BCA college, Harugeri.
11	7 <sup>th</sup> & 8 <sup>th</sup> March 2014	Presented a Paper entitled ‘ <b>Dollar Crises &amp; Indian Labour Market: Impact &amp; Implications</b> ’ in national conference on ‘Federation of Teachers Councils of Commerce & Management in Karnataka’
12	15 <sup>th</sup> march 2014	Presented a Paper entitled ‘ <b>A Study on Rural Women Empowerment through SHGs</b> ’ in national conference on ‘Role of Micro-finance in Sustainable Social Development’ at Gurushree college of Commerce & Social Work, Tumkur.
13	22 <sup>nd</sup> November 2014	Presented a Paper entitled ‘ <b>Rural Insurance Products: An Analysis of Performance of New India Assurance Company Ltd</b> ’ in national conference on ‘Indian Assurance Sector: Innovations,Sustainability and Social Impacts, at DOSR in Business Administration & Bangalore Insurance Institute.
14	6 <sup>th</sup> February 2015	Presented a Paper entitled ‘ <b>SMEs &amp; Government Policy initiatives: An Indian Outlook</b> ’ in national conference on ‘New Policy Implementations& Issues in Direct taxes, Corporate Tax & Foreign’ at DOSR in Commerce, Business Administration & ICAI.
15	12 <sup>th</sup> & 13 <sup>th</sup> February 2015	Presented a Paper entitled ‘ <b>Entrepreneurship &amp;Innovations: An Indian Road map with Myth</b> ’ in national conference on ‘Innovation – An Engine for Inclusive growth & Sustainable Development’ at DOSR in Commerce, Tumkur University.
16	25 <sup>th</sup> April 2015	Presented a Paper entitled ‘ <b>Impact of PM Jan DhanYogana in Present Scenario</b> ’ in national conference on ‘New Age Banking in India : Issues & Challenges’ at DOSR in Economics, Tumkur University.
17	28 <sup>th</sup> September 2015	Presented a Paper entitled ‘ <b>Higher Education &amp; Women Entrepreneurship: A critical Analysis in India</b> ’ in national conference on ‘Innovative Higher Education Pedagogies Enhancing Learning & Employability’ at Sindhi College of Commerce, Bangalore.
18	5 <sup>th</sup> & 6 <sup>th</sup> October 2015	Presented a Paper entitled ‘ <b>Relevance of Gandhian Philosophy towards Women Empowerment</b> ’ in national conference on ‘Gandhian Philosophy & Recent Trends in India’ at University College of Arts, Tumkur University.
19	16 <sup>th</sup> March	Presented a Paper entitled ‘ <b>Jan DhanYogana and Financial Inclusion – An Overview</b> ’ in national conference on ‘Public Welfare Schemes 2015:

	2016	Role of Social Work & Commerce in Transferring India' at Gurushree College of Commerce & Social Works, Tumkur.
20		Presented a Paper entitled <b>'The Role of Welfare Schemes and Women Empowerment': An Overview</b> in national conference on 'Public Welfare Schemes 2015: Role of Social Work & Commerce in Transferring India' at Gurushree College of Commerce & Social Works, Tumkur.
21	9 <sup>th</sup> January 2016	Presented a Paper entitled <b>'Relevance of E-Journal on Social Science Research: Pros &amp; Cons'</b> in national conference on 'Recent Trends in Open Access (NCRTOA 2016)' at University College of Arts, Tumkur University.
22	23 <sup>rd</sup> & 24 <sup>th</sup> March 2016	Presented a Paper entitled <b>'Tourism Entrepreneurship for Women in globalized Era: An Issues &amp; Challenges'</b> in national conference on 'Globalisation & Tourism' at University College of Arts, Tumkur University.
23	16 <sup>th</sup> October 2015	Presented a Paper entitled <b>'Impact of Higher Education on women Empowerment'</b> in national conference on 'Emerging Issues of Commerce & Management in Higher Education' at GFGC Tiptur, Tumkur University.
24	28 <sup>th</sup> November 2017	Presented a Paper entitled <b>'Impact of Digitalization on Rural Development: A Critical Issues'</b> in national conference on 'Modernization of Rural Development: Challenges & Analysis of Process Change' at DOSR in Political Science, Tumkur University.
25		Presented a Paper entitled <b>'Poverty and Human Rights'</b> in national conference on 'Social exclusion, inclusion and prevailing social justice in India: An anthology of research papers' at DOSR in Sociology, Tumkur University.
26	28 <sup>th</sup> November 2017	Presented a Paper entitled <b>'Role of promotional Institutions in Development of Women Entrepreneurship: A Critical Evaluation'</b> in national conference on 'Management of Evolving Trends of Indian Economy: A New Outlook' at DOSR in Commerce, Tumkur University.
27	29 <sup>th</sup> November 2017	Presented a Paper entitled <b>'Role of ICT for Sustainable Development of Women Enterprises in SME Sector- A Case Study of Karnataka'</b> in national conference on 'Innovative Strategies for Inclusive Growth & Sustainable Economic Development: Opportunities & Challenges' at DOSR in Commerce, Tumkur University.

28	24 <sup>th</sup> March 2018	Presented a Paper entitled ' <b>An Analysis of Challenges &amp; Prospects of Rural Entrepreneurs in Tumkur District</b> ' in national conference on 'Transforming India Through Innovation & Entrepreneurship' at Dept. of Commerce & Management, University College of Arts, Tumkur University.
29	3 <sup>rd</sup> & 4 <sup>th</sup> April 2017	Presented a Paper entitled ' <b>Women Empowerment through Political Participation: A Perspective</b> ' in national conference on 'Rethinking Rural Development in India – A Gandhian Perspective' at Dept. of Political Science, University College of Arts, Tumkur University.
30	29 <sup>th</sup> November 2017	Presented a Paper entitled ' <b>Role of Social Welfare Programmes and Evade poverty in India: Issues &amp; Challenges</b> ' in national conference on 'Changing Contours of Welfare Programmes in India: Issues & Challenges' at Dept. of Studies & Research in Economics, Tumkur University.
31	18 <sup>th</sup> & 19 <sup>th</sup> September 2019	Presented a Paper entitled ' <b>Role of Women in Pynchayaths, Social Justice, &amp; Empowerment : A Case Study in Tumkur District</b> ' in the Two days national conference on 'Social Justice & Working of Panchayats in India: Revisiting the Concerns of Dr. B.R Ambedkar School of Thoughts' at Sri Ramakrishna Hedge Chair on Decentralization & Development and Centre for HRD, Institute for Social & Economic Change (ISEC), Bangalore.
32	7 <sup>th</sup> February 2020	Presented a Paper entitled ' <b>A study of Rural Investors of Sukanya Samriddhi Yojana at Post Office in Anekal Taluk</b> ' in national conference on 'Atmanirbhar Bharat Opportunities for Empowering India' at Dept. of Commerce & Management, Government RC College Bangalore.
33	29 <sup>th</sup> and 30 <sup>th</sup> April, 2022	Presented a Paper entitled ' <b>Role of Social Welfare Programmes and Evade poverty in India: Issues &amp; Challenges</b> ' in national conference on 'Changing Contours of Welfare Programmes in India: Issues & Challenges' at Dept. of Studies & Research in Economics, Tumkur University.
34	19 <sup>th</sup> March, 2022	Presented Paper entitled ' <b>A Study on Proposed Draft Rules on E-commerce and its Impact in India</b> , in National Conference on 'Digitalization as a vehicle for Organization Effectiveness' at Department of Studies and Research in Commerce, Tumkur University.



35	19th March, 2022	Presented Paper entitled <b>‘Government Support for the Viability of Digitalization and its Impact on Indian Economy’</b> in National Conference on ‘Digitalization as a vehicle for Organization Effectiveness’ at Department of Studies and Research in Commerce, Tumkur University.
<b>Attended</b>		
01	13 <sup>th</sup> March 2010	Participated in the National seminar on ‘Role of NGO’s in Empowerment of Women Towards Sustainable Development’ organized by Sri Siddhartha Institute of Management Studies Tumkur.
02	06 <sup>th</sup> May 2010	Participated in the National seminar on ‘Emerging Trends & Opportunities in Management Education’ organized by DOSR in Management Tumkur University.
03	15 <sup>th</sup> & 16 <sup>th</sup> December 2010	Participated in the National seminar on ‘Microfinance & Sustainable Livelihood Promotions in India’ organized by P.G Dept. of Management , Sri Siddaganga Institute of Technology Tumkur .
04	18 <sup>th</sup> June 2011	Participated in the National seminar on ‘Reforms in Higher education & Public Participation ’ organized by Karnataka State Higher Education Council , Bangalore.
05	19 <sup>th</sup> & 20 <sup>th</sup> August 2011	Participated in the National seminar on ‘Strategic Management for Global Competitiveness – Issues & Challenges’ organized by Dept. of Commerce&Management ,Tumkur University, Tumkur .
06	15 <sup>th</sup> September 2011	Participated in the National seminar on ‘Global Economic Recession- Its Implication on Indian Economy’ organized byDOSR in Economics, Tumkur University, Tumkur .
07	31 <sup>st</sup> December 2011	Participated in the National seminar on ‘Social Relevance of Nano-materials & Applications: An Interdisciplinary Approach ’ organized by Karnataka State Higher Education Council , Bangalore.
08	26,27& 28 <sup>th</sup> Dec.2011	Participated in the National seminar on ‘Vedanta: A Holistic Approach’ organized byTumkur University, Tumkur
09	17 <sup>th</sup> & 18 <sup>th</sup> February 2012	Participated in the National seminar on ‘AchievingOrganisational Excellence through Business Education – Issues & Challenges’ organized by IX Convention of Federation of Teachers Councils of Commerce & Management in Karnataka held at Mysore.
10	19 <sup>th</sup> April 2012	Participated in the state Level seminar on Education organized by dept. of Education , Bangalore University, Bangalore.
11	26 <sup>th</sup> July	Participated in the National seminar on ‘Philanthropic Approach to

	2012	Address Contemporary Social Problems ' organized by Karnataka State Higher Education Council , Bangalore.
12	27 <sup>th</sup> & 28 <sup>th</sup> November 2012	Participated in the Inter-National seminar on 'Yoga In education ' organized by Tumkur University , Tumkur
13	18,19 & 20 <sup>th</sup> Dec.2012	Participated in the National seminar on 'Contributions of Sri Vidyananya' organized by Tumkur university.
14	6 <sup>th</sup> March 2013	Participated in the International seminar on 'Contemporary Human Sufferings: Wisdom of Bhagwan Buddha ' organized by Tumkur University.
15	24 <sup>th</sup> April 2013	Participated in the National seminar on 'Swamy Vivekananda – An Epoch Maker' organized by Tumkur University.
16	11 <sup>th</sup> October 2013	Participated in the International seminar on 'Changing Dimensions & Contemporary Issues In IFRS, Direct Tax Code & Corporate Governance ' organized by DOSR in Commerce Tumkur University.

## 16. Training Programmes

01	29 <sup>th</sup> Oct to 18 <sup>th</sup> Nov 2009	Attended the <b>Refresher Course</b> Conducted by Mysore University.
02	4 <sup>th</sup> to 31 <sup>st</sup> March 2011	Attended the <b>Orientation Course</b> Conducted by University of Hyderabad.
03	1 <sup>st</sup> to 20 <sup>th</sup> December 2014	Attended the <b>Orientation Course</b> Conducted by Bangalore University.
04	17 <sup>th</sup> to 30 <sup>th</sup> August 2020	Attended the <b>Refresher Course</b> Conducted by IIT Bombay & GFGC Harihar
05	6 <sup>th</sup> to 19 <sup>th</sup> November 2020	Attended the <b>Refresher Course</b> Conducted by Mysore University.
06	19 <sup>th</sup> to 25 <sup>th</sup> January 2013	Attended the <b>NSS training programme for NSS officer</b> from NSS Empanelled Training institution for Karnataka & KSOU Mysore.
07	14 <sup>th</sup> to 20 <sup>th</sup> May 2020	Attended one week national level <b>FDP on 'Impact of Covid -19 On Indian Economy and Industry'</b> organized by Rani Channamma University, Belagavi
08	21 <sup>st</sup> to 27 <sup>th</sup> May 2020	Attended one week national level <b>FDP on 'Research Methodology in Commerce'</b> organized by Rani Channamma University, Belagavi
09	9 <sup>th</sup> to 15 <sup>th</sup> July	Attended one week <b>Short term Course On E- Content development'</b>

	2020	organized by HRDC Gujarat University, Ahmedabad
10	1 <sup>st</sup> to 14 <sup>th</sup> August 2022	Attended the <b>Refresher Course</b> Conducted by SavitribaiPhule Pune University.
<b>17. Research Projects- Completed</b>		
01	ICSSR	A Study on Environmental Accounting and Reporting in Selected Cement Companies in Karnataka
<b>18. Editorship of Reputed Journal</b>		
01	Social Research Foundation	Editorial Member for UGC Approved journal 'Remarking An Analisation'.
<b>19. RESEARCHGUIDANCE: Guiding 05 research scholars</b>		
<b>20. OTHER RELEVANTINFORMATION:</b>		
01	Member of BOS for B.Com and BBM programmes in Tumkur University (2020-21, 2021-22)	
02	Member of BOE for B.Com and BBM programmes in Tumkur University (2017-18, 2020-21) and Government First Grade College (Autonomous) (2021-22)	
03	Member for Departmental Committee on DOSR in Commerce Tumkur University (2018-19)	
04	Member of LIC committee for affiliation in Tumkur University	
05	Member for Squad for UG exams in Tumkur University	
06	Worked as Chief superintendent and Deputy superintendent for UG exams in UCA, Tumkur University.	
07	Worked as NSS programme officer in university college of arts for the AY 2011-12 , 2012-13 & 2021-22	
08	Worked as subject expert in the interview committee in appointment of guest faculty for AY 2014-15	
09	Working as coding deputy custodian in Tumkur university UG exams for the Ay 2018-19	
10	Working as an organizing committee member for national conferences.	
11	Working as a member of University Annual Report Committee	
12	Worked as a member of BOAE for D.Litt degree (2012-13)	

( Dr. Srinivasa Murthy. M.D)