

Curriculum Vitae

DR. SIRAJ BASHA. R

Assistant Professor

Dept of Studies and Research in Management

KSOU, My sore

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EDUCATIONAL QUALIFICATIONS

Qualification	Institute	Year of Passing	Percentage
PhD	University Of Mysore, Mysore	2024	-
NET	Union Grant Commission	2009	-
MBA	Vijayanagara Institute of Management Studies GUPG Center, Bellary.	2009	66.44
B.Com	Govt. First Grade College, Siruguppa Gulbarga University, Gulbarga	2007	72.00

AREA OF INTEREST

- MARKETING MANAGEMENT
- HUMAN RESOURCE MANAGEMENT
- PRINCIPLES OF MANAGEMENT
- ORGANISATIONAL BEHAVIOR
- STRATEGIC MANAGEMENT

EXPERIENCE

- 12 YEARS TEACHING EXPERIENCE IN DOS IN MANAGEMENT, KARNATAKA STATE OPEN UNIVERSITY, MYSORE
- 1. 5 YEAR EXPERIENCE AS A LECTURER IN GNANA BHARATHI DEGREE COLLEGE, SIRUGUPPA, BELLARY.
- PRESENTLY WORKING AS A ASSISTANT PROFESSOR IN DEPT OF MANAGEMENT KSOU MYSORE

EXTRA CURRICULAR ACTIVITIES

- Participated as rapporteur for the Technical Session on Theme III- Role of ICT in Financial Inclusion in ICSSR sponsored National Conference on Financial Inclusion for Sustainable Development held on 6th and 7th DEC 2014 at KSOU, MYSURU
- Participated as a Chair Person for technical Session in International Conference on Emergence of artificial intelligence in fintech at Sri Ramakrishna College of Art and Science, Coimbatore, Tamil Nadu
- Participated as rapporteur for the Technical Session in National Seminar on Sustainable rural Development through governmental program me- Vision and Action held on 28-07-2017 and 29-07-2017 at KSOU, MYSURU
- Participated in the Bellary district level NSS Special Camp at Gulbarga University held from 31-03-2009 to 06-04-2009 on a theme of health youth for healthy India
- Worked as a BOE- Chairman for MBA Examination 2023
- Worked as a BOE- Chairman for PG-DIPLOMA Examination 2023
- Worked as a BOE- Chairman for MBA Examination 2023
- Worked as a BOE-Chairman for PG Diploma Examination
- Worked as a Member BOE for MBA and PG Diploma
- Worked as a Member **BOE** for B.Com, KSOU, Mysore.
- Worked as an Observer for **MBA Entrance** Exam, KSOU, Mysore
- Worked as a **Chief Examiner** for the **BBM and BCOM** Examination.
- Participate as **Co-ordinator** in Marketing fare in 2006 conducted by Gnana Bharathi Degree College, Siruguppa, Bellary.
- Co-operatively organized as Event **SCONCE 2009** (Alumni meet) in PG Center Bellary.
- Acted as **Team leader** in a district level **NSS Camp** (2009), conducted by VIMS GUPG center, Bellary.

PAPER PUBLISHED

1. Published Paper on Digital Transforming in Deriving the Customer Experience- A Study of Select Banks" in South India Journal of Social Science- UCG Care List.
2. Published Paper on Digitalization of Banks and Its Impact on Customer Experience in Journal of Education Rabindra Bharati University - UCG Care List.
3. Published Paper on Sustainable and Responsible Investment Practices in India in Journal of Management and Entrepreneurship - UCG Care Group-1 Journal.
4. Published Paper on Advantages and Challenges of Omni-channel Strategy in the Journal of Fundamental and Comparative Research.
5. Published Paper on Customer Satisfaction Towards ACC Cement With special reference to Mysuru City in the Journal of the Asiatic Society of Mumbai
6. Published Paper on "A Study on Technology based driven service strategy" in International Journal of Emerging technologies and innovation
7. Published Paper on "A Study on Effectiveness of service quality in Indian Bank" in International Journal of Emerging technologies and innovation
8. Published Paper on "Service Quality Dimension and Customer Satisfaction"- A Study of Select public and Private Banks in Mysore in International Journal of Emerging technologies and innovation
9. Published Paper on "FINANCIAL LITERACY-A tool to envisage Financial Inclusion" in Thematic International Journal of Business Management
10. Published Paper on "Technology enhanced Higher education-A Study of KSOU", Mysore in Re-engineering of Management Education

CONFERENCE ATTENDED AND PAPER PRESENTED

1. PAPER PRESENTED IN INTERNATIONAL CONFERENCE ON "STUDENTS PERCEPTION TOWARDS IMPLEMENTATION OF TECHNOLOGY TO ENHANCE THE QUALITY OF EDUCATION" HELD AT KSOU, MYSORE ON 8TH AND 9TH APRIL-2011.
2. PAPER PRESENTED IN INTERNATIONAL CONFERENCE ON "TECHNOLOGY ADOPTION IN HIGHER EDUCATION" HELD AT KSOU MYSORE ON 21ST AND 23RD SEPT-2011.
3. PAPER PRESENTED IN NATIONAL SEMINAR ON "MARKETING STRATEGIES FOR TARGET MARKET SEGMENTS"-BASED ON SHOPPING MALL IMAGES HELD AT VIDYODAYA ARTS AND COMMERCE FIRST GRADE COLLEGE, MYSORE-ON 16TH AND 17TH SEPT-2011.
4. PAPER PRESENTED IN NATIONAL CONFERENCE ON "BUILDING A HIGH MORALE WORKPLACE AT ORGANISATION" HELD AT SDMIMD MYSORE ON 16TH AND 17TH DEC-2011.
5. PAPER PRESENTED IN NATIONAL CONFERENCE ON INFORMATION LITERACY AND HIGHER EDUCATION IN DIGITAL ENVIRONMENT"- ORGANISED BY KSOU, MYSORE ON 30TH MARCH-2011.

6. PAPER PRESENTED ON “**LEADERSHIP FOR FIGHTING AGAINST CORRUPTION**” IN NATIONAL CONFERENCE ON “**CONTEMPORARY MANAGEMENT PRACTICES AND JUST SOCIETY**” HELD AT VSK UNIVERSITY BELLARY- ON 30TH AND 31ST MARCH-2012.
7. PAPER PRESENTED ON RURAL MARKET- ISSUES AND CHALLENGES IN NATIONAL CONFERENCE ON “**CONTEMPORARY MANAGEMENT PRACTICES AND JUST SOCIETY**” HELD AT VSK UNIVERSITY BELLARY ON 30TH AND 31ST MARCH-2012
8. PARTICIPATED IN **NATIONAL CONFERENCE ON FOOD INFLATION-ISSUES AND CHALLENGES**, ORGANISED BY BANUMAIAH COLLEGE OF COMMERCE AND ARTS, ON 4TH FEB 2012 AT MYSORE.
9. PARTICIPATED IN THE STATE LEVEL CONFERENCE ON COMPETITIVE STRATEGIES IN INTERNATIONAL MARKETING HELD AT POOJA BHAGAVAT MEMORIAL MAHAJANA POST GRADUATE CENTRE MYSORE ON 21ST OCT 2013
10. PAPER PRESENTED ON FINANCIAL LITERACY- A TOOL TO ENVISAGE FINANCIAL INCLUSION IN ICSSR SPONSORED NATIONAL CONFERENCE ON FINANCIAL INCLUSION FOR SUSTAINABLE DEVELOPMENT HELD ON 6TH AND 7TH DEC 2014 AT KSOU
11. PARTICIPATED IN THE NATIONAL CONFERENCE HELD ON OCT 11TH 2014 AT VIDYAVARDHAKA FIRST GRADE COLLEGE, PG CENTRE MYSORE
12. PARTICIPATED IN THE NATIONAL SEMINAR ON “**HEALTH INSURANCE IN INDIA-ISSUES AND CHALLENGES**” HELD ON SEPT 11TH 2015 AT JSS COLLEGE FOR WOMEN, MYSORE
13. PARTICIPATED IN THE NATIONAL CONFERENCE ON “**JOB OPPORTUNITIES IN CENTRAL AND STATE GOVERNMENT SERVICES**” HELD ON APRL 9TH 2015 AT GT INSTITUTE OF MANAGEMENT STUDIES, BANGALORE
14. PAPER PRESENTED ON “**A STUDY ON SMALL AND MEDIUM ENTERPRISES IN INDIA-ISSUE AND CHALLENGES**” IN NATIONAL CONFERENCE ON EMERGING ISSUES, CHALLENGES AND OPPORTUNITIES OF SMALL BUSINESS ENTERPRISES IN INDIA HELD ON 17TH JAN 2019 AT DAVANAGERE UNIVERSITY, DAVANAGERE.
15. PAPER PRESENTED ON “**CORPORATE SOCIAL RESPONSIBILITY AND URBAN DEVELOPMENT- A CONCEPTUAL FRAMEWORK**” IN NATIONAL CONFERENCE ON DYNAMICS OF POVERTY, INEQUALITY AND EXCLUSION IN URBAN INDIA: DEBATES AND DISCUSSIONS HELD ON 18TH AND 19TH JAN 2017 AT UOM, MYSORE.
16. PAPER PRESENTED ON A STUDY ON PROFITABLE UNIQUE BUSINESS STRATEGY OF RELIANCE JIO IN NATIONAL CONFERENCE ON DIGITAL REVOLUTION AND MANAGEMENT HELD ON 16TH AND 17TH MAR 2018 AT BIMS, MYSORE
17. PAPER PRESENTED ON IMPACT OF E-BANKING SERVICE QUALITY ON CUSTOMER SATISFACTION IN INTERNATIONAL CONFERENCE ON FINTECH: DIGITAL TRANSFORMATION OF FINANCIAL SERVICES HELD ON 15-09-2023 AT BHARATHIAR UNIVERSITY, COIMBATORE, TAMILNADU
18. PAPER PRESENTED ON GROWTH OF FINTECH IN BANKING SECTOR IN INTERNATIONAL CONFERENCE ON EMERGING OF ARTIFICIAL INTELLIGENCE IN FINTECH HELD ON 14-09-2023 AT SRI RAMAKRISHNA COLLEGE OF ART AND SCIENCE, COIMBATORE, TAMILNADU

19. PAPER PRESENTED ON **DIGITAL REVOLUTION IN BANKING SECTOR- A STUDY OF MYSURU CITY IN VIRTUAL INTERNATIONAL CONFERENCE ON RECENT TRENDS IN BUSINESS MANAGEMENT, SOCIAL SCIENCE AND EDUCATION HELD ON 16-10-2020 AND 17-10-2020 AT KSAWU, VIJAYAPURA**
20. PAPER PRESENTED ON **RETAILER INITIATIVE TO MAINTAIN THE CUSTOMER RELATION IN THE NATIONAL CONFERENCE ON NEW PARADIGMS AND PERSPECTIVES FOR BUSINESS EXCELLENCE HELD ON 04-08-2012 AT TUMKUR UNIVERSITY, TUMKUR**
21. PAPER PRESENTED ON **MANAGEMENT EDUCATION: ISSUES AND CHALLENGES IN THE NATIONAL CONFERENCE ON EMERGING ISSUES AND INNOVATION IN MANAGEMENT EDUCATION HELD ON 31-10-2012 AT TUMKUR UNIVERSITY, TUMKUR**
22. PAPER PRESENTED IN THE NATIONAL LEVEL SEMINAR ON **EMERGING BUSINESS TRENDS: OPPORTUNITIES AND CHALLENGES** HELD ON 19-03-2022 AT KUVEMPU UNIVERSITY, SHIVAMOGGA
23. PAPER PRESENTED IN THE NATIONAL LEVEL SEMINAR ON **EMERGING BUSINESS TRENDS: OPPORTUNITIES AND CHALLENGES** HELD ON 19-03-2022 AT KUVEMPU UNIVERSITY, SHIVAMOGGA
24. PARTICIPATED IN THE ONLINE WEBINAR ENTITLED **4 STEPS FOR UPSKILLING THROUGH ONLINE CERTIFICATE COURSES** HELD ON 25-01-2022 AT SJC INSTITUTE OF TECHNOLOGY, CHICKBALLAPUR
25. PARTICIPATED IN THE WEBINAR ON **PROFESSIONAL EXCELLENCE AND POLITICS IN INSTITUTION AND ORGANIZATION** HELD ON 28-05-2020 AT CHRIST UNIVERSITY, BANGALORE
26. PARTICIPATED IN THE STATE LEVEL WEBINAR ON **ICT INITIATIVES IN ODL SYSTEM** HELD ON 11-07-2020 AT KSOU, MYSURU
27. PARTICIPATED IN THE INTERNATIONAL WEBINAR ON **COVID-19 AND ITS IMPACT ON GLOBAL ECONOMY** HELD ON 13-08-2020 AT UNIVERSITY OF MYSURU
28. PARTICIPATED IN THE ICSSR SPONSORED TWO DAYS NATIONAL SEMINAR ON **SUSTAINABLE RURAL DEVELOPMENT THROUGH GOVERNMENT PROGRAM ME- VISION AND ACTION** HELD ON 28-07-2017 AND 29-07-2017 AT KSOU, MYSURU
29. PARTICIPATED IN THE UGC SPONSORED NATIONAL LEVEL SEMINAR ON **CORPORATE SOCIAL RESPONSIBILITY, BUSINESS ETHICS AND CORPORATE GOVERNANCE- ISSUES AND CHALLENGES** ON 30-10-2015 AT PBMMEC, MYSURU
30. PARTICIPATED IN THE STATE LEVEL SEMINAR ON **THOUGHT AND PHILOSOPHY OF MAHATMA GANDHI** HELD ON 16-10-2018 AT KSOU MYSURU

AWARDS AND HONOUR

BEST PAPER AWARD FOR A PAPER ON *GROWTH OF FINTECH IN BANKING SECTOR* IN AN *INTERNATIONAL CONFERENCE ON EMERGENCE OF ARTIFICIAL INTELLIGENCE IN FINTECH* HELD ON 14-09-2023 AT SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE, COIMBATORE, TAMIL NADU

WORKSHOP ATTENDED

1. ATTENDED 2 DAYS WORKSHOP ON “**DEVELOPMENT OF SELF LEARNING MATERIAL**”- ORGANISED BY KSOU, MYSURU, FROM 02-06-2011 to 03-06-2011
2. ATTENDED WORKSHOP ON “**REVISION OF MBA SYLLABUS**” HELD ON 12TH 13TH FEB 2012 AT KSOU, MYSORE.
3. ATTENDED 2 DAYS WORKSHOP ON “**DEVELOPMENT OF B.COM SELF LEARNING MATERIAL**”- ORGANISED BY KSOU, MYSURU, FROM 13-07-2012 to 14-07-2012
4. ATTENDED STATE LEVEL WORKSHOP ON **FACULTY DEVELOPMENT PROGRAMME ON PERSONALITY DEVELOPMENT**” HELD AT TTL COLLEGE MYSORE ON 12-11-2016
5. ATTENDED ONLINE INTERNATIONAL FACULTY DEVELOPMENT PROGRAMME ON **RESEARCH METHODOLOGY FOR QUALITATIVE AND QUANTITATIVE DATA COLLECTION AND ANALYSIS** ORGANIZED INTERNATIONAL COUNCIL FOR EDUCATION RESEARCH POWERED BY EUDOXIA RESEARCH CENTER AND EUDOXIA RESEARCH UNIVERSITY, USA HELD ON 21-02-2022 to 28-02-2022
6. ATTENDED ONLINE INTERNATIONAL WORKSHOP ON **SCOPUS, WOS, UGC CARE LIST FREE PUBLICATION AND PATENT FILLING PROCESS** ORGANIZED INTERNATIONAL COUNCIL FOR INNOVATION AND RESEARCH POWERED BY EUDOXIA RESEARCH CENTER AND EUDOXIA RESEARCH UNIVERSITY, USA HELD ON 03-03-2022 to 11-03-2022
7. ATTENDED ONLINE SHORT-TERM CERTIFICATE COURSE CUM WORKSHOP ON “**ASPECTS OF BUSINESS MANAGEMENT**” ORGANIZED BY DEPARTMENT OF COMMERCE AND MANAGEMENT AND E - RESOURCE DEVELOPMENT CELL, SDC, AMBALA CANTT, KURUKSHETRA UNIVERISTY FROM 27-07-202 TO 10-08-2020
8. ATTENDED ONE WEEK RESEARCH DEVELOPMENT PROGRAMME ON “**PROBLEM FORMULATION, PUBLICATION, PROPOSAL AND THESIS**

WRITING” ORGANIZED BY ALVA’S INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI AND INDIAN INSTITUTE OF INFORMATION TECHNOLOGY ALLAHABAD FROM 07-02-2022 TO 12-02-2022

9. ATTENDED ONLINE ONE WEEK FDP ON “**EMERGING TRENDS DATA ANALYSIS IN MS EXCEL**” ORGANIZED BY REST SOCIETY FOR RESEARCH INTERNATIONAL, TAMILNADU FROM 21-03-2022 TO 25-03-2022.
10. ATTENDED WORKSHOP ON “**CHOICE BASED CREDIT SYSTEM**” ORGANIZED BY KSOU, MYSURU ON 19-07-2021
11. ATTENDED WORKSHOP ON “**CHOICE BASED CREDIT SYSTEM**” ORGANIZED BY KSOU, MYSURU ON 05-11-2020
12. ATTENDED 5 DAYS WORKSHOP ON “**USE OF TECHNOLOGY AND OER FOR ONLINE CONTENT DEVELOPMENT FOR BETTER LEARNING**” ORGANIZED BY KSOU, SUPPORTED BY CEMCA, NEW DELHI FROM 22-03-2021 TO 26-03-2021
13. ATTENDED 2 DAYS NATIONAL ONLINE WORKSHOP ON “**DATA ANALYSIS USING R PROGRAM ME**” ORGANIZED BY VSKU, BELLARY FROM 06-07-2020 TO 07-07-2020
14. ATTENDED SHORT- TERM COURSE ON “**RADIO PROGRAM PRODUCTION AS A METHOD IN PEDAGOGY**” ORGANIZED BY KSOU, MYSURU FROM 01-07-2020 TO 06-07-2020
15. ATTENDED WORKSHOP ON “**CURRICUM DEVELOPMENT FOR BBA**” ORGANIZED BY KSOU, MYSURU FROM 15-03-2021 TO 21-03-2021
16. ATTENDED WORKSHOP ON “**CYBER CRIME, CYBER SECURITY AND CYBER LAW**” ORGANIZED BY HIMACHAL PRADESH UNIVERSITY, SHIMLA, FROM 02-12-2024 TO 07-12-2024

ORIENTATION AND REFRESHER COURSE ATTENDED AND PARTICIPATED

1. Orientation Programme –OP – UOM, Mysore 28 Days
2. Refresher Programme –RC – UOM, Mysore- 21 Days
3. Refresher Programme- RC- Ramanujan College, University of Delhi- 14Days
4. Refresher Programme- RC- Himachal Pradesh University, Shimla- 14Days

PROJECT GUIDENCE

- Guided for 60 students of BBM 4th semester in Gnana Bharathi Degree College, Siruguppa, Bellary.
- Guided for 600 students of MBA 4th semester in Karnataka State Open University, Mysore.

PERSONAL PROFILE

NAME:	SIRAJ BASHA R.
DATE OF BIRTH:	20-07-1985
GENDER:	MALE
MARITAL STATUS:	MARRIED
NATIONALITY:	INDIAN
RELIGION	MUSLIM
CATEGORY	II B
QOUTA	HK(Hyderabad-Karnataka)
LANGUAGES KNOWN:	ENGLISH, HINDI, KANNADA, TELUGU.
PERMANENT ADDRESS:	C/o ANWAR BASHA R SHAMA CLOTHS STORE DEASHNUR ROAD, SIRUGUPPA (T) BELLARY (D).

Declaration

I here by declare that the above information is true to my Knowledge.

DR. Siraj Basha R.