

Curriculum Vitae

DR. SIRAJ BASHA. R

Assistant Professor

Dept of Studies and Research in Management

KSOU, Mysore

MOBILE: 97419 28422, 7795604216

Email: sirajbasha.pg@gmail.com

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 AN 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 MENMORIAL 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 APRIL 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, MOODBRIDRI 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.