

# CURRICULUM VITAE OF Dr. MAHESHA, V.

Name, Designation and Address: Dr. Mahesha, V. Ph.D.  
Assistant Professor  
Department of Post Graduate Studies and Research in Commerce,  
Karnataka State Open University,  
Muktagangotri, Mysuru-570006. (Mysuru District, Karnataka State, India)

Contact Number and Email: Contact Number: 9844667411  
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Date of Birth: 27 May 1985

Gender and Marital Status: Male Married

Nationality: Indian

<b>Educational Qualification:</b>			
<b>Name of the Degree</b>	<b>University/ Institution</b>	<b>Month/ year of Degree Awarded</b>	<b>Remarks</b>
Ph.D.	Kuvempu University	September - 2014	Topic: A Study on HRD Practices in Hospitality Industry with special reference selected Star Hotels in Karnataka
M. Com	Kuvempu University	August - 2008	Accounting and Taxation
NET/JRF	UGC	December - 2010	Commerce
NET	UGC	June -2011	Commerce
K-SET	University of Mysore	May - 2012	Commerce
PGDHRM	Kuvempu University	May - 2009	<ul style="list-style-type: none"> <li>• Human Resource Management.</li> <li>• 3<sup>rd</sup> Rank.</li> </ul>
B.Com	Kuvempu University	July - 2006	Management Accounting

<b>Teaching Experience:</b>		
<b>Period</b>	<b>Designation</b>	<b>University / Institution</b>
From 06-12-2012 to till date	Assistant Professor	Department of Post Graduate Studies and Research in Commerce, Karnataka State Open University, Mysuru-06.
1-08-2008 to 05-12-2012	Lecturer	Department of Post Graduate Studies and Research in Commerce, Kuvempu University. Shankaraghatta – 577451.
<b>Ph.D. Produced</b>		
<b>Name of the Candidate</b>	<b>Title of the Ph.D.</b>	<b>Year of Award</b>
01. Sri. Naveen, G.V	An Appraisal on Power Supply to Agricultural Sector – A study of CESCO	2021
<b>Administrative Experience</b>		
<b>Period</b>	<b>Designation/ Position</b>	
10.05.2018 – 06.06.2019	• Special Officer for (Dean Academic)	
31.05.2019 - 23.02.2022	• Chairman DOS&R in Commerce	
21.03.2022 – till date	• Director School of Commerce (I/c)	
08.02.2019 – 07.02.2022	• Chairman Board of Studies (UG)	
08.02.2019 - till date	• Chairman, Board of Studies (PG).	
29.06.2018 to till date	• M.Com – Programe coordinator,	
28.01.2021 to till date	• Coordinator, CIQA, KSOU, Mysur.	
17.02.2022 to till date	• Director, Planning, Monitoring and Evaluation Board (PMEB)	
29.07.2021 to till date	• NAAC Criterion – 2 Committee Chairma	
<b>Academic and Research Programmes Taught/Teaching:</b>		
<b>Research Programmes</b>	<b>P.G. Programmes</b>	<b>U.G. and Other Programmes</b>
Ph.D.	(1) M.Com (2) MBFI (Master of Banking, Finance and Insurance) (3) MBA (4) PG Diploma in HRM (5) PG Diploma in FM (6) PG Diploma in MM	B.Com
<b>Courses Taught/Teaching:</b>		
Advanced Management Accounting Strategic Cost Management Marginal Costing E-Commerce and Web Designing Entrepreneurship Development	Marketing Management Training and Development Research Methodology Merchant Banking and Financial Management Risk Management and Re-Insurance.	

<b>Publications - Books</b>	
<b>Sl. No.</b>	<b>Particulars</b>
1.	Mahesha,V, “ <i>Human Resource Development Practices in Hotel Industry – An Employee Perception.</i> ” Lambert Academic Publishing House, 1 <sup>st</sup> Edition, 2019. (ISBN: 978-613-9-89079-8).
<b>Publications - Study Material for B.Com, M.Com and M.Com Programme Under CBCS</b>	
1.	Mahesha,V ” <i>Company Law</i> ’ 2012 (for B.Com, 2 <sup>nd</sup> year )
2.	Mahesha,V “ <i>Cost and Management Accounting</i> , 2013 (for B.Com 3 <sup>rd</sup> year)
3.	Mahesha,V “ <i>Auditing</i> , 2013 (for B.Com 3 <sup>rd</sup> year)
4.	Mahesha,V “ <i>Income Tax</i> 2015 (for B.Com 3 <sup>rd</sup> year) (Revision)
5.	Mahesha,V “ <i>Computers in Business</i> , 2015 (for B.Com 3 <sup>rd</sup> year) (Revision and Coordination)
6.	Mahesha,V “ <i>Marketing Management</i> , 2017 (for M.Com) (Revision)
7.	Mahesha,V “ <i>Training and Development</i> , 2017 (for M.Com) (Revision)
8.	Mahesha,V “ <i>Company Law (unit No. 13 – 18) 2021</i> ,(as per companies Act 2013)
9.	Mahesha,V “ <i>Marketing Management</i> , 2022 (for M.Com Under CBCS)
<b>Edited - Study Material for M.Com Programme Under CBCS</b>	
01.	Management and Behavioral Process
02.	Business Policy and Environment
03.	Marketing Management
04.	Advanced Financial Accounting
05.	Indian Financial system
06.	Consumer Behavior and Marketing Strategy
07.	Training and Development
08.	Personal Financial Planning
09.	Human Resource Management
10.	Advanced E-Commerce
11.	Business Taxation and GST
12.	Accounting Theory and Analysis
13.	Financial Management
14.	Advertising and Sales Promotion
15.	Industrial Relations
16.	Entrepreneurship.

## Curriculum Design and Development

01. Developed Ph.D. Entrance syllabus for Commerce students during the Academic year 2018-19.
02. Developed Course-work Syllabus for Ph.D. in Commerce during the Academic Year 2019-20.
03. Developed Syllabus for M.Com Programme under CBCS for the Academic 2019-20.
04. Member, NEP Taskforce Committee at University level. (Notification: No. KSOU/Dean (Ac)-04/2022-23, dated 21.09.2022?)

## Publications – Research Papers in Journals

1. *Home Loan Scheme – A Study of Selected Banks in Shivamogga District*, Management Researcher, April - June 2010, No. 4, Vol. XVI..
2. *Micro Finance to SHGs – A case Study of Shivamogga*, “Southern Economist” ISSN 0038-4046, June 1, 2011. Vol. XXXXX, No.3.
3. *Micro Finance and Self – Help Groups – An exploratory Study of Shivamogga District*, International Journal of Research in Commerce, Economics and Management” June 2011, Vol. I. Issue no.2. ISSN 2231-4245.
4. *Motivation: A tool for Retaining Good Employees in Hospitality Industry with special reference to selected star hotels in Karnataka*, ACRM Journal of Business and Management Practices, Volume VI, No. 2, September 2011. ISSN: 0973-3523.
5. *Collision of Human Resource Management (HRM) Practices on Employees Performance – A Case study of selected star hotels in Karnataka*, Asian Journal of Research Consortium, Volume I, issue 2, October 2011. ISSN 2249 – 7315.
6. *Changing role of Management Accounting Practices in Business Valuation – An Accountants Perspective*, Management Accountant Journal with an ISSN No. 0972-3528.
7. *Employee Retention Management in Hospitality Industry with special reference to selected star hotels in Karnataka*, Southern Economist with an ISSN No. 0038-4046.
8. *Elucidation of Green Audit: Panoramic Vision*, SCMS Journal of Indian Management with an ISSN No. 0973-3167.
9. *Management Accounting Practices and their role in Food and Beverage Industries*, Asian Journal of Research in Banking and Finance with an ISSN No. 2249-7323.
10. *Intellectual Capital: Accounting Debate*, SCMS Journal of Indian Management with an ISSN No. 0973-3167.

11. ***Management Accounting Benefits: ERP Environment***, SCMS Journal of Indian Management with an ISSN No. 0973-3167.
12. ***Customer Perception towards Working of Internet Banking in India – A Case study of Selected Banks in Shivamogga Town***, edited Volume with ISSN 2320-2939, Vol. I No. I.
13. ***Constitutional Folder for women Policies in India*** edited Volume with ISSN 978-1-312-12663-3.
14. ***A Study on impact of HRD practice on Employee Performance in Commercial Banks***, Indo Global Journal of Applied Management Science with ISSN 2320-7892. Vol.2. issue - 3. April 2004.
15. ***Financial Inclusion and Sustainable Development in India – An Overview***, Asian Journal in Business Economics and Management. Vol.4.No.12, December 2014, pp 168-175. With ISSN 2249-7307.
16. ***Financial Inclusion in India – Challenges Ahead***, Thematic International Journal of Business Management.
17. ***The Impact of the Professional Fraud Examination and Forensic Accounting on Compliance with CMA***, Primax international journal of Finance, Vol. No II. Issue No. 1. PP 18. July- December 2014.
18. ***An Overview of Rural Women Entrepreneurs in Mysore District***, the Management Accountant, vol. 50. No. 6, PP. June 2015.
19. ***Responsibility Accounting: A Conceptual framework***, International Journal of Commerce and Management Research (PIKCMR). Vol. III. Issue. 2. PP – 1, July – September 2015.
20. ***A Study on Employee Job Satisfaction Towards Hospitality Industry with Special Reference to Selected Star Hotels in Karnataka***, International Journal of Human Resource (PIJHR), Vol. IV, Issue No. 1 PP, July – December 2016.
21. ***Credit Management in Cooperative Banks – An Exploratory Study of DCC Bank Shivamogga District***, Ge-International Journal of Management Research, Vol. 5 issue 1, PP. 56-63, January 2017.
22. ***Impact of GST on SMES – Opportunities and Challenges***, International Journal of Exclusive Management Research, Special Issue, PP 48-54, March – 2018.
23. ***The role of E-CRM in India service sector***, International Journal of Commerce and Management Research, Volume 5; Issue 3; May 2019; Page No. 76-79.
24. ***Influence of Strategic Management Tools and Techniques on firms Performance – an Accountant Perception***, AEGAEUM Journal, Vol. 8. Issue 3, pp – 505-515.

25. *Influence of Social Proof Bias on the Investment Decision Making Process – An Investors Perception*, AEGAEUM Journal, Vol. 8. Issue 3, pp – 516-528.
26. *Implications of Man-Power Productivity on Profitability of Karnataka SRTC: An Evaluation*, The Management Accountant Journal, vol. 55, Issue 10, pp 100-103.
27. *Sustainable Development through Skill India: An Exploratory Study*, International Journal of Management and Economics, vol. 3, Issue, pp6-10.
28. *Is the New Agricultural Act, 2020 Empowering the Farmers in India?* Vidyawarta PeerReviewed International Referred Research Journal, vol. 1, Special Issue pp27-30.
29. *Approaches to Evaluate Transport Costing in India – an Exploratory Study*, Paripex India Journal of Research, Vol. 10, issue 06, pp 15-18.
30. *Performance Evaluation of SBI – A comparative Study of Pre and Post-Merger*, Paripex India Journal of Research, Vol. 10, issue 07, pp 1-4.
31. *Offshoots of Karaka's Farm Power Subsidy Regime*, Paripex India Journal of Research, Vol. 10, issue 07, pp 1-4.
32. *Revvng up the Fortunes of Karnataka ESCOMS*, , Paripex India Journal of Research, Vol.10, issue 07, pp 1-4. August 2021.
33. *Digital Marketing a Perceptonal study with special reference to shivamogga city*, International Journal of Advance and innovative Research, July-September 2021.
34. *Satisfaction of consumers towards digital marketing a case of shivamogga city*. The Management Accountant, vol.56. No.09, pp.101-106, September 2021.
35. *Chatrawas Yojana and Making of Modern India – Significant Role Played by Babu Jagjeevan Ram*. Chalukya Journal of Social Science, Special issue, 202.
36. *Performance Evaluation of Karnataka SRTC with special Reference to Physical and Financial Parameters*, MANTHAN: Journal of Commerce and Management, Vol. 8(2), July-December 2021, pp.153-168.

### **Publications – Research Papers in Edited Books**

1. *Problems and Prospects of Internet Banking in India – A Case Study of Selected Banks in Shivamogga Town*, Edited book with an ISBN No: 9789880627267.
2. *Impact of E-Commerce on supply chain management*, edited volume. ISBN 81-921764-0-1.
3. *HRD Practices in Hospitality industry – Need for effective administration*, edited volume with ISBN938136779-3.
4. *A Study on Employee Retention Management and Its Issues in Hospitality industry with*

- special reference to selected star hotels in Karnataka*, Edited volume, with an ISBN NO 978-81-920045-0-1.
5. *First Rate Management – Ethical Consideration for human resource professionals*, edited volume with an ISBN No 978-81-920303-9-5.
  6. *A Study on Small and Medium Scale Entrepreneurs and their contributions towards Indian Economy*, edited Volume entitled “Entrepreneurship and Business Development in India” with an ISBN No. 978-93-81361-46-7.
  7. *A Bird Eye View on Entrepreneurship Problems in Shivamogga District – empirical Evidence*, edited Volume Entitled “Entrepreneurship and Business Development in India” with an ISBN No. 978-93-81361-46-7.
  8. *Goods and Service Tax in India – A challenges ahead, edited volume entitled “India Inc, Innovative Management Strategies”* with an ISBN No. 81361-67-3.
  9. *Employee Retention Management in Hospitality Industry with special reference to selected star hotels in Karnataka*, Southern Economist with an ISSN No. 0038-4046.
  10. *A Study on Employee Motivation in Textile industry in India - An employee Perspective*, edited volume with an ISBN 978935018366.
  11. *Status of TQM Practice in Universities – A Case Study of Kuvempu University*, Edited Bookwith ISBN No:978-93-5097-598-5.
  12. *Constitutional provisions and Policies for Women in India*, edited Volume with ISSN 978-1-312-12663-3.
  13. *Implications of the New Companies Act 2013 and Corporate Social Responsibility*, edited Volume with ISBN 97881-967155-1-8.
  14. *An Overview of Rural Women Entrepreneurs in Mysore District*, the Management Accountant, vol. 50. No. 6, PP. June 2015.

#### Conference, Seminars, etc. Attended and Papers Presented (National/State)

1. Presented a Research Paper, “*Performance Evaluation of LIC in Post LPG era – A Study.*” at National Conference organized by Department of Post graduate Studies and Research in Commerce, Kuvempu University, Shankaraghatta (Karnataka) on March 29-30 2008.
2. Presented a Research Paper, “*Economic Recession - Opportunities and Challenges for Indian Corporate Sector*” at the National Conference organized by the Karnataka State Open University, Mysore (Karnataka), on February 21-22, 2009.

3. Presented a Research Paper ***“Challenges of HR Planning in Tourism Industry”*** at National Conference organized by Sri Annadaneshwara Arts, Science and Commerce College, Naregal, Gadag (Karnataka), on September, 25- 26, 2009.
4. Presented a Research Paper ***“Financial Performance of District Central Co- operative Banks – a case study of DCC Bank, Shivamogga”*** at National Conference Organized by Department of Post graduate Studies and Research in Commerce, Kuvempu University, Shankaraghatta (Karnataka) on 31<sup>st</sup> January 2010.
5. Presented a Research Paper ***“Entrepreneurship and Economic Development in India – an exploratory study”*** at National Conference jointly organized by Federation of Teachers’ Councils of Commerce and Management, Kuvempu University Commerce and Management Teachers Forum and Department of Post Graduate Studies and Research in Commerce, Kuvempu University, Shankaraghatta (Karnataka) held 26<sup>th</sup> and 27<sup>th</sup> February 2010.
6. Presented a Research Paper ***“Home loan scheme – a case study of selected banks in Shivamogga district”*** at National conference organized by St Joseph Engineering College, Department of Business Administration, Mangalore (Karnataka) held 29<sup>th</sup> and 30<sup>th</sup> April, 2010.
7. Presented a Research Paper ***“Micro finance to Self-help groups – a case study of Shivamogga District”*** at National conference organized by PES institute of Technology and Management, Shivamogga (Karnataka) held 22<sup>nd</sup> to 23<sup>rd</sup> October, 2010.
8. Presented a Descriptive Paper ***“Role of Women in maintaining good accounting and corporate governance – a study”*** at National Conference organized by government first grade college Vijayanagara, Bangalore (Karnataka) held 2<sup>nd</sup> and 3<sup>rd</sup> February, 2011.
9. Presented a Descriptive Paper ***“Performance of Indian Retail sector under globalised regime”*** at National conference organized by department of economics, Kuvempu University, (Karnataka) on 4<sup>th</sup> February, 2011.
10. Presented a Research Paper ***“Collision of Human resource management practices on employee performance – a case study of selected star hotels in Karnataka”*** at National Conference organized by Annamalai university(Tamilnadu) on 10<sup>th</sup> March’ 2011.
11. Presented a Research Paper ***“First Rate Management – ethical consideration for human resource professionals”*** at National conference organized by Annamalai university (Tamilnadu) on 10<sup>th</sup> March’ 2011.
12. Presented a Research Paper ***“Performance of Banking industry under post Globalised era – a study”*** at state level seminar organized by Sri Sri Shivalingeshwara Swamy Government



- First Grade College and P.G. Center, Department of Post Graduate Studies in Commerce, (Karnataka) on 11<sup>th</sup> March, 2011
13. Presented a Paper ***“Performance of Co-operative Banks in globalised scenario – An exploratory study”*** at National Conference organized by Department of Commerce Department, Kuvempu University, 16<sup>th</sup>, March 2011.
  14. Presented a Research Paper ***“HRD practices in hospitality industry need for Effective administration”*** at National conference organized by Institute of Management studies and Research, Kuvempu University (Karnataka) held 18<sup>th</sup> to 19<sup>th</sup> March, 2011.
  15. Presented a Research Paper ***“Problems and prospects of entrepreneurs under economic recession – a study”*** at National conference organized by Institute of Management studies and Research, Kuvempu University (Karnataka) held 18<sup>th</sup> to 19<sup>th</sup> March, 2011.
  16. Presented a Research Paper ***“Accounting and Corporate Governance under economic recession – an evocative study”*** at National Conference organized by Kamala Nehru Memorial National college for Women Shivamogga (Karnataka) on 26<sup>th</sup> March, 2011.
  17. Presented a Research paper ***“Challenges of Stress Management in Higher Education”*** at National conference organized by Sahyadri Arts and Commerce college Shimoga, 28<sup>th</sup> May 2011.
  18. Presented a Research Paper ***“A Bird Eye View on Entrepreneurship Problems in Shivamogga District – empirical Evidence”*** at National conference organized by Kousali Institute of Management Studies, Karnatak University, and Dharwad. On 4<sup>th</sup> and 5<sup>th</sup> November 2011.
  19. Presented a Research Paper ***“A Study on Small and Medium Scale Entrepreneurs and their contribution towards Indian economy”*** at National conference organized by Kousali Institute of Management Studies, Karnatak University, and Dharwad. On 4<sup>th</sup> and 5<sup>th</sup> November 2011.
  20. Presented a Paper ***“Training and Development Practices in Banking Sector - Some issues”*** at National Conference Organized by Department of Studies and Research in commerce, Tumkur University, 2<sup>nd</sup> and 3<sup>rd</sup> December 2011.
  21. Presented a Paper ***“ Women Entrepreneurs – An Emerging Economic Force”*** at UGC Sponsored National Conference Organized by Department of Commerce, Avinashlingam Institute for Home Science and Higher Education for Women University Coimbatore, on 16<sup>th</sup> and 17<sup>th</sup> February 2012.
  22. Presented a Paper ***“Women Entrepreneur - A Rising Economic Vigor”*** at National

- Seminar Organized by Department of Commerce and Management, St. Francis de Sales College Electronic City Bangalore, on 3<sup>rd</sup> March 2012.
23. Presented a Paper “***Small and medium Scale Entrepreneurs and Economic Development: An Empirical Study***” at National Seminar Organized by Department of Commerce and Management, St. Francis de Sales College Electronic City Bangalore, on 3<sup>rd</sup> March 2012.
  24. Presented a paper “ ***A Study on FIIs role in Indian Capital Market***” at State level conference organized by SJM First Grade College of Arts and commerce, Tarikere, on 21<sup>st</sup> March 2012.
  25. Presented a Paper “ ***HRD Practices in Banking Industry With Special reference to selected Banks in shivamogga Town***” at National conference organized by Department of Post Graduate Studies in commerce, Mangalore University, on 17<sup>th</sup>, 18<sup>th</sup> and 19<sup>th</sup> April 2012.
  26. Presented a Paper “***A Study on Employee Motivation and Retention management intextile Industry***” at National Conference organized by IMS, Kuvempu University, on 10<sup>th</sup> and 11<sup>th</sup> of May 2012.
  27. Presented a Paper “***Role of Innovative HR Practices in Tourism Development – a Study***” at National Conference organized by Department of Tourism Administration, Kuvempu University, on 31<sup>st</sup> May 2012.
  28. Presented a Paper “***Investors’ Perceptions towards Innovative Products and Services with special reference to Karvy Stock broking Ltd.,***” at National Level Conference organized by Department of Commerce and Management, Seshadripuram Academy of Business Studies, on 23<sup>rd</sup>, February 2013.
  29. Presented a Paper “***Implications of New Companies Act 2013 and Corporate Social Responsibility***” at National Seminar organized by Department of Commerce and Management, St Francis Sales College, Bangalore. On 25<sup>th</sup> October 2013.
  30. Presented a Paper “ ***Employee Motivation and Job Satisfaction Practices in Star Hotels***” at National Conference organized by Institute of Management Studies and Research, Kuvempu University, on 22<sup>nd</sup> & 23<sup>rd</sup> November 2013.
  31. Presented a Paper “***Working of Rural Women Entrepreneurship in Competitive Business Scenario Opportunities and challenges***” at National Seminar organized by Department of Studies and Research in Commerce, Davanagere University.
  32. Presented a paper “***Financial Inclusion in India – Challenges Ahead.***” At National Level

- Conference, Organised by Department of Commerce and Management, Karnataka State Open University, Mysore, on 7<sup>th</sup> and 8<sup>th</sup> December 2014.
33. Presented a paper “***Corporate Social Responsibility and Urban Development – A conceptual Framework.***’ At national conference organised by Centre for study of Social Exclusion and Inclusive policy, University of Mysore, on 18<sup>th</sup> and 19<sup>th</sup> January 2017.
  34. Presented a paper” ***E- Customer Relationship management in Service Sector – An Indian Perspective***”, at national conference, organised by Bahudur Institute of Management Sciences, University of Mysore, on March 16<sup>th</sup> and 17<sup>th</sup> 2018.
  35. Presented a paper “***Impact of GST on SME’s – Opportunities and Challenges***” at national conference, organised by Department of Commerce University of Mysore, Mysuru, on March 20<sup>th</sup> and 21<sup>st</sup> -2018.
  36. Presented a paper “sustainable ***Development through Corporate Social Responsibility – Challenges and New Initiatives in front of IT Companies,***” at National Conference, Organized by Department of commerce, Mangalore University, Konaje, On 14<sup>th</sup> &15<sup>th</sup> of September 2018.
  37. Presented a paper “***Role of Reginal Rural Banks (RRB) for the growth of Agriculture Activities - An Exploratory study,***” at two days National Conference, organized by Department of Commerce, Mangalore University, Konaje, on 25<sup>th</sup> &26<sup>th</sup> October 2019.
  38. Presented a paper” ***A study on Role of Behavioral Finance in Investment Decision Making Process with special reference to Overconfidence Bias,***” at National Conference, Organized by Department of Business Administration, Mangalore University, Konaje, on 30<sup>th</sup> December 2019.
  39. Presented a paper “ ***Digital Marketing: A perceptional Study With Special Reference to Shivaogga City,***” at National conference, organized by ATNCC College, Shivamogga, on 19<sup>th</sup> November 2020.
  40. Present a paper “***Chatrawas Yojana and Making of Modern India – Significant Role Played by Babu Jagjeevan Ram,***” at National Conference organized by KSOU, Mysuru, on 3<sup>rd</sup> February 2021.
  41. Presented a paper “***Conceptual Framework of New Agricultural Act 2020- Main Highlights,***” at National conference organized by Kal BapuSaheb Patel Ekambekar Mahavidyala Udgir, on 15<sup>th</sup> March 2021.
  42. Presented a paper “ ***Corporate Tax Planning and Procedure – A practical***

**Approach.**” At national conference organized by Sahyadri Commerce and Management college, Shivaogga on 22<sup>nd</sup> March 2021.

43. Presented paper “ *A study on Performance of MSME During COVID pandemic,*” at national conference organized by Department of commerce, Kuvempu University, Shankaraghatta, on 19<sup>th</sup> March 2022.
44. Presented a paper “*A study on Impact of Pricing Strategies on FMCG Products Movement in the market,*” at national conference, organized by Department of Economics, Rani channamma University, Belagavi, on 13<sup>th</sup> & 14<sup>th</sup> of July 2022.

#### **Conference, Seminars, etc. Attended and Papers Presented (International)**

1. Presented a Research Paper “*Problems and Prospects of Internet Banking in India – A case Study of selected banks in Shivamogga town*” at International conference organized by Department of Business administration and management wing DEE, Annamalai University (Tamilnadu) held 28<sup>th</sup>, 29<sup>th</sup> and 30<sup>th</sup> July 2010.
2. Presented a Research Paper “*Human resource development practices in hospitality industry – a study*” at International conference organized by TASMACH, Bangalore (Karnataka) held 8<sup>th</sup> to 9<sup>th</sup> November, 2010.
3. Presented a Research Paper “*Status of TQM practices in Universities – a case study of Kuvempu University*” at International Conference organized by the Department of Studies and Research in Commerce and Management Karnataka State Open University, Mysore (Karnataka) held 8<sup>th</sup> and 9<sup>th</sup> April, 2011.
4. Presented a Research Paper “*A Study on International Accounting Standards Practices in India*” at International Conference organized by Karnataka State Open University Mysore, 8<sup>th</sup> and 9<sup>th</sup>, April 2011.
5. Presented a Research Paper “*A study on Employee retention management strategies in hospitality industry with special reference to selected star hotels in Karnataka*” at International conference organized by Poona college of arts, science and commerce, (Poona) on 24<sup>th</sup> April, 2011.
6. Presented a Research Paper “*A study on employee motivation and retention management strategies in star hotels with special reference to selected star hotels in Karnataka.*” At International conference organized by department of business administration, Annamalai University, Tamil Nadu, on 28<sup>th</sup> to 30<sup>th</sup> July 2011.

7. Presented a Research Paper ***“Goods and Service Tax in India – a Challenge ahead”*** at International conference organized by DonBasco Institute of Management Studies Bangalore, on 6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> January 2012
8. Presented a Paper ***“Performance Management in Contemporary Accounting Profession – an Indian Perspective.”*** At International Conference organized by Sri Ganesh School of Business Management, Salem, on 25<sup>th</sup> February 2014.
9. Presented a Paper ***“A Study on Impact of HRD Practices on Employees Performance in Commercial Banks.”*** At International Conference organized by Sri Ganesh School of Business Management, Salem, on 25<sup>th</sup> February 2014.
10. Presented a Paper ***“Customer Perception towards Working of Internet Banking in India – A case Study of Selected Banks in Shimoga Town”*** at International Conference organized by Department of Commerce, Sri Sri Shivalingeswara Swamy Government First Grade College and PG centre, Channagiri – 577213. On 6<sup>th</sup> May, 2014.
11. Presented a paper ***“MGNREGS A tool for poverty eradication – An exploratory study of Chamarajanagar District’*** at International conference organised by PDEA’S institute of Technical Education Research and Management in association with Indo Global Chamber of Commerce and Agriculture, at Kothrud, Pune, Maharashtra, on 22<sup>nd</sup> & 23<sup>rd</sup> August 2015.
12. Presented a paper ***“A Study on Emergence of Women Empowement and its influence on Women Enterpreneurship.’*** At International conference organised by SDM-IMD, Mysuru, on 18<sup>th</sup> and 19<sup>th</sup> of November 2016.
13. Presented a paper ***“A Study on Information seeking Behavior of Social Science Researcher’s in University Libraries,*** at international conference, organised by Sri. Ganesh School of Business Management, Selam, Tamil Nadu, on 9<sup>th</sup> February 2018.
14. Presented a paper ***“Micro Credit Assurance Model for Investment and Insurance: Ned Development a Risk Scoring Instrument to Financial Inclusion,”*** at international conference, SDM IMD, Mysuru, on 23<sup>rd</sup> and 24<sup>th</sup> November 2018.
15. Presented a paper ***“ Labour Welfare Measures of Karnataka State Road Transport Corporation – An Analytical Study ,”*** at International Conference, Organised by R&D Cell, KSOU, on 26<sup>th</sup>, 27<sup>th</sup> & 28<sup>th</sup> May 2022.
16. Presented a paper ***“Impact of Training and Development of Employees on Productivity with special reference to KSRTC,”*** at International Conference, Organized by R&D Cell, KSOU, on 26<sup>th</sup>, 27<sup>th</sup> & 28<sup>th</sup> May 2022.

17. Presented a paper on “*Performance Appraisal and Employee Productivity – Selected Star Hotels in Karnataka,*” at International conference, Organized by Economics Department, Karnataka State Open University in association with International Council for Development Research Mysuru, on 12<sup>th</sup> – 14<sup>th</sup> August 2022.

#### Conference, Seminar Attended

01. Attended the National Level Seminar on *Global Convergence of Commerce Education*, organized by Department of commerce, Kuvempu University, Shankaraghatta, on October 28-29, 2006.
  02. Attended the National Level Seminar on *Eco-tourism – Problems and Prospects*, organized by Department of Tourism Administration, Kuvempu University, Shankaraghatta, on 1<sup>st</sup> December 2007.
  03. Attended the State Level Seminar on *Non Profit and Public Management in Human Service – Status, Issues and Prospectus*, organized by Department of Social Work, Kuvempu University, Shankaraghatta, on May 19-20, 2009.
  04. Attended a One day National Level Seminar on “*New Paradigms in Accounting and Finance.*” Held at Kuvempu University, Shankaraghatta on 26<sup>th</sup> May, 2012 as a Rapporteur of the Technical session.
  05. Presented a Paper “*Role of Innovative HR Practices in Tourism Development – a Study*” at National Conference organized by Department of Tourism Administration, Kuvempu University, on 31<sup>st</sup> May 2012.
  06. Attended a National Level Seminar on “Stress Management in Corporate Sector – issues and Challenges.” organized by Department of Commerce and Management in association with Mysore University Commerce and Management teachers forum on 18<sup>th</sup> September 2013.
  07. Attended a One day National Conference on “*Corporate Social Responsibility in the New Companies ACT 2013- Perspective and Challenge*” organized by Vidyavardhaka FirstGrade College, Mysore, on 11<sup>th</sup> October 2014.
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01. Participated in the One Day National Conference of CIQA Directors on *Implementation of NEP 2020 by Open Universities: Preparing A Roadmap*, organized by Centre for Internal Quality Assurance (CIQA), Krishna Kanta Handiqui

State Open University, Guwahati, Assam on 1st July 2022.

### Conference, Seminar and workshops Organized

1. Served as organizing convener for workshop on *Self Learning Material for Newly Appointed Contractual Assistant Professors of KSOU in the month of November 2021*. At Kavery Hall, KSOU, Mysuru.
2. Served as Organizing convener for *All India Open University Vice-Chancellors Meet on 21<sup>st</sup> February, 2022*, at Radisson Blu Atria, Palace Road, Bengaluru.
3. Served as *Organizing Secretary for International conference, Organized by R&D Cell, KSOU in association with WAIRCO* on 26<sup>th</sup>, 27<sup>th</sup> & 28<sup>th</sup> May 2022.

### Workshop Attended:

01. *Restructuring of B.Com Curricula*. Jointly organized by Department of Post Graduate Studies and Research in Commerce, Kuvempu University and Kuvempu University Commerce and Management Teachers forum. November 29, 2009.
02. *Research Methodology Work Shop*. Organized by Planning, Monitoring and Evaluation Board Kuvempu University. From 26.1.2011 to 28.1.2011.
03. *Research Methodology Work Shop*. Organized by Department of Post Graduate Studies and Research in Commerce, Kuvempu University. From 11.08.2011 to 15.08.2011.
04. *Self-Learning Material Development* Work Shop Organized by Karnataka State Open University. From 07.10.2013 to 08.10.2013.
05. *Cost Accounting Standards* a One Day Workshop, Organized by Department of commerce, Kuvempu University, on October 12<sup>th</sup> 2014.
06. *Accelerating Gross Enrolment Ratio in Education – Issues and Challenges*, one day workshop organized by Department of Higher Education, Govt. of Karnataka in association with KSOU, on May 14<sup>th</sup> 2015.
07. *Social Responsibility and Sustainability – Strategic Dimensions*, one day workshop organized by SDM-IMD, Mysuru, on 17<sup>th</sup> of November 2016.
08. Attended a state level *faculty Development Programme* at TTL College on 12<sup>th</sup> November 2016
09. One Day Orientation Programme on *Structuring and Preparation of SLM*, organised by KSOU, Mysuru. On 5<sup>th</sup> September 2017.

10. Attended Workshop on Choice Based Credit System at KSOU, Mysore on 19<sup>th</sup> July 2019
11. *National workshop on Design and Development of Self Learning Materials for Distance and Online Learning*, Seven days Workshop Organized by STRIDE, IGNOU, from 12.10.2020 to 18.10.2020.
12. *Attended a workshop on Curriculum Development for BBA at Department of Studies and Research in Management*, KSOU Mysore held on 15-03-21 to 21-03-21
13. *One Week Workshop on Basic Business Analytics*, Organized by Best Society of Research International, from 25.04.2022 to 30.04.2022.
14. *Two Days workshop on Development of Institutional Open Education Resource Policy for KSOU*, Organized by CEMCA in association with KSOU, Mysuru, on 28<sup>th</sup> & 29<sup>th</sup> Apr 2022.
15. Participated in the One day Workshop on *Learning Outcome Based Curriculum Framework (LOCF)*, Organized by Karnataka State Open University, Mukthagangotri, and Mysuru 570006 on 31<sup>st</sup> May 2022.

#### **Training Programmes Attended:**

01. *Completed Orientation Programme*, Academic staff college University of Mysore (06.07.2013 to 02.08.2013) 28 days.
02. *Completed Refresher course in Commerce*, Academic staff college University of Mysore, (30.06.2015 to 20.07.2015) (21 days)
03. *Completed Refresher Course in Soft Skill and Personality Development (Commerce & Management)*, UGC HRDC - University of Mysore, 17-02-2017 to 09-03-2017. (21 days)
04. *Completed Short-term Course on Radio Program Production as a Method in Pedagogy*, organized by Audio-visual Studio, KSOU, Mysuru, from 17.02.2020 to 23.02.2020
05. *Completed 101<sup>st</sup> Online Short-Term course on E-Content Development (Multi-disciplinary)*, Organized by UGC HRDC – Gujarat University, Ahmedabad, 23.07.2020 to 29.07.2020.
06. *Completed 3<sup>rd</sup> Online Refresher Course in Commerce and Management*, Organized by UGCHRDC Gujarat University Ahmedabad, (21.06.2022 to 04.07.2022).
07. *Attended One Day Training Programme on Academic and Administrative Audit*, Organized by KSOU, on 2<sup>nd</sup> September 2022.



<b>Membership of University Bodies/other Organizations:</b>	
<b>Bodies</b>	<b>University/Institution</b>
Founder member of IACM	International Association of Commerce & Management
Life Membership	Indian Commerce Association
CIQA External Member	Srinarayanaguru State Open University, Kollam, Kerala.
Department Research Advisory Committee (DRC)	Served as Chairman DRC, KSOU, Mysuru.
Research Advisory Committee (RAC)	Served as Chairman, RAC, KSOU, Mysuru.
<b>BOS</b>	<ol style="list-style-type: none"> <li>1. Served as member for Board of Studies in Commerce (PG) from 19.11.2014 to 18.11.2017.</li> <li>2. Served as member for Board of Studies in M.Tech Mechanical Engineering Programme from 18.02.2015 to 17.02.2018.</li> <li>3. Appointed as chairman for Board of Studies in Commerce (PG) from 08.02.2019 to 07.02.2022.</li> <li>4. Appointed as chairman for Board of Studies in Commerce (UG) from 08.02.2019 to 07.02.2022.</li> <li>5. Appointed as Chairman for Board of Studies in Commerce (PG) from 08.02.2022 to 07.02.2025</li> <li>6. Appointed as Member for Board of Studies in Commerce (UG) from 08.02.2022 to 07.02.2025.</li> </ol>
<b>BOE</b>	<ol style="list-style-type: none"> <li>1. Served as member for Board of Examiners for UG and PG 2014 And 2015.</li> <li>2. Served as chairman Board of Examiners for UG 2016 and 2017</li> <li>3. Served as chairman Board of Examiners for Ph.D. course work 2019.</li> <li>4. Served as chairman board of examiners for PG in commerce 2019 and 2020 and 2021.</li> <li>5. Appointed as Chairman Board of Examiners for PG in commerce 2022.</li> <li>6. Appointed as Chairman Board of Examiners for Ph.D. Course</li> </ol>

	<p>Work 2022.</p> <p>7. Member for BOE PG (Management), Kuvempu University, Shankaraghatta, for the academic year 2020-21.</p> <p>8. Member for BOE PG (Commerce), Bangalore University, Central College Campus, for the academic year 2020-21.</p> <p>9. Member for BOE PG (Commerce), Kuvempu University, Shankaraghatta, for the academic year 2021-22.</p> <p>10. Member for BOE PG (Commerce), Davanagere University, Tholahunase, for the academic year 2021-22.</p> <p>11. Member for BOE PG (Commerce), Bangalore City University, Central College Campus, for the academic year 2021-22.</p>
<b>Academic Counsellor Manual</b>	Served as Member coordinator for Academic Counsellors Manual for KSOU (17.07.2018).
<b>IQAC Committee</b>	Served as Member for Advisory committee for IQAC of Sahyadri Commerce and Management Collage, Shivamogga, (04.09.2018)
<b>Diploma and Certificate Ordinance preparation Committee</b>	Served as member coordinator for preparation of ordinance for diploma and certificate courses of KSOU (28.09.2018)

### Honors, Awards and Recognition

1. **Best Paper presentation award** for the paper entitled, “Problems and Prospects of Internet Banking in India – A Case Study of Selected Banks in Shimoga City” at the International Seminar organized by Annamalai University (Tamil Nadu) in 2010 .
2. **50 Eminent Researcher of 2021 for publication in the most coveted book.**
3. **Best Paper Award in ICMEETS – May 2022**, for the paper entitled, “*Impact of Training and Development of Employee on Productivity with Special Reference to KSRTC*”, at International conference, organized by WAIRCO in 2022.
4. **Outstanding Faculty Award, on the occasion of Teachers Day at International conference** organized by the Department of Studies and Research in Telugu, KSOU, Mysuru 2022

## **Involved in Policy Document Preparation**

01. Ordinance Governing *Under Graduate Programmes of KSOU under Choice Based Credit System.*
02. Ordinance Governing *Post Graduate Programmes of KSOU under Choice Based Credit System.*
03. Statute Governing *Conduct of Delivery of Academic and Skill Development Programmes.*
04. Statute Governing *Payment of Remuneration and Allowances for Examination Related Work.*
05. Amended Statute *Determining the constitution, powers and Functions of Board Studies.*
06. Statute governing the *establishment of schools of studies in KSOU.*
07. Statute Relating to the *Establishment of Chair on Sri Ananthkumar Studies Research and Extension Centre.*
08. Statute Relating to the *Establishment of Chair on Sri Sri Dr Balagangadharanatha Studies Research and Extension Centre.*
09. Statute Relating to the *Establishment of Chair on Sri Shivakumara Swamiji Studies Research and Extension Centre.*
10. Statute Relating to the *Establishment of Chair on HH Shivarathri Rajendra Mahaswamy Studies Research and Extension Centre.*
11. Statute Relating to the *Establishment of Chair on B.V. Karanth Studies Research and Extension Centre.*
12. Statute Relating to the *Establishment of Chair on Sri Akka Mahadevi Studies Research and Extension Centre.*
13. Statute Relating to the *Establishment of Chair on Sri Swamy Vivekananda Studies Research and Extension Centre.*
14. Statute Relating to the *Establishment of Chair on Sri Mahatma Gandhi Studies Research and Extension Centre.*
15. Statute relating to the *Establishment of Chair on Dr Babu Jagajeevan ram Studies Research and Extension Centre.*
16. Statute Relating to the *Establishment of Chair on Sri Nalwadi Krishna Raja Odeyar Studies Research and Extension Centre.*
17. Statute Relating to the *Establishment of Chair on Dr B.R. Ambedkar Studies Research and Extension Centre.*
18. Statute Relating to the *Establishment of Chair on Sri Ram Manohar Lohia Studies*

***Research and Extension Centre.***

**19. Statute Relating to the *Establishment of Chair on Sri Kamadhenu Studies Research and Extension Centre.***

**Special Lecture Delivered/ Invited Talk**

01. ***Delivered a special Lecture on Marketing Management*** for M.Com students of Kuvempu University distance education, organized by Director of Distance Education, Kuvempu University, on 13.04.2009. at Shankaraghatta.
02. ***Delivered a special Lecture on Entrepreneurship Development*** for M.Com students of Kuvempu University distance education, organized by Director of Distance Education, Kuvempu University, on 15.04.2009, at Shankaraghatta.
03. ***Delivered a special Lecture on Marketing Research and Consumer Behavior for*** M.Com students of Kuvempu University distance education, organized by Director of Distance Education, Kuvempu University, on 23.04.2009. at Shankaraghatta
04. ***Delivered a special Lecture on Entrepreneurship Development*** for M.Com students of Kuvempu University distance education, organized by Director of Distance Education, Kuvempu University, on 26.04.2010. at Shankaraghatta
05. ***Delivered a special Lecture on Entrepreneurship Development*** for M.Com students of Kuvempu University distance education, organized by Director of Distance Education, Kuvempu University, on 07.04.2011. at Shankaraghatta
06. ***Delivered a special Lecture on Marketing Management for*** M.Com students of Kuvempu University distance education, organized by Director of Distance Education, Kuvempu University, on 13.04.2011. at Shankaraghatta
07. ***Delivered a special Lecture on New Product Development Strategies in Service Sector*** for MTA students, organized by Department of Studies and Research in Tourism Administration, Kuvempu University, on 22.11.2011, at Shankaraghatta.
08. ***Delivered a special Lecture on Social Responsibility and business ethics*** for B.Com and BBA students, organized by IQAC, Maharani's Women's Commerce College, on 23.09.2015, at Mysore.
09. ***Delivered a special Lecture on Cost & Management Accounting*** for MBA students, organized under Special Lecture Series of Management Forum by Institute of Management Studies and Research, Kuvempu University, on 22.02.2017, at shankaraghatta.
10. ***Delivered a special Lecture on Application of Statistical Tools in Research*** for MBA students,

organized under Special Lecture Series of Management Forum by Institute of Management Studies and Research, Kuvempu University, on 2.08.2017, at Shankaraghatta.

11. ***Delivered a special Lecture on Strategic HRM Tools for Competency Building among Human Resources*** for MBA students, organized under Special Lecture Series of Management Forum by Institute of Management Studies and Research, Kuvempu University, on 21.10.2017, at Shankaraghatta.
12. ***Delivered a special Lecture on Human Resource Audit – A tool for evaluating employee's competency***, for MBA students, organized under Special Lecture Series of Management Forum by Institute of Management Studies and Research, Kuvempu University, on 21.10.2017, at Shankaraghatta.
13. ***Delivered a special Lecture on Entrepreneurship Development*** for M.Com, organized by Department of Studies and Research in Commerce, Kuvempu University, on 22.01.2020. at Shankaraghatta
14. ***Delivered a Lecture on Choice Based Credit System(CBCS)*** for *newly appointed Assistant Professor of KSOU Mysuru*, organized by Office of the Dean (Academic), KOSU, on 05.11.2020, at Mysuru.
15. ***Delivered a Lecture on Business Innovation and Creativity for MBA students***, under the webinar series, organized by *Sri. Siddhartha Institute of Management Studies, Tumkur*, on 18.09.2021. at Tumkur.
16. ***Delivered a Lecture on Quality Aspects of Distance Education and Provisions of ODL&OL Regulations 2020***, for Coordinators of LSCs, organized by *Office of Dean Study Centre, KSOU, Mysuru*, on 29.09.2021, at Mysuru.
17. ***Delivered a Lecture on Growth and Challenges of MSME's in India for MBA students***, under the webinar series, organized by *Sri. Siddhartha Institute of Management Studies, Tumkur*, on 23.10.2021, at Tumkur.
18. ***Delivered a Lecture on Career Opportunities in commerce Education for newly admitted students of KSOU Mysuru for the academic year 2021-22, during the online induction programme*** organized by Office of the Dean (Academic), KOSU, from 18.01.2021 to 20.01.2021, at Mysuru.
19. ***Delivered a special Lecture on Responsibility Accounting and Transfer Pricing*** for M.Com, organized by Department of Studies and Research in Commerce, Mangalore University, on 22<sup>nd</sup> & 23<sup>rd</sup> March 2022, at Konaje.
20. ***Delivered a special Lecture on Institutional Support to Entrepreneurs and Central Government Measures to Strengthen the MSME*** for M.Com, organized by Department of Studies and

Research in Commerce, Mangalore University, on 26<sup>th</sup> & 27<sup>th</sup> August 2022, at Konaje.

21. *Delivered a Special Lecture on Opportunities and challenges ahead of MSMEs in India, for MBA students*, under the webinar series, organized by **Sri. Siddhartha Institute of Management Studies, Tumkur**, on 7<sup>th</sup> & 8<sup>th</sup> September, 2022, at Tumkur.

#### **Participated as Chief Guest/ Resource person/ Chaired session /Rapporteur for the National/ International conference/Seminars**

01. Participated as *Chief Guest* for One Day National Conference on “Corporate Tax Planning and Procedure – A Practical Approach, “organized by Department of Studies and Research in Commerce, Sahyadri Commerce and Management College, Shivamogga. On 22.03.2021.
02. Participated as *session chair for the track Management* at International Conference on Management, Engineering, Education, Technology and Sciences (ICMEETS – May 2022) Organized by R&D Cell, KSOU in association with WAIRCO on 26<sup>th</sup>, 27<sup>th</sup> & 28<sup>th</sup> May 2022.

#### **Any other**

01. *Successfully completed, the self-learning online course on understanding Open Educational Resources (OER)*, conducted by Commonwealth of Learning, on 29<sup>th</sup> April 2022.
02. *Worked Observer for NEET, JEE, UGC NET, NCHM and other exams conducted by NTA.*
03. *Served as question paper setter and examiner for Departmental exams, conducted by the KSOU, office order dated 27.10.2021.*
04. *Served as chairman for preparation of KSOU annual report for the academic year 2020-21, office order (No. KSOU/GS/Staff-1/242/2021-22, dated 16.04.2021).*
05. *Served as observer for JEE (mains) – 2021 session -3.* Conducted by National Testing Agency (NTA) Office order (NTA/Exam/OBS/APPT/JEE/2021, dated 17.07.2021).
06. *Served as member for revision of statute on Board of Studies. Office order* (No. KSOU/Dean (Ac)-07/2020-21 dated, 29.03.2021)
07. *Worked as Programme Coordinator for Audio-visual studio* (Education and General Programme) (University order No. KSOU/audio-visual studio/2019-20, dated: 15.10.2020)
08. *Served as member for KSOU School Director Statute Revision committee.* (University order No. KSOU/Dean (Ac)/02/566/2020-21, dated 17.11.2020).

09. *Served as member for of CBCS ordinance preparation Committee.* (University Order No. KSOU/CIQA/CBCS Ordinance/22/2020-21)
10. *Served as member convener for preliminary preparation Committee to assist UGC Expert Committee for 12(B)* (university order No. KSOU/CIQA-08/2020-21, dated 30.01.2021)
11. *Served as member for preparation and revision of ordinance for various chairs established by the university* (University Order No. KSOU/Dean (AC)-01/2020-21, dated 15.03.2021)
12. *Prepared the Prospectus for M.com and MBA for the academic year 2021* (July Cycle), office Order (No. KSOU/Dean (Ac)-01/2020-21 dated, 06.07.2021).
13. *Served as member for preparation of statute for University academic and administrative activities.* Office order (No. KSOU/DCA-02/2021-22, dated 27.04.2021).
14. *Served as member for preparation of academic planner for the students of 2020-21* (July and January Cycle) office order (No. KSOU/Dean (Ac)/DAC-01/2020-21, dated 17.04.2021).
15. *Served as member for Policy Document preparation on Development of Self-Learning Material (SLM) in Print of KSOU.* Office order (No. KSOU/NAAC/Policy/16/2021-22 (Sl. No. 16254) dated 04.11.2021).
16. Member Convener for committee to submit the report on *“Registration, TA/DA and other allowances to the faculty members for attending the workshops and national\international conference.”*(No. KSOU/Dean(AC)-03/2022-23, dated 27.04.2022)
17. *Served as convener for AAA Committee constituted by the university for the year 2021-22* (Office Order No. KSOU/NAAC/AAA/02/2021-22 dated 14. 09.2022).