

BIO-DATA

(I)	Name In Full		Dr.S. VENKATESH		
(II)	(A)	Address (Permanent)	#974, 1 st Cross, Agni Hamsa Road, E & F Block, Kuvempu Nagar, Mysore - 570005		
	(b)	Address (correspondence)	Professor & Chairman, Department of Post Graduate Studies & Research in Commerce, Kuvempu University, Shankarghatta, Shimoga.		
(III)	Contact Number		986888745		
(IV)	E-mail id:		drvenki@yahoo.co.in		
(V)	Fax				
(VI)	Date of Birth		03-06-1968		
(XI)	Academic Qualifications				
Sl No	Course/Degree	Subject	University/Board	Year of passing	
1	B.Com	Commerce	University of Mysore	1992	
2	M.Com	Commerce	University of Mysore	1994	
3	Ph.D	Commerce	University of Mysore	2004	
Position held		Institution	from	To	Salary Drawn
Assistant Professor		Dept of Business Management, Maharaja's College, University of Mysore, Mysore.	17-02-2002	29-12-2017	UGC Pay Scale
Professor		Department of Post Graduate Studies & Research in Commerce, Kuvempu University, Shankarghatta, Shimoga.	30-12-2017	Present	UGC Pay Scale

A. RESEARCH PUBLICATIONS IN PEER-REVIEWED JOURNALS

1. **Venkatesh.S (2007) "Sickness in small scale industries: A perception analysis of Bankers"**, Southern Economist, Vol, 45 No, 19 2007. Pp 21-23 ISSN0038-4046
2. **Venkatesh.S (2007) "Antithesis of Barley and Means: private property nature of public companies in India"**, Journal of development and social change, Vol,5 No,1&2 Oct-(Dec)2007
3. **Venkatesh.S (2007)"Corporate ethics Index of selected companies in India: An empirical study using Infosys as a bench mark"**, Journal of development and social change, published. Vol,5 No,1&2 (Oct-Dec) 2007
4. **Venkatesh.S (2008) "The relationship between Non-audit services and auditor independence**, Indian journal of Finance, Vol, II No, 4 (August) 2008. Pp26-31.
5. **Venkatesh.S(2008) "Impact of non-audit services on auditor independence perspectives of Indian chartered Accountants"**, Southern Economist, Vol, 47 No, 14 (Nov 15) 2008 pp 33-36. ISSN0038-4046.
6. **Venkatesh.S (2010) "Essentials of CRM for Banking Industry"**, Southern Economist, Vol, 49, No 11 pp 37-40. ISSN0038-4046.
7. **Venkatesh.S (2010) "Application of data mining for Customer Relationship Management"**, Asian journal of Development Matters, Vol4 (3) (Dec) 2010 pp285-293.ISSN0973-9637.
8. **Venkatesh.S (2010)"Importance of CRM in Banking Industry"** Southern Economist Vol,49, No.15, Pp 29-32 ISSN 0038-4046
9. **Venkatesh.S (2011)"An ethical Introspection of selling Life Insurance in India** "International journal of social and Economic Research, Vol, 1 Issue.1st January-June PP.286-294.ISBN 2249-6270.
10. **Venkatesh.S (2011) "Product customization- A paradigm shift in Life Insurance**, "Southern Economist, Vol. 49, No.18 Pp 29-32. ISSN 0038-4046.
11. **Venkatesh.S (2011) "Public Private Partnership Projects in Urban Services"** Southern Economist Vol, 49, No, 24 (April, 15th) 2011, Pp46-48, ISSN 0038-4046.

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| 12 | Venkatesh.S (2011)"Pension Fund Investment Policy Reforms in India" Southern Economist, Vol.50, No, 1 (May 1 st) 2011, pp79-83. ISSN0038-4046 |
| 13 | Mehdi Rouholamini and Venkatesh.S,(2011) "Application of Customer Relationship Management (CRM) in Banking Industry" Asian journal of Development Matters, special Vol, No, 5(1) (April) 2011 pp20-26.ISSN0976-4674. |
| 14. | Venkatesh.S (2011) "A Study of Customer Relationship Management in Iranian Banking Industry" International Journal of Information Technology and Knowledge Management" Vol4, No.2 pp723-729. |
| 15. | Venkatesh.S (2011) "The Role of IT on CRM in Banking Industry" International Journal of Business Economics and Management Research Volume 2, Issue 12 (December), 2011 ISSN 2229-4848.Internationally Indexed & Listed Referred e-Journal IJBEMR |
| 16. | Venkatesh.S (2011) "Images of Woman in Advertising and its Impact on the Society." International Journal of Research in Commerce & Management. VOLUME NO. 2 (2011), ISSUE NO. 9 (SEPTEMBER) Directories ISSN 0976-2183 |
| 17. | Mehdi Rouholamini and Venkatesh.S,(2011) "Importance of CRM in Indian Banking industry" , Southern Economist, Vol, 49 No, 15 2011.pp29-32 ISSN0038-4046. |
| 18. | Venkatesh.S (2011) "Sexually oriented Advertising Impact on the Youth Southern Economist, Vol.50, No, 14 (November 15th)2011, ISSN0038-4046 |
| 19 | Venkatesh.S (2011) "A Study of CRM Implementation Barriers in Iranian Banking Industry." EXCEL International Journal of Multidisciplinary Management Studies Vol.1Issue3 (December) 2011. ISSN 22498834 |
| 20. | Venkatesh.S (2011) "Urban Infrastructure Projects: Issues and Challenges" Southern Economist Vol, 50, No, 16 (Dec, 15 th) 2011, pp51-54, ISSN0038-4046. |
| 21. | Venkatesh.S (2012) " Impact of Female Sexual Objectification In Advertising On Women" International Journal of Marketing and Management Research .IJMMR Volume 3, Issue 5 Pp10-13(May, 2012) ISSN 2229-6883 Internationally Indexed & Listed Referred e-journal |
| 22 | Venkatesh.S (2012) Problems Of Rural Women Entrepreneurs: An Empirical Study In Periyapatna Taluk International Journal of Business Economics and Management IJBEMR Volume 3, Issue 6- 8 (June-August, 2012) ISSN 2229-4848 Internationally Indexed & Listed Referred e-journal |

23	Venkatesh.S (2012) “Financial Institution in the Implementation of SHGs Programme in Karnataka.” Southern Economist Vol,51 No 07 (August 1 st) 2012 pp31-34 Agust1st 2012.ISSN0038-4046
24	Venkatesh.S (2012) “Performance of SHGs Credit Linkage Programmes: A Comparative Analysis” International Journal of Research in Commerce & Management VOLUME NO. 3 ISSUE NO. (2012), 9Pp 138-142 (SEPTEMBER) ISSN 0976-2183
25	Venkatesh.S (2012) “The Impact of Portraying Women as Sex Idols in Advertisement on Adolescents” Strategic Approach for Marketing Management. Published by BONFRING (2012) pp27-31. ISBN 978-93-82338-10-9
26.	Venkatesh.S (2012) “Outpatient Satisfaction Related to Service Quality in Two Hospitals in Bangalore City: A Comparative Study Southern Economist Vol 51, No.14 pp29-32. (Nov) 2012. ISSN0038-4046
27.	Venkatesh.S (2013) “Conceptual Evaluation of Micro-finance (MF) JSSCWM QUEST Journal of Science, Humanities, Commerce and Management Vol 1,Issue I Pp122-129 March 2013 ISSN 2321-0052
28.	Venkatesh.S (2013) “Social Security through Financial Sustainability of Ageing Population” - A Conceptual Study. Research Revolution, International Journal of Social Science and Management .Vol. I Issue 7 Pp 17 – 19 (April) 2013.ISSN:2319.300X
29.	Venkatesh.S (2013) “SHG-Bank Linkage Programme is a Tool for Socioeconomic Empowerment of Women: an Empirical analysis” ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780 Vol.4 (1), JANUARY (2013)
30	Venkatesh.S (2013) “Awareness of Pension Schemes among unorganised Sector: An Empirical Study, Interdisciplinary Journal of Management & Behavioural Sciences, vol.2, No.2, April-June – 2013, ISSN 2278-1285, Pp 10-20.
31	Venkatesh.S (2014) “Health care System Branding how Important is Branding in health care Industry? Kegees Journal of Social Science Vol.6 No1. (Jan) 2014 Pp210-215.
32	Venkatesh.S (2014) “Impact of Macroeconomic Indicators on Indian Life Insurance Market– A Study.” JSSCWM QUEST Journal of Science, Humanities, Commerce and Management Vol 1, Issue I Pp122-129 March 2014. ISSN 2321-0052.
33	Venkatesh.S (2014) “An Evaluation of Indian and Iranian Health care Industry.” An International Multidisciplinary Research Journal (A Double Blind Refereed & Reviewed International Journal) ISSN: 2249-7137 Vol. 4, Issue. 5, May 2014 ACADEMICIA.

34	Venkatesh.S (2014) “ A Study of Yeshasvini Health Insurance Scheme in Karnataka” Equity and Sustainable Human Development – Issues and Policy Implications, Conference Proceedings volume – II, May, 2014, ISBN 978-1-312-12663-3.
35	Venkatesh.S (2014) “ Feminisation Among Elderly Population in India: Role of Micro Financial Institutions ” Global Journal of Finance and Management. Vol6, Number 9, 2014 Pp897-906.
36	Venkatesh. S (2014) “ Management of Non-Profit Organization – Issues and Challenges ” Journal of Business, Management and Commerce Research, Vol. II, Issue. VIII, June 2014, ISSN 2319-250X.
37	Venkatesh. S (2014) “ Working Of Yeshasvini Health Insurance Scheme In Karnataka – A Study , International Journal of Research in Commerce, Economics and Management, Volume No. 4 (2014), Issue No. 13 (April), ISSN 2231-4245.
38	Venkatesh. S (2014) “ Pension Fund Investment in India: Its Challenges and Prognosis ”,
39	Venkatesh. S (2015) , “ Impact of Job stress on Career Orientation of Working Women ” Indian Journal of Applied Research, Vol. 5, Issue. 1. January 2015, ISSN 2249-555X
40	Venkatesh .S (2015) , “ Impact of work involvement on career orientation of Working Women ” Indian Journal of Applied Research, Vol.4, Issue.1 January 2015, ISSN 2277-8160.
41	Venkatesh .S (2015) “ Customer Relationship Management Practices in Commercial Banks-with special reference to Rural Karnataka ” Managing Transformation, Jan-2015, ISBN: 978-93-84869-13-7.
42	Venkatesh .S (2015) “ Customer Relationship Management Practices in the Indian Banking Sector ”-Transforming India in the 21 st Century, Perspectives, Challenges and Policy Implications, May-2015, pp 93-98. ISBN:978-81-923619-5-6.
43	Venkatesh .S (2015) “ Impact of Dual Role on Career Orientation of Working Women ”-Transforming India in the 21 st Century, Perspectives, Challenges and Policy Implications, May-2015, pp 15-18. ISBN:978-81-923619-5-6.
44.	Venkatesh .S (2016) , “ Awareness and Satisfaction Level of Public Towards Health Insurance Schemes in Mysore District ” Indian Journal of Applied Research, Vol.6, Issue.1 January 2016, ISSN 2249-555X.

45	Venkatesh .S (2016), “ Destitute widow pension scheme in Karnataka: Its socio – economic impacts” International journal of multidisciplinary education research, ISSN: 2277-7881
46	Venkatesh .S (2016), “Knowledge and Awareness Level of Yeshasvini Scheme in Karnataka – A Study” PARIPEX - Indian Journal of Research, ISSN-2250-1991.
47	Venkatesh .S (2017), “Yeshasvini Health Insurance scheme enrollment in Karnataka – A Study” PARIPEX - Indian Journal of Research, ISSN-2250-1991.
48	Venkatesh .S (2017), “Awareness level of Yeshasvini Health Insurance Scheme – A Study” EPRA-International Journal of Economics and Business Review, ISSN -2349-0187.
49.	Venkatesh .S (2017), “Awareness and Perception of BPL households towards Vajpayee Arogyashree Scheme in Karnataka – A Study” IOSR –Journal of Business and Management (IOSR-JBM), e-ISSN – 2278-487X, p-ISSN – 2319-7668.
50.	Venkatesh .S (2017), “Trends in Cash Transfer Programs for elderly and Vulnerable community in Karnataka” IOSR –Journal of Business and Management (IOSR-JBM), e-ISSN – 2278-487X, p-ISSN – 2319-7668.
51.	Venkatesh .S (2017), “Responsiveness of Yeshasvini Policy holders towards Yeshasvini Health Insurance Scheme: A Study of Mysore District”, IOSR –Journal of Business and Management (IOSR-JBM), e-ISSN – 2278-487X, p-ISSN – 2319-7668.

INTERNATIONAL SEMINARS/CONFERENCES/WORKSHOPS

Sl No	Theme	Title of the Paper	Organized by	Date and Year
01	“Knowledge capital Implications for Accounting and Valuation”	“Knowledge Capital Implication for Accounting and Valuation”	All India Accounting Conference, Hyderabad.	Dec 10-11, 2005
02	The sixth International Multi-disciplinary Conference on “Knowledge in New Millennium”.	“Sexually Oriented Advertising and its impact on the youth”	Ministry of Science, Research & Technology Mysore India	14 th and 15 th January 2011
03	International Conference on “Re-Engineering of Management Education”.	“Management Education in India: Some Challenges”	KSOU DOS in Commerce and Management Manasagongotri Mysore	8 th and 9 th April 2011
04	International Conference on Open and Distance Learning in Global Environment –Issues and Challenges	“Distance Education and Ethical Values”	Karnataka State Open University Manasagangotri Mysore	21-23 rd September 2011
05	“International Conference on Synchronizing Management Theories and Business Practices: Challenges Ahead”	“The impact of portraying women as sex Idols in advertising on adolescents”	Annamalai University	27 th -29 th July 2012
06	4 th International Conference on Finance and Business Management Presented a Paper entitled “Awareness of Pension Schemes Among Unorganised Sector: An Empirical Study	“ Awareness of Pension schemes among unorganized Sector- An Empirical Study”	Society of Technical and Management Professionals (STMP) Haridwar, U.K,(India)	15-16 June 2013
07	13 th International Conference on Emerging Trends, Challenges and Opportunities in Global business Presented a Paper entitled “Customer Relationship Management Practices in Commercial Banks-With Special	“ CRM Practices in commercial Banks – With special reference to rural Karnataka”	Organised by Research Development Association and RDA, Goa (India)	September 28and 29 th , 2013

	Reference to Rural Karnataka”			
08	3 rd International conference on “Competency Building Strategies in Business and Technology for Sustainable Development”	“Institutional support to Women Entrepreneurs in Modern Era- A Study”	Sri Ganesh School of Business Management, Salem, Tamil Nadu.	25 th February, 2013
09	3 rd International conference on “Competency Building Strategies in Business and Technology for Sustainable Development”	“Working of Yeshasvini Health Insurance Scheme in Karnataka- A Study?”	Sri Ganesh School of Business Management, Salem, Tamil Nadu.	25 th February, 2013
10	8 th International Cooperative Alliance-Asia Pacific Research Conference on Mainstreaming Cooperatives in the Global Economy	Participation	Organised by DOS in Economics and Cooperation & Third Sector Research Resource Center, University of Mysore Mysore.	29and30th November,2013
11	Strategies for Social and Sustainable Competitive advantages in Globalised Era	Participation	Karnataka State Women University, Bijapur	20 th & 21 st 2014
12	Second International Conference on Social Security 2014	“ Pension Fund Investment in India: Its Challenges and Prognosis”	Organised by Social Security Research Centre, Malaysia.	3 rd to 5 th December, 2014
13	International seminar on Self Help Initiatives, Micro Finance and Sustainable Development	Participation	Organized by SBRR Mahajana First Grade College, Mysore	2 nd & 3 rd February, 2015
	2 nd International Conference on ‘Management in the 21 st century – Issues, Challenges and the Road ahead,	Effectiveness of yeshasvini Health Insurance scheme in Karnataka – A Study	Organised by ST Aloysius College, Mangalore.	21 st March, 2016
	2 nd International Conference on ‘Management in the 21 st	Rashtriya Swastya Bhima Yojana Health Insurance scheme in Karnataka – A	Organised by ST Aloysius College,	21 st March, 2016

	century – Issues, Challenges and the Road ahead,	Conceptual Study	Mangalore.	
14.	XL Indian Social Science Congress	“ Knowledge and Awareness level of RSBY Scheme in Karnataka – A Study”	Organised by Indian Academy of Social Sciences and University of Mysore, Mysuru	19 th to 23 rd Dec, 2016

NATIONAL SEMINARS/CONFERENCES/WORKSHOPS

Sl No	Theme	Title of the Paper	Organized by	Date and Year
01	All India Seminar on commerce Education in the New Millennium”	“Commerce Education in the new Millennium”	All India Accounting Conference, Mysore.	3 rd & 4 th March, 2000
02	Management of Higher Education: Issues and Challenges	Participation	BIMS, University of Mysore.	18 th August, 2003
03	Consumer Protection in India	Participation	Vidyavardhaka First Grade College, Mysore	26 th & 27 th December, 2003
04	National Seminar on “Value Added Tax”	“ A Study on VAT Implications in India”	R.C. College of Commerce Bangalore	Jan 27-28, 2005
05	National Seminar on “Repositioning Business Education Compulsions and Strategies”	Participation	Bangalore University Bangalore	Feb21&22nd, 2006
06	National Seminar on “Corporate Social Responsibility”	“Advertisement in Diversified Society”	Somani College Mysore	Sept 7&8 th 2007
07	National Seminar on “Relevance of Indian Economic Thought Under Globalization”	“Relevance of V K R V Rao’s Economic Thought in the Present Context”	Vijaya First Grade College Pandavapura	31 st Oct 2008

08	National seminar on "Globalization and Managerial Challenges"	Participation	P E S College Mandya	April 26&27 th 2010
09	National seminar on "C R M In Banking Industry	" CRM Implementations Issues in Banking Industry"	J S S College for Women Mysore	Sept 28&29 th 2010
10	National seminar on " Cosmopolitanism in Contemporary Fiction"	Participation	Maharaja's College University of Mysore	March 29&30 th 2010
11	Marketing Revolution : Emerging Trends in Retail Marketing	Participation	Vidyodaya Arts & Commerce College, T Narsipura.	16 th & 17 th September, 2011
12	Stress Management in corporate Sector: issues and Challenges"	An evaluation of conceptual Framework on Work Life Balance of Women Employees"	Adichunchanagiri college of Arts, commerce & Science, Nagmangala, Mandya District.	18 th September, 2013
13	66 th All India Commerce Conference of the Indian Commerce Association and National Seminar on Inclusive Growth and Sustainability-Role of Commerce Education in India	Participation	Organised by Department of Commerce, Bangalore University, Bangalore.	5th-7th December,2013
14	National Seminar on International Financial Reporting Standards	Participation	University of Mysore, Department of Studies in Commerce, Hemangothri, Hassan	14 th November, 2014
15	National Seminar on Contemporary Issues in In Management	Paper submitted in Absentia	Vidyavardhaka college of Engineering, Department of Business Administration	27 th September, 2014
16	National Conference on Global Interface of	participation	Federation of Teachers	7 th and 8 th March, 2014

	Technology and Business		Councils of Commerce and Management in Karnataka	
17	UGC-SAP Annual Conference “ Agri Risk Management”	Participation	Department of Studies in Commerce, University of Mysore.	25 th March, 2014
18	Two Day national Seminar on “IFRS Convergence in India – Issues & Challenges	Participation	JSS college for Women, Mysore	13 th & 14 th Feb, 2015
19	Two Days National Level Seminar on “ Service Sector : The engine of growth for Indian Inc – The Convergence of Ideas”	Rapporteur	Government College for Women, Mandya	22 nd & 23 rd April, 2015
20	One Day National Seminar on “Health Insurance In India – Issues and challenges”	Public and Private Health Insurance In India	JSS college for Women, Mysore	11 th Sept 2015
21	One Day National Seminar on “Health Insurance In India – Issues and challenges”	Sampoorna Suraksha and yeshasvini health Insurance Programme in Karnataka ; A Comparative Study	JSS college for Women, Mysore	11 th Sept 2015
22.	Two days National Conference on Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the road Ahead	Awareness and Perception of BPL households towards Vajpayee Arogyashree Scheme in Karnataka – A Study	Organised by Department of Commerce and Management, Amrita school of Arts and Sciences, Amrita University Mysuru,	07 th and 8 th April - 2017
23.	Two days National Conference on Structural, Institutional and Financial Sector	Trends in Cash Transfer Programs for elderly and	Organised by Department of Commerce and Management,	07 th and 8 th April - 2017

	Changes (both Global and Indian) in the New Millennium and the road Ahead	Vulnerable community in Karnataka	Amrita school of Arts and Sciences, Amrita University Mysuru,	
24.	Two days National Conference on Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the road Ahead	Responsiveness of Yeshasvini Policy holders towards Yeshasvini Health Insurance Scheme: A Study of Mysore District	Organised by Department of Commerce and Management, Amrita school of Arts and Sciences, Amrita University Mysuru,	07 th and 8 th April - 2017

STATE LEVEL SEMINARS/CONFERENCES/WORKSHOPS

Sl no	Seminar/ Conference Theme	Title of the Paper	Organized by	Date
01	Corporate Governance	Participation	FTCCMIK	7 th and 8 th August, 1999
02	Industrial Sickness	Rehabilitation of SSI's – An Empirical Study	Kuvempu University	12 th November, 2000
07	State Level Conference of Commerce & Management Teachers in Karnataka. “ Ethical Issues in Advertising in Indian Perspective”	Ethical Issues in Advertising – An Indian Perspective	Gulbarga University Gulbarga	Feb8&9 th 2008
03	State Level Seminar on “Impact of Globalization SMEs-Challenges and opportunities”	Participation	Sri D. D Urs F g College Hunsur	Oct 6&7 th 2008
04	State Level Seminar on “Emerging Issues in Banking Sector	Participation	JSS college for Women	Oct 22 nd 2008

	Challenges Ahead”		Chamarajanagar.	
08	State Level Conference of College Teachers Association in Karnataka “Inclusive Education and Inclusive Development”.	Participation	FUCTAK & Bangalore University, Bangalore.	Oct 17-19 th 2008
09	Policy Analysis and Inclusive Growth in Karnataka	Participation	Dept. of Economics & Co-operation, Maharaja’s College. Mysore.	20 th & 21 st March, 2009
05	State Level Seminar on “Policy Analysis and Inclusive Growth in Karnataka”	Participation	Maharaja’s College University of Mysore	March 20&21 st 2009
06	State Level Seminar on “Emerging Trends in Service Sector”	Participation	Somani College Mysore	April 15 th 2010
10	Importance of Humanity Studies in Degree Education	Participation	Maharaja’s College. Mysore	12 th March, 2010
11	State Level Conference on “Importance of Studying Humanities in Degree Course”.		Maharaja’s College University of Mysore	Mar 12 th , 2010
12	State Level Seminar on “Rural Entrepreneurship Contemporary Issues”.	Participation	Bharathinagar Maddur Taluk Mandya District	26 th Feb2011
13	A Two Day State Level Seminar on “Emerging Trends in the World Economy and Managerial Challenges”.	Participation	JSS College for Women Kollegal	29 th and 30 th March 2011
14	State Level Conference on Achieving Organizational Excellence through Business Education- Issues and Challenges Organized by MUC&M Teachers Forum	Participation	MUC&M Teachers Forum Manasagangotri Mysore.	17&18 February 2012

15.	State Level Seminar on “Corporate Governance & Corporate Social Responsibility”	Participation	RBANM’s Educational Charities	11 th Oct, 2013
16	Stress Management in Corporate Sector-Issues and Challenges.	“An Evaluation of Conceptual Frame work on Work Life Balance of Women Employees”	Sri Adichunchanagiri College of Arts and Commerce & Science	18 th September 2013
17	Insurance Service in India – Trends & Challenges	Impact of Macro Economic Indicators on Indian Life Insurance Market – A Study	JSS college of Arts and Commerce and Science, Mysore.	8 th February, 2014
18	Two Day Workshop on Financial Derivatives	Participation	TTL college of Business Management. Mysore.	2 nd & 3 rd April, 2014
19	Two Day State Level Seminar on “ Financial Inclusion – A Policy Perspective for an Egalitarian Society	Rapporteur	JSS College for Women, Kollegal, Chamarajanagar District	

**PARTICIPATION IN ORIENTATION PROGRAMME/ REFRESHER
COURSE/OTHER TRAININGS**

Sl no	Workshop/Orientation Course	Organized By	Place and Date
01	“ Orientation Programme “	UGC Academic Staff College, University of Mysore	1-9-2006 to 28-09-2006
02	Refresher Course	UGC Academic Staff College, University of Mysore	03-08-2011 to 23-08-2011
03	Refresher Course	UGC Academic Staff College, University of Mysore	27-06-2014 to 17-07-2014

04	Workshop on “Syllabi of Fifth & Sixth Sem B.com /B B M”	DBCC College, Mysore	July 1st, 2006
05	Workshop on “Computer Applications for the Teachers of B.com /BBM	University of Mysore Manasagangotri, Mysore	Feb 20, 2006
06	Workshop on “Total Quality Improvement”	Maharaja’s College University of Mysore	Oct 4-5, 2007
07	MDP on “Risk Management in SMEs”	VIT University Vellore T .N	Jan 19th, 2008
08	National Workshop on “Innovations in Micro Finance”	VIT University Vellore T .N	Dec 12 th 2008
09	Two Day Workshop on Managing Nonprofit Organizations”	VVET Mysore	14 th and 15 th May 2011
	Workshop for BBM faculty to revise curriculum	B.N. Bahadur Institute of management Sciences, University of Mysore.	17-12-2013
10	Two Day workshop for redesigning B.Com & BBM Curriculum	JSS college for Women (Autonomous), Mysore	21 st & 22 nd Feb, 2015

Ph.D Guidance- Doctoral Degree Awarded (Commerce)

Sl.no	Name of the Students	Topic	Year of Award
1	Abbas Ali Pouragajan	Non-Audit Services rendered By Auditors: A Case Study of Iranian Corporate Sector	2011
2	Mahesh .R	An Analysis of Life Insurance Services as Perceived by Indian Insurance Buyers	2012
3	Mehdi Rouhalamani	An Evaluation of Customer Relationship Management in Iranian Banking Industry	2012
4	Poorna Chandra	An Evaluation of Management of Finances and Service Delivery in Projects of Urban Local	2012

		Bodies Funded by ADB	
5	Govindaraju M.S	“A Study of Effectiveness of Micro Credit in Mandya District”	2013
6	Snigda Vivek	“Effectiveness of Advertisement Focusing on women Factor A case study with Special reference to Bangalore city”	2013
7	M.C. Shivakumar	“Career Orientation and Role conflict Among Women Employees:(A Study on Affiliated Colleges of University of Mysore”	2016
8	Rahila Abadollahi	“Application of Marketing Strategies in Health Care Industry: A Comparative Study of Indian and Iranian Hospitals”	2016
9	Vanishree M R	“ Performance of Pension Fund Scheme for Unorganized Sector in Karnataka”	2017
10	Prashantha	“ Evaluation of Government Health Insurance Schemes for Workers in the Unorganised Sector in Karnataka”	2017
11	Mahesha N P	“An Evaluation of Health Risk Protection Under Yeshasvini Health Insurance Scheme of Karnataka”	2017

PhD Guidance-Candidates Pursuing

Sl. no	Name	Topic	Status Year
1.	Nandish.M	“Customer Relationship Management Practices in Commercial Banks-With	Thesis writing is in

		Special Reference to Rural Karnataka”	Progress
2.	Ms. Chaithanya S	“ A Study on Pension Fund Investment Pattern in India”	Registered

M.Phil Guidance

Sl. No	Name	Topic	Subject	Year of Award	University
1	Javaregowda	Role of DIC in the development of small scale industries.	Commerce	2007	Bharatiyar university
2	Ramesh M.K	Market analysis of Nandini milk and curd:A case study of MANMUL	Commerce	2007	Bharatiyar university
3	Meera Omkar Shetty	Role of KSFC in the development of SSI in Mysore district	Commerce	2007	Madurai Kamaraj
4	M. Prabhu	Risk perception and interest of common investors in Indian capital market	Commerce	2008	Madurai Kamaraj
5	Manjula . M	A case study of TDMFS by KSFC towards SSI in Mysore district.	Commerce	2008	Madurai Kamaraj
6	Snigda Vivek	A study of Employee attrition rate :A case study of Raman boards	Commerce	2008	Vinayaka Missions
7	Yogesha B.S	Performance of mutual fund: A case study of Reliance industries.	Commerce	2007	Madurai Kamaraj

Other Academic Related Activities

1. Delivered two lectures as **Resource person** to the participants of 14th Refresher Course in Commerce was held in 2004, organized by UGC-Academic Staff College, University of Mysore.
2. Participated as **Rapporteur** in UGC sponsored two day state level Seminar on “Financial Inclusion – A policy perspective for an egalitarian Society”, Organized by the department of Commerce, JSS College for Women, Kollegal, Chamarajanagar.
3. Participated as **Rapporteur** in UGC sponsored two day National level seminar on Service Sector: The Engine of Growth for Indian Inc – The Convergence of Ideas, held on 22nd & 23rd April 2015, organized by the Government College For Women, Mandya.
4. Worked as member of **Board of Studies in Commerce** in University of Mysore (UG) from 13/08/2007 to 12/08/2010.
5. Worked as member of **Inter college Cultural selection committee** for the academic year 2010-11 in University of Mysore.
6. Worked as **Master trainer** to train supervisors and enumerators for the work of Census-2011, from 31-01-2011 to 02-02-2011.
7. Worked as member of **Board of Examiners** in Commerce for the examinations of 2012-13.
8. Worked as **Chairman of Board of Examiner for BBA (UG)** in Yuvaraja’s College (Autonomous) Mysore for the period of 2012-13 & 2013-14.
9. Delivered a **keynote address** in Dhrushti Commerce and Management Forum in 28-03-2012, Organized by Government First grade college, K.R Pet, Mandya.
10. Worked as member of **Board of Examiners** in respective of Undergraduate degree examinations to be held in May/June-2014 and Nov/Dec-2014.
11. Worked as **selection committee member** for undergraduate course for the academic year 2014-15 in Maharaja’s College, Mysore.
12. Worked as **UGC Committee member** in Maharaja’s College for the academic year 2014-15, Mysore
13. Worked as **E.C.A Committee member** in Maharaja’s College for the academic year 2014-15.

14. Worked as **Chief Superintendent of Examinations** for Conduct of M.B.A I & II Semester Examinations – Dec 2014 at Asian Institute of Management & Technology, Guwahati, Assam from 12-12-2014-27-12-14.
15. Working as member of **Board of Studies in Management** in University of Mysore (UG) for the period from 2013 to 2015.
16. Working as member of **Board of Studies in Business Management** in JSS College for Women (Autonomous) Mysore, for the period from 2014 to 2016.
17. Working as a **Nodal officer** of Maharaja's College, University of Mysore, Mysuru from 2016-17 academic year.
18. Working as a chairman of **Board of Examiners in Commerce**, Kuvempu University.
19. Working as a chairman of **Commerce Department**, Kuvempu University.
20. Working as a Chairman of **Board of Studies in Commerce**, Kuvempu University