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1. QUALIFICATIONS

- Ph.D. Management, July – 2006, Dept. of M.B.A, Kuvempu University, INDIA.
- UGC-NET-98, in Management (1998)
- M.B.A. Kuvempu University, June – 1994, Dept. of M.B.A , Area of Specialization- Marketing Management, Kuvempu University, P.G Centre, Davangere, INDIA.
- A Certificate Course in Statistical Application, University of Mysore, (July- Sept, 2007)
- B.A. Economics, June – 1990, University of Mysore, INDIA

2. EXPERIENCE:

a) Industry – Worked as a Management Trainee in Customer service with

M/s Cipla Ltd, Mumbai. (From 13-12-1994 to 25-05-1997)

b) Teaching (P.G) – (Starting from the current)

1. Working as Professor, Dept. of M.B.A , **Kuvempu University, From: 18-09-2014 to till date**
2. Worked as Associate Professor, Dept. of M.B.A , **Kuvempu University, From: 18-09-2011 to 1809-2014**
3. Worked as Reader, Dept. of M.B.A , **Kuvempu University,**. From 18- 09-2008 to 18-09-2011.
4. Worked as a lecturer with **University of Mysore**, in the *Dept. of Business Administration*, from 27-08-2004 to 17-09-2008.
5. Worked as a lecturer with **B.V.V Sangha's Institute of Management studies**, Bagalkot, Karnataka. From 09-09-1999 to 26-08-2004.

c) Teaching (U.G)

5. Worked as a full time lecturer with **S.D.M College Honavar**, Karwar Dist, from 24-07-1997 to 06-09-1999

d) Administrative

- **Department Chairman**, Institute of Management Studies and Research, (M.B.A) Kuvempu University, Jnanasahyadri, Shankarghatta -577451 From: 28:12:1016.
- **Director – School of Business Studies**, Kuvempu University, Jnanasahyadri, Shankarghatta -577451. (2017)
- **Chairman, BOS (PG) Management**, Kuvempu University, Jnanasahyadri, Shankarghatta - 577451.(from 2017)
- **Chairman, BOE** in Management, Kuvempu University. (2016-17)
- **Department Chairman**, Institute of Management Studies and Research, (M.B.A) Kuvempu University, Jnanasahyadri, Shankarghatta -577451 From: 07:12:1012 to 20-12-2014.

- **Director, Kuvempu University**, Post-graduation Centre, Kadur, Chickmagalur Dist. From 01-12-2008 to 15-03-2012.

- Chairman, BOE, in MBA (DDE), Kuvempu University,
- Member, BOE, in MBA, University of Mysore. (2012-13)
- Member, BOE, in MBA, Gulbarga University. (2010-11)
- Member, BOE, in MBA, Davangere University (2015-16)
- Member, BOE, in MBA, Karnataka University, Dharwad. (2013-14)
- Member, BOE, in Commerce, Bangalore University, 2012-13)
- Member, BOE, in MBA, KSOU, Mysore. (2011-12)
- Member, Faculty of Commerce & Management, Kuvempu University.
- Member, BOS, in Management, Kuvempu University. (2012-16)

3. Membership in Various Bodies

1. Member Editorial Advisory Board, Global Research Review, Peer Reviewed Management Journal. Scholars Association of Kerala.
2. Member Editorial Board, JM International Journal of Management Research, Madurai.
3. Member Editorial Board, Researcher Scholar, Refereed Interdisciplinary Research Journal, Kottayam, Kerala.
4. Editorial Member, Kuvempu University, Annual Report 2013-14

6. Organization of Conference and Session Chair:

1. Keynote speaker, National Conference on “Innovation Management – Emerging Paradigms” Organised by Institute of Management Studies, Davangere University 17th Dec 2015.
2. Technical Session Chairman, National Conference on Business Education in India – Opportunities and Challenges, Dept. of P.G Studies and Research in Commerce and Management, Sahyadri Collage Campus, Shimoga, 25th, Feb 2015.
3. **Technical Session Chairman**, National conference on Innovations in Insurance Sector in India. Tumkur University, Nov, 2014.
4. **Conference Director**, Two day National Conference on the topic: **Developing a Holistic Indian Management System, Nov, 22-23 2013.** Institute of Management Studies, Kuvempu University.
5. National Conference on Renewing Business Trends in Post Recessionary economy. **Technical Session Chair – Session III, HRM**, Institute of Management Studies, Kuvempu University, 18 – 19, March 2011.
6. National Conference sponsored by UGC, **Session Chairman**, SJM, collage of Arts and Commerce, Tarikere, Karnataka. 9 – 10th, Sept. 2010.

5. Research Project:

A minor Research project funded by Kuvempu University is undertaken on the topic: Managerial Skills and Entrepreneurial Success – A Case Study of Shimoga district. (2011)

6. Research Guidance:

Sl No.	Research guidance	Awarded	Submitted	Pursuing
01	Ph.d	10	0	06
02	M.Phil	04		--

7. Special / Invited Lectures Delivered

1. UGC-Academic Staff Collage **Goa University** – Resources Person to the participants of 22nd Refresher Course in commerce. Delivered **two lectures**. Date: 13 -03- 2015.
2. UGC-Academic Staff Collage **University of Mysore** – Resources Person to the participants of Special Winter Season Refresher Course in commerce and Management. Delivered **two lectures**. Date: 016 -012- 2014.
3. UGC-Academic Staff Collage **University of Mysore** – Resources Person to the participants of 23rd Refresher Course in commerce and Management. Delivered **two lectures**. Date: 03 -07- 2014.
4. UGC-Academic Staff Collage **University of Mysore** – Resources Person to the participants of 22nd Refresher Course in commerce and Management. Delivered **two lectures**. Date: 29 -06- 2013.
5. UGC-Academic Staff Collage **University of Mysore** – Resources Person to the participants of 21st Refresher Course in commerce and Management. Delivered **two lectures**. Date: 22 -08- 2012.
6. Resources Person to the Soft Skill programmes.
7. . Kuvempu University NSS Division -Delivered a Lecture in NSS National Integration Camp on the topic: Ethical Leadership. Dated
8. . Government Pre University collage Amrutha – NSS camp Delivered a lecture on the topic: Personality Development and Career development.
9. . Classes engaged for Distance education students of M.B.A and M.Com of Karnataka State Open University and Kuvempu University distance education students

8. PUBLICATIONS

a) Books Published

1. **Consumer Behaviour-Text and Cases**, Collage Book House, Bangalore. ISBN 978-81920183-8-6 H.N Ramesh and V Murugaiah(2011)
2. **Marketing Management - Text of Indian Perspective**. Collage Book House, Bangalore. H.N Ramesh and V Murugaiah (2015) ISBN 978-93-819791-6-7

b) Course Materials

1. **Marketing Management – Directorate Distance Education,Kuvempu University, V modules and 20 Units. M.com Students. (2011)**
2. **Managerial Economics – SIM model course Materials for Directorate Distance Education, Kuvempu University, 6 Units. M.com Students. (2016).**

3. **Consumer Behaviour – Karnataka State Open University, Mysore, MBA Course Materials. One model of four units.(2016)**
4. **International Business – Karnataka State Open University, Mysore, MBA Course Materials. One model of four units.(2016)**

c) **Contribution to Edited Volumes**

1. Technology in Business: A Competitive Edge for Organizations. A Study on Information Technology Initiative in Relation to Corporate Governance in Banks. Dept. of Studies and Research in Commerce, Tumkur University, (2013) Page 7--
2. Indian Business scenario and Jobless Growth – concerns and Solutions, An Empirical Study on Rural Consumer Buying Behaviour Towards Un-organized Retail Sector.. Himalaya Publishing House. (2012) ISBN: 978-93-5051-836-6.
3. Indian Business scenario and Jobless Growth – concerns and Solutions. Influence of HRM practices in MNC's with Reference to India. Himalaya Publishing House. (2012) ISBN: 978-93-5051-836-6.
4. Indian Business scenario and Jobless Growth – concerns and Solutions Sustaining Business in a Changing Global Environment.. Himalaya Publishing House. (2012) ISBN: 978-93-5051-836-6.
5. Entrepreneurship and Business Development in India, M.S Sbahas, Entrepreneurship Development Linkages Through Promotional Institutions and Agencies in the Karnataka State, , Excel India Publishers, (2012) ISBNL:9 7-93- 2062-50-9.
6. Contemporary Practices for the Success of Indian Business, - Retail Branding: An Indian Perspective, NCRC, Publications Coimbatore, ISBN 978-81-909150-4-5 Pp 65-71, (2011).
7. Renewing Business Trends in Post Recessionary Economy. Role of Micro Finance in Elevating Women Status. Excell India Publishers, New Delhi. ISBN No. 978-93-81361-19-1, Pp 176 - 179,(2011)
8. Trends in Hospitality –“ Tourism in India – A Value Chain Analysis. Christ University Press, Bangalore. ISBN No. 978-81-922281-0-5. Pp 28-38. (2011)
9. Contemporary Issues and Challenges in Banking & Financial Sector – Banc assurance – An effective chanel for Insurance Deliveries. Excell Book, New Delhi. (P.p 74-85). (2010)
10. Think Global Go Rural – Innovation in Rural Marketing. Excell Books New Delhi, ISBN 978-81-7446-836-9. (2010).
11. Management Megatrends –Twenty first Century Perspectives, Nurturing Intellectual Capital through Effective Knowledge Management Practices.Pp51-67.(2010)

09 Research Articles Publication

1. **Prof. H.N Ramesh & Mir Mousin**, Impact of Exchange Volatility on Stock Returns – An Empirical Study on Selected Small and Medium Enterprises in India. International Journal of Research in Finance and Marketing, Euro-Asia, Research and Development. Vol.6. Issue, 3 March, 2016. ISSN: 2231-5985. Impact Factor: 5.861.
2. **Mir Mousin and Prof. H.N Ramesh**, Impact of Exchange rate volatility on Stock Returns – An empirical Studyb on Selected Multinational Automobile Companies of India and China. International Journal of Business Intelligence and Innovations. Vol., 1,Issue 2. ISSN:23484706. Pp-154, **Oct.2015**

3. **Dr. H.N Ramesh** and Mohammed Ahamed Alsabri, Training and Development Practices of MNCs – A study of Selected MNCs in Bangalore, International Journal of Technology and Business Management, Vol. 4, Issue 3, July – Sept. 2015. ISSN : 23196815.
4. Vasanthi Reena Williams, **H.N Ramesh**, *Assessing Life Time Value for Operational E-Commerce Practices in Banking Sector: A Knowledge Management Initiative*. International Journal of Social and Economic Research. Vol. 4. Issue 1. March 2014. Pp 54-60.
5. . Mrs Padmavathi and **Dr. H.N Ramesh**, “*Small Scale Industries in Indian Economy*”, Education and Society, Vol. II, No. 1 ISSN No. 2319-9687, Jan-Dec, 2013. APH Publishing Corporation.
6. Aparna J Verma, **Dr. H.N Ramesh**, *Effect of the Service Scope on Customers Perception and Satisfaction in Health and Fitness Centre- a Study with Special Reference to Talwalker Better Vale Fitness Ltd*. New Numbers and Letters, an interdisciplinary Research Journal, Kottayam, Kerala, Vol.4. Issue.1. Dec 2013. ISSN No. 2320-317. Pp 30-35.
7. Gangadharaiah D.N, **Dr. H.N Ramesh**, Dr. Hanumanthappa, *urban and Semi urban Consumers Perception on Organised and unorganized Retail Outlets*. International Journal of Marketing and Technology, Double blind peer reviewed Journal. Vol.3. Issue 8 . ISSN No. 2249-105 Aug.2012.
8. Mohammed Ahamed Alsabri and Dr. **H.N Ramesh**, Impact of Employee Motivation on Banking Effectiveness-A Study of Selected Banks in Shimoga City, India. International Journal of Research in Computer Application & Management. Vol.2. Issue. 7. July 2012.ISSN:2231009.
9. Gangadharaiah D.N, **Dr. H.N Ramesh**, Dr.Y Nagaraj, *Retailing Behavior of Rural and urban Consumers towards Organised Retail Outlets – An Empirical Study*. International Journal of Physical and Social Sciences, Double blind peer reviewed Journal. Vol.2. Issue. 6. ISSN. 2249-594. June 2012.
10. Ms. Preethi and **H.N Ramesh**, *Evaluation of Corporate Governance Discloser Level in Nationalised Banks in India*. VSRD Interational Journal of Business and Management Research, Vol. 3rd. Issue 8, Aug.2013. eISSN 2231-24 X,P ISSN :23192194. Pp 351-354.
11. Gangadharaiah D.N, Dr. **H.N Ramesh**, Dr.Y Nagaraj, Dr. Hanumanthappa, *Consumer shopping Behavior Towards Modern Retail Outlets- A Study*, International Journal of Marketing and Technology, Double blind peer reviewed Journal. Vol.3. Issue 8. ISSN No. 2249-105 Aug.2013.
12. Aparna.J.Varma and **Dr.H.N.Ramesh**, *Indian Kids Wear Market- Does Branding Matters to Parents?* , LUX MONTIS, Girideepam Institute of Advanced learning- Journal of Commerce, Vol.I, No.1, July2013, 135-143p.
13. M. Preethi, **Dr. H.N Ramesh**, *Corporate Governance and Corporate Social Responsibility – A View*, National Conference Volume International Journal THEMATICS JOURNAL OF BUSINESS MANAGEMENT , Vol..2. Issue 3. ISSN No. 2277-3002. July 2013.
14. Padmavathi and **Dr. H.N Ramesh** *Stress Management and Work-Life Balance*, International, refereed journal Sahitya Anand. Vol.1, Issue 3. ISSN No. 2320-5075, June 2013.
15. Aparna.J.Varma and **Dr.H.N.Ramesh**, *Cause Related marketing : An Overview*”, Discourse, Xavierian Research Journal (ISSN 2321-0214), Vol. I, No.1, March 2013. 74-80p
16. **Dr. H.N Ramesh**, Mr. Ajay Kumar, *Analysis of the Hazards Embedded in Strategic Alliance Between the Biotech Pharmaceutical Industries*. Global Research Review Vol.2. No. 2 . Dec 2012.
17. Mohammed Ahamed Alsabri and **Dr. H.N Ramesh**, Effectiveness of Hman Resources Management PerformanceThrogh Knowledge Management and Technology Innovationof IT

MNC's in Bangalore. Conference Proceedings, International Conference on Challenges of Sustainability and Growth in Indian Indian Industry, BMS Collage of Engineering, Bangalore. Dec 2012.

18. M. Preethi, **Dr. H.N Ramesh**, *A Study of Performance of Nationalized Banks in India*. Excel, International Journal of Multi Disciplinary Management Studies Vol.2 Issue 11, Nov. 2012. ISSN No: 2249- 34 Pp 1
19. **Dr. H.N Ramesh**, Mr. Ajay Kumar, *Technology Transfer Agreements –A Know how on Contractual Gradation*. Indian Journal of Applied Research, Oct, 2012, Vol.2, No.1 ISSN-2249-555X. Indian.
20. **Dr. H.N Ramesh** and Ajay Kumar, *Setting up a Joint Ventre Between Pharma and Biotech Companies- A Study*. International Journal of Research in Economics and Business. Vol.1. No. 12. ISSN: 2251-1555. Oct.2012. Pp 21.
21. **Dr. H.N Ramesh**, Mr. Ajay Kumar, *Technology Transfer and Policy tools to facilitate Licensing and Technology Transfer*, MIRROR- Journal of Commerce & Management, Sept. 2012. Vol II, No IIA Indian. Pp 221.
22. Vasanthi Reena Williams, **H.N Ramesh**, *Assessing Life Time Value for Operational E-Commerce Practices in Banking Sector: A Knowledge Management Initiative*. International Journal of Social and Economic Research. Vol. 4. Issue 1. March 2014. Pp 54-60
23. Mrs Padmavathi and **Dr. H.N Ramesh**, “*Small Scale Industries in Indian Economy*”, Education and Society, Vol. II, No. 1 ISSN No. 2319-9687, Jan-Dec, 2013. APH Publishing Corporation.
24. Aparna J Verma, **Dr. H.N Ramesh**, *Effect of the Service Scope on Customers Perception and Satisfaction in Health and Fitness Centre- a Study with Special Reference to Talwalker Better Vale Fitness Ltd*. New Numbers and Letters, an interdisciplinary Research Journal, Kottayam, Kerala, Vol.4. Issue.1. Dec 2013. ISSN No. 2320-317. Pp 30-35.
25. Aparna.J.Varma and **Dr.H.N.Ramesh** *Cloud Computing in Retailing – An Overview*, Research Scholar Peer Reviewed Quarterly Interdisciplinary Research Journal Ruby Villa. Kerala. Vol.1, No.2 B ISSN: 2249-6696. Pp 145-151. Dec 2011.
26. Aparna.J.Varma and **Dr.H.N.Ramesh** *Customer Experience Management : The Role of Physical Evidance and Service Scapes in Retailing*, Research Scholar, refereed Interdisciplinary Research Journal Kottayam, Kerala. Vo. 1. NO, 1, Sept,2011. ISSN 2249-6696.
27. Aparna J Verma and **Dr. H.N Ramesh**, An Over view of Modern Rural Retailing: Cases on Selected Retail Formats in India. DEECEE School Journal on Organisation and Management, Vol.II. Issue. I, Sept. 2011.
28. T.S Anrada, **Dr.H.N Ramesh**, Manjnath K.R, *Industry Agriculture Linkage Through Agri-Business- A Study on Agro Processing Industry and Retailing*. Annamalai Business Review, Vol.6. Issue.1. ISSN: 0974-1690. July-Dec, 2011. Pp 61-71.
29. Poolad Daneshvar and **Dr. H.N Ramesh**, *Role of Information Technology in Competitive Advantage – A Conceptual Study*. dyog Pragati, The Journal for Practicing Managers. National Institute of Industrial Engineering Mumbai, India. Vol.35. No.4. ISSN 0970-3365. Oct-Dec, 2011. Pp 42.
30. **Dr. H.N Ramesh**, *Customer Loyalty Programms and Marketing Strategies*, Indian Journal of Marketing, Delhi, Vol. 41, No.7, July -2011. ISSN 0973-8703.
31. Aparna.J.Varma and **Dr.H.N.Ramesh** *An analysis of Healthcare Economics and Health Insurance Industry in India*, Research Lines, Vol. IV No-1-c, Jan-2011, ISBN. 09758941.
32. Poolad Danesvar and **H. N Ramesh**, *Quality of Internet Banking Service-A study of selected banks in India*, NICE Journal of Business, Vol.5, No.2, July-December-2010, ISSN.0973-449x.
33. Poolad Danesvar and **H. N Ramesh** *Evaluation of Internet Banking Services Quality Based on customer satisfaction and expectation-A study of Indian Banks*. Sinhgad Business Review, Vol.III, Issue -1, July-December-2010, ISSN. 09740597.

34. Sanyo Moosa and **Dr. H.N Ramesh** Human Resources as a premeditated partner, Busulin Researcher, Kottayam, Vol-XI, No.1, January-December-2010, ISSN. 0975-8656
35. Poolad Danesvar and **H. N Ramesh** Evaluation Gap of Internet Banking service Quality using SERVOQUAL approach-An Empirical study of Indian Banks. SRELS Journal of Information Management, Vol.47, No.5, October-2010, SSN-0972-2467.
36. Sanyo Moosa and **Dr. H.N Ramesh** Relevance of Training Need Analysis (TNA) in HRM. Research Lines, Vol.11, No.1, June-2010, ISSN. 0975-8941.
37. Poolad Danesvar and **H. N Ramesh** Evaluation of Service Quality of Tourism industry Based on customer satisfaction and Expectation-A case study in Mysore, SDMIMD, Journal of Management, Mysore Vol.1, No.1, March-2010, ISNN. 0976-0652.
38. Poolad Danesvar and **H. N Ramesh** Service Quality of Tourism industry Based on customer satisfaction and expectation. An evaluation, NSB Management Review, Delhi, Vol.2, No.2, February-2010, ISSN. 0974-3286.
39. **Dr. H.N Ramesh** and Mohammed Nasrullania, Small Business Management-A Cross Country Analysis, ANVESHYA, A Journal of IES management, Mumbai Vol.1, No.2, July-December-2008, ISSN.0974-5467.
40. Poolad Danesvar and **H. N Ramesh**, Evaluation of Tourists Expectation and satisfaction towards
41. Poolad Danesvar and **H. N Ramesh** Heritage tourism-A GAP study in Mysore, Journal of IPM, Meerut Vol.9, No.2, July- Decembe 2008
42. Poolad Danesvar and **H. N Ramesh** Creating Competitive Advantage Through Employee's Attitude Towards IT Intervention -A Case Study of Indian Public Sector Banks.
43. Poolad Danesvar and **H. N Ramesh** Competitive Advantage and Employee's Attitude- A Case Study of Indian Public Banks, International Journal of Contemporary Business Studies, Academy of Knowledge Process, USA. Vol 2, No. 6, June 2011. ISSN no. 2156-7506.
44. Poolad Danesvar and **H. N Ramesh** Role of Information Technology to Create Competitive Advantage in Small and Medium Enterprises, Annamalai International Journal of Business Studies and Research, Vol.2 Issue 1. IISN 0975-749X, Nov,2010.
45. **Dr. H.N Ramesh**, Retail Mix Management – A Synaptic view. The Journal of Business and Retail Management Review, United Kingdom, Vol.4, Issue.2, April 2010, ISSN 751-82 (www.JbrmR.Co.).
46. Poolad Danesvar and **H. N Ramesh** Review of Information Technology Effect on competitive Advantage-Strategic perspective, International Journal of Engineering and Science and Technology. Vol.2 Oct, 2010, 6246-6254, ISSN No. 0975-5462.
47. **Dr. H.N Ramesh**, Indian Rural Markets –Challenges and opportunities, paper presented in International Conference published in the conference volume.
48. **Dr. H.N Ramesh** and T.P Mohan Kumar, Corporate Entrepreneurship and Culture, Paper presented in International Conterence, published in the conference volume. (E publication MaxPlank, Germany& IISC, Bangalore)
49. Poolad Danesvar and **H. N Ramesh** Gaining Competitive Advantage through Quality of Internet Banking Services – An Empirical Study in the Indian Private Banking Sector, Journal of Marketing and Communication, Noida, Delhi. Vo.6. Issue 3, ISSN 0973-2330 Jan-April,2011.
50. Poolad Danesvar and **H. N Ramesh** Information Technology and Corporate Strategy - International Journal of Management & Strategy July-Dec.2010 Vol.1, No.1 1
51. Bindu K and **Dr. H.N Ramesh**, Stress – Threat or Boon, A Case study published by Adarsh Journal of Management Research, Bangalore. Vol.4, Issue 1, March,2011. ISSN 0974-7028.

10. Seminars/Conferences/ Workshops Attended/Presented

- 5.
6. One day work shop on FDI and Indian Retail, Institute of Management Studies and Research, Kuvempu University, April 20, 2016.

7. International Conference on Research in Business Management and Technology (ICRBIT - 2015) RNS Institute of Technology, Bangalore, *Intentions, Challenges and Sustainability of Women Entrepreneurs in Competitive Business world*. April,29-30, 2015.
8. National Conference on Business Education in India – Opportunities and Challenges, Dept. of P.G Studies and Research in Commerce and Management, Sahyadri Collage Campus, Shimoga,*Core Competence Mapping and Skills of Employee for enhancement*, 25th, Feb 2015.
9. International Conference on Empowering Employability in Business Education, Employee Employability in IT and ITES Industries in India. Shri Shivalingeshwara Swamy First Grade Collage & P.G Centre, Channagiri, Davangere, Karnataka. 6th May 2014.
10. National Conference on The Role of Corporate Social Responsibility for an inclusive growth in the Society, Corporate Governance and Corporate Social Responsibility – A view. Dept. of Stdies in Commerce, Gulbarga university, 24th-25th May,2013.
11. International Conference on Paradigm Shift in Innovative Business Management, Case Related Marketing: An Over view. Sree Narayana Gurkulam Collage of Engineering, Dept. of Management Studies . Kadayirpp, Kerala, 16-17 Nov, 2012.
12. One day National Seminar on New Paradigms in Accounting and Finance, Department of P.G Studies and Research in Commerce, Kvemp university, 26-05-2012.
13. GC Sponsored one Day State Level Seminar on Global Investor Meet in Karnataka-2010, SJM First Collage of Arts and Commerce, Tarikere, Karnataka. 21st March, 2012.
14. Two day National seminar on Karnataka as Global Tourist Destination – Challenges and Opportunities. “ Strategies for Development : a Case Study on Karnataka Tourism Based on Porter’s Model. Maharani’s Arts, Commerce and Management Collage for women, Bangalore 3rd & 4th Feb, 2012.
15. UGC Sponsored National Conference on Creativity, Innovation and Entrepreneurship, An Analytical Stdy on Varios Schemes Enacted by Government for Promoting SMES in India. Avinashlingm niversity Coimbatore. 16-17th Feb, 2012.
16. National Conference on Entrepreneurship and Business Development in India: Issues and Cases, Entrepreneurship Linkage Through Promotional Institutions and Agencies in the Karnataka State. Kosali Institute of Management Studies, Karnataka university, Dharwad. 4th-5th Nov, 2011.
17. Annal National Conference on Trending Hospitality,Torism in India – A Vale Chain Analysis, Department of Hotal Management Christ niversiy, Bangalore. 9th Sept. 2011.
18. GC Sponsored Two Day National Level Conference in Economics, Technical Session Chair, SJM Collage of Arts and Commerce, Tarikere, Karnataka. 10th Sept. 2011.
19. Second Nitte International Conference on ‘Redefining the roles of the business, NGO’s and Governments – A Mission for better Global Society. “Social Entrepreneur a Win-win strategy. Justice K.S. Hegde – Institute of Management, NITTE, Karnataka, 29th-30th December 2010.
20. International Conference on ‘Agriculture Marketing in the content of changing Global Economic Order. Industry Agriculture linkage through food processing industry – A study Institute of Developmental Studies and University of Agriculture Science, Bangalore, at University of Mysore, 25th-26th March 2011.
21. International Conference on Re-Engineering of Higher Education in Management, Karnataka State Open University, Mysore. Re-Engineering of Management Education though Knowledge Management, 8th-9th April 2011.
22. International Conference on “ Global Impact of Indian Management, Purchasing Behaviour of the Customers towards FMCG’s, OXPORD, Collage of Engineering, Bangalore, 27- 28th, April 2011.
23. International Conference on “ Global Impact of Indian Management, Impact of the Product nad Brand on Customers by Using Celebrity on Adverting OXPORD, Collage of Engineering, Bangalore, 27- 28th, April 2011.

24. Management of Emerging Paradigm conflicts in Globalizing world. Knowledge Management in science sector. PES, Institute of Technology & Indian a University of Pennsylvania at Bangalore, 8th -9th January 2010.
25. International Conference on Rural marks (ICRM-2010), Exploring rural: marks for growth and inclusion, School of Management and Business Studies, Mahatma Gandhi University, Kottayam, Kerala, 29-30, November 2010.
26. Managing in uncertain Times-National Seminar 'Management of Retail Mix' B.N. Bahadur Institute of Management sciences, University of Mysore, Manasagangotri, Mysore, 30th-31st May 2008.
27. Economic Recession and Management strategies, National Conference 'Global Economic Crisis-Impact & response in India', Department of studies in Commerce & Management, Karnataka state Open University, Mysore, 21st -22nd February 2009.
28. National Conference on "Contemporary Practices for the Success of Indian Business. Retail Branding – An Indian Perspective. RVS Faculty of Management, Coimbetor. 4th Feb, 2010.
29. Role of NGO's in Empowerment of women towards sustainable Development, National seminar. Micro Credit & women entrepreneurs. Siddartha Institute of Management studies, SSIT campus, Tumkur, 13th March 2010.
30. National Conference on think Global-Go. Rural 'Innovations in Rural Marketing' Department of management studies, KSR College, Tirudengode, T.N. 18th March 2010.
31. National Conference-Managing for Tomorrow: Emerging Trends, issues and Challenges International Accounting Norms-Corporate Governance issues and Challenges, 13th April 2010.
32. National Conference on "Management and Technology", Rural Finance for Property Alluviation, PES Institute of Technology and Management, Shimoga, 22-23 Oct, 2010.
33. National Seminar on "Customer Relationship Management in Banking Industry. E-CRM by Assessing Life time Value – Knowledge Management Practices, JSS collage for Women, Mysore. 28 -29th, Sept. 2010.
34. National Conference on "Contemporary Issues and Challenges in Banking and Financial Sector in India. Banc assurance – An Effective Channel for Insurance Deliveries, RNS, Institute of Technology, Bangalore. 29 – 30th, April 2010.
35. National Seminar on "Building Global Leadership, Competitive Advantage _ A Study on BP Solar, ST Joseph Collage of Engineering, Chennai, 16th April, 2010.
36. National Conference on "Propelling Corporate Inda, - Strategies and Challenges. Innovation in Rural Marketing with special reference to Rural India., M.S Ramaih Institute of Management and FKCCI, Bangalore. 12-13th, Aug 2010.

11.Training/ FDP programs/workshop participation

1. **Name of the Organisation:** MDI, Gurgaon, Delhi.
Topic: Assessing training & Dev. needs for organizational effectiveness
Period: September 25-29, 2000.
2. **Name of the Organisation:** TAPMI, Manipal.
Topic: Case Methodology & Marketing Research- Cases and application
Period: November 13-17, 2000.
3. **Name of the Organisation:** MDI, Gurgaon, Delhi.

Topic: Supply Chain Management.

Period: August 6-10, 2001.

- 4. Name of the Organization:** TAPMI, Manipal.

Topic: Experiential Learning Tools in Marketing Teaching.

Period: September 22-26, 2003.

- 5. Name of the Organization:** CMRIT, Bangalore,

Topic: Corporate Social responsibility.

Period: February 21-22, 2005

- 6. Name of the Organisation:** KLS, Institute of Management Research, Belgaum

Topic: Research Methodology in Social science Research.

Duration: Two days

- 7. Name of the organisation:** KLS, Institute of Management Research,
Belgaum,

Topic: One-day workshop on Teaching Pedagogy.

- 8. Name of the Organisation:** KLE, institute of Management, Hubli.

Topic: One-day workshop on teaching Pedagogy

- 9. Name of the Organisation:** KLS, institute of Management research, Belgaum.

Topic :One-day workshop on Teaching Pedagogy.

- 10. Organisation:** Kousali Institute of Management Studies, Karnataka

University, Dharwad

Topic: One-day workshop on revised syllabus

- 11. Name of the Organisation:** BLDE, Collage of Commerce, Bijapur.

Topic: One day Management workshop.

- 12 Name of the Organisation:** University of Mysore & Northwood
University, USA.

Topic: Global leadership and emotional Intelligence

- 13. Name of the organization:** Kuvempu University,

Topic: Time Management, 4th Nov, 2010.