



Dr. Lakshman K

Associate Professor & Assistant Dean-Student Affairs

Specialization: Marketing and Entrepreneurship Development

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Qualification

- **PhD**
(Marketing)
- **MPhil**
(Marketing)
- **MBA**
(Marketing)
- **BBM** (Marketing)

Work Experience - 17 Years

- 2021- Till Date Associate Professor Center for Management Studies JAIN (Deemed-to-be University)
- 2010-2021 Assistant Professor - Center for Management Studies Jain (Deemed-to-be University)
- 2008-2010 Lecturer
- 2006-2009 Financial Consultant/Officer in ICICI Prudential Life Insurance Ltd

Career Summary

Dr.Lakshman K is an organized and energetic Academician with fourteen plus years of academic experience and Three plus years of industry experience with strong academic background, potential subject knowledge, class room management skills and practical experience in modern and innovative teaching techniques. He seeks to provide top quality knowledge to students and achieve higher career growth through continuous learning process.

Research Interests

Marketing, Banking services, Consumer Behaviour

Research Publications

SL NO	TITLE OF THE PAPER	PUBLICATION NAME	Nature of Journal	ISSN/ISBNNO	IMPACT FACTOR	DATE OF PUBLICATION
1.	A Conceptual study on the impact of social media marketing towards the success of Amazon	Journal of Emerging Technologies and Innovative Research.	UGC approved Peer review Journal	ISSN no 2349-5162	7.95	April 2023
2.	"Small Business as a basis of economics"	International Journal of Humanities Social Science and Management (IJHSSM)	UGC approved Peer review Journal	ISSN NO	7.52	April 2023
3.	A Conceptual study on the economic implications and changes towards war on Ukraine on global economy	Journal of Emerging Technologies and Innovative Research (JETIR)	UGC approved Peer review Journal	ISSN no 2349-5162	7.95	January 2023
4.	A Study on the perception of patients towards healthcare Pre and Post covid	International Journal Of Creative Research Thoughts	UGC approved Peer review Journal.	ISSN 2320-2882	7.87	February 2023
5.	Study of Emerging Technologies in the financial services	IJRAR	UGC approved Peer review Journal.	ISSN 2348-1269	7.16	January2023
6.	Significance of Social Media in Communication	International Journal of Innovative Science and Research Technology	UGC approved Peer review Journal.	ISSN 2456-2165	7.23	February 2023
7.	A Study On The Impact of Fintech Companies With Reference To The Growth Of The Indian Economy.	Journal of Emerging Technologies and Innovative Research (JETIR)	UGC approved Peer review Journal	ISSN: 2349-5162	6.3	January 2023

Courses Facilitated & Taught

1. BBA Marketing Management
2. Entrepreneurship Development
3. Banking and Insurance
4. Strategic Management
5. Banking and Innovation
6. Stock and Commodity Market
7. Business Regulation
8. MBA Strategic Management
9. Marketing Management
10. Advertising and Media Management
11. Digital Marketing
12. Leadership for Entrepreneurs

Member on Committees / Editorial Boards

- Time Table Committee: 2013-2014, 2015
- Conference Committee: 2019 - 2020

Professional Memberships

-NIL-

8.	A Conceptual Study of the Impact of Agricultural Policies and Reforms on the Economy with reference to Sri Lanka Economic Crisis	International Journal of Novel Research and Development (IJNRD)	UGC approved Peer review Journal	ISSN No: 2456-4184	7.2	January 2023
9.	People's perspective towards Health and Fitness- A Study on how the Covid Outbreak Throttled the Indian Fitness Industry.	International Journal of Novel Research and Development (IJNRD)	UGC approved Peer review Journal	ISSN No: 2320-2882	7.4	February 2023
10.	Influence of Digitalisation in the Growth of Education sector in India and its acceptance among students	International Journal of Creative Research Thoughts - IJCRT	UGC approved Peer review Journal	ISSN No: 2320-2882	7.6	February 2023
11.	A Conceptual Study on Digital Shopping Behaviour Among Customers with Reference to E- Commerce Platform	International Journal of Innovative Science and Research Technology	UGC approved Peer review Journal	ISSN No: 2456-2165	7.25	February 2023
12.	A Study on consumer buying behavior on FMCG with reference to supply chain management.	International journal of creative research thoughts - ijcr	UGC approved Peer review Journal	ISSN No: 2320-2882	7.65	January 2023
13.	The Impact Of Budgetary Control On Organisations	International journal of creative research thoughts	UGC approved Peer review Journal	ISSN No: 2320-2882	7.65	January 2023
14.	"Analyzing The Effect of Cognitive Biases on Business Decisions"	Contemporary Educational Technology	Scopus Journal	E-ISSN: 1309-517X		2 April 2023
15.	Factors affecting work-family conflict among women Employees in the insurance sector with reference to Bangalore city	JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI	UGC Care List Journal	ISSN no 0972-0766	5.87	January 2023
16.	Prospects of Electric Vehicles in India	International Journal for Research in Applied Science & Engineering Technology (IJRASET)	UGC approved Peer review Journal	ISSN: 2321-9653	7.538	August 2022

Articles / Case Studies

-NIL-

Consultancy / Projects

-NIL-

Books / Chapters

SLNO	Title of Book	Publisher Name	ISBN NO	Month & Year of Publication
1.	People Management (Open Elective) Bangalore City University NEP Syllabus	Skyward Publisher	ISBN NO 9789395085151	July 2022
2.	Strategic Management	Wizard Publishers	ISBN NO 978-93-91013-72-1	August 2022
3.	Marketing for Entrepreneurs	Wizard Publishers	ISBN NO 978-93-91013-02-8	August 2022
4.	Salesmanship Techniques & Strategies	Lambert Publication House	ISBN No 978-620-5-	February 2023

			51548-8	
5.	Senior Citizens' Perceptions on E-banking Services	Exceller Book Global Press	ISBN NO 978-93-93734-46-4	February 2023
6.	Banking Operations and Innovation (as per BCU syllabus)	Skyward Publishers	ISBN NO 9789386442789	JANUARY 2020
7.	Advertising and Media Management	Bonfring Publishers	ISBN NO 9788195162642	FEBRUARY 2021
8.	Retail Marketing	Wizard Publishers	ISBN NO 9789391013165	JULY 2021
9.	Trends in Advertising and Public Relations	Wizard Publishers	ISBN No 9788194588191	September 2021

Activities

- Major Project Co-ordination for final year BBA Students
Organising Committee Member for National conference at JAIN (Deemed-to-be University)-CMS, March 2019
Organising Committee Member for International Conference JAIN (Deemed-to-be University)-CMS, July 2020
- Project Centric Learning (PCL) Coordinator JAIN (Deemed-to-be University)-CMS June 2020 to till date.
- Seminar and Work shop organising committee at JAIN (Deemed-to-be University)-CMS
- Utkarsh Entrepreneur Summit organising Committee at JAIN (Deemed-to-be University)-CMS
- Illusion Advertisement Campaign organising Committee at JAIN (Deemed-to-be University)-CMS

Recognition / Awards

- ❖ Won Best Paper award for the Paper on "A Conceptual Study on Online Grocery Shopping perspectives & Behaviour in India" at SRDC Conference Conducted by Aarohan Atlas SkillTech University, Mumbai, Maharastra, India on March 2023.
- ❖ Won Best Paper award for the paper on "Transformation in Education System Post Covid -19 with reference to Bangalore City, Karnataka" at the National Conference conducted by SBMJEC- Bangalore on 24th and 25th January 2022.
- ❖ Won the Best Paper Award for the paper on, "Importance of online shopping and buying motives during the COVID-19 Pandemic with reference to Bangalore-Lessons from Crisis", at the International Conference organized by ISBR Business School on 5th& 6th August, 2021.
- ❖ Won the Best Paper Award for the Paper on "Senior citizen customer Acceptance towards Internet Banking among the Literates Post Covid19 in Bangalore City" at International Conference "Rediscovering Management of Business Post Covid 19 on 8th and 9th August 2020 organised by JU-CMS.
- ❖ Won the Best Paper Award for the paper on "Influence of E-Banking on Senior citizens Customers" at Annamalai University, November 2018.

Seminar/ Conferences Attended

International and National Conferences:

SLNO	Nature of Conference	Date of Conference	Paper titled for presentation	University/Institution
1.	National Conference	18 th November 2018	"Influence of e-banking services on senior citizens buying behaviour"	Annamalai University,Chidambaram,T
2.	National Conference	8 th March 2019	"Senior citizen's experiences with e-banking services"	JAIN (Deemed-to-be U CMS , Bengaluru, Karnata
3.	National Conference	4 th & 5 th June 2020	"The Impact of Service Quality and Customer satisfaction on Senior citizen's customer loyalty in E-Banking at Bangalore City".	Mother Teresa Women's Ur Kodaikanal, Tamilnadu
4.	National Conference	14 th & 15 th July 2021	"Transgender Employment-Innovative Step Towards Sustainable HR".	Mother Teresa Women's Ur Kodaikanal, Tamilnadu
5.	National Conference	10 th March 2023	" Digital Payments- Indian Economy"	Nanda Arts and Science Co Tamilnadu
6.	International Conference	25 th & 26 th June 2021	"An exploratory study on the issues encountered by academicians during the online classes through pandemic COVID-19"	JAIN (Deemed-to-be U CMS, Bengaluru, Karnata
7.	International Conference	5 th & 6 th August 2021	"Importance of online shopping and buying motives during the COVID-19 Pandemic with reference to Bangalore-lessons from crisis"	ISBR Business School, Beng Karnataka
8.	International Conference	24 th &25 th January 2022	"Transformation in Education System Post Covid -19 with reference to Bangalore City, Karnataka"	SBM Jain Evening College, Karnataka
9.	International Conference	2 nd and 3 rd September 2022	"Application Of Non Fungible Tokens (NFT'S) In Indian Businesses"	JAIN (Deemed-to-be University)-CMS, Beng Karnataka
10.	International Conference	2 nd and 3 rd September 2022	"Influence of e-banking services towards student's satisfaction and their motives towards global transactions in International	JAIN (Deemed-to-be University)-CMS, Beng Karnataka

			Universities"	
11.	International Conference	29th & 30 th September 2022	"Influence of Social Media applications in Libraries towards the Growth of E-Learning among Student Community towards Education Sector"	Kirloskar Institute of Advanced Management Studies, Haribhadravathi, Karnataka
12.	International Conference	28 th January 2023	" A conceptual study on effectiveness of physical activities towards working professionals through digital platforms"	JAIN (Deemed-to-be University) Kochi, Kerala