

**Name: Dr. Preethi.K. A**

Designation : Assistant Professor

**Specialization:** Economics**Email :** preethi\_ka@cms.ac.in**LinkedIn** [\(7\) Preethi Bhat | LinkedIn](#)**Qualification****Ph.D (Economics), M.A (Economics), M.B.A (HR), NET, SET****Work Experience**  
**9 years of teaching experience****Assistant Professor,  
JAIN (Deemed-to-be  
University) Center for  
Management Studies  
Bangalore  
July 2022 to present****H.O.D and Assistant  
Professor, Silicon City  
College of Management and  
Commerce, Bangalore, June  
2011 to December 2017****Guest faculty, Govt. First  
Grade College, Bettampady,  
Puttur.D.K, July 2010 to  
November 2010****Faculty, St.Philomena  
Degree college, Puttur.D.K,  
June 2008 to April 2009****Career Summary**

Dr. Preethi K. A, Doctorate in Economics, MBA in HR, NET and SET qualified. Have 9 years of teaching and 4 years of research experience.

Have presented many research papers in national and international conferences. Author of the book titled 'Karnataka economy -A development perspective '. Have several research paper publications in national and international journals and books to credit. One of the research papers has received best paper award from IJMDS. Areas of research interest are: micro finance, entrepreneurship, human capital, economics of education and women studies. Member of Board of studies, Vivekananda, autonomous college. Apart from academics, have interest in literature too. Have bagged many awards and prizes at state level poetry and story competitions.

**Research Interest**

Economics of education, Entrepreneurship, Human capital, Micro finance, Women studies

**Research Publications**

- A paper titled “**SHGS: Organisational and operational efficiency**” in International Journal of Financial Management and Economics”, Vol. No.6, Issue No.1, 2023, (E-ISSN: 2617-9229)
- A paper titled “**Role of NGOS in women entrepreneurship development: A grass root level experience**” in Amity Journal of Entrepreneurship, Vol.No.1, Issue No.2, 2016 (ISSN 2455-9725)
- A paper titled “**Women education in India: Policies and prospects**” in International Journal of Management and Social development,

### Courses Facilitated & Taught

Economics for Business  
Research methodology  
Doing business in India  
People management

### Member on Committees / Editorial Boards

#### Committees

Member of BOS,  
Vivekananda  
autonomous college,  
Puttur.D.K

#### Editorial Board

Vol No.2, Issue No.3, March 2015,(ISSN 2348-1919)

- A paper titled **“Education and economic empowerment of women”** in Anveshana, a bi annual journal, vol No.5, Issue No.1, Jan-June 2015, (ISSN 22491449)
- A paper titled **“Economic behaviour of educated women: A study in Coastal Karnataka”** in International Journal of Management and Development Studies, Vol.2, Issue 2, April 2014 (ISSN Print 2321-1423, ISSN online 2320-0685)

### Articles / Case Studies

### Consultancy / Projects

### Articles

- A paper titled **“Innovations in higher education for sustainable development”** in the book **“Innovation-An engine for inclusive growth and sustainable development”**, G.SudarshanaReddy,P.Paramashivaiah, B.K.Suresh and C.Shobha (ed), Nirutha publications, Bangalore, 2015 (ISBN 978-93-84262-06-8)
- A paper titled **“Women employment in India”** in the book on **‘Strategies for sustainable global economy’**, Sri Krishna degree college, Bangalore, 2015, (ISBN 978-93-5212-226-4)
- A paper titled **“Education: Achievements of 11<sup>th</sup> Plan”** in the book **“Inclusive growth model in India- With special reference to eleventh plan achievements”**,ShripathiKalluraya, Narayana Rao, JayavanthaNayak, Prakash Rao (Ed), Mangala Publications, Mangalore, 2013(ISBN 81-88685-12-7)
- A paper titled **“Management education in India: Opportunities and challenges”** in the book **“Macro dynamics of business education”**, Dr.B.Shekhar (Ed), Pragathi graphics, Bangalore, 2012, (ISBN 93-81441-29-4)

## Professional Memberships

- A paper titled **“Gender discrimination in the labour market”** in the book **“Demographic transition in India”**, RavindraKumar.B, Jayasheela, Vilas M. Kalkodkar, Prasaranga, Tumkur University, 2012 (ISBN 978-81-924393-2-7)
- A paper titled **“Retail sector in India: Analysis of trends during global economic recession”** in the book **“Retail sector in India: opportunities and challenges”**, PrahladRathod, Paramashivaiah, B.Shekhar, B.K.Suresh, Himalaya publishing house, New Delhi, 2012 (ISBN 978-93-5051-833-5)
- Co-authored a paper titled **“Micro finance and inclusive growth: Indian Experience”** in the book **“Micro finance and sustainable livelihood promotions in India”**, Excel books publications, New Delhi, 2011 (ISBN 978-81-7446-937-3)
- Co-authored a paper titled **“Indian Education System towards Knowledge based economy”** in the conference proceedings entitled **“Knowledge, knowledge banks and information networking”**, edited by Purushotham Gowda, Dr.Khaizer.M.Khan and Dr.T.Y.Mallaiah, NITK, Surathkal, Karnataka, 2010 (ISBN 978-81-910285-0-8)
- Research Paper titled **“Micro finance and women empowerment: a case study of Coastal Karnataka”** in the book ‘Micro Finance Enabling Empowerment’, Vijay Nicole Imprints Private Limited publications, Chennai, 2010 (ISBN 13-978-81-8209-265-5)

## Books / Chapters

- Co Authored a book titled **“Karnataka Economy: A development perspective”**, Mangala publications, Mangalore, 2015 (ISBN 81-88685-17-8)
- Co authored a book titled **“Introduction to People Management”**, Bonfring publications, Coimbatore, 2023 (ISBN 9789392537714)
- Co-authored a chapter titled **“Indian Education System towards Knowledge based economy”** in the book **“Service sector in india: A sectoral analysis”**, Dr. Jayasheela, Dr.V.B.Hans, Dr.Ravindrakumar B and Dr. Vilas N. Kadrolkar (Eds), Global research publications, New Delhi, 2012 (ISBN 978-81—89630-53-9)
- A chapter titled **“Micro finance and women empowerment: A grass root level experience”** in the book **“Micro finance and sustainable livelihood**

**promotions in India**", Excel books publications, New Delhi, 2011 (ISBN 978-81-7446-937-3)

- A chapter titled **"Training rural women for entrepreneurship development"** in the book **"Role and Challenges of Entrepreneurship Development"**, B.Janakiram, P.V. Ravindra, V.K. Shriram (Eds), Excel book publications, New Delhi, 2010 9 (ISBN 978-81-7446-868-0)

### **Activities**

**Academics, research, literature**

### **Recognition / Awards**

- Received **Best paper award** by Grabs Educational Charitable Trust, Chennai for the paper "Economic behaviour of educated women: A study in Coastal Karnataka" in International Journal of Management and Development Studies, 2014
- Secured 2nd Rank in M.A , Mangalore University
- Secured 5th Rank in B.A, Mangalore University
- Received awards in Kannada Poem and Story competitions at state level.

### **Seminars and Conferences Attended**

#### **Papers presented in International Conferences**

- Presented research paper titled **"SHGs: Organisational and operational efficiency"** in the International conference on 'Innovation practices for sustainable development' at CMS, Jain deemed to be University, Bangalore, September 2-3, 2022
- Presented research paper titled **"Impact of micro finance on women empowerment: A case study"** in the conference on 'Strategic shift in business

excellence for sustainable development in indo-global business and technology' at Sri Ganesh School of business management, Salem, 10<sup>th</sup> February 2017

- Presented research paper titled **“Women employment in India”** in the conference on 'Strategies for sustainable global economy' at Sri Krishna college, Bangalore, 9<sup>th</sup> March 2015
- Presented a research paper titled **“Higher education in India: An imperative need for global standards”** in the international conference on 'Global paradigm shifts in Management, Information and communication technology and higher education' at Sheshadripuram College, Bangalore, 19<sup>th</sup> March, 2014
- Presented a research paper titled **“Economic behaviour of educated women for sustainable future”** in the International conference on 'Role of women in achieving sustainable future- An economic perspective' at SRN Adarsh College, Bangalore, 15<sup>th</sup> March, 2013.
- Presented a research paper titled **“Role of education in urban socio-economic transformation”** in the International conference on 'Urbanization and economic transformation: Issues and Challenges' at Tumkur University, 12-13<sup>th</sup> October, 2012
- Presented a research paper titled **“Micro finance and women empowerment: a case study of Coastal Karnataka”** in the International Conference on Micro Finance at Pondichery University, January 21-23, 2010

### **Papers presented in National Seminars/ Conferences**

- Presented research paper titled **“Retail sector in India: Challenges and opportunities”** in the seminar on 'Challenges and opportunities in the emerging Indian business environment' at Dayananda Sagar Business School, Bangalore, 30<sup>th</sup> March, 2016
- Presented research paper titled **“ Co-operative Marketing: A performance analysis of CAMPCO”** in the conference on “Issues and challenges of commerce and management” at St.Claret college, Bangalore, Oct.20, 2015
- Presented research paper titled **“Education and urban socio economic transformation”** in the conference on 'Emerging issues in global economy, commerce and management' at St.Annes college, Bangalore, 2<sup>nd</sup> Sept 2015

- Presented research paper titled **“Innovations in higher education for sustainable development”** in the conference on ‘Innovation-An engine for inclusive growth and sustainable development’ at Tumkur University, 12-13 th Feb, 2015
- Presented research paper titled **“ Financing education in India”** in the seminar on “Idea of nationalism in India- Historical, cultural, economic and political trends” at Sri Mahaveera college, Moodbidri, on 5-6<sup>th</sup> Sept. 2014
- Presented research paper titled **“Education: Achievements of 11<sup>th</sup> plan”** in the UGC sponsored national seminar on ‘Experiences of 11<sup>th</sup> plan and expectations from 12<sup>th</sup> plan’ at Bhandarhar’s Arts and Science College, 27-28<sup>th</sup> November 2012.
- Presented research paper titled **“Retail sector in India: Analysis of trends during global economic recession”** in the National conference on ‘Retail sector in India: opportunities and challenges’ at Tumkur University, 25<sup>th</sup> August 2012
- Presented research paper titled **“Women Education in India”** in the national conference on “women and Development”, at Mangalore University, March 21-22, 2012
- Presented research paper titled **“Performance of co operative marketing: A study of CAMPCO”** in the national conference on “Agricultural marketing in India- Directions for development” at Tumkur University, 1<sup>st</sup> December , 2011
- Presented research paper titled **“ Micro finance and women empowerment: A grassroots level experience”** in the national seminar on “Micro finance and sustainable livelihood promotions in India”, at Siddaganga Institute of Technology, Tumkur, December 15-16, 2010
- Presented paper titled **“ Micro finance and inclusive growth: Indian Experience”** in the national seminar on Micro finance and sustainable livelihood promotions in India”, at Siddaganga Institute of Technology, Tumkur, December 15-16, 2010
- Presented research paper titled **“ Training rural women for entrepreneurship development”** in the National Conference on “ Role and Challenges of Entrepreneurship Development” in M S Ramaiah Institute of Technology during 27<sup>th</sup> and 28<sup>th</sup> May, 2010
  - Presented research paper titled **“Indian Education System towards Knowledge based economy”** in KKBNET 2010, National Conference, NITK ➤Have attended many FDPs, workshops and conferences.

	<p><b><u>Online Certifications and Webinars</u></b></p>
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