



Name : DrRakshita M Allappanavar

Designation : Assisstant Professor

Specialization:Human Resource and Marketing

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Qualification

Career Summary

Sl No	Course	Name of the Institute	Year
1	Ph.D	Management Department, Karnatak University Dharwad	2021
2	KSET	University of Mysore	2015
3	MBA	Kousali Institute of Management Studies Dharwad	2014
4	BBA	Karnatak College Dharwad	2012

Work Experience

- Working as Assistant Professor in JAIN (Deemed-to-be University) Center for Management Studies Bangalore from July 14 2022 to till date
- Worked as Assistant Professor in GBS Hubli from July 16 2020 to June 30 ,2022 [Handling General Management and Marketing subjects for MBA students]
- Worked as Resource Person for MGNCRE, Ministry of Education, and Government of India for conducting online workshop on Rural Entrepreneurship. [Organizing online workshop for FPO’s of AP State focusing on Rural Empowerment]
- Worked as Lecturer in K F Patil College Ranebennur from January 12, 2017 to July 9, 2020 [Handled General Management, Human Resource and Marketing subjects for BBA students]
- Worked as Lecturer in Chetan Business School, Hubli from August 13, 2014 to March 30, 2016. [Handled General Management, Human Resource and Marketing subjects for MBA students]

Courses Facilitated & Taught

Research Interest

Research Publications :

- **Extensive approach for support system on Entrepreneurship: Rural Tourism to Bengaluru”** published in GBS Impact ISSN 2454-8545 Journal Volume 9, Issue 1 (January - June 2023)
- **“An Empirical Study of Artificial Intelligence Marketing – Supremacy and Weakness with special reference to Bengaluru”** published in GBS Impact ISSN 2454-8545 Journal Volume 9, Issue 1 (January - June 2023)
- **Entrepreneurship Competencies in using Artificial Intelligence and Machine Learning –For Product Development** published in Humanities and Social Science Studies ,UGC Approved Care List Group 1 Journal [ISSN 2319-829X]

• **A Study Report on Using Artificial Intelligence in Healthcare Industry for its Development , Volume 8, Issue 4, April–2023, International Journal of Innovative Science and Research Technology [ISSN No:-2456-2165]**

• **Study on Suitscape: Biker Safety Innovation , International Journal of Research Publication and Reviews, Vol 4, no 4, April 2023**

• **An Exploratory Study on Impact of Digital Learning on Teenagers in International Journal of Creative Research Thoughts : An International Peer reviewed Journal [ISSN 2320-2882] Impact Factor 7.87 February 2023**

• **Problems And Prospects Of Research Methodology In Intellectual Property Rights For Business Sustainability ,(International Level Paper Presentation), Organized by: Srinivas University, Mangalore, India & ISMASI, Azteca University, Mexico In Association with: Karnataka State Council for Science and Technology (KSCST), Govt. of Karnataka, Republic of India on 11th & 12th February 2023**

• **A Study on Knowledge Management as an asset to build career among University Graduate students in Bangalore Region in International Journal for Research in Engineering Application and Management : UGC approved Journal [ISSN :2454-9150] October 2022**

• **Substantial Opportunity through Entrepreneurship for Rural Tourism Development(Presentation in International Conference on Innovative Practices for Sustainable Development: Business Management and Analytics at Center for Management Studies, JAIN (Deemed to be) University] Bengaluru, September 2 and 3, 2022**

• **Management of Nature in Tagore's The Child Return and Vision in [Harvest: An International Multidisciplinary and Multilingual Research Journal](ISSN : 2582-9866 Volume II Issue III July-September 2022)**

• **A study on Local Entrepreneurship intended for Rural Tourism in Gradiva Review Journal UGC care approved Group II Journal and Scopus indexed April 2022 [ISSN 0363 8057]**

• **A study on Glitches and Predictions in Rural Tourism –A situation learning on Savadattalika, Karnataka in GIS Science Journal UGC care approved Group II Journal and Scopus indexed March 2022 ,**

[ISSN 1869-9391]

• **Problems and Prospects of Rural Tourism-A Case Study Of Savadatti Taluk , Karnataka ” in Social Science Journal, Karnatak University, Dharwad in Journal of Social Sciences, Karnatak University, Dharwad in Volume 42 of 2020**

• **An Insight into possibilities of Rural Entrepreneurship as a viable tool for development of tourism industry in SpurtiJornal of IMSR Volume IX in 2019.[ISSN 2249-1201]**

• **“Experience Rural Life Through Rural Tourism “In The International Journal Of Emerging Technologies And Innovative Research” UGC approved 2019**

[ISSN:2349-5162]

- **An imminent into possibilities of Rural Entrepreneurship as a practicable Instrument for enlargement of tourism diligence (International Level Paper Presentation), Acharya College Banglore(2019) and publication in Adalya Journal. [ISSN NO: 1301-2746] Impact Factor – 5.3 [UGC Care Group II Journal]**
- **Employment Through RURAL TOURISM – “A Case Study Of Savadatti Taluk , Karnataka” (National Level Paper Presentation), Acharya College Banglore(2019)**
- **RURAL TOURISM At Savandatti –“A Positive Tourism Destination” In IBMR Journal (National Level Paper Presentation), IBMR College Hubli(2018)**
- **RURAL TOURISM –“An Avenue For Better Livelihood For Rural India” in Social Science Journal, Karnatak University, Dharwad 2016 [ISSN 0075-5176]**
- **Effect of Interest Rates And Credit Periods On Inventory Management –A Case Study Of Jyoti Steel Industries, Gokul Industrial Area, Hubballi.**

Reviewer : GBS Impact ISSN 2454-8545 Journal

Consultancy / Projects

- Resource Person For APEX SDG, Hyderabad , India from 06-06-2023
- State Level Coordinator Karnataka for Implementation of activities encouraging SDGs in Educational Institutions – under Project DESC 2023 from 18-10-2023

**Member on
Committees /
Editorial Boards**
Committees
Editorial Board

Professional Memberships

Books / Chapters

- Remarkable phase of Media Administration in Indian context-A theoretical perspective in Recent Advances in Commerce and Management Volume 4 , July 2022 Red Shine Publication ,Gujarat
- Significant Insights and Value addition on establishing the vital scope of Marketing and practice in present context -A theoretical perspective in Recent Advances in Commerce and Management Volume 4 , July 2022 Red Shine Publication ,Gujarat
- Problems and Prospects of Research Methodology in Intellectual Property Rights for Business Sustainability , Interdisciplinary Humanities,Management and Informatics ,New Delhi Publishers (ISBN: 978-81-19006-38-0) 2023

Recognition / Awards

- 1)Academician of National Pride Winner
- 2) Young Research Award Winner
- 3) Best Paper Award at National Level Conference