



## Dr. Sachin K. Parappagoudar

Designation : Assistant Professor

**Specialization: Marketing, Service Quality, Services Marketing, Event Management, MIS**

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### Qualification

B.Com, MBA, Ph.D

### Work Experience

*14 Plus Years Blended with Corporate and Academic experience*

### Research Guide and Awarded Ph.D:

*Awarded a Ph.D and guiding a scholar.*

### Courses Facilitated & Taught

Management Control Systems, Management Information System, Organizational Behavior,

### Career Summary

Dr. Sachin K. Parappagoudar currently serving as Assistant Professor from Past two years at CMS. He holds Doctoral degree from one of the reputed universities of India. Dr. Sachin is awarded with Ph.D in Management for his research on service quality evaluation for close to 5 years of tenure. Sachin has successfully guided Ph.D and awarded a scholar under his guidance at JAIN (Deemed-to-be-University), CMS. Previously Dr. Sachin was Course coordinator for BBA International Business Courses at Srinivas University Managalore also recognized as research guide for Faculties of Management. Along with Research, Teaching and Administrative service experience Dr. Sachin has spent close to 4 years in corporate industry. He was associated with BPO and Manufacturing firm post his MBA in Marketing Specialization. Dr. Sachin has few research articles published in National International Journals. Few of his publications are in UGC approved and Scopus Indexed Journals.

### Research Interest:

Marketing, Event Management, Evaluation of Service Quality, Services Marketing, Consumer resistance to innovative products, Human Resources Management.

Microeconomics, Human Resource Management, Marketing Management, Productions Operations Management, Pre Placement Activities, Soft Skills, International Company Analysis, Competency Mapping, Brand Management, Indian Economy and Business Environment, Fundamentals of Management, Legal aspects of Business, Product and Brand Management, Team Work and Cross Cultural Leadership, International Business Environment, Fundamentals of Foreign Trade, Intellectual Property Rights, Business Research Methods, Conflict Management.

**Member on Committees / Editorial Boards Committees**

BOE Chairman at Srinivas University for 2019.

BOS and BOE Member at Srinivas University.

**Editorial Board**

Member of Srinivas University Journals.

**Research Publications**

Si. No.	Title of Research Article Published	Publisher Details	Year of Publication
1	Wedding Planner as a career option	The International journal Research Publication's, Research Journal of social science and Management. <b>UGC Approved Journal</b> Vol 6 No.4, ISSN 2251-1571	August 2016
2	A study of wedding industry in India	The International journal Research Publication's, Research Journal of social science and Management. <b>UGC Approved Journal</b> Vol 16 No.12 ISSN 2251-1571	April 2017
3.	A Study on Event Management Industry in India	'Chanakya' – Journal of Political Science A Referred, Bi Annual, Peer Reviewed Journal having ISSN No. 2348-8298, Department of Political Science, Karnatak University, Dharwad	January-June 2018
4.	A Study on Factors Influencing Wedding Quality by Using Model Developed by Haywood Farmer's Evaluation of Service Quality	Educational Research Multimedia & Publications, International Journal of Management Studies. <b>UGC Approved Journal</b> Vol.-V, Issue -4(4), ISSN(Print) 2249-0302 ISSN (Online) 2231-2528 DOI URL: <a href="http://dx.doi.org/10.18843/ijms/v5i4(4)/13">http://dx.doi.org/10.18843/ijms/v5i4(4)/13</a>	October 2018
5.	A Study on Demographic Factors and Customer Satisfaction	Pranamy Education Foundation Publication's, ECOMAN, Collection of Research articles on Economics, Commerce and Management. Volume-01, ISBN 978-81-938339-5-7.	2019
6.	Intention to Use the Wearable Technology and Factors Influencing the Adoption	Journal of critical reviews (JCR) is <b>Scopus indexed</b> Journal ISSN- 2394-5125 Vol 7, Issue 1, 2020 doi: 10.31838/jcr.07.01.182	2020
7.	Assessment of Women's Occupational Stress and Its Effect on their Job Performance And Job Satisfaction	IUJ Journal of Management , Vol 8 No.1 June 2020 <a href="http://Eoi.citefactor.org/10.11224/IUJ08.01.03">Eoi.citefactor.org/10.11224/IUJ08.01.03</a>	2020

8.	A descriptive analysis on sustainable business Strategy of online food service Industry.	International Research Journal of Modernisation in Enggnd Technology and Science Volume-03/ Issue 03/ March 2021 e ISSN 2582-5208	2021
9.	Analyzing the Approach of Multi-level Marketing and its Demand among Industries	Turkish Online Journal of Quantitative Inquiry(TOJQI) is Scopus indexed Journal Volume 12, Issue 6, June 2021 4725-4737	2021
10.	Traditional Technology: Community Addressing system for Participation in Ethiopia	INTERNATIONAL JOURNAL OF SCIENTIFIC DEVELOPMENT AND RESEARCH Volume 7 Issue 9, September-2022 ISSN Approved Journal No: 2455-2631 <a href="http://www.ijdsr.org/papers/IJSDR2209146.pdf">http://www.ijdsr.org/papers/IJSDR2209146.pdf</a>	2022
11.	The Contest of Participatory Power: Indigenous and Non-Indigenous People in Africa- Ethiopia	Proceedings of the 3rd International Conference on Social Science, Humanity and Public Health, ICoSHIP 2022, 05-06 November 2022, Banyuwangi, East Java, Indonesia <a href="https://eudl.eu/doi/10.4108/eai.5-11-2022.2326517">https://eudl.eu/doi/10.4108/eai.5-11-2022.2326517</a>	2023

### Articles / Case Studies

Title of Research Article Published	Publisher Details	Year of Publication
SWOC Analysis of Zomato - A Case of Online food delivery services	International Research Journal of Modernization in Engg. and Technology and Science Volume-03/ Issue 03/ March 2021 e ISSN 2582-5208	2021

### Articles

Si. No.	Title of Research Article Presented	Conference/Seminar Details	Year of Presentation
1	B Schools- are they producing true professionals or mediocre workforce?	National conference at Rani Channamma University, Belgaum. On 8 <sup>th</sup> and 9 <sup>th</sup> August 2014	2014

2	Impact of GST on service sector with special reference to wedding industry in India.	National Seminar at Rani Channamma University, Belgaum. On 27 <sup>th</sup> March 2018	2018
3.	Exploring avenues in Banking, Management, IT, Education and Social Sciences.	National Conference at Srinivas University, Mangalore. On 04 <sup>th</sup> August 2018	2018
4.	Technology and trends of E-Payment in Global E-Commerce	National Conference at Srinivas University, Mangalore. On 05 <sup>th</sup> and 6 <sup>th</sup> October 2018	2018
5.	Journey of innovative skills towards effective employability in service sector.	International Conference at Mangalore University, Mangalore On 22 <sup>nd</sup> and 23 <sup>rd</sup> February 2019.	2019

### **Books/Chapters**

<b>Si. No.</b>	<b>Title of Chapter Published</b>	<b>Book Title and Publisher Details</b>	<b>Year of Publication</b>
1	Services Marketing Strategy: An Insight into Gaps Model of Service Quality.	<b>Research Trends in Management</b> Akinik Publications, 169, C-11, Sector-3, Rohini, Delhi-110085, India Paperback ISBN: 978-93-5335-641-5 E-Book ISBN: 978-93-5335-642-2	2019
2	"An Overview of Major Problems and Possible Prospects of Agricultural Marketing in India"	<b>Status of Agriculture in India</b> Published by: Of By And For You Publications Edition: First-Volume-1 ISBN: 978-81-942871-0-0	2019
3.	"Future Trends And Major Significant Challenges of Commerce Education in India."	<b>Trending Frontiers And Prospects in Commerce and Management</b> Published by: Of By and For You Publications Edition: First- Volume – I ISBN: 978-81-942871-2-4	2020
4.	"Significant impact of r-commerce and its impact on India and global market- A Study"	<b>Prospects And Horizons In Commerce And Management</b> Published by: Of By and For You Publications Edition: First ISBN: 978-81-942871-1-7	2020

### Activities

Si. No	Name of the Programme	Organising Committee	Type of Programme	Duration and Year
1	National Level conference on Developing Indian Tourism: Innovative Ideas and Practices	Internal Quality Assurance Cell (IQAC), College of Hotel Management and Tourism.	Conference	July-2019
2	International Conference on Emerging trends in Management, Information Technology and Education	College of Management and Commerce, Srinivas University, Mangalore	Conference	16 <sup>th</sup> -17 <sup>th</sup> August 2019

### Recognition / Awards

- Rated with second highest During Annual Appraisals at iGATE Global Solutions Pvt Ltd.&Bharathi Cement Corp Pvt Ltd.
- Received Certificates for completing trainings of Team Effectiveness & Customer Orientation at iGATE.
- Recognized as Research Guide at Srinivas University, Mangalore.

### Seminars and Conferences Attended

Si. No	Name of the Programme	Organising Committee	Type of Programme	Duration and Year
1	National Level Workshop on Research Methodology	Karnatak University, Dharwad	Workshop	8 Days Sep-Oct-2014
2	Statistical Interventions of Research	Department of MBA, Gogte Institute of Technology, Belgaum	FDP	2 Days February-2016
3	Research Paper writing skills under peer guidance	University Grants Commission and Human Resource Development Centre, Karnatak University Dharwad	Workshop	6 Days November-2016
4	Multi-Dimensional View of Research	IEMS B School,Hubli	FDP	1 Day June-2017

5	Data Analytics using SPSS	KLS Gogte Institute of Technology, Dept of MBA, Belagavi in Collaboration with SPSS South Asia.	FDP	1 Day March-2018
6	Role of teacher in handling adolescent issues.	Srinivas University's College of Hotel Management and Tourism	FDP	1 Day April-2019
7	Research Methodology and Data Analysis.	Srinivas University's Mukka Campus.	Workshop	1 Day July 2019

**Online Certifications and Webinars**

**Certificate Course on**

**“Building Digitally Competent Professionals With A Futuristic Orientation”**