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Education



Degree	Specialization	College/University	Year of passing
Ph.D.	Management	Pursing –	
M.Phil.	Management	JAIN (Deemed to be University), Bangalore	2011
MBA	Marketing Management	Pondicherry University, Pondicherry	2010
MA	Economics	Bangalore University, Bangalore	1998
BA	History, Economics and Sociology	MES College Bangalore University	1996

Certificate Course	Specialization	College/University	Year of passing
Certificate in University Teaching	University Teaching	The University of New Castle – Australia	2017
Advanced Diploma in Computer Integrated Management	Personnel and HRM	University of Indianapolis, USA and First Computers India	1999

Patent Publications

S.N.	Title of the Patent	Application Number	Publication Date
1	A Machine Learning approach to study the Social Sustainability of an Organization	202241006459	18 th February, 2022
2	Machine Learning Approaches in Stock Market Prediction and Mutual Fund Portfolio Management	202241030686	3 rd June 2022
3	IOT- Based Multimedia Kiosk for Business Management	413052001	9 th April 2024

Research Publications (27 Publications – Scopus, UGC Care, Book Chapter and Peer Reviewed Papers)

Title of the Paper	Name of Journal	Impact Factor	ISSN No	Month Year
The Impact of Data Analytics and Mining in Transforming the Decision-Making System	International Journal of Scientific Engineering and Management	5.25	2852-3930	March 2024
The Impact of AI on Human Roles in the User Interface & User Experience Design Industry	International Journal of Scientific Engineering and Management	5.25	2852-3930	March 2024
“How Fintech Has Changed The Borrowing Capacity Of Indian Youths”	International Journal of Multidisciplinary Research and Technology	6.325	25827359	August 2023
Enhancing Provider Capacity and Facility Readiness for Addressing Violence Against Women in Maharashtra's Tertiary Hospitals	Conference Proceedings			August 2023
An Empirical Study on Sleeping Habits And Perception Of Its Health Effects Among College Students	International Journal of Early Childhood Special Education (INT-JECSE)	1.0444	1308-5581	July 2022
Impact of Demonetization on Gold	Review of International	0.55	2146-	Spring 2021

Imports and Gold Prices	Geographical Education		0353	
Review on Impact of Foreign Institutional Investments on Electrical Sector of India	Review of International Geographical Education	0.55	2146-0353	Spring 2021
Impact of Foreign Institutional Investments on Electrical Sector in India	Review of International Geographical Education	0.55	2146-0353	Spring 2021
FinTech and Sustainable Development: A Comparative Study of Indian and Chinese FinTech Ecosystems	Handbook of Research on Financial Management During Economic Downturn and Recovery	Book Chapter	ISBN13 : 9781799866435	December 2021
Blockchain Technology in Securitization in India	Handbook of Research on Financial Management During Economic Downturn and Recovery	Book Chapter	ISBN13 : 9781799866435	December 2021
A Study on the Performance of Indian Mutual Funds in Recent Years	Handbook of Research on Financial Management During Economic Downturn and Recovery	Book Chapter	ISBN13 : 9781799866435	December 2021
Understanding the Concept of Political Marketing	International Journal of Advances in Engineering and Management (IJAEM) Volume 3, Issue 7 July 2021, pp:	7.429	ISSN: 2395-5252	July 2021

	2414-2417 www.ijaem.net			
An analysis of usage of Integrated Marketing Communications by Political parties to Influence Voters in Tamil Nadu and Kerala in assembly elections 2021	International Journal of Advanced Research, Ideas and Innovation	6.018	ISSN: 2454-132X	August 2021
Impact of COVID – 19 on the mental health among children in China with specific reference to emotional and behavioural disorders	International Journal of human rights in Healthcare (Emerald Group of Publishing) SCOPUS LISTED	1.3	2056-4902	December 2020
COVID – 19: Current Pandemic and Its Societal Impact	International Journal of Advanced Science and Technology SCOPUS LISTED	0.41	2207-6360	March 2020
Switching Behaviour of Mobile Phone Users in India: An Empirical Study	Journal of Xi'an University of Architecture & Technology	3.7	1006-7930	March 2020
Banking Sector Transformation - Artificial Intelligence in The Modern Digital Era	International Journal of Advances in Engineering and Management (IJAEM)	7.429	2395-5252	November 2020
Impact of the Stimulus Package on the Economy of India	International Journal of Advances in Engineering and Management (IJAEM)	7.429	2395-5252	November 2020
Development of Research Design in Context of Healthcare Quality	Journal of Xidian University	5.4	1001-2400	March 2020

and Patient Satisfaction at Private Hospitals in India				
Review On social media And Mental Health	Journal of The Gujrat Research Society	4.5	ISSN: 0374-8588	November 2019
Impact Of social media On Indian Culture	Journal of The Gujrat Research Society	4.5	ISSN: 0374-8588	December 2019
Effectiveness Of Global Market Segmentation in The Sportswear Industry	Journal of The Gujrat Research Society	4.5	ISSN: 0374-8588	July 2019
Microfinance And Women Empowerment	International Journal Of Creative And Innovative Research In All Studies	4.721	2581-5334	November 2019
A Study on Consumer Perception Towards Marketing by FMCG Companies	International Journal of Development Research	7.012	2230-9926	September 2018
National Sports Exchange: Has Sports become a Business in India?	International Journal of Innovative Research in Science, Engineering and Technology	7.512	2347-6710	March 2019
Consumer Behaviour Towards Online Shopping	International Journal Of Management Studies	3.2	2249-0302	October 2019
Micro Finance and Women Empowerment in India	International Journal of Management Studies	3.2	2249-0302	January 2020
A Study on Financial Inclusion in India	International Journal Of Management Studies	3.2	2249-0302	October 2019
Venture Capital Trends in India	International Journal of Advance Research, Ideas	4.295	2454 - 132X	September 2019

		and Innovations in Technology			
	The Technique of Buzz Marketing and its impact on Purchase behavior of the Consumers	Handbook of Management and Behavioural Science	5.1	978-81-89547-52-3	July 2011
Research Paper Presentation (8)	Title of the Article	Name of the Conference	Institute	Year	
	Issues in India's Corporate Debt Market Microstructure	IIMA – World Bank Research Conference on Financial Distress, Bankruptcy and Corporate Finance International	IIM Ahmedabad	2019	
	Consumers Online Shopping Behaviour in India: An Empirical Study	2019 IIM Indore NASMEI Summer Marketing – IS Conference “Smart Marketing in the Digital Age” International	IIM Indore	2019	
	A Study on effect of Advertising on increased Medical Tourism in India	International Conference on Global Health & Medical Tourism International	IIM Kozhikode	2019	
	UGC Sponsored National level Seminar on Relevance of Gandhism and Marxism in Present Scenario	Gandhian Thoughts and Political Marketing National	KLE's S. Nijalinappa College	2011	
	National level Conference on “Role of Economics in Societal Change”	Indian Economy National	Don Bosco Institute of Technology	2009	
	National level Conference on Exploring Green Management Initiatives	Green Marketing National	New Horizon College of Engineering	2009	
	National level Conference on Business Potential of India in a Global Recession Scenario	Bailouts package for economic revival National	Jain University-Center for Management Studies	2009	
	National level Conference Changing Face of Tourism in Global Scenario	Medical Tourism National	KLE's S. Nijalinappa College	2009	

Consultancy / Projects

Director in an advisory and consultancy capacity of Spandana Credit Co-operative Society- Overall activities of the organization

**Books
(4 Books written and Editor of 7 Books)
Publisher: Eureka Publishers**

Title of the Book	ISBN No.	Month Year
Business, Entrepreneurship and Management	9789391260262	August -October 2022
Entrepreneurial Finance and Business Management	9789391260279	August -October 2022
Entrepreneurial Marketing Paperback	978-9391260347	August -October 2022
Entrepreneurship and Human Resource Management Paperback	978-9391260286	August -October 2022
International Finance	978-9391260101	June, 2021
Research Methodology	978-81-949633-8-7	February, 2021
Sustainable Finance for Better World	978-81-951108-4-1	January, 2021
Sustainability and Human Resource Management	978-81-950-380-7-7	January, 2021
Sustainable Marketing	978-81-950380-9-1	January, 2021
Business and Sustainability (Foundations, Challenges and Management Functions)	978-81-951108-1-0	January, 2021
Integrated Management - Standing up for a Sustainable World	978-81-950380-6-0	January, 2021
Management and Sustainability - Rethinking Social Innovation and Business Ethics in Sustainability Development.	978-81-950380-4-6	January, 2021
Sustainable Management (With Special Focus on Dilemmas of Business Oriented Management)	978-81-951108-5-8	January, 2021
Finance and Sustainability	978-81-950380-5-3	January, 2021
International Business	978-8194782650	December 2020
Corporate Governance	978-81-945153-7-1	May 2020

FDPs / Webinars Conducted as

Program Type	Topic	Institute	Date
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Resource Person	Guest Lecture	Indian Economy in unprecedented times- Moving Forward"	School of Humanities And Social Sciences & School Of Interior Design Jain (Deemed-to-be University)	11th September 2020
	Symposium	"Indian Economy in Unparalleled Times: The Road Ahead"	Center for Management Studies, Jain (Deemed-to-be University)	21 st October, 2020
Organized Conferences (6) FDPs (5) Webinars (13) Panel Discussions (2) Seminars (1) Symposium (2) Conclave (3)	Program Type	Title of Program	Level	Date
	Conference	Innovative Pedagogy in Business and Management a success	International	10 th October 2009
	Conference	'Modinomics: Myth or Magic for Indian Economy	National	20th December 2014.
	Conference	Resurrect	National	2 nd September 2015
	FDP	Creating New Knowledge: A Blend of Research and Data Analysis	National	30 th April, 2020
	Webinar	Impact of COVID on Entrepreneurship	National	21 st May, 2020
	Webinar	Gender Implications of COVID – 19 Pandemic	National	23 rd May, 2020
	Webinar	A Sustainable Response to COVID – 19 The New Normal	National	27 th May, 2020
	Webinar	Moving Forward Through the Challenges Posed by COVID – 19 in The Manufacturing Sector	National	30 th May, 2020
	Webinar	Goal Setting That Cannot Fail	National	1 st June, 2020
	Panel Discussion	COVID – 19 Crisis: The Global Economy Reshaping	International	4 th June, 2020
	Webinar	Microbiologists' Eye view on COVID – 19	National	3 rd June, 2020
	Webinar	Mindfulness for Educators	National	6 th June, 2020
	Webinar	Managing your Finances and	National	8 th June, 2020

	Investment during COVID Time		
Webinar	Impact of COVID-19 on the Indian Stock Markets	National	13 th June, 2020
Webinar	Teaching- An amalgamation of Negotiation, Performance and Struggle for Acceptance	National	16 th June, 2020
Webinar	Juggling in The Midst of New Normal	National	17 th June, 2020
Panel Discussion	Leading The Way Forward In the Unprecedented Times: With Special Reference To The Global Markets and Economy	International	6 th July, 2020
Conclave	International Research Conclave	International	3 rd – 5 th August, 2020
FDP	FDP on Data Analysis Using SPSS, AMOS & R	National	24 th – 25 th August, 2020
Webinar	Indian Economy during Unprecedented Times and Way Forward	National	12 th October, 2020
Symposium	Polity, Research and Upscaling Students' Effectiveness	National	21 st October, 2020
FDP	Rudiments of Finance: Teaching and Research Perspective	National	2 nd – 6 th November, 2020
Conference	Sustainable Business Management Practices and Social Innovation	International	30 th January, 2021
Webinar	Intellectual Property Rights (IPR) & Patent Process	National	22 nd February, 2021
MDP	The Next Phase of Business Environmental Sustainability	National	26 th March, 2021
Conclave	Scaling Techniques and Data Analysis using Excel and SPSS	National	26 th – 30 th April, 2021
Symposium	Reinventing and Integrating the New Era of Management and Media Practices	National	21 st May, 2021

Seminar	Reimagining People Management and Employee Experience	National	23 rd July, 2021
Summit / Conference	Research Summit "AVLOKAN" on Redefining Social Responsibility with Ethical Leadership	International	2 nd – 10 th August, 2021
Conclave	Foreign Exchange Market Investment Opportunities and Risk Management	National	30 th August, 2021
FDP	Emphasizing the Centrality of Marketing to Business	National	20 th – 24 th September, 2021
Summit / Conference	Entrepreneurship Summit "AVLOKAN 2.0" on Beyond Sustainability – Trends in Regenerative, Socially Responsible, Community Ventures	International	10 th – 12 th , 17 th – 22 nd December 2022

Short Term Offline Courses (2)

COURSE (Offline)	INSTITUTE	YEAR
Franklin Covey's The 5 choices to extraordinary productivity	Franklin Covey	2014
Skill Development Programme certificate – MS Excel and Advanced Excel	NICT	2016

Short Term Online Courses (12)

Online Certification Courses

COURSE	UNIVERSITY	YEAR
Financial Markets (with Honours)	Yale University	2020
The Global Financial Crisis	Yale University	2020
Introduction to Financial Markets	ISB, Hyderabad	2020
The Role of Global Markets	University of Melbourne	2020
"FinTech and the Transformation in Financial Services"	Copenhagen Business School"	2020
Integrated Marketing Communications: Advertising, Public Relations, Digital Marketing	IE Business School	2020
Marketing Strategy for Entrepreneurs	IE Business School	2020
Marketing Mix Fundamentals	IE Business School	2020
International Organizations Management	University of Geneva	2020

Introduction to International Marketing	Yonsei University	2020
Quantitative Foundations for International Business	University of London	2020
Statistics for International Business	University of London	2020

Workshops

/FDP/Conferences Attended (18)

- FDP titled Bridging the Gap between Academy and Industry through Advanced Pedagogical Techniques by AICTE Training and Learning (ATAL) Academy conducted on 8th – 12th June 2021
- "Quantitative Data Analysis using R" conducted on 29th & 30th December 2020
- FDP titled "Data Analysis using SPSS, AMOS & R" conducted on 24th & 25th August 2020
- FDP titled "Empower, Enthuse and Excel in Research" conducted on 24th December 2020.
- International Level 5 days online Faculty development programme on "Preparing for a Research grant, proposals, Consultancy Projects & Publications" Organized by School of Humanities And Social Sciences Interior Design from 04th to 08th January, 2021.
- Faculty Development Programme - A journey from Teacher to Guru 8th January 2021
- Faculty Development Programme -FUNDED PROJECTS – HOW TO CRACK THEM? - 2nd January 2021
- FDP conducted on 20th August, 2020 on the topic" Green energy finance"
- Two Day National Level Faculty Development Programme titled on 24th & 25th August 2020, conducted by CMS, Jain (Deemed-to-be University).
- Faculty Development Programme- Inquest on research- SPSS and Amos- 6th May 2020
- FDP titled "Innovative Teaching Pedagogy in Education for Gen Z and Gen Alpha in the era of Information Explosion" and "Trending Teaching Techniques for Participation and Performance" organized by CMS, Jain (deemed-to-be-University) on 25th January 2020.
- FDP - Rudiments of Finance: Teaching and Research Perspective- 2nd to 6th November 2020
- FDP on Mental Wellbeing- 12th December 2019
- The FDP on- Data Analysis in Research - 27/07/2018
- FDP on Understanding the Teaching-Learning Approach- Nov 18th & 19th, 2016.
- Faculty Development Program on Critical thinking and problem solving skills in dealing with student behavior and research Relevance- 12/January/2015
- FDP for Faculty on Leadership and Team Building- 26/6/2015
- FDP FOR FACULTY – CMS on Quality Standards and its Application to Pedagogy- 20/6/15