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1. QUALIFICATIONS

- **Ph.D. Management**, July – 2006, Dept. of M.B.A, Kuvempu University, INDIA.
Topic: *Assessing Industrial Potentiality Through Value Chain Analysis – A Study on Maize Industry in North Karnataka*
- **UGC-NET-98, in Management** (1998)
- **M.B.A.** Kuvempu University, June – 1994, Dept. of M.B.A , Area of Specialization- Marketing Management, Kuvempu University, P.G Centre, Davangere, INDIA.
- A Certificate Course in **Statistical Application**, University of Mysore, (July- Sept, 2007)
- **B.A.(Economics)**, June – 1990, University of Mysore, INDIA

2. EXPERIENCE:

a) **Industry–Management Trainee** in Customer service with M/s Cipla Ltd,Mumbai. (From 13-12-1994 to 25-05-1997)

b) Teaching (P.G) – (Starting from the current)

1. Professor,Dept. of M.B.A,**Kuvempu University**, **From: 18-09-2014 to till date**
2. Associate Professor, Dept. of M.B.A,**Kuvempu University**, **From: 18-09-2011 to 17-09-2014**
3. Reader, Dept. of M.B.A,**Kuvempu University**, From 18- 09-2008 to 17-09-2011.
4. lecturer in M.B.A, **University of Mysore**, Dept. of *Business Administration*, from 27-08-2004 to 17-09-2008.
5. Lecturer in M.B.A,**B.V.V Sangha's Institute of Management studies**, Bagalkot, Karnataka. From 09-09-1999 to 26-08-2004.

c) Teaching (U.G)

6. Lecturer for B.B.A,**S.D.M College Honavar**,KarwarDist, from 24-07-1997 to 06-09-1999

d) University Administrative Experience:

- **Finance Officer**,Kuvempu University, Jnanasahyadri, from: 14-10-2019 to 19-06-2020. & 28-08-2024 to till date.
- **Syndicate Member**, KuvempuUniversity, from 16-11-2021 to 28-02-2022
- **Dean, Faculty of Commerce & Management**, Kuvempu University, 29-02-2020 to 28-02-2022.
- **Director**,Kuvempu University, Post-graduation Centre, Kadur, Chickmagalur,Dist. From 01- 12-2008 to 15-03-2012.
- **Director:** School of Business Studies

e) Academic Administration:

- **Department Chairman**, Institute of Management Studies and Research, (M.B.A) Kuvempu University, Jnanasahyadri, Shankarghatta -577451 (2012-14) , (2016-2019)(2022-24)
- **Director – School of Business Studies**, Kuvempu University, Jnanasahyadri, Shankarghatta -577451. (2017& 2018), 2023
- **Chairman, BOS (PG&UG) Management**, Kuvempu University, Jnanasahyadri, Shankarghatta -577451.(2017), & (2020)
- **Chairman, BOE** in Management, Kuvempu University. (2016-17),(2018-19)(2020-21)(2022-23)
- **Member, Doctoral Committee, in M.B.A**, Tumukur University (2024)
- **Member, Doctoral Committee, in M.B.A**, Bangalore University, Jnanabharathi,(2023)
- Member,BOE,inMBA,Davangere University.(2019-20)
- Member,BOE,inMBA,University of Mysore.(2012-13)(2018-19)
- Member,BOE,inMBA,Gulbarga University.(2010-11)
- Member,BOE,in MBA, Davangere University(2015-16) (2018-19)
- Member,BOE,in MBA, Karnataka University, Dharwad.(2013-14)
- Member,BOE,in Commerce, Bangalore University,2012-13)
- Member,BOE,in MBA,KSOU, Mysore. (2011-12)
- Member, BOS, in Management, Gulbarga University.(2018-20)
- Member BOA, Krishna Devaraya University, Bellari, (2019)
- Member BOS, Dept. of M.B.A, Mangalore University (2019)

3. Membership in Various Bodies

1. Editorial Advisory Board Member, DISCOURSE, Xaverian Research Journal, Peer Reviewed Journal, 2018 ISSN NO.2321-0214.
2. Member Editorial Advisory Board, Global Research Review, Peer Reviewed Management Journal. Scholars Association of Kerala.(2017)
3. Member Editorial Board, JM International Journal of Management Research, Madhurai.
4. Member Editorial Board, Researcher Scholar, Refereed Interdisciplinary Research Journal, Kottayam, Kerala.
5. Editorial Member, Kuvempu University, Annual Report 2013-14& 2017-18

4. Conferences, Seminars and Session Chair:

1. **Technical Session Chairman**, Two-day International Conference -2023 on **Reforms in Business Practices and Redefined role of Banks – Contemporary Issues, challenges and remedies**. JNN, College of Engineering, Department of Management Studies, 8th & 9th, Dec 2023.
2. **Technical Session Chairman**, Two day International Conference on **Innovation And Management - A Way Ahead**, Kirloskar Institute of Advanced Management,(KIAMS) Harihar, Karnataka. 29-30, Sept. 2022.
3. **Technical Session Chairman**, Two day International Faculty Development Programme on NEP- A Road Map for Critical Thinking and Innovative Research, 26-31st Aug,2021. Sahyadri Commerce College Shimoga,
4. **Key note Speaker**: One Day National Level Business Conclave on *Digital Banking*, St. Joseph's Evening College, Bangalore, Dept. of Business Administration.07-03-2020.
5. **Technical Session Chairman**, One Day State Level Seminar on *Insurance Sector Reforms and Developments*, Akshara Institute of Management Studies, Shimoga. (09-02-2020.)
6. **Technical Session Chairman**, One Day State Level Seminar on "Impact of GST in India, Marketing and Tourism session. Sahyadri Commerce and Management College, Shimoga. 12th March,2019.

7. **Key note Speaker**, One day State Level Seminar on “Changing Paradigms of Human Resources Management in an Ever Changing Technology and Digitalization Infrastructure in the Global Scenario” Edurite Collage of Management Shimoga. 17th March, 2018
8. **Chairman, Valedictory Session**, Two Day National Seminar on “Start-Up Policy Initiative a Driver for Entrepreneurial Growth, Institute of Management Studies & Research, Kuvempu University, February 24, 2018.
9. **Session Chairman**, Two Day National Conference on “Contemporary Management Practices and their Implications on Growth, Equity, and Justice” Organised by SK University Bellary and BIT, Bellary, on 10 & 11-04-2017.
10. **Keynote speaker**, National Conference on “Innovation Management – Emerging Paradigms” Organised by Institute of Management Studies, Davangere University. 17th Dec 2015.
11. **Session Chairman**, National Conference on Business Education in India – Opportunities and Challenges, Dept. of P.G Studies and Research in Commerce and Management, Sahyadri Collage Campus, Shimoga, 25th, Feb 2015.
12. **Technical Session Chairman**, National conference on Innovations in Insurance Sector in India. Tumkur University, Nov, 2014.
13. **Conference Director, Two day National Conference on the topic: Developing a Holistic Indian Management System, Nov, 22-23, 2013. Institute of Management Studies, Kuvempu University.**
14. National Conference on Renewing Business Trends in Post Recessionary economy. **Technical Session Chairman – Session III, HRM**, Institute of Management Studies, Kuvempu University, 18 – 19, March 2011.
15. National Conference sponsored by UGC, Session **Chairman**, SJM, collage of Arts and Commerce, Tarikere, Karnataka. 9 – 10th, Sept. 2010.

5. Research Project:

A minor Research project funded by Kuvempu University is undertaken on the topic: Managerial Skills and Entrepreneurial Success – A Case Study of Shimoga district. (2011)

6. Research Guidance:

SI No.	Research guidance	Awarded	Submitted	Pursuing
01	Ph.D	18	01	08
02	M.Phil	04		--

Research Degree awarded details(Ph.D)

SI No.	Name of the candidate	Topic	Year of Award
01	PooladDaneswar (University of Mysore)	Developing Competitive Advantage through Information Technology – A Study on Selected Banks in India.	2011
02	Preethi M (University of Mysore)	Corporate Governance in Nationalised Banks in India- A Study	2013
03	AjayKumar TR (University of Mysore)	Technology Transfer in Selected Information Technology and Bio Technology Companies in India	2013
04	VasanthiReenaWilliums (Kuvempu University)	Knowledge Management Practices in Services Industry – A Study in Bangalore & Mysore	2014
05	Sanyo Moosa (University of Mysore)	Stress Management Practices in Banking Industry – A Study with Reference to South Indian Bank	2014

06	Gangadharaiah DN (Kuvempu University)	Consumer Shopping Preference on Organised and Un-organised Retailing – A Study	2014
07	Mohammed AhammedAlsabri (Kuvempu University)	Training and Development Practices in MNC's –A Comparative Study in India and Yemen.	2014
08	Ms. Padmavathi (Kuvempu University)	Job Stress Among IT Employees – A Study.	2015
09	Ms. Aparna J Verma (University of Mysore)	Customer Loyalty Programms in Retailing – A Study	2015
10	Ms. Bindu K (Kuvempu University)	Managing Heritage Tourism – A Study in Karnataka	2016
11	Ms. Uma (Kuvempu University)	Entrepreneurial Intention and Entrepreneurial Success – A Study on Entrepreneurial Intention of Women Entrepreneurs in Karnataka	2018
12	Mr. Mir Mousin (Kuvempu University)	Impact of Rupees Volatility on Export Performance – A Study on Selected Industries in India.	2019
13	Raghavendra H	Customer Relationship practices in Organized Retailing – A Study on selected Retail firms	2021
14	Suhas D	Impact of Electronic Banking on Banks Performance- Study on Selected Banks	2021
15	Anurada T.S	Human Resources Management Practices in Small and Medium Scale Industries in Karnataka – A study on shimoga and Davangere Dist.	2023
16	Kumar N	Consumer Decision Rules and buying Process of Durable Products using Fuzzy theory	2023
17	Kanishka K	An analysis of Digital Marketing Impact on Consumer Decision Making – a study on Consumer durables in Bangalore	2024
18	Naveen H.N	Perceptual Differences among Rural and urban Customers on Marketing Mix Strategy – A study in Karnataka.	2024

Post-Doctoral Fellows(PDF) Scholars:

Sl No.	Name of the candidate	Topic	Year of Award
01	Dr. Gangadharaiah D.N (UGC-Fellowship)	Value Addition in Retailing – A study on Selected Retail Firms in India	2021
02	Dr. Inchara P.M Gowda (ICSSR, fellowship)	Management of Non- Performing Assets – An Empirical Study of Scheduled Commercial Banks	2021

Research Scholars Pursuing Ph.D.

Sl No.	Name of the candidate	Topic	Year of Registration
01	KhaleelAhamed	Management of Personal Finance- A Study of Personal finance Management of Professionals in Karnataka	2019
02	Poorna Raghavendra	An analysis of Tourism Marketing Mix- A study on Select Tourism Destination in Karnataka.	2021
03	Ms Reshma	Evaluation of Mutual Fund Performance – A study on ...	2021

04	Ms. Arpita	Digital Marketing Practices - A Study on Real Estate Marketing in Bangalore	2023
05	Mr. Pramod Kumar,	Green Banking Initiatives in Commercial Bnks – A Study on Select Commercial Banks in Karnataka	2023
06	Miss. Mamatha	Professional and Personal Wellbeing of Women Employees in Public and Private Educational Institutions.– A Study on Women Employees in Tumukur District	2023

7. Special / Invited Lectures Delivered

1. Session Speaker, Monthly Research Lecture Series -6, organized by **Karnataka State Higher Education Council (KSHEC)**, for University teachers and students of Karnataka state on 26-06-2024. Topic: Evolution of Marketing Philosophies from Barter to Digital Economy.
2. **Session Speaker**, Quarterly Faculty ‘symposium on teaching and learning held on 9th September 2022. Kuvempu University in association with VSK University Bellary and **Athens State University, Georgia, USA**.
3. **MHRD-UGC-Academic Staff Collage Bangalore University** – Resources Person to the participants of Refresher Course in commerce and Economic. Delivered **two lectures on Academic Research Designs**. Date:07 -01- 2021
4. **Mangalore University, Department of Commerce**, Resources Person for 10 days **ICSSR, Sponsored Faculty Development Programme**, for teachers and research scholars on Research Methodology in Social Science Research. Delivered two sessions on 9th April, 2019.
5. **Visvesvaraya Technological University, Jnanasangam, Belagavi**, Resources Person for 21 days **Faculty Development Programme (TEQIP 1.3)**. Delivered two sessions on ‘Research Design’ on March 5, 2019.
6. **St Joseph’s Evening College, Bangalore, Dept. of Business Administration**, Resources Person to State Level Management Development Programme, Delivered a Lecture on Research Design Process. March 10, 2018
7. **UGC-Academic Staff Collage University of Mysore** – Resources Person to the participants of 4th Winter Programme (Refresher Course in commerce and Management.) Delivered **two lectures**. Date:30 -11- 2017
8. **UGC-Academic Staff Collage University of Mysore** – Resources Person to the participants of Refresher Course on Soft Skills and Personality Development. Delivered **two lectures**. Date: 25 -03- 2017.
9. **UGC-Academic Staff Collage Goa University** – Resources Person to the participants of 22nd Refresher Course in commerce. Delivered **two lectures**. Date: 13 -03- 2015.
10. **UGC-Academic Staff Collage University of Mysore** – Resources Person to the participants of Special Winter Season Refresher Course in commerce and Management. Delivered **two lectures**. Date: 16 -12- 2014.
11. **UGC-Academic Staff Collage University of Mysore** – Resources Person to the participants of 23rd Refresher Course in commerce and Management. Delivered **two lectures**. Date: 03 -07- 2014.
12. **UGC-Academic Staff Collage University of Mysore** – Resources Person to the participants of 22nd Refresher Course in commerce and Management. Delivered **two lectures**. Date: 29 -06- 2013.
13. **UGC-Academic Staff Collage University of Mysore** – Resources Person to the participants of 21st Refresher Course in commerce and Management. Delivered **two lectures**. Date: 22 -08- 2012.

14. Resources Person to the Soft Skill programmes conducted by P.G Departments of Sahyadri College, Shimoga, on 26-02-2017.
15. Resources Person to the Soft Skill program of Kuvempu University
16. Kuvempu University NSS Division -Delivered a Lecture in NSS National Integration Camp on the topic: Ethical Leadership. Dated
17. Government Pre University collage Amrutha – NSS camp Delivered a lecture on the topic: Personality Development and Career development.
18. Classes engaged for Distance education students of M.B.A and M.Com of Karnataka State Open University and Kuvempu University distance education students

8. PUBLICATIONS

a) Books Published

1. ***Consumer Behaviour-Text and Cases***, Collage Book House, Bangalore. ISBN 978-81920183-8-6 H.N Ramesh and V Murugaiah (2011)
2. ***Marketing Management - Text of Indian Perspective***. Collage Book House, Bangalore. H.N Ramesh and V Murugaiah (2015) ISBN 978-93-819791-6-7

b) Course Materials for MBA & M.Com Students.

1. Marketing Management – Directorate Distance Education, Kuvempu University, V modules and 20 Units. M.com Students. (2011)
2. Managerial Economics – SIM model course Materials for Directorate Distance Education, Kuvempu University, 6 Units. M.com Students. (2016).
3. Consumer Behaviour – *Karnataka State Open University, Mysore*, MBA Course Materials. One model of four units. (2016)
4. International Business – *Karnataka State Open University, Mysore*, MBA Course Materials. One model of four units. (2016)
5. Advertising and Brand Management - SIM model course Materials for Directorate Distance Education, Kuvempu University, MBA Course (2017)
6. International Marketing -SIM model course Materials for Directorate Distance Education, Kuvempu University, MBA Course (2017)

c) Contribution to Edited Volumes

1. Technology in Business: A Competitive Edge for Organizations. A Study on Information Technology Initiative in Relation to Corporate Governance in Banks. Dept. of Studies and Research in Commerce, Tumkur University, (2013) Page 7--
2. Indian Business scenario and Jobless Growth – concerns and Solutions, An Empirical Study on Rural Consumer Buying Behaviour Towards Un-Organized Retail Sector. Himalaya Publishing House. (2012) ISBN: 978-93-5051-836-6.
3. Indian Business scenario and Jobless Growth – concerns and Solutions. Influence of HRM practices in MNC's with Reference to India. Himalaya Publishing House. (2012) ISBN: 978-93-5051-836-6.
4. Indian Business scenario and Jobless Growth – concerns and Solutions Sustaining Business in a Changing Global Environment. Himalaya Publishing House. (2012) ISBN: 978-93-5051-836-6.
5. Entrepreneurship and Business Development in India, M.S Subhas, Entrepreneurship Development Linkages Through Promotional Institutions and Agencies in the Karnataka State, , Excel India Publishers, (2012) ISBN: 978-93-2062-50-9.
6. Contemporary Practices for the Success of Indian Business, - Retail Branding: An Indian Perspective, NCRC, Publications Coimbatore, ISBN 978-81-909150-4-5 Pp 65-71, (2011).

7. Renewing Business Trends in Post Recessionary Economy. Role of Micro Finance in Elevating Women Status. Excell India Publishers, New Delhi. ISBN No. 978-93-81361-19-1, Pp 176 - 179,(2011)
8. Trends in Hospitality – “Tourism in India – A Value Chain Analysis. Christ University Press, Bangalore. ISBN No. 978-81-922281-0-5. Pp 28-38. (2011)
9. Contemporary Issues and Challenges in Banking & Financial Sector – Banc assurance – An effective chanel for Insurance Delivaries. Excell Book, New Delhi. (P,p 74-85). (2010)
10. Think Global Go Rural – Innovation in Rural Marketing. Excell Books New Delhi, ISBN 978-81-7446-836-9. (2010).
11. Management Megatrends –Twenty first Century Perspectives, Nurturing Intellectual Capital through Effective Knowledge Management Practices.Pp51-67. (2010)

09 Research Articles Publication

1. **H.N Ramesh**, The Green Banking promotions and Public Sector Banks: Employees Perspectives, Rabindra Bharathi University Journal of Econmics, UGC Care Approved, Peer reviewed Referrel Journal. Vol. XXVIII, No. 27. IF: 6.986. ISSN -0975-802X. Aug 2024.
2. **Reshma & H.N Ramesh**, Analysis of Mutual Fund Investments in Dakshina Kannada District: A Study on Investors Attitutde and Preferences. Journal of Indian Institute of Management and Commerce, Vol. 7, Issue 1. ISSN:2581-6527. June 2024.Pp 36-48
3. **H.N Ramesh**, The Impact of Neuro Marketing on Consumer Buying Behaviour, Journal of Emerging Technologies and Innovative Research, Internal Open Access Peer reviewed Refereed Journal. ISSN 2349-5162. Vol.11 Issue 01, Jan,2024. JN 63795. Imp:7.95
4. **Reshma & H.N Ramesh**, An analysis of Investment Pattern of Mutual Funds in India – A Comparative Study on Banking Sector. Education and Society. Indian Institute of Education, Pune. UGC Care Listed. Vol-47, Issue-1, No. 5, ISSN:2278-6864. Oct – Dec.2023.
5. **H.N Ramesh**, Risk Profile of Mutual Funds in India – A Study on Risk Adjustment Returns Analysis of Selected Equity Funds. Journal of Asiatic Society of Mumbai UGC Care-I Journal. ISSN 0972-0766. Vol. 97, No 8, Aug 2023.Pp 123-132.
6. **Reshma & H.N Ramesh**, Financial Literacy of Women Employees in Investment Decisions – A Study on Investment on Mutual Funds. Madhya Pradesh, M.P Institute of Social Sciences Journal of Social Sciences Research Ujjain. UGC Care-I Journal Vol.28,No. 01, ISSN:0973-855X. June 2023. Pp25-36.
7. **Reshma & H.N Ramesh**, Digital Payment System in India – A Study on Issues and Challenges in Banking Sector, IOSR International Journal of Business and Management(IOSR-JBM), Vol.25 Issue.4, Ser. VI, e-ISSN:2278 p-ISSN:2319-7668, April 2023. Pp 39-46
8. **H.N Ramesh**, Impact of Lapses in Legal Procedures on Digital Marketing Business, Education and society, Indian Institute of Education, Pune. **UGC Care Journal**. Vol.47. Issue 1,No. 12 ISSN:2278-6864.Jan – March, 2023. Pp 53-56.
9. **H.N Ramesh** Synargic Integration and Role Behaviour of Employees in SME – A Micro Study in Shivamogga **Paripex – Indian Journal** of Research. Vol.11 Issue12, Dec 2022.ISSN:2250-1991.DOI:10.36106/paripex. Pp133-136

10. **H.N Ramesh**, Brand Image – An Extended Arm for Customer Building. International Journal of Advanced Research in Science, Communication and Technology. Vol. 2 Issue 2. ISSN No. 2581-9429. Dec 2022. Cert. No. 1222022-A438.IF. 6.252.
11. **H.N Ramesh**, Impact of Digital Marketing on Consumer Buying behavior. A Conceptual Study on Durable Products. JuniKhyat Indexed Peer reviewed Journal **UGC Care List**. Vol.12,Issue 11, No.03. Imp: 6.625. ISSN2278-4632. Nov.2022.Pp13-24.
12. **H.N Ramesh**, HRM practices and Performance of MSMEAn Empirical Study, Juni Khyat, **UGC Care-I Listed Journal**. Vol.12,Issue 10No.01 ISSN 22784632. Oct 2022.
13. **H.N Ramesh**,An Analysis of Online V/s Offline Payment Methods- A study on Consumer Preferences in Rural Areas of Udupi District, **Juni Khyat(UGC Care Group I Listed)** journal, Vol.12, Issue –II No. 02, November 2022. ISSN:2278-4632. Pp 55-66.
14. **H.N Ramesh**, Consumer Buying Behaviour and its Affect on Retail Stores, International Journal of Advance and Innovation Research, Vol. 9 Issue 3(1), July- Sept. 2022.ISSN 2394-7780. Pp233-238
15. **H.N Ramesh**, HRM Practices in MSME's – Remained Unprofessional. IJRASET, Internal Journal for Research in Aplied Science and Engineering Technology. Vol. 10 Issue IX, September 2022. ISSN No. 2321-9653. Imp: 7.429.
16. **H.N Ramesh**, A study on Products Packaging Impact on Consumer Buying Behavior - With special reference to FMCG, Goods, International Journal of Creative Research Thoughts(IJCRT). Volume 10 Issue 10 October 2022 , Date of Publication: 17-October-2022. 7.97 Impact Factor. ISSN :2320-2882
17. **H.N Ramesh**, Influence of Environemental Factors on Consumer Behaviour Towards Buying Decision Process of Goods and Services, Neuro Quantology- An International **Peer Revied Open Access journal**. Vol. 20. Issue 9. DOI No. 10.14704/nq 2022.20.9 NQ44171. Aug 2022. Pp 1485-1490.
18. **H.N Ramesh**, Impact of Turbulent Time on Financial Transaction- A Study on Impact of Covid-19 Pandemic. International Journal of Advances in Engineering and Management(IJAEM), **A peer reviewed journal**. Vol.4. Issue 1,ISSN:2395-5252. Jan 2022.Pp 902-908
19. **Prof. H.N Ramesh**, Value Addition through Online Shopping- An Evaluation of Customer Perception. Juni Khyat Journal, indexed Peer reviewdjornal listed in **UGC Care list**. Vol. 12, Issue01, No. 01, Jan 2022. Imp:6.625. ISSN: 2278-4632.
20. **Prof. H.N Ramesh**, A study on Octapace culture in Small Scale Industry – A case Study of MYMUL, International Journal of Multidisciplinary Research and Growth Evaluation. Vol. 2 Issue 6. Nov-Dec,2021. ISSN:2582-7138. Pp 20-24
21. Suhas D and **H.N Ramesh**, E-Banking – A way Ahead for Building Competitive Strength in Banking Service, International Journal of Banking, Risk and Insurance, International Peer Reviewed Journal. Vol.9 Issue 2, Oct 2021. Pp 37-41. ISSN.
22. **H.N Ramesh**,An Empirical study on Standard CRM Practices of Selected modern Retail Stores, journal of Emerging Technologies and Innovative Research, An International Open access Journal (Peer Reviewed Refereed Journal) Vol. 8 Issue 5, May 2021. ISSN2349-5162.

23. **H.N Ramesh**, Reference Groups and Opinion Leadership Effect on Purchase decision of Consumer Durables, **Thomson Reuters ISI Web of Science Clarivate Analytics USA and Crossref Indexed Journal** Biosec, Biotech, comm. Bhopal India, Special issue, Vol 13 No. 10(2020) PP 27-33.(IF 7.728)
24. **H.N Ramesh**, Consumer Buying Decision Rules and Buying Behaviour towards Durable Products – Based on literature review. International journal of Innovative Practices and Applied Research(IJIPAR), A peer reviewed Refereed scholarly quarterly journal. Vol. 10, Issue 5(A).ISSN No. 2349-8978. Jan – March 2020.Pp 141-148.
25. **H.N Ramesh**, Understanding CRM, Strategies of Retail Sector: An analytical Study of More Retail Stores, **Paripex – Indian Journal of Research**, A Peer Reviewed, Referred & Indexed International Journal, Vol. 09, Issue 08, ISSN No. 2250-1991. August, 2020.
26. **H.N Ramesh**, CRM: A Strategic Tool for Long Lasting Relationship – An Analytical Study of Big Bazar, Shivamogga. **MuktShabd Journal, UGC, Care Group –I Journal**, Vol.IX,Issue VI, ISSN No. 2347-3150, June, 2020.
27. **H.N Ramesh**, Customer Orientation in Banking Industry – A Study from the perspectives of the Bank Employees, **Shodh Sanchar Bulletin, Journal of Arts, Humanities and Social Sciences, Internal Multidisciplinary Journal**. Lucknow, U.P, Vol. 10, Issue 38(IV) April- June, 2020
28. **H.N Ramesh**, IT Enabled Services in Banking – An Analytical Study, **MuktShabd, UGC Care Group I- Journal**, Vol. IX, Issue VI, ISSN NO. 2347-3150, Pp 350-356, June 2020. Imp 4.6
29. **Prof. H.N Ramesh**, Training as an Effective Tool for Developing Performance of MSME's _ An Empirical Evidence. **Shanlax International Journal of Management. Peer Reviewed Indexed Quarterly Journal**. Vol. 7. No.3, ISSN:2321-4643.January, 2020.Pp 82-88 DOI:10.34293/Management. V7i3.1630.Pp 82-88.
30. **H.N Ramesh**, Influence of Reference Groups and Opinion Leadership on Consumer Purchase Decision Making Process of Consumer Durable Goods – Based on Literature Review. International Journal of Innovative Practice and Applied Research(IJIPAR), Vol. 9 Issue 3 ISSN 2349-8978. Oct- Dec 2019. Pp 142-150
31. Suhas D and **H.N Ramesh**, Customer's Eyesight on Information Technology Services in Banking Industry – A Synoptic View. **Restaurant Business, Scopus Indexed International Journal**, ISSN:0097-8043, Vol- 118, Issue-10, Oct. 2019. Pp 557-562
32. Suhas D and **H.N Ramesh**, Management of Customer Services in Indian Banks using GAP Model, International Journal of Recent Technology and Engineering(IJRTE) ISSN: 2277-3878, Vol.-8. Issue- 3s2, Oct.2019. Pp 860-863
33. Dr. Inchara P.M Gowda, & **Prof. H.N Ramesh**, Pradhan Mantri MUDRA Yojana – Serving Micro Units at the Cost of Lenders?, **ABBS Management Business and Entrepreneurship Review, A Journal Indexed in I-Scholar(J-Gate)**. Bangalore. Vol.10, Issue:1 ISSN:0976-3341. Oct,2018 to Mar,2019.
34. **Mir Mousin, & Prof. H.N Ramesh** Islamic Finance And Financial Inclusion – A Theoretical Analysis Of Role Of Islamic Finance In Poverty Alleviation And Financial Inclusion. International Conference on Fostering Innovation in Financial Inclusion . 22nd & 23rd February 2019. School of Management, MAHE, Manipal, India ISBN: 978-93-5351-198-2

35. Suhas D and **H.N Ramesh**, E-Banking and its Growth in India – A Synoptic View, Journal of Management Research and Analysis, Oct- Dec, 2018. DOI 10.18231/2394-2770.2018.0060. (Pp 376-383)
36. **Ms. Uma and Prof H.N Ramesh**, A Study on Government Support for Promoting Women Entrepreneurs in Karnataka State, International Journal of Economics & Management Sciences, Int J Econ ManagSci, an open access journal ISSN: 2162-6359. Volume 7 • Issue 3, June 2018.
37. **D Suhas and Prof. H.N Ramesh**, Intervention of Information Technology in Banking Sector” – A Study. **Bapuji B-Schools, Davangere 22-04-2018, ISBN - 978-81-923654-2-8. (Conference Vol)**
38. **D Suhas and Prof. H.N Ramesh**, E-Banking Services - An Extended Arm for Enhancement of Banking Performance – A Study, Conference Volume Trends and Prospects in Banking and Financial Markets, JSS Science and Technology university, JSS centre for Management Studies, Mysore. 15-16, Dec 2017. Excel India Publisher, New Delhi. ISBN 978-93-86724-26-7 Pp 32-40
39. **Prof.H.N Ramesh**, A Conceptual Frame Work on Consumerism in Dizital Era, Indian Research .Org, Laxmi Nagar, New Delhi -92. Vol.2, Issue-2 ISSN:2455-2992, Dec 2017.
40. **Mir Mousin, & Prof. H.N Ramesh** Export Performance and Exchange Volatility – An Empirical Stdy on Exchange Rate Volatility on Indian Automobile Industry Exports. IJEMR Special Isse(Online(Nov 2017. ISSN 2249-2855 Print 2249-8672 Pp 141-213 (International)
41. **Ms. Uma and Prof H.N Ramesh**, Entrepreneurial Obstacles and Remedial Measures – An Empirical study on Women Entrepreneurs of Karnataka. International Journal of Management and Development studies, GRABS Educational Trust, Chennai -14. (A double blind review journal) Vol.6 No. 9, ISSN: 221-1423. Impact: o.715. August 2017.
42. **Mir Mousin and Prof. H.N Ramesh**, The Impact of E-Banking on Customer Satisfaction in Financial Services An Empirical Study on Selected Financial Institutions of Karnataka. International Journal of Technical Research and Science, Paper Id: IJTRS-V2-I4-020 Vol.2 Issue 5, June 2017. ISSN 2454-2024.
43. **Prof. H.N Ramesh**, Institutional Arrangement and Entrepreneurship Development - A Study on Institutional Arrangement for Promoting Women Entrepreneurs in India with special reference to Karnataka State. International Education and Research Journal, Vol.3 Issue 6. June, 2017. ISSN_2454-9916 (Impact Factor 4.064)
44. **Prof. H.N Ramesh & Mr. Ragavendr H**, Customer Relationship Management – A Key to Business Success. International Journal of Management Studies, Pune-411001. Vol.IV, Issues I, Janaury 2017. (Imp.Factor 2.26), ISSN:2249-0302.
45. **Prof. H.N Ramesh & Mir Mousin**, Impact of Exchange Volatility on Stock Returns – An Empirical Study on Selected Small and Medium Enterprises in India. International Journal of Research in Finance and Marketing, **Euro-Asia, Research and Development**. Vol.6. Issue, 3 March, 2016. ISSN: 2231-5985. Impact Factor: 5.861.
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51. Aparna J Verma, **Dr. H.N Ramesh**, *Effect of the Service Scape on Customers Perception and Satisfaction in Health and Fitness Centre- a Study with Special Reference to Talwalker Better Vale Fitness Ltd.* New Numbers and Letters, an interdisciplinary Research Journal, Kottayam, Kerala, Vol.4. Isse.1. Dec 2013. ISSN No. 2320-317. Pp 30-35.
52. GangadharaiahD.N, **Dr. H.N Ramesh**, Dr.Hanumanthappa, *urban and Semi urban Consumers Perception on Organised and unorganized Retail Outlets*. International Journal of Marketing and Technology, Double blind peer reviewed Journal. Vol.3. Issue8 . ISSN No. 2249-105 Aug.2012.
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65. **Dr. H.N Ramesh** and Ajay Kumar, *Setting up a Joint Venture Between Pharma and Biotech Companies- A Study*. International Journal of Research in Economics and Business. Vol.1. No. 12. ISSN: 2251-1555. Oct.2012. Pp 21.
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73. T.S.Anurada, **Dr.H.N Ramesh**, Manj Nath K.R, *Industry Agriculture Linkage Through Agri-Business- A Study on Agro Processing Industry and Retailing*. Annamalai Business Review, Vol.6. Issue.1. ISSN: 0974-1690. July-Dec, 2011. Pp 61-71.
74. Poolad Daneshvar and **Dr. H.N Ramesh**, *Role of Information Technology in Competitive Advantage – A Conceptual Study*. Dyog Pragati, The Journal for Practicing Managers. National Institute of Industrial Engineering Mumbai, India. Vol.35. No.4. ISSN 0970-3365. Oct-Dec, 2011. Pp 42.
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79. Sanyo Moosa and **Dr. H.N Ramesh** *Human Resources as a premeditated partner*, Busulin Researcher, Kottayam, Vol-XI, No.1, January-December-2010, ISSN. 0975-8656
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88. PooladDanesvar and **H. N Ramesh**Competitive Advantage and Employee's Attitude– A Case Study of Indian Public Banks, International Journal of Contemporary Business Studies, Academy of Knowledge Process, USA. Vol 2, No. 6, June 2011. ISSN no. 2156-7506.
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90. **Dr. H.N Ramesh**, Retail Mix Management – A Synaptic view. The Journal of Business and Retail Management Review, United Kingdom,(UK) Vol.4, Issue.2, April 2010, ISSN 751-82 (www.JbrmR.Co.).
91. PooladDanesvar and **H. N Ramesh**Review of Information Technology Effect on competitive Advantage-Strategic perspective, International Journal of Engineering and Science and Technology. Vol.2 Oct, 2010, 6246-6254, ISSN No. 0975-5462.
92. **Dr. H.N Ramesh**, Indian Rural Markets –Challenges and opportunities, paper presented in International Conference published in the conference volume.
93. **Dr. H.N Ramesh** and **T.P Mohan Kumar**, Corporate Entrpreneurship and Culture, Paper presented in International Conference, published in the conference volume. (E publication MaxPlank, Germany&IISC, Bangalore)
94. PooladDanesvar and **H. N Ramesh**Gaining Competitive Advantage through Quality of Internet Banking Services – An Empirical Study in the Indian Private Banking Sector, Journal of Marketing and Communication, Noida, Delhi. Vo.6. Issue 3, ISSN 0973-2330 Jan-April,2011.
95. PooladDanesvar and **H. N Ramesh** Information Technology and Corporate Strategy - International Journal of Management & Strategy July-Dec.2010 Vol.1, No.1 1
96. BinduKand **Dr. H.N Ramesh**, Stress – Threat or Boon, A Case study published by Adarsh Journal of Management Research, Bangalore. Vol.4, Issue 1, March,2011. ISSN 0974-7028.

10.Seminars/Conferences/ Workshops Attended/Presented

1. 11th International Conference on Emerging Trends in Corporate Finance and Financial Markets. Shri Dharmastala Manjunatheshwara Institute of Management Development, Mysore & Bangalore Chamber of Industry and Commerce. A Study on Investors Perception towards Mutual Fund Investment with Reference to Employees of Dakshina Kannada District. **19-20th, Oct,2023.**
2. A ICSSR sponsored two-day national Seminar on Skill India – Challenges and opportunities, presented a paper on Soft Skills – A Tool for Professional Success. B.N Bahadur Institute of Management Sciences, University of Mysore. 6th & 7th Jan, 2023.
3. A ICSSR sponsored two-day national Seminar on Skill India – Challenges and opportunities, presented a paper on Entrepreneurial Education – A Supportive Hand for Entrepreneurial Growth. B.N Bahadur Institute of Management Sciences, University of Mysore. 6th & 7th Jan, 2023.

4. Two day International Conference on **INNOVATION AND MANAGEMENT - A WAY AHEAD**, presented a paper on A Growth of Mutual Fund Industry in India – A study on Equity funds, Kirloskar Institute of Advanced Management,(KIAMS) Harihar, Karnataka. 29-30, Sept. 2022.
5. Second International Conference on Multidisciplinary Research and Studies, presented a paper on Influence of Environmental Factors on Consumer Behaviour towards Buying decision process of Goods and Services. IIHS, Indirapuram Institute of Higher Studies, Ghaziabad, UP.. 20th Aug, 2022,Certificate No. HHS/Cof/08-22/01
6. Second International Conference on Current Trends in Multidisciplinary Research. Presented a paper on Consumer Buying Behaviour and its Effect on Retail Stores. Indian Academicians and Research Association, India. 17th July,2022.
7. Two Day ICSSR Sponsored National Level Conference on-Digital India- Progress, New Initiatives and Challenges. *Development of Digital Payment System in India – A study on Problems and Prospects*. Department of Studies and Research in Commerce, Mangalore University. 24th & 25th June, 2022.
8. Two Day National Conference on “Digital Revolution and Management”, presented a paper on Emerging Technologies in Digital Banking, Organized by Department of Studies in Business Administration. B.N Bahadur Institute of Management Sciences, University of Mysore. On 16th & 17th March 2018.
9. Two Day National Seminar on “Start-Up Policy Initiative a Driver for Entrepreneurial Growth, Organised Retailing and Consumer Decision – An Empirical Study, by Institute of Management Studies & Research, Kuvempu university, February23- 24, 2018,
10. Two Day National Seminar on “Start-Up Policy Initiative a Driver for Entrepreneurial Growth, Critical Key Success Factors for Entrepreneurs –A Special Reference to Women Entrepreneurship, by Institute of Management Studies & Research, Kuvempu university, February23- 24, 2018
11. One-day National Conference on Sustainable Development – Innovations, Practices and Technology. Export Performance and Exchange rate Volatility - An Empirical Study, Department of Studies and Research in Business Administration& Skill Development Centre, Tumkur University, Dec8,2017.
12. Two Day National Conference on Trends and Prospects in Banking and Financial Markets, E-Banking Services An Extended Arm for Enhancement of Banking Performance – A Study, JSS Science and Technology university, JSS centre for Management Studies, Mysore. 15-16, Dec 2017.
13. National Conference on Sustainable Development: Innovations, Practices.
14. Two Day National Seminar on Impact of Demonetization on Indian Economy, Post Demonetization Issues and Intricacies. Govt. First Grade Collage and P.G Centre & State Bank of India, Davangere, October 13-14th, 2017.
15. National Conference on Transit India – Pragmatic Reforms and Stake Holders Recommendations.Intervention of Information Technology in the Banking Sector – A Study. Bapuji B Schools, Davanger, April 22, 2017.
16. One day work shop on FDI and Indian Retail, Institute of Management Studies and Research, Kuvempu University, April 20, 2016.
17. International Conference on Research in Business Management and Technology (ICRBIT – 2015) RNS Institute of Technology, Bangalore, *Intentions, Challenges and Sustainability of Women Entrepreneurs in Competitive Business world*. April,29-30, 2015.
18. National Conference on Business Education in India – Opportunities and Challenges, Dept. of P.G Studies and Research in Commerce and Management, Sahyadri Collage Campus, Shimoga, *Core Competence Mapping and Skills of Employee for enhancement*, 25th, Feb 2015.

19. Two Day National Seminar on Empowering Small & Medium Enterprises for Global Competitiveness. Impact of Exchange Rate Volatility on Stock Securities – Empirical Study. Dept. of International Business Pondicherry University & ICSSR, New Delhi. Feb 5-6, 2015.
20. International Conference on Empowering Employability in Business Education, Employee Employability in IT and ITES Industries in India. Shri Shivalingeshwara Swamy First Grade College & P.G Centre, Channagiri, Davangere, Karnataka. 6th May 2014.
21. National Conference on The Role of Corporate Social Responsibility for an inclusive growth in the Society, Corporate Governance and Corporate Social Responsibility – A view. Dept. of Studies in Commerce, Gulbarga University, 24th-25th May, 2013.
22. International Conference on Paradigm Shift in Innovative Business Management, Case Related Marketing: An Overview. Sree Narayana Gurukulam College of Engineering, Dept. of Management Studies. Kadayirpp, Kerala, 16-17 Nov, 2012.
23. One-day National Seminar on New Paradigms in Accounting and Finance, Department of P.G Studies and Research in Commerce, Kuvempu University, 26-05-2012.
24. UGC Sponsored one Day State Level Seminar on Global Investor Meet in Karnataka-2010, SJM First College of Arts and Commerce, Tarikere, Karnataka. 21st March, 2012.
25. Two-day National seminar on Karnataka as Global Tourist Destination – Challenges and Opportunities. “ Strategies for Development : a Case Study on Karnataka Tourism Based on Porter’s Model. Maharani’s Arts, Commerce and Management College for women, Bangalore 3rd & 4th Feb, 2012.
26. UGC Sponsored National Conference on Creativity, Innovation and Entrepreneurship, An Analytical Study on Various Schemes Enacted by Government for Promoting SMES in India. Avinashlingm University Coimbatore. 16-17th Feb, 2012.
27. National Conference on Entrepreneurship and Business Development in India: Issues and Cases, Entrepreneurship Linkage Through Promotional Institutions and Agencies in the Karnataka State. Kosali Institute of Management Studies, Karnataka University, Dharwad. 4th-5th Nov, 2011.
28. Annual National Conference on Trending Hospitality, Tourism in India – A Value Chain Analysis, Department of Hotel Management Christ University, Bangalore. 9th Sept. 2011.
29. GC Sponsored Two Day National Level Conference in Economics, Technical Session Chair, SJM College of Arts and Commerce, Tarikere, Karnataka. 10th Sept. 2011.
30. Second Nitte International Conference on ‘Redefining the roles of the business, NGO’s and Governments – A Mission for better Global Society. “Social Entrepreneur a Win-win strategy. Justice K.S. Hegde – Institute of Management, NITTE, Karnataka, 29th-30th December 2010.
31. International Conference on ‘Agriculture Marketing in the context of changing Global Economic Order. Industry Agriculture linkage through food processing industry – A study Institute of Developmental Studies and University of Agriculture Science, Bangalore, at University of Mysore, 25th-26th March 2011.
32. International Conference on Re-Engineering of Higher Education in Management, Karnataka State Open University, Mysore. Re-Engineering of Management Education through Knowledge Management, 8th-9th April 2011.
33. International Conference on “ Global Impact of Indian Management, Purchasing Behaviour of the Customers towards FMCG’s, OXPORD, College of Engineering, Bangalore, 27- 28th, April 2011.
34. International Conference on “ Global Impact of Indian Management, Impact of the Product and Brand on Customers by Using Celebrity on Advertising OXPORD, College of Engineering, Bangalore, 27- 28th, April 2011.
35. Management of Emerging Paradigm conflicts in Globalizing world. Knowledge Management in science sector. PES, Institute of Technology & Indian a University of Pennsylvania at Bangalore, 8th -9th January 2010.

36. International Conference on Rural marks (ICRM-2010), Exploring rural: marks for growth and inclusion, School of Management and Business Studies, Mahatma Gandhi University, Kottayam, Kerala, 29-30, November 2010.
37. Managing in uncertain Times-National Seminar 'Management of Retail Mix' B.N. Bahadur Institute of Management sciences, University of Mysore, Manasagangotri, Mysore, 30th-31st May 2008.
38. Economic Recession and Management strategies, National Conference 'Global Economic Crisis-Impact & response in India', Department of studies in Commerce & Management, Karnataka state Open University, Mysore, 21st -22nd February 2009.
29. National Conference on "Contemporary Practices for the Success of Indian Business. Retail Branding – An Indian Perspective. RVS Faculty of Management, Coimbatore. 4th Feb, 2010.
30. Role of NGO's in Empowerment of women towards sustainable Development, National seminar. Micro Credit & women entrepreneurs. Siddhartha Institute of Management studies, SSIT campus, Tumkur, 13th March 2010.
31. National Conference on think Global-Go. Rural 'Innovations in Rural Marketing' Department of management studies, KSR College, Tirudengode, T.N. 18th March 2010.
32. National Conference-Managing for Tomorrow: Emerging Trends, issues and Challenges International Accounting Norms-Corporate Governance issues and Challenges, 13th April 2010.
33. National Conference on "Management and Technology", Rural Finance for Property Alluviation, PES Institute of Technology and Management, Shimoga, 22-23 Oct, 2010.
34. National Seminar on "Customer Relationship Management in Banking Industry. E-CRM by Assessing Life time Value – Knowledge Management Practices, JSS collage for Women, Mysore. 28 -29th, Sept. 2010.
35. National Conference on "Contemporary Issues and Challenges in Banking and Financial Sector in India. Banc assurance – An Effective Channel for Insurance Deliveries, RNS, Institute of Technology, Bangalore. 29 – 30th, April 2010.
36. National Seminar on "Building Global Leadership, Competitive Advantage _ A Study on BP Solar, ST Joseph Collage of Engineering, Chennai, 16th April, 2010.
37. National Conference on "Propelling Corporate Inda, - Strategies and Challenges. Innovation in Rural Marketing with special reference to Rural India., M.S Ramaih Institute of Management and FKCCI, Bangalore. 12-13th, Aug 2010.

11.Training/ FDP programs/workshop participation

1. **Name of the Organisation:** PMEB, Kuvempu University,
Topic: One-day Work Shop on Evaluation and modification of question Papers.
Date: 28-06-2019
2. **Name of the Organisation:** IQAC, Kuvempu University
Topic: One-day Workshop on Content Development for MOOC.
Date : Nov, 2018.
3. **Name of the Organisation:** Collage Development Concile, Kuvempuuniversity.
Topic Online Affiliation Process
Date November 15, 2017.
4. **Name of the Organisation:** MDI, Gurgaon, Delhi.
Topic: Assessing training & Dev. needs for organizational effectiveness
Period: September 25-29, 2000.
2. **Name of the Organisation:** TAPMI, Manipal.

Topic: Case Methodology & Marketing Research- Cases and application

Period: November 13-17, 2000.

3. **Name of the Organisation:** MDI, Gurgaon, Delhi.

Topic: Supply Chain Management.

Period: August 6-10, 2001.

4. **Name of the Organization:** TAPMI, Manipal.

Topic: Experiential Learning Tools in Marketing Teaching.

Period: September 22-26, 2003.

5. **Name of the Organization:** CMRIT, Bangalore,

Topic: Corporate Social responsibility.

Period: February 21-22, 2005

6. **Name of the Organisation:** KLS, Institute of Management Research, Belgaum

Topic: Research Methodology in Social science Research.

Duration: Two days

7. **Name of the organisation:** KLS, Institute of Management Research, Belgaum,

Topic: One-day workshop on Teaching Pedagogy.

8. **Name of the Organisation:** KLE, institute of Management, Hubli.

Topic: One-day workshop on teaching Pedagogy

9. **Name of the Organisation:** KLS, institute of Management research, Belgaum.

Topic :One-day workshop on Teaching Pedagogy.

10. **Organisation:** Kousali Institute of Management Studies, Karnataka

University, Dharwad

Topic: One-day workshop on revised syllabus

11. **Name of the Organisation:** BLDE, Collage of Commerce, Bijapur.

Topic: One day Management workshop.

- 12 **Name of the Organisation:** University of Mysore & Northwood University, USA.

Topic: Global leadership and emotional Intelligence

13. **Name of the organization:** Kuvempu University,

Topic: Time Management, 4th Nov, 2010.

