



## CURRICULUM VITAE

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2. Date of Birth: 3<sup>rd</sup> June, 1968
3. Address for Correspondence:
  - a) Official Address: Professor and Chairman, Department of Post Graduate Studies and Research in Commerce,  
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### 7. Details of Academic Qualifications:

Degree	Year	College / University
Ph.D.	2004	University of Mysore
M.COM	1994	University of Mysore
B.COM	1992	University of Mysore

## 8. Teaching Experience:

- a) Have served as Assistant Professor for BBM at the Department of Business Management, Maharaja's College, University of Mysore, Mysore from 17th February 2003 to 29<sup>th</sup> December 2015.
- b) Have served as Associate Professor for BBM at the Department of Business Management, Maharaja's College, University of Mysore, Mysore from 30<sup>th</sup> December 2015 to 29<sup>th</sup> December 2017.
- c) Have been serving as Professor and Chairman for M.COM at the Department of Post Graduate Studies and Research in Commerce, Kuvempu University, Shankaraghatta, since 30<sup>th</sup> December 2017.

## 9. Other Professional/ Experiences:

- (a) Have been a **Resource Person** for the 14<sup>th</sup> Refresher Course organized by UGC-Academic Staff College, University of Mysore, in 2006.
- (b) Worked as **Chief Superintendent** of Examinations for the conduct of MBA Examinations held on December 2014 at the Asian Institute of Management & Technology, Guwahati, Assam from 12-12-2014-27-12-14.
- (c) Worked as a **Nodal officer** of Maharaja's College, University of Mysore, Mysore from 2016-17 academic year.
- (d) Worked as **Master trainer to train supervisors and enumerators** for the work of Census-2011, from 31-01-2011 to 02-02-2011.

## 10. Administrative Experience

- a) **Chairman**, Department of PG Studies and Research in Commerce, Kuvempu University, Jnana Sahyadri, Shankaraghatta from 01-03-2018 to till date.
- b) **School Director**, Business Studies, Kuvempu University, Jnana Sahyadri, Shankaraghatta from 2019 to 2021.
- c) **Dean**, School of Business Studies Kuvempu University, Jnana Sahyadri, Shankaraghatta from 01-03-2022 to 01-03-2024.
- d) **Syndicate member**, Kuvempu University Jnana Sahyadri, Shankaraghatta from 16-08-2023 to 2-03-2024
- e) **Vice Chancellor (Acting)**, Kuvempu University, Jnana Sahyadri, Shankaraghatta from 16-08-2023 to 2-03-2024.

## 11. Research Guidance MPhil/PhD

Nineteen research fellows have been awarded doctoral degrees, seven awarded with MPhil, and seven research scholars are pursuing Ph.D. under my Guidance on Various topics, details of the same are provided below:

Sl No	Name of the Students	Topic	Year of Registration	Year of Award
<b>PhD Awarded</b>				
1	Abbas Ali Pouragajan	Non-Audit Services Rendered By Auditors: A Case Study of Iranian Corporate Sector	2007	2011
2	Mahesh. R	An Analysis of Life Insurance Services as Perceived by Indian Insurance Buyers	2007	2012
3	Mehdi Rouhalamani	An Evaluation of Customer Relationship Management in Iranian Banking Industry	2007	2012
4	Poorna Chandra	An Evaluation of Management of Finances and Service Delivery in Projects of Urban Local Bodies Funded by ADB	2007	2012
5	Govindaraju M.S	A Study of Effectiveness of Micro Credit in Mandya District	2009	2013
6	Snigda Vivek	Effectiveness of Advertisement Focusing on Women Factor A case study with Special Reference to Bangalore City	2009	2013
7	M.C. Shivakumar	Career Orientation and Role Conflict Among Women Employees:(A Study on Affiliated Colleges of University of Mysore	2010	2016
8	Rahila Abadollahi	Application of Marketing Strategies in Health Care Industry: A Comparative Study of Indian and Iranian Hospitals	2010	2016
9	Mahesha N P	An Evaluation of Health Risk Protection Under Yeshasvini Health Insurance Scheme of Karnataka	2011	2017
10	Vanishree M R	Performance of Pension Fund Scheme for Unorganized Sector in Karnataka	2012	2017

11	Prashantha	Evaluation of Government Health Insurance Schemes for Workers in the Unorganised Sector in Karnataka	2014	2017
12	Nandish M R	Customer Relationship Management Practices in Commercial Banks-With Special Reference to Rural Karnataka	2013	2018
13	Chaithanya S	A Study on Pension Fund Investment Pattern in India	2014	2019
14	Naveena L	An Evaluation of Government Health Insurance Schemes in Karnataka	2018	2022
15	Heena Tabasum	Savings and Investment Pattern of Workers in Organised and Unorganised Sector in Malnad Region- An Empirical Study	2019	2022
16	Shruthi R	National Social Assistance Programme: A Study with Special Reference to Karnataka	2017	2023
17	Uma S	Pension Reform and its impact on savings investment and growth of the Indian Economy	2019	2023
18	Megha H U	Financial Literacy and Retirement Planning among Teaching Faculties: A Study of Selected Universities in Karnataka	2020	2024
19	Abhijeet S Jain	Influence of Financial Literacy and Behavioural Biases on Chit Fund Investors with Special Reference to Bangalore City	2020	2025
<b>Ph.D. Registered (on Going)</b>				
1.	Shruthi R	An Evaluation of Pension Schemes of Organized and Unorganized Sectors – A Case Study of Selected Pension Schemes	2020	In Progress

		in Karnataka		
2.	Thrishul G S	Behavioural Finance and Investment Decisions-A Case Study of Mutual Fund Investors of Karnataka	2021	In Progress
3.	Manju B	Environmental Accounting Practices in BMTC: A Descriptive Study	2021	In Progress
4.	Rudramuni P B	Performance Evaluation of Crop Insurance Schemes -A Case Study of Chitradurga District	2022	In Progress
5.	Anusha Nadigar	Retrospect and Prospects of Successful Women Entrepreneurs of Karnataka: A Study	2022	In Progress
6.	Sathish V	A Study of Unorganized Sector Workforce in Karnataka with Special Reference to Goldsmiths	2023	In Progress
7.	Tejaswini P	Under Progress	2024	In Progress
8.	Chidananda B	Under Progress	2024	In Progress
<b>M.Phil Awarded</b>			<b>Year of Award</b>	
1	Javaregowda	Role of DIC in the development of small scale industries	2007	
2	Ramesh M.K	Market analysis of Nandini milk and Curd: A case study of MANMUL	2007	
3	Meera Omkar Shetty	Role of KSFC in the development of SSI in Mysore district	2007	
4	Yogesha B.S	Performance of mutual fund: A case study of Reliance industries	2007	
5	M. Prabhu	Risk perception and interest of common investors in Indian capital market	2008	
6	Manjula M	A case study of TDMFS by KSFC towards SSI in Mysore district	2008	

7	Snigda Vivek	A study of Employee attrition rate :A case study of Raman boards	2008
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## 12. Awards and Achievements

1. Have been awarded as **Best Research Supervisor** for the academic year 2023-24 by NOVEL Research Academy.

## 13. Minor/Major Research Projects

1. Completed one Minor Research project entitled An Evaluation Projects of Karnataka Urban Infrastructure Development Project in Karnataka funded by UGC-Minor Research Project Scheme; No. MRP(H)-056/07-08/KAMY001/UGC-SWRO on 2010 & 2011

## 14. Seminars, Work Shops, Special Lectures and Conferences Organized

### 2018-19 Academic Year

1. Organized One Day Work Shop on “**Research Methodology**” at Kuvempu University Shankaraghatta on 25th September 2018.
2. Organized One Day Special Lecture on **Managerial Economics** at Kuvempu University Shankaraghatta on 26th September 2018.
3. Organized One Day Special Lecture on **Financial Planning** at Kuvempu University Shankaraghatta on 15<sup>th</sup> October 2018.
4. Organized One Day Special Lecture on **E-Commerce Basics of Tally and SAP** at Kuvempu University Shankaraghatta on 17<sup>th</sup> October 2018.
5. Organized One Day Special Lecture on **Tally and SAP (Practical)** at Kuvempu University Shankaraghatta on 12<sup>th</sup> February 2019.
6. Organized One Day Work Shop on **Bank Exams Coaching** at Kuvempu University Shankaraghatta on 13<sup>th</sup> April 2019.
7. Organized One Day Special Lecture on **Indian Accounting Standards (Ind AS)** at Kuvempu University Shankaraghatta on 24<sup>th</sup> April 2019.
8. Organized One Day Special Lecture on **Goods and Services Tax** at Kuvempu University Shankaraghatta on 27<sup>th</sup> April 2019.
9. Organized One Day National Level Seminar on **Sustainable Development Priorities- The Role of Green Banking and Finance** at Kuvempu University Shankaraghatta on 26<sup>th</sup> March 2019.

### 2019-20 Academic Year

1. Organized One Day Special Lecture on **Managerial Economics** at Kuvempu University Shankaraghatta on 19<sup>th</sup> November 2019.
2. Organized Two Day Special Lecture on **Innovative Instruments in Banks and Employment Opportunities in Banking Sector** at Kuvempu University Shankaraghatta on 17<sup>th</sup> -18<sup>th</sup> January 2020.
3. Organized One Day Special Lecture on **Derivatives Market** at Kuvempu University Shankaraghatta on 20<sup>th</sup> January 2020.
4. Organized One Day Special Lecture on **Stock Trading and DMAT Account** at Kuvempu University Shankaraghatta on 21<sup>st</sup> January 2020.
5. Organized One Day Special Lecture on **Entrepreneurial Development** at Kuvempu University Shankaraghatta on 22<sup>nd</sup> January 2020.
6. Organized One Day Special Lecture on **Recent Developments in Banking Sector** at Kuvempu University Shankaraghatta on 23<sup>rd</sup> January 2020.
7. Organized One Day Workshop on **Tips for Bank Exam Preparation** at Kuvempu University Shankaraghatta on 24<sup>th</sup> January 2020.
8. Organized One Day Special Lecture on **Intellectual Property Rights** at Kuvempu University Shankaraghatta on 27<sup>th</sup> January 2020.
9. Organized One Day Work Shop on **Research Methodology** at Kuvempu University Shankaraghatta on 28<sup>th</sup> January 2020.
10. Organized Two Day Work Shop on **“SAP in Data Processing”** at Kuvempu University Shankaraghatta on 29<sup>th</sup> and 30<sup>th</sup> January 2020.
11. Organized One Day Special Lecture on **TDS and E-Filing** at Kuvempu University Shankaraghatta on 31<sup>st</sup> January 2020.
12. Organized One Day Commerce Fest on **ASHWA -2020** at Kuvempu University Shankaraghatta on 15<sup>th</sup> February 2020.

### 2021-22 Academic Year

1. Organized One Day Special Lecturing on **Stock Trading and DMAT Account** at Kuvempu University Shankaraghatta on 20<sup>th</sup> January 2022.
2. Organized One Day Special Lecturing on **Derivatives Market** at Kuvempu University Shankaraghatta on 21<sup>st</sup> January 2022.

3. Organized One Day National Level Seminar on **Emerging Business Trends: Opportunities and Challenges** at Kuvempu University Shankaraghatta on 19<sup>th</sup> March 2022.
4. Organized One Day Special Lecturing on **Goods and Services Tax** at Kuvempu University Shankaraghatta on 20<sup>th</sup> April 2022.
5. Organized One Day Special Lecturing on **Behavioural Finance** at Kuvempu University Shankaraghatta on 21<sup>st</sup> April 2022.

#### **2022-23 Academic Year**

1. Organized One Day Special Lecturing on **Research Methodology** at Kuvempu University Shankaraghatta on 11<sup>th</sup> July 2022.
2. Organized One Day Special Lecturing on **Income Tax Forms and Returns** at Kuvempu University Shankaraghatta on 04<sup>th</sup> August 2022.
3. Organized One Day Campus Selection on **Job Fair/Campus Interview** at Kuvempu University Shankaraghatta on 10<sup>th</sup> October 2022.
4. Organized Two Day Life Skill Classes on **Numerical Aptitude and Logical Reasoning, Leadership Skill and Goal Settings, SWOT Analysis and Time Management** at Kuvempu University Shankaraghatta on 14<sup>th</sup> November 2022.
5. Organized Two Day Life Skill Classes on **Motivational Skills** at Kuvempu University Shankaraghatta on 15<sup>th</sup> November 2022.
6. Organized Two Day Workshop of FDP on **Financial Education and Investment Awareness** at Kuvempu University Shankaraghatta on 21<sup>st</sup> and 22<sup>nd</sup> November 2022.
7. Organized One Day Special Lecturing on **Research Methodology** at Kuvempu University Shankaraghatta on 21<sup>st</sup> January 2023.
8. Organized One Day Special Lecturing on **Derivatives Market** at Kuvempu University Shankaraghatta on 30<sup>th</sup> January 2023.
9. Organized One Day Special Lecturing on **SAP in Data Processing** at Kuvempu University Shankaraghatta on 17<sup>th</sup> February 2023.
10. Organized One Day Special Lecturing on **Goods and Services Tax** at Kuvempu University Shankaraghatta on 27<sup>th</sup> February 2023.
11. Organized One Day Special Lecturing on **Portfolio Risk Analysis** at Kuvempu University Shankaraghatta on 15<sup>th</sup> March 2023.

12. Organized One Day Special Lecturing on **Virtual Finance** at Kuvempu University Shankaraghatta on 12<sup>th</sup> April 2023.

### **15. Books and Study Materials:**

Have been authored the following Study Materials on Commerce:

1. Prof. Venkatesh S (2019) "Direct Tax Law and Practice" Study Material KSOU
2. Prof.Venkatesh S (2021) "International Business" Study Material KSOU
3. Prof.Venkatesh S (2022) "Credit Management in Banks" Study Material KU DDE
4. Prof.Venkatesh S (2022) "Human Resource Management" Study Material KU DDE

### **16. Publications**

#### **a) Research Journals**

1. **Venkatesh.S (2007) "Sickness in small scale industries: A perception analysis of Bankers"**, Southern Economist, Vol, 45 No, 19 2007. Pp 21-23 ISSN0038-4046
2. **Venkatesh.S (2007) "Antithesis of Barley and Means: private property nature of public companies in India"**, Journal of Development and Social Change, Vol,5 No,1&2 Oct-(Dec)2007
3. **Venkatesh.S (2007)"Corporate ethics Index of selected companies in India: An empirical study using Infosys as a benchmark"**, Journal of Development and Social Change, published. Vol,5 No,1&2 (Oct-Dec) 2007
4. **Venkatesh.S (2008) "The relationship between Non-audit services and auditor independence**, Indian Journal of Finance, Vol, II No, 4 (August) 2008. Pp26-31.
5. **Venkatesh.S(2008) "Impact of non-audit services on auditor independence perspectives of Indian chartered Accountants"**, Southern Economist, Vol, 47 No, 14 (Nov 15) 2008 Pp 33-36. ISSN0038-4046.
6. **Venkatesh.S (2010) "Essentials of CRM for Banking Industry"**, Southern Economist, Vol, 49, No 11 Pp 37-40. ISSN0038-4046.
7. **Venkatesh.S (2010) "Application of data mining for Customer Relationship Management"**, Asian Journal of Development Matters, Vol4 (3) (Dec) 2010 pp285-293.ISSN0973-9637.
8. **Venkatesh.S (2010)"Importance of CRM in Banking Industry"** Southern Economist Vol,49, No.15, Pp 29-32 ISSN 0038-4046
9. **Venkatesh.S (2011) "Product customization- A paradigm shift in Life Insurance**, "Southern Economist, Vol. 49, No.18 Pp 29-32. ISSN 0038-4046.

10. **Venkatesh.S (2011) "Public Private Partnership Projects in Urban Services"**  
Southern Economist Vol, 49, No, 24 (April, 15<sup>th</sup>) 2011, Pp46-48, ISSN 0038-4046.
11. **Venkatesh.S (2011)"Pension Fund Investment Policy Reforms in India"**  
Southern Economist, Vol.50, No, 1 (May 1<sup>st</sup>) 2011, pp79-83. ISSN0038-4046
12. Mehdi Rouholamini and **Venkatesh.S,(2011) "Application of Customer Relationship Management (CRM) in Banking Industry"** Asian journal of Development Matters, special Vol, No, 5(1) (April) 2011 pp20-26.ISSN0976-4674.
13. **Venkatesh.S (2011) "A Study of Customer Relationship Management in Iranian Banking Industry"** International Journal of Information Technology and Knowledge Management" Vol4, No.2 pp723-729.
14. **Venkatesh.S (2011) "The Role of IT on CRM in Banking Industry"** International Journal of Business Economics and Management Research Volume 2, Issue 12 (December), 2011 ISSN 2229-4848.Internationally Indexed & Listed Referred e-Journal IJBEMR
15. **Venkatesh.S (2011) "Images of Woman in Advertising and its Impact on the Society."**International Journal of Research in Commerce & Management. VOLUME NO. 2 (2011), ISSUE NO. 9 (SEPTEMBER) Directories ISSN 0976-2183
16. Mehdi Rouholamini and **Venkatesh.S,(2011) "Importance of CRM in Indian Banking industry"**, Southern Economist, Vol, 49 No, 15 2011.pp29-32 ISSN0038-4046.
17. **Venkatesh.S (2011) "Sexually oriented Advertising Impact on the Youth"** Southern Economist, Vol.50, No, 14 (November 15<sup>th</sup> )2011, ISSN0038-4046
18. **Venkatesh.S (2011) "A Study of CRM Implementation Barriers in Iranian Banking Industry."**EXCEL International Journal of Multidisciplinary Management Studies Vol.1Issue3 (December) 2011. ISSN 22498834
19. **Venkatesh.S (2011) "Urban Infrastructure Projects: Issues and Challenges"** Southern Economist Vol, 50, No, 16 (Dec, 15<sup>th</sup>) 2011, pp51-54, ISSN0038-4046.
20. **Venkatesh.S (2012) " Impact of Female Sexual Objectification In Advertising On Women"** International Journal of Marketing and Management Research.IJMMR Volume 3, Issue 5 Pp10-13(May, 2012) ISSN 2229-6883 Internationally Indexed & Listed Referred e-journal
21. **Venkatesh.S (2012) Problems Of Rural Women Entrepreneurs: An Empirical Study In Periyapatna Taluk** International Journal of Business Economics and

Management IJBEMR Volume 3, Issue 6- 8 (June-August, 2012) ISSN 2229-4848  
Internationally Indexed & Listed Referred e-journal

22. **Venkatesh.S (2012) "Financial Institution in the Implementation of SHGs Programme in Karnataka."** Southern Economist Vol,51 No 07 (August 1<sup>st</sup>) 2012 pp31-34 Agust1st 2012.ISSN0038-4046
23. **Venkatesh.S (2012) "Performance of SHGs Credit Linkage Programmes: A Comparative Analysis"** International Journal of Research in Commerce & Management VOLUME NO. 3 ISSUE NO. (2012), 9Pp 138-142 (SEPTEMBER) *ISSN 0976-2183*
24. **Venkatesh.S (2012) "The Impact of Portraying Women as Sex Idols in Advertisement on Adolescents"** Strategic Approach for Marketing Management. Published by BONFRING (2012) pp27-31. ISBN 978-93-82338-10-9
25. **Venkatesh.S (2012) "Outpatient Satisfaction Related to Service Quality in Two Hospitals in Bangalore City: A Comparative Study"** Southern Economist Vol 51, No.14 pp29-32. (Nov) 2012. ISSN0038-4046
26. **Venkatesh.S (2013) "Conceptual Evaluation of Micro-finance (MF) JSSCWM"** QUEST Journal of Science, Humanities, Commerce and Management Vol 1, Issue I Pp122-129 March 2013 ISSN 2321-0052
27. **Venkatesh.S (2013) "Social Security through Financial Sustainability of Ageing Population" - A Conceptual Study.** Research Revolution, International Journal of Social Science and Management.Vol. I Issue 7 Pp 17 – 19 (April) 2013.ISSN:2319.300X
28. **Venkatesh.S (2013) "SHG-Bank Linkage Programme is a Tool for Socioeconomic Empowerment of Women: an Empirical Analysis"** ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780 Vol.4 (1), JANUARY (2013)
29. **Venkatesh.S (2013) "Awareness of Pension Schemes among unorganized Sector: An Empirical Study,** Interdisciplinary Journal of Management & Behavioural Sciences, vol.2, No.2, April-June – 2013, ISSN 2278-1285, Pp 10-20.
30. **Venkatesh.S (2014) "Health care System Branding how Important is Branding in health care Industry?"** Kegees Journal of Social Science Vol.6 No1. (Jan) 2014 Pp210-215.

31. **Venkatesh.S (2014) "Impact of Macroeconomic Indicators on Indian Life Insurance Market- A Study."** JSSCWM QUEST Journal of Science, Humanities, Commerce and Management **Vol 1, Issue I** Pp122-129 March 2014. ISSN 2321-0052.
32. **Venkatesh.S (2014) "An Evaluation of Indian and Iranian Health care Industry."** An International Multidisciplinary Research Journal (A Double-Blind Refereed & Reviewed International Journal) ISSN: 2249-7137 Vol. 4, Issue. 5, May 2014 ACADEMICIA.
33. **Venkatesh.S (2014) "Feminisation Among Elderly Population in India: Role of Micro Financial Institutions"** Global Journal of Finance and Management. Vol6, Number 9, 2014 Pp897-906.
34. **Venkatesh. S (2014) "Management of Non-Profit Organization – Issues and Challenges"** Journal of Business, Management and Commerce Research, Vol. II, Issue. VIII, June 2014, ISSN 2319-250X.
35. **Venkatesh. S (2014) "Working Of Yeshasvini Health Insurance Scheme In Karnataka – A Study,** International Journal of Research in Commerce, Economics and Management, Volume No. 4 (2014), Issue No. 13 (April), ISSN 2231-4245.
36. **Venkatesh. S (2015), "Impact of Job Stress on Career Orientation of Working Women"** Indian Journal of Applied Research, Vol. 5, Issue. 1. January 2015, ISSN 2249-555X
37. **Venkatesh .S (2015), "Impact of work involvement on career orientation of Working Women"** Indian Journal of Applied Research, Vol.4, Issue.1 January 2015, ISSN 2277-8160.
38. **Venkatesh .S (2016), "Awareness and Satisfaction Level of Public Towards Health Insurance Schemes in Mysore District"** Indian Journal of Applied Research, Vol.6, Issue.1 January 2016, ISSN 2249-555X.
39. **Venkatesh .S (2016), " Destitute widow pension scheme in Karnataka: Its socio-economic impacts"** International Journal of multidisciplinary education research, ISSN: 2277-7881
40. **Venkatesh .S (2016), "Knowledge and Awareness Level of Yeshasvini Scheme in Karnataka – A Study"** PARIPEX - Indian Journal of Research, ISSN-2250-1991
41. **Venkatesh .S (2017), "Yeshasvini Health Insurance scheme enrollment in Karnataka – A Study"** PARIPEX - Indian Journal of Research, ISSN-2250-1991.

42. **Venkatesh .S (2017), “Awareness level of Yeshasvini Health Insurance Scheme – A Study”** EPRA-International Journal of Economics and Business Review, ISSN - 2349-0187.
43. **Venkatesh .S (2017), “Awareness and Perception of BPL households towards Vajpayee Arogyashree Scheme in Karnataka – A Study”** IOSR –Journal of Business and Management (IOSR-JBM), e-ISSN – 2278-487X, p-ISSN – 2319-7668.
44. **Venkatesh .S (2017), “Trends in Cash Transfer Programs for elderly and Vulnerable community in Karnataka”** IOSR –Journal of Business and Management (IOSR-JBM), e-ISSN – 2278-487X, p-ISSN – 2319-7668.
45. **Venkatesh .S (2017), “Responsiveness of Yeshasvini Policy holders towards Yeshasvini Health Insurance Scheme: A Study of Mysore District”,** IOSR – Journal of Business and Management (IOSR-JBM), e-ISSN – 2278-487X, p-ISSN – 2319-7668.
46. **Venkatesh S (2018), Performance and Investment Pattern of NPS Schemes in India,** IJCRT, Volume 6, Issue 2(April 2018), (ISSN 2320-2882) Pp. 125-134.
47. **Venkatesh S(2018), A Study on Employees Provident Fund to Employees in India,** Paripex Indian Journal of Research, Volume 7, Issue 6(June 2018), (ISSN 2250-1991) Pp. 13-15.
48. **Venkatesh S (2019), Critical Success Factors in Implementation of CRM in Rural Banking Sector,** IJRCM, Vol 10, Issue 1(January 2019), (ISSN 0976-2183) Pp.1-5.
49. **Venkatesh S(2020), Computerized Accounting- A Solution for Banking Operations,** MAT’s Journal of Economic Studies and Financial Research, Volume 1, Issue 1(July- December 2020), (Online) Pp. 16-20.
50. **Venkatesh S(2020), IND AS Repercussion on Financial Statements- A Bird View,** MAT’s Journal of Business Analytics and Data Visualization, Volume 1, Issue 2 (July-December 2020), (Online) Pp. 84-93.
51. **Venkatesh S (2020), Awareness Level of Ayushman Bharath and Arogya Karnataka Health Insurance Schemes in Karnataka – A Study,** Dogo Rangsang Research Journal, Volume 10, Issue 6. Pp. 159-170.
52. **Venkatesh S(2021), Role of Commerce Education on Growing India’s Economy,** Shanlax International Journal of Education, Volume 9, Issue 2(1<sup>st</sup> March 2021), (P-

ISSN 2320-2653, E-ISSN 2582-1334) Pp. 127-131. DOI: <https://doi.org/10.34293/education.v9i2.3667>

53. **Venkatesh S (2021), GST Repercussion on Financial Reporting under IND AS Regime**, ComFin Research Journal, Volume 9, Issue 2(1<sup>st</sup> April 2021), (E-ISSN 2582-6190) Pp. 09-13. DOI: <https://doi.org/10.34293/education.v9i2.3660>
54. **S Venkatesh (2021), Unorganised Sector Workforce Involvement in Savings and Investments**, JUNI KHYAT, Volume 11, Issue 9, No. 03, Impact factor 6.625, Pp. 183-189. (UGC Care List-I)
55. **Venkatesh S (2021), A Study on Pre-Authorization of Different Categories in ABARK Health Insurance Schemes in India and Karnataka**, The Journal of Oriental Research Madras, Volume 92, Issue 4. Pp. 104-109.
56. **S Venkatesh (2021), Savings and Investment Pattern of Organised Sector Workforce- A Paradigm Shift**, JUNI KHYAT, Volume 11, Issue 9, No. 03, Impact factor 6.625, Pp. 120-125. (UGC Care List-I)
57. **S Venkatesh (2021), Financial Literacy Among Unorganised Workers in Malnad Region- A Way for Economic Growth** Vidya Bharati, Vidya Bharati International Interdisciplinary, Special Issue of Recent Research Trends in Management, Science and Technology, Pp. 2040-2043. (Web of Science Journal)
58. **Venkatesh S (2021), Perception Towards Ayushman Bharath and Arogya Karnataka Health Insurance Schemes in Karnataka – A Study**, ANVESAK, Volume 51, Issue 8, No.01, Pp. 12-18.
59. **Venkatesh S (2021), An Analysis of Schemes under National Social Assistance Programme for the Deprived Society in India**, Turkish Online Journal of Quality Inquiry, (UGC Care List-I)
60. **Venkatesh S (2021), Impact of Bank Mergers on Stock Prices- A Study of Indian Banks**, Shodh Sarita, Volume 8, Issue 29, No.01, Pp. 68-75.
61. **Venkatesh S (2021), Opportunities and Challenges of Working Women in Banking Sector**, IJRAR, Volume 8, Issue 01. Impact factor 5.75,
62. **Venkatesh S (2022), A Study on Disbursement Process of Pension Benefits Provided to the National Social Assistance Programme (NSAP) Beneficiaries in Karnataka**, Journal of Emerging Technologies and Innovative Research, Volume 9, Issue 4, Impact factor 7.95, Pp. 68-75.

63. **Venkatesh S (2022), A Study on the Financial Literacy Level amongst Chit Fund Investors With reference to Bangaluru City**, The Management Accountant, Volume 57, No.08, Pp. 93-98.(UGC Care List-I)
64. **Venkatesh S (2022), A Study on Investor Attitude towards Pension Schemes**, Junikhyath, Volume 12, No.04(2), Pp. 13-20.(UGC Care List-I)
65. **Venkatesh S (2022), Perception of Employees towards Defined Benefit and Defined Contribution- An Evaluation**, International Journal of Early Childhood Special Education, Volume 14, No.03, Pp. 1153-1158.(Web of Science Journal)
66. **Venkatesh S (2022), An Evaluation of Pension Schemes for Unorganised Sector in Karnataka**, Junikhyath, Volume 12, No.07(1), Pp. 27-36.(UGC Care List-I)
67. **Venkatesh S (2022), National Pension System: An Efficient Fuel for Retirement Planning in India**, Journal of the Asiatic Society of Mumbai, Volume 95, No.32, Pp. 78-94. (UGC Care List-I)
68. **S. Venkatesh (2022) Perceptions and Attitude towards Retirement Planning by Teaching Faculties of Selected Universities in Karnataka: An Analytical Study** Madhya Bharti Journal ISSN 0974-0066, Vol.82, Issue 3, July to December 2022, Impact Factor 6.28 (UGC Care List-I)
69. **Venkatesh S (2022), A Study on Performance of New Pension Scheme (NPS) in India**, Madhya Bharti, Volume 82, No.09, Pp. 153-165. (UGC Care List-I)
70. **Venkatesh S (2022), Problems Faced by the Organised Sector Pension Beneficiaries**, Education and Society, Volume 64(04), No.07, Pp. 20-26. (UGC Care List-I)
71. **Venkatesh S (2022), An Evaluation of APY Pension Scheme for Unorganised Sector in Karnataka**, Education, and Society, Volume 46(04), No.03, Pp. 27-36. (UGC Care List-I)
72. **Venkatesh S (2022), Financial Literacy and Retirement Planning System- A Comparative Analysis**, Rabindra Bharati Journal of Philosophy, Volume 23, No.30, Pp. 181-189. (UGC Care List-I)
73. **Venkatesh S (2023), Impact of Pension Reforms on Savings and Investments: A Study**, Education and Society, Volume 47(1), No.13, Pp. 164-174. (UGC Care List-I)
74. **Venkatesh S (2023), Analysis of Investment Behaviour of Organised Sector Workers in Malnad Region of Karnataka**, Madhya Bharati-Humanities and Social Sciences, Volume 83(1), No.09, Pp. 130-138. (UGC Care List-I)

75. **S. Venkatesh (2023) Personal Financial Planning Practices among University Teaching Faculty for Retirement – A Study** Shodhank: Journal of Historical Research, ISSN 0302-9832, Vol. 53, Issue 1, January to April 2023 Impact Factor 7.75 (UGC Care List-I)
76. **S. Venkatesh (2023) Financial Literacy and Retirement Planning among University Teaching Faculties: An Empirical Assessment on Influential Factors**, Education and Society, ISSN 2278-6864, Vol. 46, Issue 4, July to September 2023 Impact Factor 6.718 (UGC Care List-I)
77. **S. Venkatesh (September 2023) Farmers Enrolment Under Pradhan Mantri Fasal Bima Yojana (PMFBY) In India – A Paradigm Shift**, Madhya Bharti- Humanities and Social Sciences, ISSN: 0974-0066 Vol.84, Issue. 5, July – December 2023 (UGC care List – I)
78. **S. Venkatesh (September 2023) Progress of Pradhan Mantri Fasal Bima Yojana (PMFBY)-An Assessment of India’s Crop Insurance Scheme**. Education and Society, ISSN:2278-6864, Vol-46, Issue-4, No.07, July-September 2023 (UGC care List – I)
79. **S. Venkatesh (December 2023) An Evaluation of Restructured Weather Based Crop Insurance Scheme in Karnataka**. Journal of Engineering and Management Special Edition – 1A December 2023 ISSN: 2582-0079 <https://www.doi.org/10.37314/JJEM.SP0109> Indexed in International Scientific Indexing (ISI) Impact factor: 1.395 Date of Publication: 08 December 2023.
80. **S. Venkatesh (March 2024) Analyzing Engagement trends: A Study on Participation Pattern in Indian Crop Insurance Schemes** International Journal of Multidisciplinary Research and Technology, Peer-reviewed Journal ISSN 2582-7359, Vol. 5, Issue 3 (March 2024) Impact Factor – 6.325
81. **S. Venkatesh (2024) Navigating the Landscape of Digital Crop Insurance – Prospects and Challenges**, Journal of Management and Innovative Information Technology, Peer reviewed annual Journal ISSN 2395-4981, Vol.10 No. 1 Pp 182-194, April 2024.
82. **S. Venkatesh (2024) Retirement anxiety, psychological issues, social adjustments and Counselling needs among teaching faculties of selected universities in Karnataka**, International Journal of Cultural studies and Social

- Sciences. ISSN 2347-4777, Vol. 31, Issue 1, January to June 2024 Impact Factor 7.138(UGC Care List-I)
83. **S. Venkatesh (2024) Performance of National Pension scheme: A study among Unorganized sector in Inida**, Madhya Bharti – Humanities and Social Sciences, ISSN 0974-0066, Vol.84, Issue 3, July to December 2023 Impact Factor 6.28, (UGC Care List-I)
84. **S. Venkatesh (2024) Financial Literacy and Financial Planning among Kuvempu University Teaching Faculties – A Study of Critical Factors of Select variables** Shodhak – A Journal of Historical Research, ISSN 0302-9832, Vol.53, Issue 2, May to August 2023, Impact Factor 7.75 (UGC Care List-I)
85. **S. Venkatesh (2024) Effect of Financial Literacy on Retirement Planning** A Journal of Management Studies and Academic Research, ISSN 2455-4960, Vol.9, Issue 9, April 2024 UGC Approved Open Access E-Journal.
86. **S.Venkatesh (2024) Unveiling the Hidden Drivers of Investment Choices** The Management Accountant, ISSN 0972-3528, Vol 59, No.05, May 2024, Pp 48-54 (UGC Care List-I)
87. **S. Venkatesh (2024) Digitizing Crop Insurance: Unveiling Opportunities Obstacles and Charting the Future of Crop Insurance** Journal of Philanthropy and Marketing E ISSN: 2691-1361 Vol 4 No 1
88. **S . Venkatesh (June 2024) Evaluating the Efficacy of Crop Insurance Schemes in India - An Operational Proficiency Analysis** in The Journal of Insurance Unit of India ISSN No. 2278-6759 Vol XI, Issue IV, Pp 104-113 (April to June 2024) (UGC CARE List - I)
89. **S. Venkatesh (June 2024) Exploring Farmer's Participation in Crop Insurance Schemes: A Comparative Analysis of Small and Marginal Farmers** in the PARIPEX – Indian Journal of Research, ISSN 2250-1991, Vol 13, Issue 06, June 2024.
90. **S. Venkatesh (July 2024) Indian Crop Insurance Schemes: Gender Performance Analysis** in the ComFin Research, E-ISSN: 2582-6190 vol. 12, no. 3, 2024, pp. 38-42. DOI: <https://doi.org/10.34293/commerce.v12i3.7878>
91. **S. Venkatesh (August 2024) Intellectual Property Evolution: Unraveling Contemporary Trends in the IPR Landscape** in the Rabindra Bharati University Journal of Economics, ISSN: 0975-802X, vol. XXVIII, no. 27, 2024, pp. 82-86. (UGC CARE List - I)

92. S. Venkatesh (September 2024) **ESG Integration for Sustainable Development: A Pathway to Viksit Bharat** in the Chartered Accountant Journal, EISSN: 0009-188X, vol. 73, no. 3, 2024, pp.24-29. (UGC CARE LIST -I)
93. S. Venkatesh (November 2024) **Role of PMFBY in Agriculture Risk Management – A Holistic Evaluation** in Global Journal for Research Analysis, ISS:2277-8160, Vol 13, Issue 11, pp 1-3. (International Peer-reviewed Journal)
94. S. Venkatesh (November 2024) **INDIA 2047 Mapping the Growth Trajectory of Business Opportunities Within IFSCs** in International Journal of Humanities Social Science and Management ISSN: 3048-6874, Volume 4, Issue 6, pp: 384-388 ( peer-reviewed International Refereed Journal)
95. S. Venkatesh (December 2024) **Transformative Shifts: Analyzing Emerging Trends in International Trade and Banking** in Indian Journal of Applied Research ISSN: 2249-555X, Volume 14, Issue 12, pp 1-3, DOI: 10.36106/ijar
96. S. Venkatesh (2024) **A Study on Investment Pattern for Post-retirement Life of Women Teaching Faculties Working in Arts and Science Colleges with Special reference to Shimoga District** in south Indian Journal of Social Science, ISSN:0972-8945 Vol: XXI, No.11, January pp: 1- 7
97. S Venkatesh (2024) **Financial Literacy and Financial Planning among Kuvempu University Teaching Faculties – A Study of Critical Factors of Select Variables** in Shodhak: A Journal of Historical Research ISSN: 0302-9832, Vol. 53, Issue 02, May, pp 106-115
98. S Venkatesh (2024) **A Study on savings and investment Strategies for Retirement Planning** in Shodhsamhita ISSN 2277-7067 Vol. IX, Issue 1(1), pp 88-97
99. S Venkatesh (2024) **Assessing the Financial Literacy and Retirement Planning among Teaching Faculties: A Study of Selected Universities in Karnataka with reference to Kuvempu University** in SHodhasamhita: Journal of Fundamental & Comparative Research ISSN 2277-7067 Vol. VIII, No. 1(XXIII)
100. S. Venkatesh (2024) **Financial Literacy and Retirement Planning Priority level of Teaching Faculties: A Study with reference to Kuvempu University** in Aruhu Kuruhu

101. S. Venkatesh (2024) **“Empowering Women Entrepreneurs in the AI Era: Exploring Opportunities, Challenges, and Strategies for Success”** in Mukta Shabd Journal, Vol. 8, Issue 12, December 2024.

**b) Seminar/Conference Proceedings**

1. **Venkatesh S (2011) "An ethical Introspection of selling Life Insurance in India**  
“International Journal of Social and Economic Research, Vol, 1 Issue.1st January-June (ISBN 2249-6270) Pp.286-294
2. **Venkatesh S (2014) “ A Study of Yeshasvini Health Insurance Scheme in Karnataka”** Equity and Sustainable Human Development – Issues and Policy Implications, Conference Proceedings volume – II, May 2014, (ISBN 978-1-312-12663-3).
3. **Venkatesh .S (2015) “Customer Relationship Management Practices in Commercial Banks-with special reference to Rural Karnataka”** Managing Transformation, Jan-2015, ISBN: 978-93-84869-13-7.
4. **Venkatesh .S (2015) “Customer Relationship Management Practices in the Indian Banking Sector”**-Transforming India in the 21<sup>st</sup> Century, Perspectives, Challenges and Policy Implications, May-2015, (ISBN: R978-81-923619-5-6) Pp 93-98.
5. **Venkatesh .S (2015) “Impact of Dual Role on Career Orientation of Working Women”**-Transforming India in the 21<sup>st</sup> Century, Perspectives, Challenges and Policy Implications, May-2015, (ISBN: 978-81-923619-5-6) Pp 15-18.
6. **Venkatesh S (2019), Impact of Goods and Services Tax on Financial Reporting under Ind AS Regime**, Online Publication 9<sup>th</sup> March 2019 (ISBN 978-81- 938339-6-4). Pp. 265-271.
7. **Venkatesh S (2019), Impact of Financial Inclusion on Personal Financial Management Practices among Workers of Unorganised Sector**, One day National Level Seminar on Strategies for Inclusion Growth and Sustainable Economic Development (ISBN 978-93- 88805-28-5). Pp. 28-34.
8. **Venkatesh S (2019), Role of Micro Finance in Women Empowerment (An Empirical Study in Mysore Rural Region SHGs)**, One day National Level Seminar on Emerging Perspectives on HR, Marketing and Finance (ISBN 978-93- 5351-746-5). Pp. 392-397.

9. **Venkatesh S(2019), Financial Inclusion and Inclusive Growth in Health Insurance Schemes in India**, One day National Conference on Innovative Strategies for Inclusive Growth and Sustainable Economic Development Opportunities, (ISBN 978-93-88805-28-5)
  10. **Venkatesh S (2019), Government health insurance schemes in Karnataka-A study**, One Day National Conference on Contemporary Management Trends and Future Perspectives, (ISSN 2249-8672)
  11. **Venkatesh S (2019), A Health Sectors Reforms on Government Health Insurance Schemes in Karnataka**, One day National Seminar on Evaluation of Economic Reforms from Indian Perspective, (ISSN:2249-894X)
  12. **Venkatesh S (2019), Strategic for Inclusive Growth in Insurance Schemes**, Two-days National Seminar on-Contemporary Economic Issues in India (ISBN:9789384535049-01120)
  13. **Venkatesh S (2019), Recent Challenges in Health Insurance Schemes in Karnataka**, 8<sup>th</sup> International Conformance on Contemporary Issues in Management, (P-ISSN:2321-4643 E-ISSN:2581-9402)
  14. **Venkatesh S (2019), Issues and Challenges of Informal Sector Street Entrepreneurs: A Study**, Online Publication 9<sup>th</sup> March 2019 (ISBN 978-81-938339-6-4). Pp. 295-299.
  15. **Venkatesh S (2020) A Conceptual Study on Financial Assistance for Widows Through IGWPS in India**, organised by Department of Commerce and Management in one day National Seminar on Gender Sensitization : Equality and Opportunities, Pp. 341- 346.
  16. **Venkatesh S (2020), An Recent Trends in Banking and Health Insurance Sector in India- A Study**, in One day National Level Seminar on Dynamics of Commerce in the Contemporary Business Scenario in India, (ISBN 978-93-5396-548-8) Pp. 48-51.
- 17. Seminars, Conferences/Workshops Attended:**
- International Seminars/Conferences/Workshops**
- A) International Seminar**
1. Participated as a Delegate in two day Inter National Level Seminar on Knowledge capital Implications for Accounting and Valuation organized by All India Accounting Conference, Hyderabad on 10<sup>th</sup> & 11<sup>th</sup> December 2005.

2. Participated in two day International Conference on “8<sup>th</sup> International Cooperative Alliance-Asia Pacific Research Conference on Mainstreaming Cooperatives in the Global Economy”, Organised by DOS in Economics and Cooperation & Third Sector Research Resource Center, University of Mysore, Mysore on 29<sup>th</sup> and 30<sup>th</sup> November, 2013.
3. Participated in two day International Seminar on “Strategies for Social and Sustainable Competitive advantages in Globalised Era”, Organized by Karnataka State Women University, Bijapur on 20<sup>th</sup> and 21<sup>th</sup> October, 2014.
4. Participated in two day International Seminar on “Self Help Initiatives, Micro Finance and Sustainable Development”, Organized by SBRR Mahajana First Grade College, Mysore on 2<sup>nd</sup> and 3<sup>rd</sup> February, 2015.
5. Participated as a Delegate in five day Inter National Level Seminar on XL Indian Social Science Congress organized by Indian Academy of Social Sciences and University of Mysore, Mysuru on 19<sup>th</sup>-23<sup>rd</sup> December 2016

#### **B) International Conference**

1. Participated as a Delegate in two day Inter National Conference on Knowledge in New Millennium organized by Ministry of Science, Research and Technology Mysore on 14<sup>th</sup> & 15<sup>th</sup> January 2011.
2. Participated as a Delegate in two day Inter National Conference on Re-Engineering of Management Education organized by KSOU DOS in Commerce and Management Manasagongotri Mysore on 8<sup>th</sup> & 9<sup>th</sup> April 2011.
3. Participated as a Delegate in three day Inter National Conference on Open and Distance Learning in Global Environment –Issues and Challenges organized by KSOU DOS in Commerce and Management Manasagongotri Mysore on 21<sup>st</sup>-23<sup>rd</sup> September 2011.
4. Participated as a Delegate in three day Inter National Conference on Synchronizing Management Theories and Business Practices: Challenges Ahead organized by Annamalai University on 27<sup>th</sup>-29<sup>th</sup> July 2012.
5. Participated as a Delegate in two day Inter National Conference on Finance and Business Management organized by Society of Technical and Management Professionals (STMP) Haridwar, U.K, (India) on 15<sup>th</sup> & 16<sup>th</sup> June 2013.

6. Participated as a Delegate in two day Inter National Conference on Emerging Trends, Challenges and Opportunities in Global business organized by Research Development Association and RDA, Goa (India) on 28<sup>th</sup> & 29<sup>th</sup>, September 2013.
7. Participated as a Delegate in one day Inter National Conference on Competency Building Strategies in Business and Technology for Sustainable Development organized by Sri Ganesh School of Business Management, Salem, TamilNadu on 25<sup>th</sup> February, 2014.
8. Participated as a Delegate in one day Inter National Conference on Competency Building Strategies in Business and Technology for Sustainable Development organized by Sri Ganesh School of Business Management, Salem, Tamil Nadu on 25<sup>th</sup> February, 2014.
9. Participated as a Delegate in three day Inter National Conference on Social Security organized by Social Security Research Centre, Malaysia on 3<sup>rd</sup> -5<sup>th</sup> December, 2014.
10. Participated as a Delegate in two day Inter National Modern Strategies for Management of Business, Economy, Services a-vis-Social Sciences- A Sustainable Approach organized by Krishi Sanskriti Jawaharlal Neharu University, New Delhi on 5<sup>th</sup> & 6<sup>th</sup> April, 2014.
11. Participated as a Delegate in one day Inter National Conference on Management in the 21<sup>st</sup> century – Issues, Challenges and the Road ahead organized by ST Aloysius College, Mangalore on 21<sup>st</sup> March, 2016.
12. Participated as a Delegate in two day Inter National Conference on Contemporary Innovations in Industry and Commerce organized by Mangalore University on 22<sup>nd</sup> & 23<sup>rd</sup> February, 2019.
13. Participated as a Delegate in two day Inter National Conference on Reaching the Unreached through Education organized by Dept. of Education Kuvempu University on 15<sup>th</sup> & 16<sup>th</sup> March, 2019.
14. Participated as a Delegate in the International Conference on 16<sup>th</sup> September 2021 organized by T John College, Bangalore.

### **C) National Seminar**

1. Participated as a Delegate in two day National Seminar on Commerce Education in the new Millennium organized by All India Accounting Conference, Mysore on 3<sup>rd</sup> & 4<sup>th</sup> March, 2000. Participated in one day National Level Seminar on

- “Management of Higher Education: Issues and Challenges”, Organized by BIMS, University of Mysore on 18<sup>th</sup> August, 2003.
2. Participated in two day National Level Seminar on “Consumer Protection in India”, Organized by Vidyavardhaka First Grade College, Mysore on 26<sup>th</sup> & 27<sup>th</sup> December, 2003.
  3. Participated as a Delegate in two day National Seminar on Value Added Tax organized by R.C. College of Commerce Bangalore on 27<sup>th</sup> & 28<sup>th</sup> January, 2005.
  4. Participated in two day National Level Seminar on “Repositioning Business Education Compulsions and Strategies”, Organized by Bangalore University, Bangalore on 21<sup>st</sup> & 22<sup>nd</sup> February, 2006.
  5. Participated as a Delegate in two day National Seminar on Corporate Social Responsibility organized by Somani College Mysore on 7<sup>th</sup> & 8<sup>th</sup> September, 2007.
  6. Participated as a Delegate in two day National Seminar on Relevance of Indian Economic Somani College Mysore Thought Under Globalization organized by Vijaya First Grade College Pandavapura on 31<sup>st</sup> October, 2008.
  7. Participated in two day National Seminar on “Globalization and Managerial Challenges” Organized by PES College, Mandya on 26<sup>th</sup> & 27<sup>th</sup> April, 2010.
  8. Participated in two day National Level Seminar on “Cosmopolitanism in Contemporary Fiction”, Organized by Maharaja’s College University of Mysore on 29<sup>th</sup> & 30<sup>th</sup> March, 2010.
  9. Participated as a Delegate in two day National Seminar on Corporate Social Responsibility organized by JSS College for Women Mysore on 28<sup>th</sup>&29<sup>th</sup> September, 2010.
  10. Participated in two day National Level Seminar on “Marketing Revolution: Emerging Trends in Retail Marketing”, Organized by Vidyodaya Arts & Commerce College, T Narsipura on 16<sup>th</sup> & 17<sup>th</sup> September, 2011.
  11. Participated as a Delegate in one day National Seminar on Stress Management in corporate Sector: issues and Challenges organized by Adichunchanagiri college of Arts, commerce & Science, Nagmangala, Mandya District on 18<sup>th</sup> September, 2013.
  12. Participated as a Delegate in one day National Seminar on Human Development: Empowerment and Capabilities Issues and Policy Perspective organized by Sri D Devaraja Urs Govt. First Grade College Hunsur on 5<sup>th</sup> April, 2014.

13. Participated in one day National Level Seminar on “International Financial Reporting Standards”, Organised by Department of Studies in Commerce, Hemagangothri, Hassan 14<sup>th</sup> November, 2014.
14. Participated in two day National Level Seminar on “IFRS Convergence in India – Issues & Challenges”, Organised by JSS College for Women, Mysore on 13<sup>th</sup> & 14<sup>th</sup> February, 2015.
15. Participated as a Delegate in two day National Seminar on Health Insurance In India – Issues and challenges organized by JSS college for Women, Mysore on 11<sup>th</sup> September, 2015.
16. Participated as a Delegate in two day National Seminar on Health Insurance In India – Issues and challenges organized by JSS college for Women, Mysore on 11<sup>th</sup> September, 2015.
17. Participated as a Delegate in one day National Level Seminar on New Horizons and Innovations in Business and Management organized by Maharani’s Women’s Commerce and Management College, Mysore on 19<sup>th</sup> February, 2018.
18. Participated as a Delegate in One day National Level Seminar on Emerging Perspectives on HR, Marketing and Finance organized by Maharani’s Women’s Commerce and Management College, Mysore on 16<sup>th</sup> March, 2019
19. Participated as a Delegate in two day National Level Seminar on Reforms in Banking, Finance and Insurance Sectors- Issues and Challenges organized by Department of Commerce and Management and IQAC Vidya Vardhaka First Grade College Mysore on 14<sup>th</sup> & 15<sup>th</sup> February, 2019
20. Participated as a Delegate in one day National Level Seminar on Gender Sensitization: Equality and Opportunities organized by Maharani’s Women’s Commerce and Management College, Mysore on 27<sup>th</sup> February, 2020.
21. Participated as a Delegate in one day National Level Seminar on Key to Organizational Success, organized by Department of Commerce, ATNCC Shimoga, on 19<sup>th</sup> November, 2020.
22. Participated as a Delegate in one day National Level Seminar on Key to Organizational Success, organized by Department of Commerce, ATNCC Shimoga, on 19<sup>th</sup> November, 2020.

23. Participated in one day National Seminar on Marketing-“Key to Organisational Success”, Organised by Department of Commerce, ATNCC on 19<sup>th</sup> November 2020.
24. Participated in one day National Seminar on NEP: Creating Innovative Ecosystem for Sustainable Entrepreneurship, Organised by MUCTA, on 7<sup>th</sup> & 8<sup>th</sup> May 2022.

#### **D) National Conference**

1. Participated as a Delegate in two day National Conference on Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the road Ahead organized by Department of Commerce and Management, Amrita School of Arts and Sciences, Amrita University, Mysuru on 07<sup>th</sup> & 8<sup>th</sup> April, 2017.
2. Participated in two day National Conference on “66<sup>th</sup> All India Commerce Conference of the Indian Commerce Association and National Seminar on Inclusive Growth and Sustainability-Role of Commerce Education in India”, Organised by Department of Commerce, Bangalore University, Bangalore on 5<sup>th</sup> & 7<sup>th</sup> December, 2013.
3. Participated in two day National Conference on “Global Interface of Technology and Business”, Organised by Federation of Teachers Councils of Commerce and Management in Karnataka on 7<sup>th</sup> & 8<sup>th</sup> March, 2014.
4. Participated in two day National Conference on “UGC-SAP Annual Conference - Agri-Risk Management”, Organised by Department of Studies in Commerce, University of Mysore on 7<sup>th</sup> & 8<sup>th</sup> March, 2014.
5. Participated in one day National Conference on “Agri-Risk Management Issues and Innovations”, Organised by Department of Studies in Commerce, University of Mysore on 25<sup>th</sup> March, 2014.
6. Participated as a Delegate in two day National Conference on Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the road Ahead organized by Department of Commerce and Management, Amrita School of Arts and Sciences, Amrita University, Mysuru on 07<sup>th</sup> & 8<sup>th</sup> April, 2017.
7. Participated as a Delegate in two day National Conference on Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the road Ahead organized by Department of Commerce and

Management, Amrita School of Arts and Sciences, Amrita University, Mysuru on 07<sup>th</sup> & 8<sup>th</sup> April, 2017.

8. Participated as a Delegate in one day National Conference on Contemporary Issues and Challenges of Commerce in GST Regime organized by Department of Commerce and Management, Sahyadri Commerce and Management College, Shimoga on 9<sup>th</sup> March 2019.
9. Participated as a Delegate in two day National Conference on Innovative Strategies for Inclusive Growth and Sustainable Economic Development- Opportunities and Challenges organized by Department of Commerce Tumkur University on 22<sup>nd</sup> & 23<sup>rd</sup> March 2019.
10. Participated as a Delegate in one day National Conference on National Conference on Higher Education in India: Challenges and Opportunities organized by PES Institute of Technology and Management Shimoga on 15<sup>th</sup> November 2019.
11. Participated as a Delegate in two days National Conference on Emerging Business Trends-2020 organized by the Department of PG Studies and Research in Commerce Mangalore University on 4<sup>th</sup> & 5<sup>th</sup> March 2020.
12. Participated as a Delegate in two days National Conference on Industry 4.0: An Intervention of EDUTECH organized by the Institute of Management Studies, Davangere University on 20<sup>th</sup> & 21<sup>st</sup> September 2022.

#### **E) State Level Seminar**

1. Participated as a Delegate in one day State Level Seminar on Industrial Sickness organized by Kuvempu University, on 12<sup>th</sup> November, 2000.
2. Participated as a Delegate in one day State Level Seminar on Industrial Sickness organized by Sri Adichunchanagiri College of Arts and Commerce & Science, on 18<sup>th</sup> September, 2013.
3. Participated as a Delegate in one day State Level Seminar on Insurance Service in India – Trends & Challenges organized by JSS college of Arts and Commerce and Science, Mysore on 8<sup>th</sup> February, 2014.
4. Participated as a Delegate in Indian Commerce organized by Pooja Bjugavath Memorial Maharajana Education Centre on 19<sup>th</sup> September, 2014.
5. Participated in two day State Level Seminar on “Corporate Governance”, Organised by FTCCMIK, University of Mysore on 7<sup>th</sup> & 8<sup>th</sup> August, 1999.

6. Participated in two day State Level Seminar on “Impact of Globalization SMEs- Challenges and opportunities”, Organised by Sri Devaraj Urs Govt. First Grade College Hunsur, University of Mysore on 6<sup>th</sup> & 7<sup>th</sup> October, 2008.
7. Participated in one day State Level Seminar on “Emerging Issues in Banking Sector Challenges Ahead”, Organised by JSS College for Women Chamarajanagar, on 22<sup>nd</sup> October 2008.
8. Participated in two day State Level Seminar on “Policy Analysis and Inclusive Growth in Karnataka”, Organised by Dept. of Economics & Co-operation, Maharaja’s College. Mysore on 20<sup>th</sup> & 21<sup>st</sup> March, 2009.
9. Participated in two day State Level Seminar on “Policy Analysis and Inclusive Growth in Karnataka”, Organised by Maharaja’s College University of Mysore on 20<sup>th</sup> & 21<sup>st</sup> March, 2009.
10. Participated in one day State Level Seminar on “Emerging Trends in Service Sector”, Organised by Somani College Mysore on 15<sup>th</sup> April 2010.
11. Participated in one day State Level Seminar on “Rural Entrepreneurship Contemporary Issues”, Organised by Bharathinagar Maddur Taluk Mandya District on 26<sup>th</sup> February 2011.
12. Participated in a two-day State Level Seminar on “Emerging Trends in the World Economy and Managerial Challenges”, Organised by JSS College for Women Kollegal on 29<sup>th</sup> & 30<sup>th</sup> March 2011.
13. Participated in one day State Level Seminar on “Corporate Governance & Corporate Social Responsibility”, Organised by RBANM’s Educational Charities on 11<sup>th</sup> October 2013.

#### **F) State Level Conference**

1. Participated as a Delegate in two two-day State Level Conferences on Commerce and Management Teachers in Karnataka organized by Gulbarga University, Gulbarga on 8<sup>th</sup> & 9<sup>th</sup> February, 2008.
2. Participated in one day State Level Conference on “**Importance of Humanity Studies in Degree Education**”, Organised by Maharaja’s College. Mysore on 12<sup>th</sup> March 2010.
3. Participated in one day State Level Conference on “**Achieving Organizational Excellence through Business Education- Issues and Challenges Organized by**

**MUC&M Teachers Forum”,** Organised by MUC&M Teachers Forum Manasagangotri Mysore on 17<sup>th</sup> & 18<sup>th</sup> February 2012.

4. Participated in a three-day State Level Conference on **“Inclusive Education and Inclusive Development”**, Organised by FUCTAK & Bangalore University, Bangalore on 17<sup>th</sup>-19<sup>th</sup> October 2008.
5. Participated in a day Workshop on **“Financial Derivatives”** Organised by TTL College of Business Management. Mysore on 2<sup>nd</sup> & 3<sup>rd</sup> April 2014.
6. Participated in One Day Workshop on **“Research Methodology”** Organised by Sahyadri Commerce and Management College. Shimoga on 25<sup>th</sup> March 2022.
7. Participated in One Day Workshop on **“Entrepreneurial Avenues and Project Finance”** Organised by IMSR, Kuvempu University on 22<sup>nd</sup> July 2022

## **18. Paper Presentations**

### **A) International Seminar**

- a. Participated as a Delegate and presented a paper entitled **Knowledge Capital Implication for Accounting and Valuation** in two day Inter National Level Seminar on Knowledge capital Implications for Accounting and Valuation organized by All India Accounting Conference, Hyderabad on 10<sup>th</sup> & 11<sup>th</sup> December 2005.
- b. Participated as a Delegate and presented a paper entitled **Knowledge and Awareness level of RSBY Scheme in Karnataka – A Study** in five day Inter National Level Seminar on XL Indian Social Science Congress organized by Indian Academy of Social Sciences and University of Mysore, Mysuru on 19<sup>th</sup>-23<sup>rd</sup> December, 2016

### **B) International Conference**

1. Participated as a Delegate and presented a paper entitled **Sexually Oriented Advertising and its Impact on the Youth** in two day Inter National Conference on Knowledge in New Millennium organized by Ministry of Science, Research and Technology Mysore on 14<sup>th</sup> & 15<sup>th</sup> January 2011.
2. Participated as a Delegate and presented a paper entitled **Management Education in India: Some Challenges** in two day Inter National Conference on Re-Engineering of Management Education organized by KSOU DOS in Commerce and Management Manasagangotri Mysore on 8<sup>th</sup> & 9<sup>th</sup> April 2011.

3. Participated as a Delegate and presented a paper entitled **Distance Education and Ethical Values** in three day Inter National Conference on Open and Distance Learning in Global Environment –Issues and Challenges organized by KSOU DOS in Commerce and Management Manasagongotri Mysore on 21<sup>st</sup>-23<sup>rd</sup> September 2011.
4. Participated as a Delegate and presented a paper entitled **The Impact of Portraying Women as Sex Idols in Advertising on Adolescents** in three day Inter National Conference on Synchronizing Management Theories and Business Practices: Challenges Ahead organized by Annamalai University on 27<sup>th</sup>-29<sup>th</sup> July 2012.
5. Participated as a Delegate and presented a paper entitled **Awareness of Pension Schemes among Unorganized Sector-An Empirical Study** in two day Inter National Conference on Finance and Business Management organized by Society of Technical and Management Professionals (STMP) Haridwar, U.K, (India) on 15<sup>th</sup> & 16<sup>th</sup> June 2013.
6. Participated as a Delegate and presented a paper entitled **CRM Practices in Commercial Banks – With special reference to Rural Karnataka** in two day Inter National Conference on Emerging Trends, Challenges and Opportunities in Global business organized by Research Development Association and RDA, Goa (India) on 28<sup>th</sup> & 29<sup>th</sup>, September 2013.
7. Participated as a Delegate and presented a paper entitled **Institutional support to Women Entrepreneurs in Modern Era-A Study** in one day Inter National Conference on Competency Building Strategies in Business and Technology for Sustainable Development organized by Sri Ganesh School of Business Management, Salem, TamilNadu on 25<sup>th</sup> February, 2014.
8. Participated as a Delegate and presented a paper entitled **Working of Yeshasvini Health Insurance Scheme in Karnataka- A Study** in one day Inter National Conference on Competency Building Strategies in Business and Technology for Sustainable Development organized by Sri Ganesh School of Business Management, Salem, Tamil Nadu on 25<sup>th</sup> February, 2014.
9. Participated as a Delegate and presented a paper entitled **Evaluation of Work Life Balance of Women Employees- A Conceptual Study** in one day Inter National Conference on Competency Building Strategies in Business and

- Technology for Sustainable Development organized by Sri Ganesh School of Business Management, Salem, Tamil Nadu on 25<sup>th</sup> February, 2014.
10. Participated as a Delegate and presented a paper entitled **Pension Fund Investment in India: Its Challenges and Prognosis** in three day Inter National Conference on Social Security organized by Social Security Research Centre, Malaysia on 3<sup>rd</sup> -5<sup>th</sup> December, 2014.
  11. Participated as a Delegate and presented a paper entitled **Feminization among Elderly Population in India-Role of Micro Financial Institution** in two day Inter National Modern Strategies for Management of Business, Economy, Services a-vis-Social Sciences- A Sustainable Approach organized by Krishi Sanskriti Jawaharlal Neharu University, New Delhi on 5<sup>th</sup> & 6<sup>th</sup> April, 2014.
  12. Participated as a Delegate and presented a paper entitled **Effectiveness of Yeshasvini Health Insurance Scheme in Karnataka – A Study** in one day Inter National Conference on Management in the 21<sup>st</sup> century – Issues, Challenges and the Road ahead organized by ST Aloysius College, Mangalore on 21<sup>st</sup> March, 2016.
  13. Participated as a Delegate and presented a paper entitled **Rashtriya Swastya Bhima Yojana Health Insurance scheme in Karnataka – A Conceptual Study** in one day Inter National Conference on Management in the 21<sup>st</sup> century – Issues, Challenges and the Road ahead organized by ST Aloysius College, Mangalore on 21<sup>st</sup> March, 2016.
  14. Participated as a Delegate and presented a paper entitled **An Evaluation of Opportunities and Challenges faced by Women Entrepreneurship in India** in two day Inter National Conference on Contemporary Innovations in Industry and Commerce organized by Mangalore University on 22<sup>nd</sup> & 23<sup>rd</sup> February, 2019.
  15. Participated as a Delegate and presented a paper entitled **Benefits of Government Health Insurance Schemes in Karnataka** in two day Inter National Conference on Reaching the Unreached through Education organized by Dept. of Education Kuvempu University on 15<sup>th</sup> & 16<sup>th</sup> March, 2019.
  16. Participated as a Delegate and presented a paper entitled **Financial Literacy as a tool to Empower Women by SHGs** in two day Inter National Conference on Reaching the Unreached through Education organized by Dept. of Education Kuvempu University on 15<sup>th</sup> & 16<sup>th</sup> March, 2019.

17. Participated as a Delegate and presented a paper entitled **Savings and Investment Pattern of Organised and Unorganised Sector Workforce- A Paradigm Shift** in the International Conference on 16<sup>th</sup> September 2021 organized by T John College, Bangalore.
18. Participated as a Delegate and presented a paper entitled **Constraints of Unorganised Sector Workforce Involvement in Savings and Investments in New Normal World** in the International Conference on 16<sup>th</sup> September 2021 organized by T John College, Bangalore.
19. Participated as a delegate and presented a research paper entitled “ **Financial Literacy and Retirement Planning System: A Comparative Analysis**” at the one-day International Conference on “**Innovation Needed in Commerce, Economics and Management to meet the Present Crisis and Craze**” Organized by the Department of Commerce with CA Mangayarkarasi College of Arts and Science for Women and B K School of Professional and Management Studies, Gujarat University on 1<sup>st</sup> October 2022.
20. Participated as a delegate and presented a research paper entitled “**National Pension System: An Efficient Fuel for Retirement Planning in India**” at the International E Conference on “**Modern Research in Science, Social Science and Languages**” organized by Bharat Mahavidyalaya, Solapur University, Solapur on 12<sup>th</sup> August 2022.
21. Participated as a delegate and presented a research paper entitled “ **Retirement Planning Involvement and Challenges Encountered by Teaching Faculties of Selected Universities in Karnataka: A Comparative Study**” at the -Day National Conference on “**Traditional Trends and Contemporary Challenges in Business, Commerce, Humanities and Social Science**” Organized by XITE College, GAMHARIA, Kollhan University on 12<sup>th</sup> November 2022
22. Participated as a delegate and presented a research paper entitled “**An Evaluation of Restructured Weather Based Crop Insurance Scheme in Karnataka**” at the Two Days International Level Conference on “**Applied Management Trends and Perspective In Business Growth Trajectory**” Organized by the Department of Management Studies, J.N.N. College of Engineering, Shivamogga on 8<sup>th</sup> and 9<sup>th</sup> of December 2023

23. Participated as a delegate and presented a research paper entitled **“Digitizing Crop Insurance: Unveiling Opportunities, obstacles and Charting the Future of Crop Insurance”** at the International Level Conference on **“Trends and Challenges in Digital Era -2024 (ICTCDE)”** Organized by the Patrician College of Arts and Science, Chennai on 9<sup>th</sup> February 2024.
24. Participated as a delegate and presented a research paper entitled **“Navigating the Landscape of Digital Crop Insurance – Prospects And Challenges”** at the Two Days International Level Conference on **“New Trends in Commerce, Management and Economics in the Digital Era (INCMED)”** Organized by the PG Department of Commerce on 22<sup>nd</sup> and 23<sup>rd</sup> of February 2024
25. Participated as a delegate and presented a research paper entitled **“Revolutionizing Finance: Unveiling the Future of Digital Banking”** at the two-day international conference on **“Embracing Transformation: Metaverse Shifts, Leadership Evolution and Sustainable Business”** Organized by the Department of Commerce, Shri Krishnaswamy College for Women, Chennai in association with The Madras Chamber of Commerce and Industry on 12<sup>th</sup> and 13<sup>th</sup> of March 2024.
26. Participated as a delegate and presented a research paper entitled **“Financial Literacy and Retirement Planning among Teaching Faculties: A Study of Factors Influencing the Use of Financial Planners”** at the 4<sup>th</sup> International Conference on **“Glimpses of India’s Trade and Commerce - 2030 (GITC-2030)”** Organized by the Department of Commerce, SRM Institute of Science and Technology, Ramapuram on 22<sup>nd</sup> March 2024.
27. Participated as a delegate and presented a research paper entitled **“Effect of Financial Literacy on Retirement Planning”** at the Two-Day International Conference on **“Innovation and Disruption: Navigating Tomorrow Business Landscape”** Organized by the SDM College of Business Management Post Graduate Centre for Management Studies and Research, Mangaluru on 22<sup>nd</sup> and 23<sup>rd</sup> March 2024
28. Participated as a delegate and presented a research paper entitled **“An insight on Impact of Government Policies on Women Entrepreneurship in Karnataka State”** at the Two-Day International Conference on **“Sustainable, Innovative Practices in Business and Academia”** Organized by the JAIN (deemed to be

university), Center for Management studies, Bengaluru on 13<sup>th</sup> and 14<sup>th</sup> December 2024.

29. Participated as a delegate and Presented Research Paper on “ **Performance of Crop Insurance Scheme – A Case Study of PMFBY**” at the International Conference on “**Disruptive Trends in Industries – Role of Banks, Technology and Operations – A Way Forward**” organized by Department of Management Studies, JNN College of Engineering, Shivamogga on 10<sup>th</sup> and 11<sup>th</sup> of January 2025.
30. Participated as a delegate and Presented Research Paper on “**The Confluence of Banking, Technology, and Operations: Pathways to Addressing Industry Disruptions**” at the International Conference on “**Disruptive Trends in Industries – Role of Banks, Technology and Operations – A Way Forward**” organized by Department of Management Studies, JNN College of Engineering, Shivamogga on 10<sup>th</sup> and 11<sup>th</sup> of January 2025.
31. Participated as a delegate and Presented Research Paper on “**Goldsmithing Through the Ages – Evolution, Opportunities and Challenges**” at the International Conference on “**Disruptive Trends in Industries – Role of Banks, Technology and Operations – A Way Forward**” organized by Department of Management Studies, JNN College of Engineering, Shivamogga on 10<sup>th</sup> and 11<sup>th</sup> of January 2025.
32. Participated as a delegate and Presented Research Paper on “ **Neo-Banking in India: A Disruptive force with challenges and Opportunities**” at the International Conference on “**Disruptive Trends in Industries – Role of Banks, Technology and Operations – A Way Forward**” organized by Department of Management Studies, JNN College of Engineering, Shivamogga on 10<sup>th</sup> and 11<sup>th</sup> of January 2025.

33.

### **C) National Seminar**

1. Participated as a Delegate and presented a paper entitled **Commerce Education in the New Millennium** in a two-day National Seminar on Commerce Education in the New Millennium organized by All India Accounting Conference, Mysore on 3<sup>rd</sup> & 4<sup>th</sup> March 2000.

2. Participated as a Delegate and presented a paper entitled **A Study on VAT Implications in India** in a two-day National Seminar on Value Added Tax organized by R.C. College of Commerce Bangalore on 27<sup>th</sup> & 28<sup>th</sup> January 2005.
3. Participated as a Delegate and presented a paper entitled **Advertisement in Diversified Society** in a two-day National Seminar on Corporate Social Responsibility organized by Somani College Mysore on 7<sup>th</sup> & 8<sup>th</sup> September, 2007.
4. Participated as a Delegate and presented a paper entitled **Relevance of V K R V Rao's Economic Thought in the Present Context** in a two-day National Seminar on Relevance of Indian Economic Thought Under Globalization organized by Somani College Mysore on 31<sup>st</sup> October, 2008.
5. Participated as a Delegate and presented a paper entitled **CRM Implementations Issues in Banking Industry** in two day National Seminar on Corporate Social Responsibility organized by JSS College for Women Mysore on 28<sup>th</sup>&29<sup>th</sup> September, 2010.
6. Participated as a Delegate and presented a paper entitled **An Evaluation of Conceptual Framework on Work Life Balance of Women Employees** in one day National Seminar on Stress Management in corporate Sector: issues and Challenges organized by Adichunchanagiri college of Arts, commerce & Science, Nagmangala, Mandya District on 18<sup>th</sup> September, 2013.
7. Participated as a Delegate and presented a paper entitled **Human Development Empowerment and Capabilities Issues and Policy Perspective** in one day National Seminar on Human Development: Empowerment and Capabilities Issues and Policy Perspective organized by Sri D Devaraja Urs Govt. First Grade College Hunsur on 5<sup>th</sup> April, 2014.
8. Participated as a Delegate and presented a paper entitled **Public and Private Health Insurance in India** in two day National Seminar on Health Insurance In India – Issues and challenges organized by JSS college for Women, Mysore on 11<sup>th</sup> September, 2015.
9. Participated as a Delegate and presented a paper entitled **Sampoorna Suraksha and Yeshasvini Health Insurance Programme in Karnataka ; A Comparative Study** in two day National Seminar on Health Insurance In India – Issues and

challenges organized by JSS college for Women, Mysore on 11<sup>th</sup> September, 2015.

10. Participated as a Delegate and presented a paper entitled **A Study on Green Entrepreneur- Opportunities and Challenges**, one day National Level Seminar on New Horizons and Innovations in Business and Management organized by Maharani's Women's Commerce and Management College, Mysore on 19<sup>th</sup> February, 2018.
11. Participated as a Delegate and presented a paper entitled **Fund Utilization Cost of Services under Yeashaswini Health Scheme- A Study**, one day National Level Seminar on New Horizons and Innovations in Business and Management organized by Maharani's Women's Commerce and Management College, Mysore on 19<sup>th</sup> February, 2018.
12. Participated as a Delegate and presented a paper entitled **Role of Micro Finance in Women Empowerment (An Empirical Study in Mysore Rural Region SHGs)**, One day National Level Seminar on Emerging Perspectives on HR, Marketing and Finance organized by Maharani's Women's Commerce and Management College, Mysore on 16<sup>th</sup> March, 2019
13. Participated as a Delegate and presented a paper entitled **Conceptual Study of E-Banking**, two day National Level Seminar on Reforms in Banking, Finance and Insurance Sectors- Issues and Challenges organized by Department of Commerce and Management and IQAC Vidya Vardhaka First Grade College Mysore on 14<sup>th</sup> & 15<sup>th</sup> February, 2019
14. Participated as a Delegate and presented a paper entitled **A Conceptual Study on Financial Assistance for Widows through IGWPS in India**, one day National Level Seminar on Gender Sensitization: Equality and Opportunities organized by Maharani's Women's Commerce and Management College, Mysore on 27<sup>th</sup> February, 2020.
15. Participated as a Delegate and presented a paper entitled **Recent Trends in Health Insurance Sector in Karnataka**, one day National Level Seminar on Key to Organizational Success, organized by Department of Commerce, ATNCC Shimoga, on 19<sup>th</sup> November, 2020.
16. Participated as a Delegate and presented a paper entitled **Recent Trends in Banking and Health Insurance Sector in Karnataka- A Study**, one day

National Level Seminar on Key to Organizational Success, organized by Department of Commerce, ATNCC Shimoga, on 19<sup>th</sup> November, 2020.

#### **D) National Conference**

1. Participated as a Delegate and presented a paper entitled **Awareness and Perception of BPL Households towards Vajpayee Arograshree Scheme in Karnataka- A Study** in two day National Conference on Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the road Ahead organized by Department of Commerce and Management, Amrita School of Arts and Sciences, Amrita University, Mysuru on 07<sup>th</sup> & 8<sup>th</sup> April, 2017.
2. Participated as a Delegate and presented a paper entitled **Trends in Cash Transfer Programs for elderly and Vulnerable community in Karnataka** in two day National Conference on Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the road Ahead organized by Department of Commerce and Management, Amrita School of Arts and Sciences, Amrita University, Mysuru on 07<sup>th</sup> & 8<sup>th</sup> April, 2017.
3. Participated as a Delegate and presented a paper entitled **Responsiveness of Yeshasvini Policy holders towards Yeshasvini Health Insurance Scheme: A Study of Mysore District** in two day National Conference on Structural, Institutional and Financial Sector Changes (both Global and Indian) in the New Millennium and the road Ahead organized by Department of Commerce and Management, Amrita School of Arts and Sciences, Amrita University, Mysuru on 07<sup>th</sup> & 8<sup>th</sup> April, 2017.
4. Participated as a Delegate and presented a paper entitled **Impact of Goods and Services Tax on Financial Reporting under Ind AS Regime** in one day National Conference on **Contemporary Issues and Challenges of Commerce in GST Regime** organized by Department of Commerce and Management, Sahyadri Commerce and Management College, Shimoga on 9<sup>th</sup> March 2019.
5. Participated as a Delegate and presented a paper entitled **Obstacles and Future Opportunities of Women Entrepreneurs with Special Reference to Shimoga District** in one day National Conference on **Contemporary Issues and Challenges of Commerce in GST Regime** organized by the Department of

Commerce and Management, Sahyadri Commerce and Management College, Shimoga on 9<sup>th</sup> March 2019.

6. Participated as a Delegate and presented a paper entitled **A Study on Insurance Benefits on State Employees** in one Day National Conference on **Contemporary Issues and Challenges of Commerce in GST Regime** organized by the Department of Commerce and Management, Sahyadri Commerce and Management College, Shimoga on 9<sup>th</sup> March 2019.
7. Participated as a Delegate and presented a paper entitled **Issues and Challenges of Informal Sector Street Entrepreneurs- A Study** in One Day National Conference on **Contemporary Issues and Challenges of Commerce in GST Regime** organized by the Department of Commerce and Management, Sahyadri Commerce and Management College, Shimoga on 9<sup>th</sup> March 2019.
8. Participated as a Delegate and presented a paper entitled **Financial Inclusion and Inclusive Growth in Health Insurance Schemes in India** in the day National Conference on **Innovative Strategies for Inclusive Growth and Sustainable Economic Development- Opportunities and Challenges** organized by Department of Commerce Tumkur University on 22<sup>nd</sup> & 23<sup>rd</sup> March 2019.
9. Participated as a Delegate and presented a paper entitled **Impact of Financial Inclusion on Personal Financial Management Practices among Workers of Unorganised Sector** in two day National Conference on **Innovative Strategies for Inclusive Growth and Sustainable Economic Development- Opportunities and Challenges** organized by the Department of Commerce Tumkur University on 22<sup>nd</sup> & 23<sup>rd</sup> March 2019.
10. Participated as a Delegate and presented a paper entitled **Vedic and Value Education in Enhancing Quality of Higher Education: Role of an Education** in one day National Conference on **National Conference on Higher Education in India: Challenges and Opportunities** organized by PES Institute of Technology and Management Shimoga on 15<sup>th</sup> November 2019.
11. Participated as a Delegate and presented a paper entitled **Issues and Challenges: Higher Education in India** in one day National Conference on **National Conference on Higher Education in India: Challenges and**

- Opportunities** organized by PES Institute of Technology and Management Shimoga on 15<sup>th</sup> November 2019.
12. Participated as a Delegate and presented a paper entitled **A Study on IGNOAPS for Elderly Population in India** in two days National Conference on **Emerging Business Trends-2020** organized by the Department of PG Studies and Research in Commerce Mangalore University on 4<sup>th</sup> & 5<sup>th</sup> March 2020.
  13. Participated as a Delegate and presented a paper entitled **Evaluation of APY Pension Scheme for Unorganised Sector in Karnataka** in two days National Conference on **Industry 4.0: An Intervention of EDUTECH** organized by the Institute of Management Studies, Davangere University on 20<sup>th</sup> & 21<sup>st</sup> September 2022.
  14. Participated as a delegate and presented a research paper entitled **“The Role of Financial Education in Retirement Planning”** at the one-day national Conference on **“Emerging Business Trends: Opportunities and Challenges”** organized by the Department of Commerce, Kuvempu University on 19<sup>th</sup> March 2022
  15. Participated as a delegate and presented a research paper entitled **“ Impact of COVID-19 Pandemic on Teaching Faculties: A Study of Selected Universities in Karnataka”** at the one-day national Conference on **“Emerging Business Trends: Opportunities and Challenges”** organized by the Department of Commerce, Kuvempu University on 19<sup>th</sup> March 2022
  16. Participated as a delegate and presented a research paper entitled **“A Study on Relationship Between Environmental Accounting and Development”** at the one-day national Conference on **“Emerging Business Trends: Opportunities and Challenges”** organized by the Department of Commerce, Kuvempu University on 19<sup>th</sup> March 2022
  17. Participated as a delegate and presented a research paper entitled **“Intellectual Property Evolution: Unraveling Contemporary Trends in the IPR Landscape”** at the two-day national conference on **“Sustainable Development and Innovative Management Practices”** Organized by the Department of Studies and Research in Management on the 5<sup>th</sup> and 6<sup>th</sup> of March 2024.
  18. Participated as a delegate and presented a research paper entitled **“Analyzing Engagement Trends: A Study on Participation Pattern in Indian Crop**

**Insurance Schemes”** at the one-day national E conference on **“New Horizons in Commerce, Management & Economics”** Organized by the Department of Commerce and Management, Shri Shivaji College, Parbhani, Maharashtra on 30<sup>th</sup> of March 2024.

#### **E) State Level Seminar**

1. Participated as a Delegate and presented a paper entitled **Rehabilitation of SSIs – An Empirical Study** in a day State Level Seminar on Industrial Sickness organized by Kuvempu University, on 12<sup>th</sup> November 2000.
2. Participated as a Delegate and presented a paper entitled **An Evaluation of Conceptual Framework on Work-Life Balance of Women Employees** in a Level Seminar on Industrial Sickness organized by Sri Adichunchanagiri College of Arts and Commerce & Science, on 18<sup>th</sup> September 2013.
3. Participated as a Delegate and presented a paper entitled **Impact of Macro Economic Indicators on Indian Life Insurance Market – A Study** in one day State Level Seminar on Insurance Service in India – Trends & Challenges organized by JSS College of Arts and Commerce and Science, Mysore on 8<sup>th</sup> February 2014.
4. Participated as a Delegate and presented a paper entitled **Changing Structure in Indian Commerce** in one day State Level Seminar on Changing Structure in Indian Commerce organized by Pooja B Jagavath Memorial Maharajana Education Centre on 19<sup>th</sup> September 2014.

#### **F) State Level Conference**

1. Participated as a Delegate and presented a paper entitled **Ethical Issues in Advertising – An Indian Perspective** in a day State Level Conference on Commerce and Management Teachers in Karnataka organized by Gulbarga University, Gulbarga on 8<sup>th</sup> & 9<sup>th</sup> February 2008.

#### **G) Chapter Published in Edited Books**

1. S. Venkatesh **ENVIRONMENTAL ACCOUNTING PRACTICES IN INDIA “BEYOND BOUNDARIES: EXPLORING THE SYNERGIES OF INTERDISCIPLINARY RESEARCH”** ISBN-13: 978-81-966562-6-3, published by International Publisher CIRS Publication, Patna, India,

2. S. Venkatesh *M* – **BANKING SERVICES** “Dynamics of Business Trends and Transformations in Commerce and Management” ISBN:978-93-5826-858-4, Published by Ink of Knowledge Sidhpur, Gujarat, India

#### **19. Resource Person/Key Note Speaker/Chairman/ Rapporteur/Guest Speech**

1. Participated as **Rapporteur** in UGC sponsored a two-day state-level Seminar on “**Financial Inclusion – A policy perspective for an egalitarian Society**” " organized by the Department of Commerce, JSS College for Women, Kollegal, Chamarajanagar.
2. Participated as **Rapporteur** in UGC sponsored a two-day National level seminar on “**Service Sector: The Engine of Growth for Indian INC – The Convergence of Ideas**”, on 22nd & 23rd April 2015, organized by the Government College for Women, Mandya.
3. Participated as a **Key Note Speaker** in Dhrushti Commerce and Management Forum in 28-03-2012, Organized by Government First grade college, K.R Pet, Mandya.
4. Participated as a **Key Note Speaker** in the One Day State Level Seminar on “**Emerging Scenarios in Finance and Taxation**” organized by Kumudvathi College, Shikaripura Shimoga on 8<sup>th</sup> March 2019.
5. Participated as a **Key Note Speaker** in the One Day Workshop on “**Issues and Challenges in IND AS and IFRS**” organized by PESIAMS, Shimoga, on 15<sup>th</sup> March 2019.
6. **Chaired** Technical Session in the National Conference on **Contemporary Issues and Challenges of Commerce in GST Regime** organized by Department of Commerce and Management, Sahyadri Commerce and Management College, Shimoga on 9<sup>th</sup> March 2019.
7. Delivered **Valedictory Speech** in one day Faculty development programme for Commerce and Management Teachers, organised by Department of Commerce, Edurite College of Management Studies, Shimoga on 9<sup>th</sup> January 2021
8. **Resource Person** in one day National Webinar on Financial Inclusion in India: Issues and Challenges, organized by Department of Commerce, ATNCC, Shimoga, on 22<sup>nd</sup> February 2021.
9. Delivered **Guest Speech** in one day Workshop on Practical Issues in Goods and Services Tax, organised by ATNCC, Shimoga on 16<sup>th</sup> January 2021.

10. Delivered **Inaugural Speech** in one day National Webinar on Research and Publication Ethics, organised by Kodachadri Government First Grade College, Hosnagara on 2<sup>nd</sup> August 2021.
11. Delivered **Inaugural Speech and Keynote Address** in one day Faculty development programme on National Education Policy and Higher Education Teacher and Taught Connect, organised by Department of Commerce, ATNCC, Shimoga on 2<sup>nd</sup> July 2022.
12. Delivered **Inaugural Speech** in Three-day Orientation programme for First Year M.Com Students, organised by Department of P G Studies and Research in Commerce, Sahyadri Commerce and Management College, Shimoga on 9<sup>th</sup> -11<sup>th</sup> January 2023.

## **20. Invited Speak/Special Lecture**

1. Delivered a class on Research Methodology at DOS in Commerce, UOM on 2013.
2. Delivered a class on Research Methodology at DOS in Commerce, UOM on 2014.
3. Delivered a Special Lecture (invited talk) at the Department of Commerce, ATNCC Shimoga on 26<sup>th</sup> October 2019 on the topic "**Commerce Education and Employability**".
4. Delivered a class on **Research Methodology** for students of PhD Course Work of IMSR, Kuvempy University, Jnana Sahyadri Shankarghatta on 2021.
5. Delivered a class on **Research Methodology** for students of PhD Course Work of IMSR, Kuvempy University, Jnana Sahyadri Shankarghatta on 2022.
6. Delivered a class on **Research Methodology** for students of PhD Course Work of IMSR, Kuvempy University, Jnana Sahyadri Shankarghatta on 2023.
7. Delivered two lectures as a resource person to the Teacher Participants of **UGC-Sponsored 32<sup>nd</sup> Refresher Course in Commerce (online) From 24.09.2024 to 09.10.2024 Organized by the Malaviya Mission Teacher Training Centre, University of Mysore, Manasagangothri, Mysore, Karnataka**
8. Delivered a lecture on Role of **Descriptive and Inferential statistics** in **ICSSR Sponsored Two Week Capacity Building Programme for young Faculty and M.Phil/Ph.D/PDF Scholars in Social Sciences** from 6<sup>th</sup> to 18<sup>th</sup> January 2025 Organized by the DOS in Commerce, Mangalore University, Mangalagangothri.

## **21. Special Talks and Innuagurations as Vice Chancellor (Acting) of Kuvempu University**

1. Attended the athletic event as chief guest and wished them well on 10-12-2023. At Nehru Stadium, Shimoga.
2. Presided over the program Ambedkar's Thoughts for the Comprehensive Transformation of India on 23-01-2024 at Prof. S.P. Heremutt Hall, Kuvempu University.
3. Attended the Inaugural Program of Student Cultural, Sports, NCC, NSS, Youth Red Cross, Rangers, and Rovers as chief guest on 11-01-2024. Sahyadri Commerce and Management College, Shimoga.
4. Presided and Inaugurated the Programme Wildlife Week celebration on 03-10-2023 at Seminar Hall, Department of Applied Zoology, Kuvempu University.
5. Attended the World Tourism Day Function as chief guest on 27-09-2022 at Prof. S.P. Heremutt Hall, Kuvempu University.
6. Presided over the program One day workshop on Competitive Examinations on 27-09-2023 at Prof. S.P. Heremutt Hall, Kuvempu University.
7. Attended the National College of Pharmacy Graduation Day 2023 as chief guest on 21-12-2023 at Ambedkar Bhavan Shivamogga.
8. Attended the Golden Jubilee function of Aadi Chunchanagiri Educational Trust as chief guest on 27-12-2023 at BGS Field Shringeri.
9. Attended the Inaugural Program of the International Conference on Emerging Trends and Approaches in Education as chief guest on 20-10-2023. At Kumadvathi College of Education, Shikaripura
10. Presided over the program Skill Development Workshop on Translation in Indian Languages on 28-02-2024 at Prof. K. Venkataramaiah Hall, Kuvempu University.
11. Attended the fruition Day and Scholarships Awards event as chief guest on 30-09-2023 Pathways Training Hall, Sahyadri Commerce and Management College, Shimoga.
12. Attended the Research Intelligence Forum – 2023 with Elsevier for the research-intensive State Public Universities as a vice chancellor of Kuvempu University on 11<sup>th</sup> October 2023 at KSHEC Bengaluru.
13. Attended the Felicitation Function event as chief guest on 30-08-2023 at Prof. Hiremath Hall, Kuvempu University.
14. Inaugurated the Programme Pancha Pathreya Hudugi and Ithara Kathegalu on 12-02-2024 at Jayachamarajendra Odeyar Auditorium, Sahyadri Arts College Shimoga.
15. Presided over the program Nammellara Hrudaya Dharma: Bharatha Samvidhana on 26-11-2023 at Prof. S.P. Heremutt Hall, Kuvempu University.

16. Presided over the program World Social Justice and the Rights of the Girl Child: A Legal Awareness Program on 27-02-2024 at Basava Sabha Bhavana, Kuvempu University.
17. Presided over the One Day workshop on Employability Skills – Skill Enhancement Course (SEC) on 24-11-2023 at Prof. S.P. Heremutt Hall, Kuvempu University.
18. Attended the Meeting Working Group to study NEP 2020 and Its implementation in Karnataka on 17<sup>th</sup> November 2023 at Conference Hall, Karnataka State Higher Education Council, Bengaluru.
19. Inaugurated the Programme Rethinking Grama: Texts, Contexts and Interpretation on 08-11-2023 at the Department of Political Science, Kuvempu University.
20. Inaugurated the Programme Dr. K. Krishnamurthiyavara Kavya Mimamsa Krithigala Sameeksha on 06-10-2023 at Prof. S.P. Heremutt Hall, Kuvempu University.
21. Attended the World Tourism Day programme as chief guest on 27-09-2023. At Prof. S.P. Heremutt Hall, Kuvempu University.
22. Inaugurated the Programme Rathnakaravarniya Bharatheshavaibhava: Maru Odu Ondu Dinanda Rajya Mattada Vichara Sankirana on 20-12-2023 at Path Way Auditorium, Sahyadri Science College, Shimoga.
23. Attended Aparadha Thade Masacharane event as chief guest on 19-12-2023. At Basava Sabha Bhavana, Kuvempu University.
24. Inaugurated the 2023-24 Academic Year Cultural, Sports, NSS YRC of Sri—Rambhapuri Arts and Commerce College on 19-12-2023 at College Auditorium, Kuvempu University.

## **22. Memberships in various Academic Bodies**

1. Kuvempu University Syndicate member from 16-08-2023 to 01-03-2024.
2. Kuvempu University Academic Council member from 2018 to till date

### **3. BOE Membership in various Universities and Institutions**

<b>SI No</b>	<b>Name of the University/ Institution</b>	<b>Membership</b>
01	M.COM, VSKU, Bellary	BoE Member
02	M.COM, Jnana Bharati, Bangalore University	„
03	M.COM, Karnataka State Open University, Mysore	„
04	M.COM, Rani Channamma University, Belagavi	„
05	M.COM, Davangere University	„
06	M.COM, Central University, Bangalore	„
07	M.COM, Mysore University Regular, Mysore	„

08	M.COM, Mangalore University, Mangalore	„
09	Commerce, Kuvempu University, Shankarahatta.	BoE Chairman
10	Commerce, Directorate of Distance Education, Kuvempu University, Shankarahatta.	BoE Chairman

#### 4. BOS Membership in various Universities and Institutions

Sl. No	Name of the University/ Institution	Membership
01	M.COM, Jnana Bharati, Bangalore	BoS Member
02	M.COM, Davangere University, Davangere	„
03	M.COM, Tumkur University, Tumkur	„
04	M.COM, VSKU, Bellary	„
05	Commerce, Directorate of Distance Education, Kuvempu University, Shankaraghatta, Shivamogga	BoS Chairman
06	Commerce, Kuvempu University, Shankaraghatta, Shivamogga	BoS Chairman
07	Management, University of Mysore (UG), Mysore	BoS Member
08	Business Management in JSS College for Women (Autonomous) Mysore,	BoS Member
09	M.COM, Karnataka State Open University, Mysore	„
10	JSS Main College Ooty Road	„

#### 5. Doctoral Committee Membership in various Universities and Institutions

SI No	Name of the University/ Institution	Membership
01	Jnana Bharati, Bangalore	Member
02	Mangalore University, Mangalore	„
03	Tumkur University, Tumkur	„
04	Karnataka State Open University (KSOU), Mysore	

6. Member, of **Inter College Cultural Selection Committee** for the academic year 2010-11 in the University of Mysore.
7. Member, of the **Selection Committee for Undergraduate Course** for the academic year 2014-15 in Maharaja's College, Mysore.

8. Member, **UGC Committee** in Maharaja's College for the academic year 2014-15, Mysore
9. Member, **E.C.A Committee member** in Maharaja's College for the academic year 2014-15.
10. Member, Distance Study Material **Editorial Committee member** in KSOU for the academic year 2022-23.

### **23. Orientation Program/Refresher Courses /Workshops attended**

1. Attended UGC-sponsored one-month orientation program organized by Academic Staff College, University of Mysore from September 1, 2006 to September 28, 2006.
2. Attended UGC Sponsored Refresher Course organised by Academic Staff College, University of Mysore from June 27, 2014, to July 17, 2014.
3. Attended UGC Sponsored Refresher Course organised by Academic Staff College, University of Mysore from August 03, 2011, to August 23, 2011.
4. Attended a One-day Workshop on Syllabi of Fifth and Sixth Semester B.COM/BBM on 1<sup>st</sup> July 2006 organized by DBCC College, Mysore.
5. Attended a One-day Workshop on Computer Applications for the Teachers of BCOM/BBM on 20<sup>th</sup> February 2006 organized by the University of Mysore, Manasagangotri, Mysore.
6. Attended a Two-day Workshop on Total Quality Improvement on 4<sup>th</sup> and 5<sup>th</sup> October 2007 organized by Maharaja's College, University of Mysore, Mysore.
7. Attended MDP on Risk Management in SMEs on 19<sup>th</sup> January 2008 organized by VIT University Vellore Tamil Nadu.
8. Attended National Workshop on Innovations in Micro Finance on 12<sup>th</sup> December 2008 organized by VIT University Vellore Tamil Nadu.
9. Attended a Two-day Workshop on Managing Non-profit Organizations on 14<sup>th</sup> and 15<sup>th</sup> May 2011 organized by VVET, Mysore.
10. Attended a One-day Workshop for BBM faculty to revise curriculum on 17<sup>th</sup> December 2013 organized by B.N. Bahadur Institute of Management Sciences, University of Mysore, Mysore.
11. Attended a Two-day Workshop for redesigning the B.COM/BBM Curriculum on 21<sup>st</sup> and 22<sup>nd</sup> February 2015 organized by JSS College for Women (Autonomous), Mysore.

**(Dr. S VENKATESH)**