

## PROFILE

**DR. ANITHA. H. S.** *M.Com., Ph.D.,*

**PROFESSOR AND REGISTRAR EVALUATION**

Department of Studies in Commerce, Davangere University

**Sanchalak, Bharatiya Shikshan Mandal, Davangere Dist.**

Areas of Specialization: Marketing, Operations Research and  
Entrepreneurship

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Contact Number

09845559557



### Vision

I have my own **unique vision** for the university. It is multifaceted. I envision an overall development. I want to show gratitude to my **Alma Mater**. As an **academician**, despite playing a role in bringing a change in the syllabi by introducing CBCS in UG & PG programs. I firmly believe that Universities get recognitions if they have collaborations and MOUs with other outstanding institutions. I want to focus on such Indian and foreign tie-ups for bringing change in the academics and research. As an **administrator**, I was in a key position as Finance Officer and was exposed to almost all the spheres of administration. I have three and half years of experience and **I was and am honest to the core**. I have so many landmark activities to my credit. Streamlining of all the financial activities. As I was the founder Director of IQAC, I know where actually we are lagging behind and what actually we are lacking. Hence, I have the vision to address those issues in an efficient manner. More focus should be given to improvise the existing assets and maintain them in order. Currently I am serving as **Registrar Evaluation** at Davangere University.

### Educational Qualifications

Sl. No.	Degree	Specialization/ Subjects	University	Year of Award/ Passing
1	<b>Ph.D.,</b>	Marketing	Prof. B.R. Ananthan, Mysore University	1996
2	<b>NET</b>	Commerce	Mysore University	December 1989
3	<b>PG</b>	Ad. Cost Accounting	Mysore University	1987 Gold Medalist and II Rank
4	<b>UG</b>	Accounting and Taxation	Mysore University	1985 With Distinction

**Professional Details (Academic/Research Experience)**

Sl. No.	Designation	Institution/University	UG/PG	From	To
1	Assistant Professor	Kuvempu University	PG	October 1994	December 1998
2	Associate Professor	Kuvempu University	PG	December 1998	December 2006
3	Professor	Kuvempu University	PG	December 2006	August 2009
		Davangere University	PG	August 2009	Till Date

**Areas of Research Interest:**

1. Marketing
2. Entrepreneurship
3. Operations Research

**Academic/Administrative responsibilities:**

1. Course Coordinator(MAF)
2. Course Coordinator(PGDMM-Distance)
3. Chairperson (BOEs), Kuvempu University 2006-07, 2007-08, 2008-09
4. Member (BOS, BOEs), Kuvempu University, Bangalore University, Mysore University, Mangalore University, Karnataka University, Davangere University, Rani Channamma University
5. Convener (Student Welfare Committee) 2001-2010
6. Placement Officer (Placement Cell) since 2006
7. Chief Superintendent (Exams)
8. Member (Research Proposals Evaluation Committee)
9. Chairperson, Dept. of Commerce, 16th June 2008 to 15th Jan. 2010 & 18th January 2012 to 17th January 2014
10. Member, Kuvempu University Affiliation Committee (LIC) 2003-2009
11. Member, BOA of RCUB, Mysore University, KSOU, Tumkur University, Bellary University
12. Chairperson, Davangere University Affiliation Committee [LIC], 2010, 2011, 2012
13. Academic Council Member, Davangere University from 2010-2018
14. Chairperson, Dept. of Commerce, 18th January 2012 to 18th January 2014
15. Course Coordinator, M.A. in Kannada, Davangere University, 2010, 2011, 2012, 2013
16. Dean, Faculty of Commerce & Management, DUD, 2014-2016

17.	Member of Advisory Board, Acme Intellects International Journal of Research in Management, Social Sciences & Technology
18.	Chairperson, Board of Studies in Commerce, DUD, 2014-2017 & 2018-2021
19.	Syndicate Member, Davangere University, Davangere from 24.07.2014 to 23.07.2015
20.	Dean, Faculty of Education (Additional Charge) till 05.11.2015
21.	Chairperson, Prevention of Sexual Harassment at Work Places Committee, DUD, from 17.07.2014 to October, 2018
22.	Member, Disciplinary Committee, DUD, from 17.07.2014
23.	Member, Sports Advisory Committee, DUD, from 05.07.2014
24.	Member, Planning, Monitoring and Evaluation Board, DUD since 2014
25.	Chairperson, University Annual Report Preparation Committee, DUD, since 2013-14 to 2018.
26.	Founder Director, IQAC from January 2015 to October, 2018.
27.	Member, Board of Appointment in various Universities.
28.	Member, Board of Studies, in various Universities.
29.	Member, Doctoral Committee in various Universities.
30.	Adjudicator, Examiner for evaluation of Ph.D. in various Universities within and outside the State (So far evaluated around 27 Ph.D. and 25 M.Phil. theses).
31.	Member of Board of Examiners in Commerce for conducting K-SET in Karnataka.
32.	Member, LIC and CPEC in various Universities.
33.	Adjudicated D.Litt. Thesis on “Strategic Shift- Skilling of Adolescents”, submitted to RCUB.
34.	Life Member of Indian Commerce Association
35.	NAAC Peer Team Visit : As a <b>Member</b> of <b>NAAC Peer Team</b> , visited GDM Arts, SKRN Commerce and MD Science College, Jamner, Jalgaon District, Maharashtra on 25 <sup>th</sup> & 26 <sup>th</sup> September, 2017.
36.	UGC Advisory Committee Visit : As a <b>Member of UGC Advisory Committee</b> , visited Rajgiri College of Social Sciences (RCSS) : Autonomous with CPE, Affiliated to Mahatma Gandhi University, Rajagiri, Kalamassery, Kochi on 23 <sup>rd</sup> November, 2018.
37.	NAAC Peer Team Visit : As a <b>Member Co-ordinator</b> of <b>NAAC Peer Team</b> , visited Women’s Christians College, Chennai, Tamil Nadu on 4 <sup>th</sup> & 5 <sup>th</sup> July, 2019.
38.	MOCK NAAC Peer Team Visit : As Member of the team, visited VSK University, Bellary on 30 <sup>th</sup> September & 1 <sup>st</sup> October, 2019.

**Academic Association with other Universities and Institutions**

1.	Member, Board of Appointment in various Universities.
2.	Member, Board of Studies, in various Universities.
3.	Member, Doctoral Committee in various Universities.
4.	Adjudicator, Examiner for evaluation of Ph.D. in various Universities within and outside the State (So far evaluated around 32 Ph.D. and 25 M.Phil. theses).
5.	Member of Board of Examiners in Commerce for conducting K-SET in Karnataka.
6.	Member, LIC and CPEC in various Universities.
7.	Adjudicated D.Litt. Thesis on “Strategic Shift- Skilling of Adolescents”, submitted to RCUB.
8.	Life Member of Indian Commerce Association

Sl. No	Book	Citing Institute/Person	No. of Times Cited	Page Numbers
1	Agricultural Marketing	Google Articles	04	Google Search
2	Quantitative Techniques and Operations Research, 2014	Indian Institute of Materials Management, Navi Mumbai	04	Page No. 7, 60, 148, 164,
3	Linear Programming, 2014	Indian Institute of Materials Management, Navi Mumbai	01	Page No. 60,
4	Applied Operations Research, 2014	Anna University, Chennai	04	Page No. 20, 80, 269, 337

**OPERATIONS RESEARCH” BOOK, EXCEL PUBLISHERS, 2013 IS PRESCRIBED AS A TEXT FOR MBA AND M.Com. STUDENTS AT:**

1. Jawaharlal Nehru Technological University, Hyderabad
2. Karnataka University, Dharwad
3. Mangalore University, Mangalore
4. Davangere University, Davangere
5. Indian Institute of Materials Management, Navi Mumbai
6. Anna University, Chennai

Research Projects:					
Sl. No.	Title of the Project	Funding Agency	Project Budget	Period	Status
1.	Consumer Protection	Kuvempu University under Un-assigned grants of UGC	Rs. 8,000/-	6 Months.	Completed
2.	Role of Commercial Banks in Financing and Promoting Small Entrepreneurs-A Study of Karnataka State	University Grants Commission (UGC), New Delhi	Rs. 2,42,580/-	2 Years (1998-2000)	Completed
3.	A study of Entrepreneurship Development in Industrial Areas of Karnataka Industrial Areas Development Board (KIADB)	University Grants Commission (UGC), New Delhi	Rs. 5,31,200/-	3years (2008-2011)	Completed

Research Publications:	
a) International Journals	
1.	<b>“Higher Education Landscape in India”</b> has been published in ‘International Journal of Social Science Tomorrow’ bearing ISSN: 2277-6168, Vol.1, No. 3, May 2012. A Certificate of Excellence has been issued.
2.	<b>“Assessment of Training Needs and Evaluation of Training Effectiveness in Employees of Select ITes Companies at Bangalore”</b> has been published in ‘International Journal of Research in Computer Application & Management’ bearing ISSN: 2231-1009, Vol.2, No. 6, June 2012. A Letter of Appreciation has been issued.
3.	<b>“DMAIC Methodology in Medical Transcription”</b> has been published in the proceedings of International Conference on “Challenges and Opportunities in Mechanical Engineering, Industrial Engineering and Management Studies” published by Bornfring, Coimbatore, Vol. III, 11- 13 July 2012.
4.	<b>“Emerging Trends in HRM-A Challenge to the Ites”</b> has been published in ‘International Journal of Research in Commerce & Management’ bearing ISSN: 1231-1009, Vol.1, No. 5, June 2013.
5.	<b>“Truth and Myth of Industrialization-A Study in Kodagu District”</b> has been published in ‘International Journal of Social Sciences & Interdisciplinary Research’ bearing ISSN: 2277-677X, Vol.2, No.34, July-Sept 2013.
6.	<b>“Industrialization in Kodagu-Problems &amp; Challenges”</b> has been published in ‘International Journal of Social Sciences & Interdisciplinary Research’ bearing ISSN: 2277-677X, Vol.2, No.34, July-Sept 2013.
7.	<b>“Human Resource Development for Total Quality Management-A Conceptual Study”</b> has been published in IFRSA Business Review (A quarterly refereed Journal of International Forum of Researchers, Students and Academicians), Vol.4, Issue-1, March, 2014.

8.	<b>“Six Sigma in Medical Transcription-A Study”</b> has been published in IFRSA Business Review (A quarterly refereed Journal of International Forum of Researchers, Students and Academicians), Vol.4, Issue-1, March, 2014.
9.	<b>“Education, Employment &amp; Entrepreneurship”</b> has been published in ‘International Journal of Research in Management, Social Sciences & Technology’ bearing ISSN: 232- 29390-1009, Vol.1, No. 4, May 2014.
10.	<b>“Global Education Reforms-The Need of the Hour-Higher Education”</b> has been published in ‘International Journal of Research in Management, Social Sciences & Technology’ bearing ISSN: 2320-2939 online, Vol.7, No. 7, July 2014.
11.	<b>“A Critical Study Issues related to Consumer Protection Act from the Victims Perspective”</b> has been published in International Multidisciplinary Research Journal: Research Directions bearing ISSN : 2321-5488, Impact Factor : 5.1723 (UIF), Vol.5, Issue-5, November 2017.
12.	<b>“An Empirical Investigation on Awareness of Consumer Protection Act in selected districts of Karnataka”</b> has been published in International Multidisciplinary Research Journal: Monthly Research Journal bearing ISSN: 2249-894X, Impact Factor: 5.1723 (UIF), Vol.7, Issue-2, and November 2017.
13.	<b>“Entrepreneurship Development: Self Employment and Employment Creation-Push Cart Business in Davangere City”</b> has been published in Asian Journal of Management Sciences and Economics bearing ISSN: 2413-0591, Impact Factor: 5.18 (UIF), Vol.40, Special Issue-1, November 2017.
14.	<b>“Influence of Celebrity Endorsement on the consumer’s purchase decision among Students”</b> , Online International Interdisciplinary Research Journal, {Bi-Monthly}, ISSN 2249-9598, Volume-08, Issue-01, Jan-Feb 2018 Issue.
15.	<b>“Role of Industrial Estates Programme in Nurturing of MSMEs-A Study of Davangere Zone”</b> is published in “International Journal of Research in Engineering, IT, and Social Sciences” (IJREISS), ISSN-2250-0588 (online), Volume-8, Issue-12, December 2018, page 239-243; Impact Factor (SJIF)-2018: 6.565.
16.	<b>“Celebrity Endorsement and Purchase Intention: A Case Study on Suburban Cities of Karnataka”</b> has been published in Peer Reviewed & Indexed Journal International Journal of Management and Social Science Research Review, Vol-6, Issue-2, Impact Factor: 5.483, E-ISSN – 2349-6746, ISSN -2349-6738, Page 15, February-2019.
17.	<b>“Growth and Development of MSMEs in Industrial Estates –A case study of Davangere and Chitradurga Districts”</b> is published in “International Journal of Research and Analytical Reviews” (IJRAR), E-ISSN-2348-1269, P-ISSN 2349-5138, I, 2019, International Peer Reviewed Journal and Indexed Journal, Impact Factor: 5.75. Google Scholar.
18.	<b>“An Empirical Study on Social Media Marketing in Tourism with Special Reference to Karnataka State”</b> , IJRAR – International Journal of Research and Analytical Reviews (IJRAR), E-ISSN 2348-1269, P- ISSN 2349-5138, Volume.6, Issue 2, Page No pp.878-891, May 2019, Available at : <a href="http://www.ijrar.org/IJRAR19K1847.pdf">http://www.ijrar.org/IJRAR19K1847.pdf</a>
19.	<b>“A Study on Usage of Social Media Sites and Promotional Strategies in Tourism Industry With Special Reference to Bangalore”</b> , International Journal of Emerging Technologies and Innovative Research ( <a href="http://www.jetir.org">www.jetir.org</a>   UGC and ISSN Approved), ISSN:2349-5162, Vol.6, Issue 5, page no. pp585-597, May-2019, Available at: <a href="http://www.jetir.org/papers/JETIR1905M94.pdf">http://www.jetir.org/papers/JETIR1905M94.pdf</a>



20.	<b>“Celebrity Endorsements and Purchase Intentions : A Case Study on Suburban Cities of Karnataka”</b> , International Journal of Management and Social Science Research Review, Vol-6, Issue-2, February-2019. With Research Scholar : Mr. Narendra .K.
21.	<b>“Social Media Impact on Consumer Buying Decision: An Evaluation”</b> published in “Thathapi”, ISSN - 2320-0693, 2020.
22.	<b>"Challenges and Opportunities for Downtrodden Entrepreneurs - A Study of Bangalore Urban and Rural District"</b> , ‘Journal of Interdisciplinary Cycle Research’, ISSN 0022-1945, 2020.
23.	<b>“Downtrodden’s Entrepreneurship Problems, Awareness of Role Played by Social Welfare Department and Social Entrepreneurship - A Study with Reference to Bengaluru Urban and Rural District”</b> , Online International Interdisciplinary Research Journal, {Bi-Monthly}, ISSN 2249-9598, Volume-10, Jan 2020 Special Issue.
24.	<b>“Forensic Accounting is Becoming A Profession in India - With Special Reference to Recent Cases”</b> , ‘Juni Khyat’, ISSN - 2278-4632, 2021.
25.	<b>“Formal Education and Forensic Accounting Development in India”</b> , International Journal of Trade in Scientific Research and Development, ISSN - 2456-6470, 2021.
26.	<b>“Impact of Covid-19 on Micro Small and Medium Entrepreneurs and challenges faced by entrepreneurs - A study w.r.t. Bengaluru Urban and Rural District.”</b> , Elementary Education Online, January 2021; Vol 20 (Issue 4): pp. 2659-2666. ISSN: 1305-3515
27.	<b>“Downtrodden MSME Entrepreneurs, Society’s Attitude and Performance of different Corporations - A study w.r.t. Bengaluru Urban and Rural District”</b> , Wesleyan Journal of Research, Vol.14 No.01 (VI) January 2021.
28.	<b>“An empirical Study on Financial Performance of StCDs, DCCBs SCARDDs and TCARDDs”</b> , Volume - 12, issue - 6 in International Research Journal of Commerce, Arts and Science.
29.	<b>“Impact of Social Media Marketing on Online Consumer Decision Making Process - A Pilot Study at Chitradurga District”</b> , ANVESAK, ISSN: 0378 – 4568, Vol. 51, No.2 (II) July – December 2021.
30.	<b>“Role of Karnataka State Financial Corporation (KSFC) in Promoting and Developing Micro, Small and Medium Enterprises – A Study”</b> , Kanpur Philosophers, ISSN 2348-8301, International Journal of humanities, Law and Social Sciences Published biannually by New Archaeological & Genological Society, Vol. VIII, Issue V : 2021, PP 23-27.
31.	<b>“Contribution of RUDSETIs in Economic Development of Rural Youths During COVID Period”</b> , Kanpur Philosophers, ISSN 2348-8301, International Journal of humanities, Law and Social Sciences Published biannually by New Archaeological & Genological Society, Vol. VIII, Issue IV : 2021.
32.	<b>“Development of Micro, Small and Medium Enterprises – A Study on Role of Karnataka State Financial Corporation”</b> , ANVESAK, ISSN: 0378 – 4568, UGC Care Group 1 Journal, Vol. 51, No.2 July – December 2021, PP 67-73.

#### **b) National Journals**

1.	A paper entitled <b>“Union Budget – 1995-96: A Sleek Review”</b> has been published in Southern Economist, April 1 and 15, 1995.
2.	<b>“Consumer Education”</b> been published in Indian Journal of Marketing Vol. XXIV, May 1995.
3.	<b>“Rural Marketing –No More a thud Arrow in Marketers Quiver”</b> has been published in Indian Journal of Marketing Vol. XXIV, September-October, 1995.

4.	<b>“Vision of Organizational Excellence”</b> has been published in “Deccan Herald” dated 29 <sup>th</sup> September 1995.
5.	<b>“Cruise on Info Stream”</b> has been published in “Deccan Herald” 16 <sup>th</sup> January 1996.
6.	<b>“Public Distribution System in Karnataka-Need for a Fresh Look”</b> has been published in “Southern Economist”, Vol.34, 1 <sup>st</sup> November, 1995.
7.	<b>“Transport Thinking Rural (Transportation is a Typical Bottleneck in Rural Marketing)”</b> , has been published in “Deccan Herald”, 12 <sup>th</sup> April 1996.
8.	<b>“Adakatriyalli Silukiruva Adike Belegara”</b> has been published in Kranthi Doota & Malenadu Vani, on 10 <sup>th</sup> August 1996.
9.	<b>“Advertising and Consumer Involvement are Co-sentient”</b> , an article has been published in the Indian Journal of Commerce, Vol. XLIX, No. 188, part II September 1996.
10.	A paper on <b>“Arecanut and its Consumption Pattern in India-A Closer Look”</b> has been published in the Indian Journal of Marketing, Vol. XXVI, No.1, January, 1997.
11.	<b>“Polemics of Premiums”</b> has been published in Deccan Herald, Monday October, 21, 1996.
12.	<b>“Consumer Protection-Still a Far Cry?”</b> has been published in the Indian Journal of Marketing Vol. XXVI, No. 1, January 1997.
13.	<b>“Personality and Freud”</b> : Right or Wrong, has been published in Deccan Herald, Tuesday, January 14, 1997.
14.	<b>“How best to deal with a crisis”</b> has been published in Deccan Herald on Tuesday, March 4, 1997.
15.	A paper on <b>“Corporate Financial Reporting – A Panoramic View”</b> , has been published in the edited book on “ Current Issues in Management Accounting”, edited by P. Mohan Rao and A. K. Pramanik, during 1996.
16.	A paper on <b>“Adike Belegarana Chintajana Paristhithi”</b> , has been published in Adike Patrike on 15 January, 1996.
17.	<b>“Chinnada Belethanda Adike”</b> , was published in Adike Patrike on 18 <sup>th</sup> February, 1996.
18.	An abstract of the paper <b>“Vision of Organizational Excellence”</b> , has been published in Indian Journal of Commerce, 1995-96.
19.	A paper on <b>“Relationship Marketing”</b> , has been published in Deccan Herald, Tuesday, 13 May, 1997.
20.	A research paper on <b>“Trends in Production of Areca nut in India”</b> has been published in Southern Economist Vol. 36, No. 1 May 1, 1997. A special issue on Rural Development and Unemployment.
21.	A paper on <b>“Sense of Ad Appeals”</b> has been published in Deccan Herald, Tuesday, 14 October, 1997.
22.	A research paper on <b>“Role of Intermediaries in Agribusiness with reference to Price- Spread Analysis of Areca nut”</b> has been published in the Indian Journal of Commerce- Golden Jubilee Volume No. 193, Part IV, December, 1997.



23.	A research Paper on “ <b>PERT AND CPM Tools for executing a Market Research Project</b> ” has been published in the Professional Journal, the Management Accountant Vol. 32, No. 12, December 1997.
24.	A paper on “ <b>How to Position a Brand</b> ” has been published in Avenues Column of Deccan Herald, May 5, 1998.
25.	A paper on “ <b>Succession Planning</b> ” has been published in Avenues Column of Deccan Herald, August 25, 1998.
26.	A paper on “ <b>Corporate World and Disclosure Mechanism</b> ” has been published in the edited book on ‘Modern Trends in Accounting Research’ by Dr. G. S. Batra during 1997.
27.	A paper entitling “ <b>Money in Message</b> ” has been published in Avenues Column of Deccan Herald, October 6, 1998.
28.	A paper on “ <b>Consumers Exploitations Galore</b> ” has been published in the edited book on Consumer Protection and the Law by Dr. D. Himachalam during 1998.
29.	A paper on “ <b>Consumer Education</b> ” has been included in the same book (1998).
30.	A research paper on “ <b>New Product Venture-Dilemma of Wonder Appliances Ltd.,</b> ” has been included in Encyclopedia of Professional Management by Prof. U. K. Singh during 1998.
31.	Another research paper on “ <b>Responsibility accounting helps in weeding out Managerial Crises</b> ” has been included in the same volume (1998).
32.	A paper on “ <b>Suiting Consumers’ Needs</b> ” has been published in Deccan Herald, April 30, 1999.
33.	A research paper on “ <b>Women Entrepreneurship in India</b> ” has been published in Southern Economist Vol. 38, No. 4, June 15, 1999.
34.	A paper on “ <b>Working Capital Management-An Appraisal of Inventories</b> ” has been published in the edited book on Working Capital Management by P. Mohan Rao and A. K. Pramanik during 1999.
35.	A paper on “ <b>Striding towards Development</b> ” (Kannada Version) has been published in Yojana vol. 14, No. 12, July 1999(I. B Ministry GOI publication).
36.	A paper on “ <b>Auditing for Marketing –An Obligato</b> ” has been Published in the edited book on” New Studies in Commerce and Business” by G. S. Batra and R. C. Dangwal, 1999.
37.	A paper on the “ <b>MRTP Act and Consumers Protection: A Perspective</b> ” has been published in the edited book on Business Environment and Policy by Prof. J. Made Gowda, 2000.
38.	A paper on the “ <b>Indian Consumer and the sphere of Consumer Protection Act</b> ’, 1986 has been published in the same book, 2000.
39.	A paper on “ <b>Imprints on the Mind</b> ”, has been published in the Avenues Column of Deccan Herald, Friday, September 22, 2000.
40.	A paper on “ <b>Liberalization of Indian Economy: An Ambivalent Attitude</b> ” has been published in the edited book on “Economic Reforms and India’s Economic Development’, edited by Dr. S. C. Srivastava and Dr. V.K.L. Srivastava, 2000.

41.	A paper on “ <b>Ethics is good business strategy</b> ” has been published in the Professional Journal, The Indian Management, Vol. 390, No. 11, November 2001.
42.	A paper on “ <b>For SSIs, banks are still only hope</b> ” has been published in the Professional Journal, The Indian Management, Vol. 40 No. 3, March, 2001.
43.	A paper on “ <b>Benchmarking for Infusing Competitive Culture among Indian PSUs</b> ” has been published in the edited book on “Commercial Viability of PSUs’, edited by Prof. J. Made Gowda, 2001.
44.	A paper on “ <b>HRM in Pes</b> ” has been published in the same book, 2001.
45.	A paper on “ <b>Financing the Entrepreneurs-An Evaluation of KSFC</b> ’ has been published in SEDME (Small Enterprises Development, Management and Extension Journal), Vol. 28/No. 2. June 20, 2001.
46.	A paper on “ <b>Essence of HRD</b> ” has been published in Avenues Column of Deccan Herald, Wednesday, June 20, 2001.
47.	A paper on “ <b>Entrepreneurial Development Programme, a growing movement</b> ” has been published in ‘Kaigarikavarthe’, an Industrial News magazine published by TECSOK, Bangalore, January, 2003.
48.	A paper on ‘ <b>Financial Role of Specialized Commercial Banks-From Entrepreneurs Perspective</b> ’ has been published in ‘SEDME’, vol.30, No.1, March, 2003.
49.	A paper on ‘ <b>KSFC and North Karnataka</b> ’ has been published in UHSUS, a refereed Journal of Business Management, vol. 2, No. 2, July-December, 2003.
50.	A paper on ‘ <b>Agricultural Marketing: Problems and Future</b> ’ has been published in the edited volume by Tunga Vidyalaya, Thirthahalli, November 2004.
51.	A paper on ‘ <b>Areca nut Production and Marketing: A-U-Turn Look</b> ’ has been published in the edited volume on Areca nut Marketing: Problems, Challenges and Future by Dr. T.S. Raghavendra, Sagar, August 2005.
52.	A paper on ‘ <b>Customer Relationship Marketing (CRM) and Quality Function Deployment (QDF)</b> ’ has been published in the souvenir-CHETANA UTHSAV 2005 of Chetana Education Trust.
53.	A paper on ‘ <b>Entrepreneurial Survey in Relation to Commercial Banks Lending</b> ’ has been published in USHUS a refereed journal of Business Management, Vol.4, Jan-June 2005.
54.	A paper on ‘ <b>External Trading in Agricultural Products-Performance and Constraints</b> ’ has been published in ‘SEDME’, vol.33, No.1, March, 2006.
55.	A paper on “ <b>Do not take recruitees for granted-Retention is big problem</b> ” has been published in the edited volume on ‘WTO and Business Process Outsourcing’ by Dr. Hiremani Naik, Belgaum, 2007.
56.	A paper on “ <b>Entrepreneurial Skills</b> ” has been published in the International Conference volume on ‘Entrepreneurship-Issues and Challenges’ by Dr. Jyothi, Hyderabad, 2007.
57.	A research paper on “ <b>Micro-credit through Self-help-groups for Rural Development</b> ” has been published in Southern Economist Vol. 46, No.8, August 15, 2007.

58.	A paper on “ <b>Marketing of Educational Services</b> ” has been published in Review Projector (India) – An Indian Book Review, Vol.10 3, No. 3, Jul-September, 2007.
59.	A paper on “ <b>The Role of 3D Animation in Advertising</b> ” has been published in the edited volume on ‘Emerging Dimensions in Marketing’ by Prof. Anitha. H.S., Vishwa Janapada Seva Trust, Bangalore, 2008.
60.	A paper on “ <b>Marketing of Educational Services</b> ” has been published in the edited volume on ‘Emerging Dimensions in Marketing’ by Prof. Anitha. H.S., VishwaJanapadaSeva Trust, Bangalore, 2008.
61.	A case-analysis paper on “ <b>Project Management through PERT AND CPM</b> ” has been published in Projects and Profits, ICFAI publication, December, 2008.
62.	A paper on “ <b>Retailing is Booming-Whether the Indian Retailing Industry is Geared to Appreciate This?</b> ” has been published in the edited volume on ‘Emerging Dimensions in Marketing’ by Prof. Anitha. H.S., Vishwa Janapada Seva Trust, Bangalore, 2008.
63.	A paper on “ <b>Consumer Education in India</b> ” has been published in the edited book on “Indian Consumer-Protection & Empowerment”- Essays in honour of Prof. B.R. Ananthan, edited by Yashavantha Dongre & T.N. Sreedhara, 2008.
64.	A paper on “ <b>Customer Relationship Management and Quality Deployment Function (QDF)</b> ” has been published in the edited volume on ‘Emerging Dimensions in Marketing’ by Prof. Anitha. H.S., Vishwa Janapada Seva Trust, Bangalore, 2008.
65.	A paper on ‘ <b>Assorted facets of Ethics for Successful Business</b> ’ has been published in USHUS a refereed journal of Business Management [UJBM], Vol.8, July-December 2009, pp 1-8.
66.	A Paper on “ <b>Emerging trends in HRM-A Challenge to the Ites</b> ” has been published in ‘India Inc. – Challenges and Opportunities, ICIICO-2011 book bearing ISBN: 978-93-80679-43-7, by Don Bosco Institute, Bangalore with Excel Publishers, 2011.
67.	A Research Paper on “ <b>Working of SHGs (Self Help Groups) in Davangere City</b> ” has been published in ‘Presidency Journal of Management Thought and Research-PJMTR’ bearing ISSN: 2229-5275, Vol.1, No. 2, July-December 2011.
68.	A Paper on “ <b>Role of Information Technology in Agricultural Production and Marketing</b> ” has been published in ‘Adarsh Journal of Management Research’ bearing ISSN: 0974-7028, Vol.5, No. 1, March 2012.
69.	A Paper on “ <b>Corporate Social Responsibility and Governance in India</b> ” has been published in seminar volume on ‘Emerging Paradigms in Global Business-Its Implications for Business Education’ 2 <sup>nd</sup> and 3 <sup>rd</sup> May, 2016.
70.	A paper on “ <b>Consumer Awareness in Globalized Era : A Case Study of Davangere City, Karnataka State</b> ” has been published in the edited book on “Strategies for Social and Sustainable Competitive Advantage in Globalized Era, edited by Karnataka State Women’s University, Bijapur, ISBN 978-93- 83192-49-6, 2016.
71.	A paper on “ <b>Consumer Protection in a Global Market</b> ” has been published in the edited book on “Strategies for Social and Sustainable Competitive Advantage in Globalized Era, edited by Karnataka State Women’s University, Bijapur, ISBN 978-93-83192-49-6, 2016.

72.	A paper on “ <b>Influence of Online Tourism Websites in Expansion of Tourism Market- A Study</b> ” has been published in UGC recognized journal-Suraj Punj Journal for Multidisciplinary Research (SPJMR), Vol.8, Issue 12, December 2018.
73.	A Paper on “ <b>An Overview of Khadi and Village Industrial Commission in India- A Evaluation Study</b> ” has been published in seminar volume on Small Business Enterprises in India : Emerging Issues, Challenges and Opportunities, Malleshwara Printers, Bhadravathi, ISBN 978-93-84535025-01121, 2019.
74.	A Paper on “ <b>Government Schemes and Subsidies for MSMEs</b> ” has been published in seminar volume on Small Business Enterprises in India : Emerging Issues, Challenges and Opportunities, Malleshwara Printers, Bhadravathi, ISBN 978-93-84535025-01121, 2019.
75.	A Paper on “ <b>Growth Of Small Business Enterprises (SBEs) and Government Initiatives</b> ”- A Study of Coir Industry in India. ” has been published in seminar volume on Small Business Enterprises in India : Emerging Issues, Challenges and Opportunities, Malleshwara Printers, Bhadravathi, ISBN 978-93-84535025-01121, 2019.
76.	A Paper on “ <b>Opportunities and Challenges of Small Business Enterprises in Karnataka: From Policy, Regulatory Framework and Organizational Perspectives</b> ” has been published in seminar volume on Small Business Enterprises in India : Emerging Issues, Challenges and Opportunities, Malleshwara Printers, Bhadravathi, ISBN 978-93-84535025-01121, 2019.
77.	A Paper on “ <b>A Study on the Persuade of Celebrity Endorsements on Advertisements in Sub-Urban Cities of Karnataka</b> ” Journal of Emerging Technologies and Innovative Research with Vol.6, Issue 6, Page Nos. 257-260 2019, October 2020.
78.	A Paper on “ <b>Forensic Accounting is becoming a Profession in India : With Special Reference to Recent Cases</b> ” Juni Khyat UGC Care Journal with Vol.11, Issue 01, Page No.2, ISSN:2278-4632, Impact Factor: 6.625, January 2021.
79.	Published an article on “Shikshana Kranti Manvantara” in Shouurya, Vol. I, Edition V, September, 2021.

#### c) International Conference

1.	A paper on “ <b>Corporate Financial Reporting-A Panoramic View</b> ” was accepted for presentation at the Seventh Asian – Pacific Conference on International Accounting Issues held at Seoul, Korea during November 8-11, 1995.
2.	A paper entitled “ <b>Japanese Development and Management Success-A Potent Secret</b> ” was accepted for presentation at the XI-World Congress of International Economic Association, held during December 18-22, 1995. Tunic, Tunisia.
3.	A paper on “ <b>Organizations are no more staid – Quest for Organization Change and Development</b> ” was accepted for presentation at the 16th O. D. World Congress held at Cairo, Egypt, during October 19 to November 2, 1996. UGC of New Delhi, had come forward to finance the visit
4.	A paper on “ <b>Auditing for Marketing-An Obligato</b> ” was accepted at the 8th Asian Pacific Conference held at Vancouver, Canada, during October 13-16, 1996.

5.	<b>“Accounting for Marketing-A Legitimate Operation”</b> a research oriented article was accepted for presentation at the International Seminar on Globalization of Business Accounting’ held at Goa on 2nd and 3rd, February 1997.
6.	<b>“Entrepreneurial Skills”</b> a live Case Study based paper was accepted for presentation at the International Conference on Entrepreneurship and Management held 26-28 July 2006 at University of Hyderabad, Hyderabad.
7.	A Paper on <b>‘Mutual Fund Scenario-A Panoramic view’</b> was accepted for presentation at Two day international level-seminar on Recent Trends in Capital Markets & Financial Innovations, organized by the Bharthidasan University during 2009.
8.	A Paper on <b>“Role of KIADB in fostering Entrepreneurship in Karnataka-An Empirical Study”</b> was accepted for presentation at Two- day International Conference on ‘Management 2010’, organized by M.H. Gardi School of Management, Rajkot, Gujarat held on 10-11 January 2010.
9.	A Paper on <b>“Assorted Facets of Ethics for Successful Business”</b> is accepted for presentation at International Conference on ‘International Trade and Commerce’, organized by Department of Commerce, Osmania University, Hyderabad, at held on 9-12 January, 2010.
10.	A Paper on <b>“Emerging trends in HRM-A Challenge to the ITes”</b> was presented at International Conference on ‘India Inc. –Challenges and Opportunities, ICHICO-2011, organized by DON Bosco Institute of Bio-sciences & Management Studies, Bangalore held between 3-5, January, 2011.
11.	A Paper on <b>“Six Sigma and Organizational Change”</b> was presented at the 6th International Conference on Global Business-Opportunities and Challenges, organized by PESIT, Bangalore in collaboration with Indiana University of Pennsylvania, USA held at Bangalore on November 22-23, 2012.
<b>d) National Conference</b>	
1.	A PAPER ON <b>“Consumer Protection in India”</b> was presented at the National Commerce Conference held in Kakatiya University at Warangal, during December, 1994.
2.	A paper entitled <b>“Vision of Organizational Excellence”</b> was accepted for presentation at the National Commerce Conference held at University of Rajasthan, Jaipur during October, 1995.
3.	Another paper entitled <b>“Corporate World and Disclosure Mechanism”</b> was also accepted for presentation at the National Commerce Conference held at Jaipur, during 1995.
4.	<b>“A paper entitled Rural Marketing – No more a thud arrow in Markers Quiver”</b> was also accepted for presentation at the Commerce Conference at Jaipur.
5.	A paper on <b>“Population Perspective for 21” Century”</b> was also accepted for presentation at the same conference.
6.	<b>“Thinking Rural-the Right way of Transportation and Marketing”</b> was the paper presented at the one-day National Seminar held at Davangere, on 16th March 1995, on “Dimensions of Rural Transportation in India” hosted by Dept. of Commerce, Kuvempu University P. G. Centre.
7.	A paper entitled <b>“Stabilization, Adjustment and Growth in India beyond the SAG of Liberalization”</b> was accepted for presentation at the 78th Annual Conference of Indian Economic Association held during December 1995, at Chandigarh, Panjab University.



8.	A paper entitled “ <b>Modern Women and Pedagogy</b> ” was accepted for presentation at the First All India College / University Women Teachers Convention, held at Pune during 4th and 5th September 1995.
9.	Paper entitled “ <b>Advertising and Consumer Involvement are Co-sentient</b> ” was accepted for the National Commerce Conference held during October, 1996, at Osmania University, Hyderabad,. The paper was personally presented.
10.	“ <b>Areca nut and its Consumption Pattern in India</b> ” was accepted for presentation at the National Seminar on Commerce – All India Commerce Congress at Kerala on 27th and 28th February, 1997.
11.	A paper on “ <b>Energy Crises Galore in Karnataka.</b> ” Was accepted for presentation at the National Seminar on Energy Management held on 20-21, February, 1997 at Punjab University, Patiala.
12.	A paper on “ <b>Devastating Role of General Insurance Corporation of India in Covering – up Non-Life Insurance</b> ” was accepted for presentation at the National Commerce Conference held at Patna during December, 1997.
13.	A research paper on “ <b>Role of Intermediaries in Agribusiness with reference to Price- Spread Analysis of Areca nut</b> ” was accepted for presentation at the National commerce Conference held at Patna during December, 1997.
14.	A paper on “ <b>Consumer Exploitations Galore</b> ” was accepted for presentation at the seminar on Consumerism held at Dharwad during March, 1997.
15.	A paper on “ <b>Challenges and Opportunities of Services Marketing in a Globalizing Economy</b> ” was accepted for presentation at the National Commerce Conference held at Darbhanga, Bihar during October, 1998.
16.	A paper on “ <b>Ethics and Business –An Introspection</b> ” was accepted for presentation at the National Commerce Conference held at Aurangabad during October, 1999.
17.	A paper on “ <b>Brand Building Strategies Survival, Extension and Rejuvenation</b> ” was accepted for presentation at the Two-day National Workshop held at School of Management Studies, Chaitanya Bharthi Institute of Technology, Hyderabad.
18.	A paper on “ <b>Financial Role of Specialized Commercial Banks – From Entrepreneurs Perspective</b> ” been accepted for presentation at Two-day National Seminar to be held at Uzavoor, Kerala on 17th& 18th, January, 2003.
19.	Participated in National Level Seminar on “ <b>Commerce Education in the New Millennium</b> ” held at Davangere on August 23 and 24, 2003 as delegate. It was organized by the Department of Commerce, P.G. Centre, Davangere.
20.	Participated in National Level Seminar on “ <b>Intellectual Property Rights</b> ” held at Davangere on March 14 and 15, 2004 as delegate. It was organized by the Department of Commerce, P.G. Centre, Davangere.
21.	Participated in National Level Seminar on “ <b>Value Added Tax</b> ” held at Davangere on Feb.18, 2005 as delegate and rapporteur. It was organized by the Department of Commerce, P.G. Centre, Davangere.



22.	Participated in National Level Seminar on “ <b>Indian Capital Market in Two Thousand Twenty (2020)</b> ” held at Davangere on Feb.03, 2007 as organizing secretary and delegate. A paper on ‘Investors Protection-A Re-look’ was presented. It was organized by the Department of Commerce, P.G. Centre, Davangere.
23.	A Paper on ‘ <b>Mutual Fund Scenario-A Panoramic View</b> ’ for All India Conference held @ Osmania University from 27-29th DEC 2007.
24.	A Paper on ‘ <b>Retailing is Booming- Whether Indian Retail Industry is geared to appreciate this?</b> ’ for All India Conference held @ Osmania University from 27-29th DEC 2007.
25.	A paper on “ <b>The Role of 3D Animation in Advertising</b> ” was presented at the One-Day National Seminar on “Challenges and Opportunities in Marketing’ organized by the Department of Commerce, Kuvempu University P.G. Centre, Davangere, on 2nd December, 2008.
26.	A paper on “ <b>Marketing of Educational Services</b> ” was presented at the One-Day National Seminar on “Challenges and Opportunities in Marketing’ organized by the Department of Commerce, Kuvempu University P.G. Centre, Davangere, on 2nd December, 2008.
27.	A paper on “ <b>Retailing is Booming - Whether the Indian Retailing Industry is Geared to Appreciate</b> ” This was presented at the One-Day National Seminar on “Challenges and Opportunities in Marketing’ organized by the Department of Commerce, Kuvempu University P.G. Centre, Davangere, on 2nd December, 2008.
28.	A paper on “ <b>Customer Relationship Management and Quality Deployment Function (QDF)</b> ” was presented at the One-Day National Seminar on “Challenges and Opportunities in Marketing’ organized by the Department of Commerce, Kuvempu University P.G. Centre, Davangere, on 2nd December, 2008.
29.	‘ <b>Participated as Resource Person and Chairperson of the Technical Session during the 11th Convention of Federation of Teachers’</b> Councils of Commerce and Management in Karnataka sponsored National Seminar on “Emerging Paradigms in Global Business-Its Implications for Business Education on 2nd& 3rd of May, 2016.

**Book Published / Book Chapters Published:**

Sl. No.	Title	Publisher & Place	Year of Publication	Edition No.
1	Marketing in 21 <sup>st</sup> Century	Mangal Deep Publications, Jaipur	1999	First
2	Agricultural Marketing – A Case Study of Arecanut	Mangal Deep Publications, Jaipur	2000	First
3	Operations Research for Management	Mangal Deep Publications, Jaipur	2002	First
4	Entrepreneurship Development-The Role of Commercial Banks	Mangal Deep Publications, Jaipur	2003	First

5	Linear Programming	Mangal Deep Publications, Jaipur	2006	First
6	Marketing Management	Current Publications, Agra	2006	First
7	Marketing Management {PGDMM}	DDE, Kuvempu University	2007	Second
8	Marketing Research and Consumer Behaviour {PGDMM}	DDE, Kuvempu University	2007	Second
9	Marketing Management {M.Com}	DDE, Kuvempu University	2003	First
10	Marketing Management {B.Com}	DDE, Kuvempu University	2005	First
11	Sales and Logistics Management {MBA}	KSOU, Mysore	2007	First
12	Emerging Dimensions in Marketing	Vishwa Janapada Seva Trust, Bangalore	2008	First
13	Operations Research (Students Edition)	Excel Books, Bangalore	2011	Second
14	Rural Women Entrepreneurship in India, Edited Volume with ISBN	Patashala Trust ®, Banagalore	2013	First
15	Rural Women Entrepreneurship in India, Seminar Proceedings Volume with ISBN	Patashala Trust ®, Banagalore	2013	First
16	Quantitative Techniques and Operations Research	Indian Institute of Materials Management, Navi Mumbai	2014	First
17	Applied Operations Research	Anna University, Chennai	2014	First
18	Small Business Enterprises in India : Emerging Issues, Challenges and Opportunities, Seminar Proceedings Volume with ISBN	Malleshwara Printers, Bhadravathi	2019	First
<b>Research Guidance Details (Ph.D.):</b>				

Sl. No	Name of the Scholar	University	Registration month & Year	Research Area
1.	Dr. A.S. Laxmisha Senior Lecturer, L.B.Collage, Sagar.	Kuvempu	Ph.D. Degree awarded during Dec- 2002.	The role of KSFC in Promoting and Developing Entrepreneurship in Karnataka State- A Case Study of Shimoga District.
2.	Dr. K.S. Sreepada, Sagar	Kuvempu	Ph.D. Degree awarded during Dec- 2004	Performance and prospects of SSIs in Industrial Estate of KSSIDC- A Study of Karnataka state
3.	Dr. B. R. Rao Professor & Research Head Jain Institute, Bangalore.	Kuvempu	Ph.D. Degree awarded during Dec-2004	Analysis of Common Stock Returns-From Individual Investors perspective.
4.	Ashok Revankar, Head Commerce Dept. GFG Collage for Women Sagar.	Kuvempu	Ph.D. Degree awarded during July- 2008	Performance Evaluation of Sahyadri Grameena Bank- A Case Study of Shimoga District.
5.	S.H. Pyati. Principal Smt.Giryamma College, Harihar.	Kuvempu	Ph.D. Degree awarded during Feb-2012	A Study of the Role of State Promoted Non- Financial Institutions in Entrepreneurship Development in Karnataka.
6.	K. Ashok Anand, Director, SIDVIN School of Business, Bangalore.	Kuvempu	Ph.D. Degree awarded during Dec-2012	Globalization and Higher Education-A case of emerging strategies and business models for Higher Education
7.	G.B. Gangadarappa S.G.Lecturer, SGRKSFW Collage, Harihar.	Kuvempu	Ph.D. Degree awarded during Feb-2014	Industrial Estate Program and Entrepreneurship Development in Karnataka
8.	Anand Karla Senior Lecturer F.G. Collage, Coorg	Kuvempu	Ph.D. Degree awarded during June- 2015	Industrialization in Karnataka: A study of Industrial Growth in Kodagu (Coorg) District.
9.	Nanda Kumar P.M. Faculty, SIT, Tumkur	Kuvempu	Ph.D. Degree awarded during June-2015	Developing Human Resource for TQM in IT Industry
10.	Yashoda. R., HOD, Dept. of Commerce, GFG College, Bharamasagara.	Davangere	Ph.D. Degree awarded during January-2019	An Evaluation of Regulatory Measures for Consumer Protection in Karnataka

11.	Nagaraja. B., Faculty, DOS in Commerce, Davangere University, Davangere	Davangere	Ph.D. Degree awarded during November- 2019	Role of Industrial Estates in the Growth and Development of SSIs
12.	Mallesha .S., Principal, ACS College, Bangalore	Davangere	Ph.D. Degree awarded during August - 2021	An Empirical Study on Social Media Marketing in Tourism with special reference to Karnataka State
13.	Rajappa L	Davangere	Ph.D. Degree awarded during March- 2022	Entrepreneurship Development through Govt. Schemes for the upliftment of downtrodden : A study of Bengaluru urban and rural Districts
14.	Narendra Karigowda, HOD of Commerce, Surana College, Bangalore	Davangere	Thesis Submitted	Impact of Celebrity Endorsement on consumers in Sub Urban Cities of Karnataka (With Special Reference to FMCG)
15.	Babu .S.	Davangere	Pursuing	Social Media Marketing and Consumer Buying Decisions: A study of online consumers of select Electronic Goods in Karnataka
16.	Sathisha R.K.	Davangere	Pursuing	Role of Non-Banking Financial Institutions in Promoting and Developing MSMEs in Karnataka
17.	Praphulla Chandra .N.	Davangere	Pursuing	Forensic Accounting And Its Application In Information Technology Corporates Of Urban Bangalore: An Analytical Study
18	Vikaschandra .S.B.	Davangere	Pursuing	Evaluation of Role And Impact of Skill Development Training in Entrepreneurship Development-A Study of Rural Development and Self-Employment Training Institute (RUDSETI) in Karnataka
19	Pawan Kumar. A	Davangere	Pursuing	NPAs Management in District Central Co-Operative Banks with Special Reference to Davangere District Central Co-Operative Bank
20	Sujatha K	Davangere	Pursuing	A Study on Influence of Emotional and Cognitive factors in Consumer Judgements and Decision-Making with respect to FMCG in Bengaluru

21	Amrutha S Konnur	Davangere	Pursuing	Impact of Celebrity Endorsements on Purchase of Consumer Durables in Select Smart Cities of Karnataka-An Analytical Study
22	Puneeth Jois	Davangere	Pursuing	Influence of Viral Marketing on Buying Decision with reference to Health Supplements and Ayush Products in Karnataka
23	Mamatha N R	Davangere	Pursuing	Empowerment of Marginalized women through Social Entrepreneurship – A Study

**Research Guidance Details (MPhil):**

1.	Sarala. M. S.	Kuvempu	M.Phil Degree awarded during 2002	The Role of KSIMC in assisting SSI units-with special reference to Davangere District
2.	Sumathi	Kuvempu	M.Phil Degree awarded during 2003	Study of Investment Behaviour of Individual Investors
3.	Leelavathi	Kuvempu	M.Phil Degree awarded during 2003	Performance Evaluation of KPTCL(KEB)-A case study of Davangere Division, Davangere.
4.	Shankaramurthy	Kuvempu	M.Phil Degree awarded during 2008	Role of DICs in Promoting Industrial Units with reference to Davangere
5.	Sowmya K.S.	Kuvempu	M.Phil Degree awarded during 2008	Individual Investor's Perception & Expectations towards Mutual Fund-A study of Investors in Davangere City
6.	Mamatha.N.R.	Kuvempu	M.Phil Degree awarded during 2008	Institutional Support for Entrepreneurship Development-A Study of KSFC & DIC, Davangere
7.	Mahendra.G.N	Annamalai	M.Phil Degree awarded during 2008	Growth & Development of Industrial Units sponsored by KIADB & KSSIDC-A Case study of Davangere Industrial Estate

8.	Rekha K.H.	Annamalai	M.Phil Degree awarded during 2008	Analysis of Entrepreneurial Objectives in Women Entrepreneurs in Davangere City.
9.	Nanda Kumar	Annamalai	M.Phil Degree awarded during 2008	TQM in Service Sector-A Case Study of VRL
10.	Sunanda M.V.	Annamalai	M.Phil Degree awarded during 2008	Total Quality Management in VRL Logistics Ltd.
11.	Narendra.K.	Venkateshwara	M.Phil Degree awarded during 2009	Pay Roll Management at Saint Gobain
12.	Kavitha	Venkateshwara	M.Phil Degree awarded during 2009	Working of Self-Help Groups-A Case Study of Davangere City
13.	Praveen. N.	Venkateshwara	M.Phil Degree awarded during 2009	Role of KSSIDC & KIADB in Entrepreneurship Development -A case study of Davangere City
14.	Netra.B.N.	Venkateshwara	M.Phil Degree awarded during 2009	People Management- A Dimension of World Class Manufacturing-A case study with reference to Harihar Polyfibres Unit
15.	Aruna. P.	Venkateshwara	M.Phil Degree awarded during 2009	NPAs in Banking Industry-A Comparative Study with special reference to SBM & ICICI
16.	Rekha.D.	Venkateshwara	M.Phil Degree awarded during 2009	HR Practices in IT Industry
17.	Surekha .B.	Venkateshwara	M.Phil Degree awarded during 2009	Gold Future In India-A Study at Religare Securities Ltd
18.	Kishor Kumar	Venkateshwara	M.Phil Degree awarded during 2009	Analysis of Working Performance of PLD Bank, Harihar Branch
19.	Roopa D	Venkateshwara	M.Phil Degree awarded during 2009	Entrepreneurial Objectives of Small Entrepreneurs in Industrial Estate of Harihar
20.	Sowmya.B.	Vinayaka Mission	M.Phil Degree awarded during 2010	Individual and Group Behaviour-A Study of Post- graduate Students of Kuvempu University, P.G. Centre, Davangere.
21.	Shalini.P.	Vinayaka Mission	M.Phil Degree awarded during 2010	Financial Performance Evaluation of Mysore Paper Mills Ltd. At Bhadravathi.
22.	Salmabanu	Vinayaka Mission	M.Phil Degree awarded during 2010	Entrepreneurship Development in Industrial Estate located in Davangere City.



23.	Shashirekha. K.H	Vinayaka Mission	M.Phil Degree awarded during 2010	Impact of E-Commerce as New Media of Marketing
24.	Vijay. M.	nkateshwara	M.Phil Degree awarded during 2010	The U.S. Subprime Crisis and its effect on the Indian Stock Market at Religare Securities Ltd.
25.	Surekha .B.	nkatesh wara	M.Phil Degree awarded during 2010	Gold Future In India-A Study at Religare Securities Ltd

### Conference/ Workshops/Trainings attended/organized:

#### *International/National Conferences:*

1. Worked as Organizing Secretary for organizing National & State Level Seminars in the Department.
2. Being the Director of the Seminar, Organized a National Seminar on “Challenges and Opportunities in Marketing-A Paradigm Shift” during 2nd December, 2008.
3. Being the Director of the workshop, Organized an ICSSR Sponsored 5-Day Workshop on “Research Methodology” for research scholars during 9-13th March, 2012.
4. Being the Director of the workshop, Organized 2-Day Workshop on “Learning and Life Skills” on 9 & 10th March, 2013.
5. Being the Director of the Seminar, Organized a National Seminar in the department on “Rural Women Entrepreneurship in India” during 9th & 10th November, 2013.
6. Being the Director of IQAC, Organized a 5-Day Workshop on “Research Methodology and Recent Trends in Business” from 9th to 13th December, 2017.

### Achievements/Awards / Abroad visit / Professional Membership

1.	“ <b>Sadhana Puraskar Award</b> ” for academic excellence by the Kuvempu University during 22 May, 2008.
2.	Appointed as honorary Book Reviewer of newly published books for Quality Focus, a quarterly magazine of SQUAM, Trichy.
3.	Appointed as honorary Book Reviewer of newly published books for Review Projector (India) a quarterly / of Centre for Science and Environment, New Delhi.
4.	Appointed as Academic Counselor for MBA & M.Com students of IGNOU P.G. Programme since 2000.
5.	Appointed as honorary member of Research Board of Advisers constituted by the American Bibliographical Institute from 2003.
6.	Appointed as honorary member of Editorial Board for International Journal of Commerce and Management
7.	Appointed as Member of Advisory Board, Acme Intellects International Journal of Research in Management, Social Sciences & Technology, 2013-14.

8.	Karnataka Women Excellence Award-2021, Winner in the Category of Education during 14 <sup>th</sup> March, 2021.
<b>Special Lectures Delivered</b>	
1.	Delivered lectures on marketing for the Refresher Course participants during 1995, 1999, 2002 and 2003.
2.	Delivered a special lecture on “Marketing and Advertising” at University College of Fine Art, Davangere on 20th February, 2001.
3.	Delivered a special lecture on ‘Changing Scenario in Marketing Field with reference to Marketing Research’ at Institute of Business Management and Research (IBMR) of Chethana Trust, Davangere on 20th September, 2003.
4.	Delivered a special lecture on ‘Product Life Cycle and Defensive Strategies’ at L.B.A.S. and S.B.S.C.College, Sagar to the B.Com students on 30th September, 2003.
5.	Delivered a special lecture on ‘Marketing Management’ at L.B.A.S. and S.B.S.C. College, Sagar to the M.Com students on 30th November, 2003.
6.	Delivered a special lecture on “Marketing Research” at University College of Fine Art, Davangere on 12th March, 2004.
7.	Delivered a special lecture on “Research Methodology” at University College of Fine Art, Davangere on 24th December, 2004.
8.	Delivered a KEY-NOTE Address during the 3rd Graduation Ceremony of SIDVIN School of Business, Bangalore on 23rd December, 2008.
9.	Delivered a KEY-NOTE Address during the UGC Sponsored One-day State Level Seminar on “Consumerism: Emerging Issues and Impediments in Rural Areas”, organized by Department of Commerce and Mgt., Government FG College, Koppa on 31st March 2009.
10.	Delivered series of lecture to M.Com students on Operations Research subject of ARM, ARG and Bapuji MBA programme during November 2015 and March 2016-17.
11.	Invited as KET-NOTE speaker for the 3-Day Workshop on Data Analytical Techniques at Surana College, Bangalore on 3rd to 5th October, 2019.
12.	Resource Person in One Week National level Online FDP on Research Methodology, Organised by Department of Commerce, Rani Channamma University, Belagavi on 26.05.2020.
13.	Resource Person in 5 Days National Level Online FDP on Convergence of Technology, Business Education and Entrepreneurship for sustainable development, Organised by Dr. S. Gopalaraju Govt. First Grade College, Anekallu, Bengaluru, on 26.06.2021
14.	Resource Person in One Week online National level FDP on Research Methodology in Social Sciences, Organised by Govt. First Grade College, Gowribidanuru, Chikkaballapura on 18.07.2021.
15.	Resource Person in One Day workshop on Implementation of NEP-2020, Organised by Davangere University, Shivanganthri, Davangere on 13.08.2021.

16.	Resource Person in One Day workshop on Implementation of NEP-2020, Organised by Department of Commerce and Management, Bengaluru City University, Bengaluru on 01.09.2021.
17.	Resource Person in One Day workshop on National Education Policy - 2020, Organised by Seshadripuram Academy of Business Studies, Bengaluru on 08.09.2021.
18.	Invited Talk on National Education Policy 2020, organized by Bapuji Institute of Hi-Tech Education, Davangere on 11.11.2021.
19.	Speaker in One Day Online Workshop on Issues and Challenges of NEP-2020, Organised by IQAC, Department of Commerce, S.J.M. College of Arts, Science and Commerce, Chandravalli, Chitradurga and Davangere University Teachers Council of Commerce and Management on 03.12.2021.
20.	Special Lecture on ‘Teaching Pedagogies under NEP-2020’, organized by Karnataka State Women’s University, Vijayapura on 19.02.2022.

Personal Details		
Gender	Female	
Contact details	Address for Communication	Permanent address
	Dr. Anitha H.S., Professor of Commerce, Department of Commerce, Davangere University, Davangere-7.	Dr. Anitha H.S., “PARIJNANA”, D. No. 1774/10, 4 <sup>th</sup> Cross, S.V.Layout, Davangere-4