

Rudrappa Shashidhar

Professor

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University Website || **LinkedIn** || **Google Scholar** || **ResearchGate**

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Research Interests

Sustainable development, Sustainable Insurance, Sustainability, Green practices, ESG, GRI, Behavioural finance & analytics, social media, Competitive Intelligence, CSR.

Academic Appointments

Since October 2023 Dean, Faculty of Commerce and Management, Davangere University.

2022-Present Professor, MBA Department, Davangere University.

2019-2022 Associate Professor, MBA Department, Davangere University.

2010-2019 Assistant Professor, MBA Department, Tumkur University.

Administrative & Examination Appointments

2024 Jan-Present Chairman, MBA Department, Davangere University.

2023-2024 Ph.D. Admissions Coordinator, Davangere University.

2023 July -2024 Feb Finance Officer (I/C), Davangere University.

2022-2023 President, PG Gymkhana, Davangere University.

2020-2022 Chairman, MBA Department, Davangere University.

2020-2023 Chairman, Board of Studies in Management, Davangere University.

2020-2023 Chairman, Doctoral Committee in Management, Davangere University.

2022-2023 Chairman, Board of Examination, MBA, Davangere University.

2020-2021 Chairman, Board of Examination, MBA, Davangere University.

2019-2020 Chairman, Board of Examination, MBA, Davangere University.

2018-2019 Custodian, PG Examinations, Tumkur University.

2016-2018 Special Officer and Deputy Finance Officer, Tumkur University.

2014-2016 Coordinator, MBA Department, Tumkur University.

2015-2016 Chairman, Board of Examination, MBA, Tumkur University.

2011-2015 Coordinator, Research Centre for Quality Management, Tumkur University.

Education

2023 **IIM Ahmedabad** (Faculty Development Programme)

2017 **Ph.D. (Finance/Insurance)** Dravidian University (An Interstate **NAAC B Grade** Government Institution), Andhra Pradesh, India.

2011-12 **Pre Ph.D.-**Dravidian University (An Interstate **NAAC B Grade** Government Institution), Andhra Pradesh, India.

2001 **MBA.** Karnatak University (**NAAC A Grade**, University with potential for excellence), Dharwad, Karnataka, India.

2012 **M.Com.** Kuvempu University (**NAAC A Grade** Institution), Karnataka, India.

2008 **UGC- NET** (Management)

2009 **M.Phil.** (Management) VMRF Deemed to be University (**NAAC A Grade**)

1999 **M.Sc. (Physics)** Karnatak University (**NAAC A Grade**, University with potential for excellence), Dharwad, Karnataka, India.

1996 **B.Sc.** in Mathematics, Statistics and Physics, P C Jabin Science College, Hubli. Karnatak University (**NAAC A Grade**, University with potential for excellence), Dharwad, Karnataka, India.

Professional Development

2012 Orientation Programme at HRDC, University of Hyderabad (One month)

2014 Refresher Programme on Research Methodology at HRDC, University of Madras (21 days)

2017 Refresher Programme on Management at HRDC, Bangalore University (21 days)

2018 Business Analytics-SPSS by IBM (6 Months online course)

2023 FDP- Pedagogy and Research Methods at IIM Ahmedabad (Two months)

2023 NAAC accreditation and assessment procedural workshop (One and half month)

Teaching Experience

15 years of teaching experience of MBA Programme at Tumkur University and Davangere University.

Teaching Courses: Quantitative Techniques, Operation Research, Operations & Quality Management, Strategic Management, Security Analysis & Portfolio Management, Corporate Finance, Banking & Insurance Management, Managerial Economics, and Business Research Methods.

Industry Experience (9 years)

2002-2007 Area Executive – Trade Marketing, ITC Ltd.

2007-2008 Trade Marketing Officer, Sony India Pvt. Ltd.

April 2008-July 2008 Assistant Manager – Marketing, LG India Pvt. Ltd.

2008-2010 Associate Marketing Manager, Bharti AXA Pvt. Ltd.

Publications

ABDC/WoS/SCOPUS/SSRN/EBSCO/UGC CARE/Peer-Reviewed journals: 51

Chapters in Edited Books: 38

Edited Books: 11

Text Books: 02

Google Scholar: Citations: 31, h-index: 3, i10-index: 1

Major Publications

1. **India's Integrated Child Development Scheme: Performance of Anganwadis** published in International Journal of Sustainable Development by OIDA and indexed in EBSCO, Elsevier and SSRN ISSN:1923-6662(online)
2. **Health Development Programs of Karnataka: An analysis of Women Health** published in International Journal of Sustainable Development by OIDA and indexed in EBSCO, Elsevier and SSRN. ISSN:1923-6662(online)
3. **Environment Poverty and Sustainable Development in India: A Win-Win Model** published in International Research Journal of Humanities and Environmental Issues (IRJHEI). ISSN: 2277-9329.
4. **Sustainable development and thresholds of education: Education for sustainable development in Ontario** International Journal of Sustainable Development indexed in Elsevier SSRN, EBSCO. ISSN:1923-6662(online)
5. **A Comparative analysis of the various aspects of the public and private sector players in the life insurance industry** published in International Journal of Sustainable Development by OIDA and indexed in EBSCO, Elsevier and SSRN. ISSN:1923-6662(online)
6. **A Study on role of Indian Corporates towards Sustainable development: Special reference to CSR and Cause Marketing** published in International Journal of Sustainable Development by OIDA and indexed in EBSCO, Elsevier and SSRN. ISSN:1923-6662(online)
7. **Illuminating an Airport with Sustainable Energy: Case of Cochin International Airport** published in International Journal of Sustainable Development by OIDA and indexed in EBSCO, Elsevier and SSRN. ISSN:1923-6662(online)

8. **The Effects of Perceived Organizational Support (POS) and Perceived Organizational Justice (POJ) on Employee Engagement (EE) of Indian Employee in Information Technology** published in IJRTE Scopus indexed Journal ISSN 2277-3878
 9. **Smart Cities Mission and AMRUT Scheme: Analysis in the context of Sustainable Development Airport** published in International Journal of Sustainable Development by OIDA and indexed in EBSCO, Elsevier and SSRN. ISSN:1923-6662(online)
 10. **The Green Behaviour Role in Relationship Amid Green Human Resource Management and Employer branding in Green Hospitals** published in WoS indexed Indian Journal of Science and Technology 16(14):1062-1068 ISSN 0974-5645
 11. **A Relationship study between big data and Future market of big data analytics** published in ABDC indexed Journal **Empirical Economics Letters**, 20 (Special Issue 3) December 2021.
 12. **A Study on Corporate Hedging and Financial Derivatives (Futures & Options)** published in Scopus Indexed International Journal of Management (IJM), Volume 13, Issue 01, (January 2022)
 13. **Impact of Online Business Models on The Indian Economy** Published in UGC CARE Listed Journal Humanities and Social Science Studies, Vol. 12, Issue 2, No. 6, July – December: 2023
 14. **Customer Engagement and Servicescape Connectivity with The Context of Hotel** UGC CARE Listed Journal Published in Humanities and Social Science Studies, Vol. 12, Issue 2, No. 6, July – December: 2023
 15. **Analysis of Bonus Issue Announcement effects on Equity Spot and Equity Derivatives: A Study from NSE** manuscript submitted to Computational Economics, Springer Journals.
 16. **Relationship between Sustainable Insurance and Sustainable Development: A Study with reference to ESG and SDG** manuscript submitted for presentation and publication to MFGEI, BITS Pilani.
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Major Chapters in Edited Books

1. **Problems in Price convergence of agricultural commodities** published in Edited Book - FINANCIAL DERIVATIVES- MARKET AND APPLICATION, Page No. 339-351, and ISBN-978-81-838748-2-3.
2. **Digital Resources for Management Education: An Introduction** published in Edited Book Digital Resources in Higher Academic Research. ISBN:978-81-924393-0-3

3. **Rainwater Harvesting Management & Policies** published in the International Conference Edited Book on Eco Revolution held in Colombo, Srilanka, 18-20th of August, 2012. **ISBN: 978-81-920431-2-8.**
 4. **Digital Payment Initiatives and Effectiveness of Governance of Financial services in Smart cities”** published in edited book Smart cities in India: A Road ahead with ISBN 978-93-84262-38-9
 5. **Industrial Revolution 4.0: A Study of Indian Corporates Impact over Industrial growth and social transformation** published in Edited Book Industry 4.0: An Intervention of Edutech **ISBN:978-93-94958-06-7**
 6. **A Study on Impact of Big Data Analytics on Business** published in edited book Recent Trends & Contemporary issues in Business and Management ISBN:978-1-68576-085-4
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Edited Books

1. Social Exclusion Inclusion Continuum: A Paradigm Shift
2. Technology in Business: A Competitive Edge for Organizations
3. Introducing GST and its impact on Indian Economy
4. New Policy Implementation and Issues in Direct Tax, Corporate tax and Foreign trade
5. Sustainable Rural Development: The Identity of Politics and Development
6. New Paradigms & Perspectives for Business
7. Emerging trends in Management
8. New Vistas and Horizons in Management
9. Smart cities in India: A Road Ahead
10. Role and Significance of Local Self-Government in Disaster Management
11. Legal Aspects for Managers
12. Industry 4.0: An Intervention of Edutech.
13. Atmanirbhar Bharat and Management Education in India: New Directions and Perspectives

Conference Presentations

Participated in 107 State/National/International Conferences.

Presented 104 papers at State/ National / International Conferences

Conferences/Seminar/Workshops organised

1. National Seminar on “**Quality Management practices for Organizational Excellence** on 21st Dec 2011 at KSHEC jointly organized by KSHEC and Research Centre for Quality Management, Tumkur University.

2. National Conference on **Human Resource strategies in Global Business Environment: Issues & Challenges** held on 19th Nov, 2011 at Tumkur University.
 3. National Conference on **Smart cities in India: A Road Ahead in April 2016 at Tumkur University.**
 4. **International Conference on Sustainable Development** on 6th and 7th of October 2020(Online)
 5. **AICTE Sponsored** National Conference on **Industry 4.0: An Intervention of Edutech** held on 20th and 21st September, 2022 at Davangere University.
 6. **ICSSR Sponsored** National Conference on Atmanirbharbharat and Management Education held on 12th July 2023 at Davangere University.
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Conferences /Conventions attended Abroad

1. Participated in Marketing Convention conducted by AXA at **AXA UNIVERSITY Singapore.**
 2. Participated and presented two papers at **International Conference on Sustainable Development** held from 31st July to 2nd August, 2012 at **Mont Clair State University, New Jersey, USA.**
 3. Paper titled “**Rainwater harvesting Management & Policies** has been accepted and published at **International Conference on Eco Revolution held in Colombo, Srilanka from 18-20th of August, 2012.**
 4. **Participated and presented two papers at International Conference on Sustainable Development** held from 6th September to 8th September, 2016 in Malaysia. Chaired one of the technical sessions in the conference
 5. Participated and presented three papers at **International Conference on Sustainable Development at OXFORD UNIVERSITY, UNITED KINGDOM 2018 on 14.08.2018 & 15.08.2018.**
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Foreign Visits

Visited UK, SCOTLAND, USA, SINGAPORE, MALAYSIA for conferences and visited reputed Management institutions Harvard Business School, SLOAN BUSINESS SCHOOL MIT Boston, SAID business school, OXFORD UNIVERSITY, JUDGE Business school, CAMBRIDGE UNIVERSITY, AXA Singapore, NEWYORK University, Montclair University. London School of Business.

Resource Person / Invited talks

1. Special lecture on Literature review at Capacity Building Programme on Research Methodology Organized by Economics Department Davangere University

2. Lecture on Descriptive statistics at Four-day online webinar on Statistical tools for social sciences by IMS, Davangere University.
 3. Lecture on Research process at FDP organized by KIAMS, Harihar.
 4. Talk on Sustainable Development Practices of Indian Corporates at National Seminar on Digitalization and Sustainable Development organised by Shrimati Indira Gandhi College, Trichy, Tamilnadu.
 5. Business Planning & Idea Generation at Innovation and Entrepreneurship Development Centre, Tumkur University.
 6. Invited Lecture on Life skills at National level Integration Camp (NSS) Davangere University
 7. Session Chair at International Conference on Sustainable Development at Kaulalampur, Malaysia.
 8. Co-Chair of Online International Conference on Sustainable Development, October, 2020.
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Research Projects

- MBA project on Market share analysis for **GRASIM-Birla Super cement**.
 - MBA project on Dealers' Comparative analysis and Customer survey for **TVS SUZUKI LTD**.
 - **UGC MRP** on A study on Utilization pattern of Central Govt. and State Govt. funds to Zilla Panchayat special reference to Tumkur District, Karnataka.
 - **UGC MRP** on Industry and Academic gap in Management Institutes with Special Reference to Karnataka
 - **Unnat Bharat Abhiyan (UBA) – Village adoption** Project coordinator of Davangere University.
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Professional Membership

1. Alumni of **IIM Ahmedabad**.
2. Annual Member of **Quality Council of India**-2012, New Delhi.
3. Annual Member of **Tumkur Management Association (TUMA)**
4. Member of **Commerce & Management Teachers Council of Tumkur University**.
5. Review Committee member for **WORLD CONGRESS** on E-Commerce and Business on the web (**WCEB2012**)
6. Annual Member of **All India Management Association (AIMA)**.
7. Member for **International Association of Academicians and Researchers (INAAR)**
8. Member for **The Society of Digital Information and Wireless Communications (SDIWC)**
9. BOS(Management) member of Karnataka State Open University, Karnatak University, VSK University, Tumkur University.

10. BOE (MBA) member of Tumkur University, Kuvempu University.

Research Guidance

- Six scholars have been awarded Ph.D.
 - Eight scholars are Pursuing Ph.D.
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Achievements/Awards

1. **Best Paper Award** for Customer Life Time Value- Marketing Tool for Insurance Industry presented in Knowledge Utsav at Jain University Campus.
2. **“Around the World Contest” Winner** during Marketing Position at Bharti AXA and represented Bangalore in Singapore Convention.
3. **Best Oral Presentation** at Mathematical Modelling National Conference Organized by Tumkur University & Karnataka State Higher Education Council.

Consultancy

- Coordinated with TUMKUR SMART CITY LTD. for skill city project collaboration with Tumkur University, Karnataka.
- Involved in the GI tag process of Tiptur Copra.
- Appointed as Examination consultant for cooperative souharda banks recruitment, Uttara Kannada, Karnataka
- IPR cell member.
- Coordinator of Geographical Indications cell, Davangere University.
- CSR committee member.

Reviewer Activities

1. Reviewer for ACME International Journal
2. Reviewed the edited book SOCIAL EXCLUSION-INCLUSION CONTINUUM: A PARADIGM SHIFT,” Published by Niruta Publications, Bangalore, ISBN: 978-81-923424-5-0.
3. Reviewed the edited book “SUSTAINABLE RURALDEVELOPMENT: THE POLITICS OF IDENTITY AND DEVELOPMENT (SRDPID), Published by Surya Infotainment Pvt. Ltd., Bangalore, ISBN: 978-81-92320-62-5
4. Reviewed the chapters of edited book “Industry 4.0: An Intervention of Edutech”

5. Reviewed the chapters of edited book “Atmanirbharbharat and Management Education”

Extracurricular activities

- PG Gymkhana (Cultural and Sports) president of Davangere University since 2022
- Organised Intercollegiate and Interdepartmental youth festival at Davangere University in 2023
- Participated in South East zone youth festival at Gulbarga University, Karnataka
- Member of South Zone youth festival organised by Tumkur University in 2015-16.

Organised Interdepartmental sports events of Davangere University in 2023

Industry Training Programs Attended

- Winning Edge-Trade Marketing at ITC Ltd.
- Competitive Management Series-A at ITC Ltd.
- ACES-Sales Training at ITC Ltd.
- SAP -ERP Training from System Logic
- Team Building, Coaching, Leadership at Bharti AXA
- Marketing Convention-Singapore at Bharti AXA.
- Performance Appraisal Training at ITC Ltd.
- Business Analytics from SPSS.