FACULTY PROFILE



Name : R. Shashidhar (Rudrappa Shashidhar)
Designation : Professor
Department & Faculty : Management
Qualification : M.Sc., MBA, M.Com., Ph.D. FDP(IIMA) PCP(IIMB)NFLP(IIMV)
Date of Joining : 10.05.2010(Tumkur University) 27.05.2019(Davangere University)
E-mail ID (Institutional) : shashihbl@davangereuniversity.ac.in, shashi.hbl@gmail.com
Contact Number : 9008666889

Academic Qualifications

Degree	University	Specialization	Year	Percentage/CGPA
Professional Certificate Program	IIMB	Data Science and AI	2025-2026	NA
FDP Certificate Program	IIMA	Research Methodology & Pedagogy	2023	NA
Ph.D.	Dravidian University	Finance-Insurance	2017	NA
UGC-NET	-	Management	2008	NA
PG	Karnatak University	MBA (Finance/Marketing)	2001	First Class
PG	Karnatak University	M.Sc. (Physics)	1999	First Class
UG	Karnatak University	B.Sc. (Statistics/Maths/Physics)	1997	First Class with Distinction

Professional Experience

Sl. No	Designation	Institution / University / Organization	Nature of Appointment (Permanent/ Contract/Ad hoc)	UG/PG/ Research	From (DD/MM/YYYY)	To (DD/MM/YYYY)	Total Experience (Years & Months)	Nature of Work (Teaching / Research / Administration / Industry)
1	Area Executive	ITC LTD.	Permanent	Industry/ Research	15.01.2002	14.01.2007	5 years	Industry
2	Trade Marketing Officer	SONY INDIA PVT. LTD.	Permanent	Industry/ Research	13.02.2007	15.04.2008	1 year 2 months	Industry
3	Assistant Manager	LG INDIA	Permanent	Industry/ Research	16.04.2008	06.07.2008	3 months	Industry
4	Associate Marketing Manager	BHARTI AXA	Permanent	Industry/ Research	07.07.2008	09.05.2010	1 year 10 months	Industry
5	Assistant Professor	Tumkur University	Permanent	PG	10.05.2010	27.05.2019	9 years	Teaching / Research / Administration

6	Associate Professor	Davangere University	Permanent	PG	27.05.2019	26.05.2022	3 years	Teaching / Research / Administration
7	Professor	Davangere University	Permanent	PG	27.05.2022	Till date	4 years 6 months	Teaching / Research / Administration
8	Dean (Commerce and Management	Davangere University	Permanent	PG & UG	01.10,2023	30.09.2025	2 years	Teaching / Research / Administration

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Research Profile

Areas of Research	Sustainable development, Sustainable Insurance, Sustainability, Green practices, ESG, GRI, Behavioral finance & analytics, Creativity and social media, Competitive Intelligence, CSR. Consumer adoption of Electric Vehicles, Agri tech, Knowledge Management, Foreign Exchange and Macro Economy.
Keywords	Sustainability, Analytics, Finance, Agri tech, ESG
ORCID ID	0000-0002-7362-950X
Scopus ID	58088761500
Web of Science ID	GOE-5593-2022
Vidwan ID	72225
Google Scholar	https://scholar.google.com/citations?hl=en&user=lFtK9HYAAAAJ
ResearchGate	https://www.researchgate.net/profile/Rudrappa-Shashidhar?ev=hdr_xprf
Personal Website	www.davangereuniversity.ac.in

Research Publications

Sl. No.	Title	Journal	Quartile	Impact Factor	Year	DOI	Scopus/WoS
1	The Contribution of Sustainable Agricultural Innovations to Inclusive Developm	OIDA International Journal of Sustainable Development	Vol 19 181-194	0.34/0.132	2026	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=6359518	SCOPUS

	ent: An Examination of Indian Farming Communities						
ssss2	Evaluating the role of ESG Scores in Shaping Financial Performance of Listed Companies in India	OIDA International Journal of Sustainable Development	Vol 19(06) 259-268	0.34/0.132	2026	https://doi.org/10.64211/oidaijsd190620	SCOPUS
3	Macroeconomic Variation Factors Influencing Indian Rupee Volatility: A Multiple Regression Approach to Exchange Rate Dynamics	OIDA International Journal of Sustainable Development	Vol 19 97-106	0.34/0.132	2026	https://doi.org/10.64211/oidaijsd190806	SCOPUS
4	A Study on the Impact of Perception on Customer Intention to Adopt and use Sustainable Insurance	DLINE	Vol 1 14-23	-	2026	https://doi.org/10.6025/tbem/2026/1/1/14-23	Peer
5	ELECTRIC VEHICLES(EV) SALES ANALYSIS AND MARKET TRENDS: A COMPARISON BETWEEN INDIA AND GLOBAL MARKET	International Journal of Scientific Research in Engineering and Management	Vol 9 84-90		2025	10.55041/IJSREM.EVIS013	Peer
6	The Electrification of Indian Mobility: A	International Journal of Scientific Research in Engineering and Management	09(08) :157-168		2025	10.55041/IJSREM.EVIS023	Peer

	Comprehensive Analysis of the Electric Vehicle Market, Growth Dynamics, and Infrastructure Development						
7	Electric Mobility in Agriculture: A Sustainable Solution for Farm-to-Market Transportation	International Journal of Scientific Research in Engineering and Management	09(08):75-78			10.55041/IJSREM.EVIS010	
8	Digital Transformation: Bridging the Gap Between Marketing and Finance	GBS IMPACT	11(1): 23-30			10.58419/gbs.v11i1.1112503	peer
9	A Relationship Study Between Big Data and Future Market of Big Data and Analytics	The Empirical Economics Letters	20(3)				ABDC
10	Adoption of Digital Banking among Rural Customers: An Empirical Analysis	GBS IMPACT	9(2):233-241			10.58419/gbs.v9i2.922316	peer
11	The Green Behavior Role in Relationship Amid Green Human Resource Management and Employer Branding in Green Hospitals	Indian Journal of Science and Technology	16(14):1062-1068			10.17485/IJST/v16i14.247	WOS
12	Does Workplace	FIIB	1-11			10.1177/23197145221137963	SCOPUS

	Incivility Undermine the Potential of Job Resources? The Role of Psychological Capital						
13	Impact of Stock Splits on Stock Returns and Liquidity of the Selected Firms: A Study from NSE	Journal of Mines Metals and Fuels	70(8A): 1-479			10.18311/jmmf/2022/32043	SCOPUS
14	Mortality Rates and Socio-Economic Conditions in India: Awareness and Health Review	REMARKING AN ANNALISATION	3, 103-111	2018		RNI No. UPBIL/2016/67980	SCOPUS
15	The Impact of social media on Creativity and Productivity in the IT Industry-A Bibliometric Analysis	European Economic letters	15, 180-188	2025		https://doi.org/10.52783/eel.v15i3.3404	SCOPUS
16	Bibliometric Analysis of Competitive Intelligence (CI) as a Competitive Advantage for Business Decision-Making	Journal of Informatics Education and Research	5, 2833-2843	2025		https://jier.org/index.php/journal/article/view/2289	SCOPUS
17	Leveraging Creativity and Productivity: A Leadership Approach to Strategic Decision-Making	SCOPE	14, 1784-1795	2024		https://scope-journal.com/assets/uploads/doc/c31ae-1784-1795.202410741.pdf	SCOPUS

18	The Role of Artificial Intelligence in Enhancing Cyber Security in Digital Environments	SCOPE	14, 144-158	2024		https://scope-journal.com/assets/uploads/doc/ecae6-144-158.202410543.pdf	SCOPUS
19	Indian companies promoting resilience through ESG performance" A study of GRI-Sustainability Reporting Standards	OIDA	13, 33-60	2020			SCOPUS
20	Evolution of Data Analytics and Decision Making	AKSHAR WANGMAY ISSN: 2229-4929	4, 43-49	2021		https://pvpkm.ac.in/upload/Research/Akshar%20Wangmay%202021%20October.pdf	PEER
21	DIGITAL MARKETING FOR IT COMPANIES TO ATTRACT NEW POTENTIAL TALENT	KIAMS	2, 76-85	2022		ISSN 2583-3839	PEER
22	ENVIRONMENT POVERTY AND SUSTAINABLE DEVELOPMENT IN INDIA: WIN WIN MODEL	IRJHEI	1, 42-46	2012		ISSN 2277-9329	PEER
23	Triggers and Barriers of rural women entrepreneurs: An empirical study	SOCIAL WORK FOOT PRINTS	7, 79-94	2017		ISSN 2230-8830	PEER
24	A STUDY ON SUPPLY CHAIN IN FOOD	AMBER	9, 35-40	2018		ISSN 0976-3341	J GATE I SCHOLAR

	INDUSTRY						
25	Impact of COVID 19 on NIFTY IT INDEX with its constituents	MUKTSHABD	5, 3527-3535	2020		DOI: 09.0014.MSJ.2020.V9I5.008678 1.10381	PEER
26	SOCIO ECONOMIC ANANLYSIS OF COMMODITY PRICES	PRABHANVESHANA	2, 116-124	2012		ISSN 2249-0418	PEER
27	CORPORATE GOVERNANCE AND BUSINESS ETHICS: A STUDY	VISION RESEARCH	III, 126-129	2013		ISSN 2250-2025	PEER
28	Eradication of Poverty, Social Welfare Policies in India: Initiatives and Policy Implications	OIDA International Journal of Sustainable Development	6, 79-86	2013		https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2385608	EBSCO/SCOPUS
29	MPACT OF STOCK SPLIT ANNOUNCEMENT ON EQUITY SPOT AND FUTURES: A STUDY FROM NSE	IJCRT	9, C38-C48	2021		https://ijcrt.org/papers/IJCRT2109218.pd	PEER
30	The Role of Artificial Intelligence in Enhancing Cyber Security in Digital Environments	SCOPE	14, 144-158	2024		https://scope-journal.com/assets/uploads/doc/ecae6-144-158.202410543.pdf	SCOPUS
31	Financial Literacy: An awareness study	Research Review International Journal of	3, 22-25	2018		https://doi.org/10.5281/zenodo.1409060	PEER

		Multidisciplinary					
32	Indian companies delivering promises through integrity and accountability"- A study of ethical leadership in creating stakeholder's value	IJCRT	9, 70-79	2021		https://ijcrt.org/papers/IJCRTB020009.pdf	PEER
33	VISITORS ATTITUDE TOWARDS MALL IN DAVANGERE CITY, KARNATAKA - AN EMPIRICAL STUDY	International Journal of Management (IJM)	11, 1035-1043	2020			SCOPUS
34	Bridging the Digital Divide for Sustainable Development: A Study of Digitalization and Inclusive Growth Among the Jenu Kuruba Tribe in Mysore	OIDA International Journal of Sustainable Development	18, 309-320	2025		https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5696582	SCOPUS/EBSCO
35	TEACHER EMPOWERMENT PROGRAM IN INDIA A NEW VISION IN WOMEN EMPOWERMENR	MAHILA PRATISHTA	4, 209-222	2018		ISSN 2454-7891	UGC CARE
36	Deepening Micro-finance	Research Review International Journal of Multidisciplinary	3, 10-13	2018		https://doi.org/10.5281/zenodo.1409047	PEER

37	Smart Cities Mission and AMRUT Scheme: Analysis in the context of Sustainable Development	OIDA International Journal of Sustainable Development	11, 49-60	2018		https://oidaijsd.com/wp-content/uploads/2019/03/11-10-05.pdf	EBSCO/SCOPUS
38	Business Ecosystem and Entrepreneurship: Innovation and Conceptual Framework	INTERNATIONAL JOURNAL OF RESEARCH IN MANGEMENT STUDIES	2, 168-176	2016		ISSN2321-4864	PEER
39	EVALUATION OF STUDENTS AWARENESS TOWARDS CYBER SECURITY	KIAMS	2, 33-40	2022		ISSN 2583-3839	PEER
40	India's Integrated Child Development Scheme and its Implementation: Performance of Anganwadis and Analysis	OIDA International Journal of Sustainable Development	5, 29-38	2012		https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2186494	EBSCO/SSRN
41	CUSTOMER RELATIONASHIP MANAGEMENT: AN ANALYSIS OF CUSTOMER LIFETIME VALUE IN INSURANCE SECTOR	INTERNATIONAL JOURNAL OF ADVANCES IN MANAGEMENT	1 ISSUE 8, 31-34	2012			PEER/UGC CARE/ GOOGLE SCHOLAR
42	A STUDY IN DETERMINANT OF	IJRAR	6, 776-787	2019		HTTP://WWW.IJRAR.ORG/VIEWFULL.PHP?&P_ID=IJRAR19K7509	PEER/UGC

	DIVIDEND POLICY WITH SPECIAL REFERENCE TO AUTOMOBILE INDUSTRIES IN INDIA						
43	Entrepreneurship Innovation and Economic Development in India: An Overview	INTERNATIONAL JOURNAL OF RESEARCH IN MANGEMENT STUDIES	2, 135-139	2016		ISSN2321-4864	PEER
44	A STUDY ON TEACHERS PERFORMANCE MANAGEMENT SYSTEM WITH SPECIAL REFERENCE TO DAVANGERE UNIVERSITY	SHODH SANCHAR BULLETIN	11 ISSUE 4, 210-217	2021			PEER
45	Adoption of digital banking among rural customers: An empirical analysis	GBS Impact: Journal of Multi-Disciplinary Research,	9, 233-241	2024		https://doi.org/10.58419/gbs.v9i2.922316	PEER
46	A Study on the Impact of Perception on Customer Intention to Adopt and use Sustainable Insurance	DLINE	1, 14-23	2024		https://doi.org/10.6025/tbem/2026/1/1/14-23	PEER
47	THE ROLE OF PUBLIC AND PRIVATE PLAYERS IN INSURANCE	IJBMSS	1 ISSUE 9, 42-45			ISSN 2249-7463	UGC CARE/PEER

	INDUSTRY-EMERGING TRENDS						
48	A STUDY ON CUSTOMER SATISFACTION TOWARDS MCDONALDS WITH SPECIAL REFERENCE TO BANGALORE CITY	IJCRT	6, 1,	2018		https://ijcrt.org/papers/IJCRT1134108.pdf	PEER
49	Illuminating an Airport with Sustainable Energy: Case of Cochin International Airport	OIDA International Journal of Sustainable Development	11, 11-16	2018		https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3291170	EBSCO/SSRN
50	ENTREPRENEURIAL INNOVATION AND WOMEN EMPOWERMENT AN ASSESSMENT OF SELFHELP GROUPS	PRABHANVESHANA	02, 17-28	2012		ISSN 2249-0418	PEER
51	PUBLIC ADMINISTRATION IN TERMA OF PRODUCTIVITY ANF EFFICIENCY INNOVATIVE PRACTICES IN SERVICE DELIVERY	CONTEMPORARY SOCIAL SCIENCES	24, 85-92	2015		ISSN 0302-9298	PEER
52	The Role of Public and Private Players in	IJBMSS	1, 42-46	2012		ISSN 2249-7463	PEER/UGC

	Insurance Industry emerging trends						
53	Implementation of Sustainable development Practices into Corporate Social Responsibility leads to Growth of Organization	TEST ENGINEERING	83, 1-5	2020		ISSN 0193-4120	PEER
54	DIGITAL MARKETING: FOR IT COMPANIES TO ATTRACT NEW POTENTIAL TALENT	PHRONIMOS KIMS JOURNAL	2, 76-85	2022		https://scholar.google.com/citations?view_op=view_citation&hl=en&user=lFtK9HYAAAAJ&citation_for_view=lFtK9HYAAAAJ:MXK_kJrjxJIC	PEER
55	The Relationship Analysis and Volatility Modelling of Selected Major Global Indices	IJEMR	12, 1-9	2022		https://ijemr.in/wp-content/uploads/2022/09/The-Relationship-Analysis-and-Volatility-Modelling-of-Selected-Major-Global-Indices.pdf	PEER
56	Electric mobility in agriculture: A Sustainable Solution for farm to market Transportation	International Journal of Scientific Research in Engineering and Management	9, 75-78	2025		10.55041/IJSREM.EVIS010	PEER
57	A Study on role of Indian Corporates towards Sustainable development: Special reference to CSR and Cause Marketing	OIDA International Journal of Sustainable Development	12, 11-26	2019		https://oidaijsd.com/?page_id=933	PEER
58	A STUDY ON CONSUMER	IJRAR	6, 791-797	2019		WWW.IJRAR.ORG(E ISSN 2348-1269, P ISSN 2349-5138)	PEER

	BEHAVIOUR AND SATISFACTION TOWARDS AMUL PRODUCTS WITH SPECIAL REFERENCE TO DAVANGERE CITY						
59	Health Development Programs of Karnataka: An analysis of Women Health	OIDA International Journal of Sustainable Development	5, 73-80	2012		https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2185481	EBSCO/SSRN
60	TOURISM AND LOCAL ECONOMIC DEVELOPMENT: CONTRIBUTION OF TOURISM INDUSTRY	VISION RESEARCH	III, 9-13	2013		ISSN 2250-202	PEER
61	MARGINALISED GROUPS AND SOCIAL TRANSFORMATION IN INDIA	ACMEINTELLECTS	8, 167-174	2014		ISSN 2320-2939	PEER
62	ELECTRIC VEHICLES(EV) SALES ANALYSIS AND MARKET TRENDS: A COMPARISON BETWEEN INDIA AND GLOBAL MARKET	International Journal of Scientific Research in Engineering and Management	9, 84-90	2025		10.55041/IJSREM.EVIS013	PEER
63	CONSUMER SATISFACTION TOWARDS	SHODH SARITA	8, 29	2021		SS/2021/BIS37	PEER

	SWIGGY DIGITAL FOOD APPLICATION SERVICE ANALYTICAL STUDY WITH SPECIAL REFERENCE TO KARNATAKA						
64	Make in India: A Study on issues and challenges	INTERNATIONAL JOURNAL OF RESEARCH IN MANGEMENT STUDIES	2, 37-43	2016		ISSN 2321-4864	PEER
65	Sustainable Development Goals in India: An Interrelationship Study	OIDA International Journal of Sustainable Development	14, 17-24	2021		https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4257271&__cf_chl_f_tk=Z4HfCAcY3s6ne3qmt3TYSlp2V.GhBLMayWZHMUZTUsM-1783390948-1.0.1.1-oNnKXsqaBZpRVyRfNLf9m641doUx259vtbUII1DHTY8	EBSCO
66	Empirical study on impact of digi marketing on the purchase of insurance products	KIM Journal of Business Research	2, 21-32	2022		https://scholar.google.com/citations?view_op=view_citation&hl=en&user=lFtK9HYAAAAJ&citation_for_view=lFtK9HYAAAAJ:kNdYIx-mwKoC	PEER
67	Pre and Present Scenario of Sectoral Indices Due to Outbreak of Novel Coronavirus Evidences from BSE India	OIDA International Journal of Sustainable Development	13, 27-32	2022		https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4248505	EBSCO/SSRN
68	Mortality Rates and Socio-Economic Conditions in India: Awareness and Health Review	REMARKING AN ANNALISATION	3, 103-111	2018		RNI No. UPBIL/2016/67980	PEER
69	A Comparative analysis of the various	OIDA International Journal of Sustainable Development	9, 21-32	2016		https://oidaijsd.com/wp-content/uploads/2019/02/09-08-03.pdf	SSRN/EBSCO

	aspects of the public and private sector companies in the life insurance industry						

Sl. No	Title of the Book / Book Chapter	ISBN	Year of Publication	State/ National/ International
01	PERSONAL FINANCE FOR PROFESSIONAL	978-93-6355-208-1	2025	National
02	SUSTAINABILITY AND TECHNOLOGY IN THE BANKING AND INSURANCE SECTOR CHALLENGES AND OPPRTUNITIES	978-81-19653-57-7	2024	National
03	ELECTRIC VEHICLES IN INDIA: THE DRIVE TOWARDS SUSTAINABILITY	978-81-990245-0-2	2025	National
04	ATMANIRBHAR BHARAT AND MANAGEMENT EDICATION IN INDIA: NEW DIRECTIONS AND PERSPECTIVES	978-93-94958-79-1	2023	National
05	INDUSTRY 4.0 AN INTERVENTION OF EDUTECH (Vol I & Vol II)	978-93-94958-04-3	2022	National
06	ROLE AND SIGNIFICANCE OF LOCAL SELF GOVERNMENT IN DISASTER MANAGEMENT	978-620-3-41046-4	2021	National
08	LEGAL ASPECTS FOR MANAGERS	978-93-91542-30-6	2021	National
09	FACTORS INFLUENCING ON CHANNEL PARTNERS TO PREFER THE MAXIMA SEEDS	978-93-90837-54-0	2021	National
10	SMART CITIES IN INDIA: A ROAD AHEAD	978-93-84262-38-9	2017	National
11	INTRODUCING GST AND ITS IMPACT ON INDIAN ECONOMY	978-93-84262-25-9	2016	National
12	TECHNOLOGY IN BUSINESS: A COMPETITIVE EDGE FOR ORGANISATIONS	978-81-923424-5-0	2013	National
13	Human Resource Strategies in the Competitive Global Business Environment	978-81-92320-63-2	2012	National
14	CANARA BANK'S ANNUAL FOREIGN EXCHANGE TURNOVER AND ITS COMPARISON WITH INDIAS FOREIGN	978-81-990245-0-2	2025	National

	EXCHANGE TURNOVER A CASE STUDY			
15	BRIDGING SKILL GAP: ANALYZING EV TECHNICIAN TRAINING PROGRAMS	978-81-990245-0-2	2025	National
16	THE ROLE OF ESG IN ENHANCING CORPORATE VALUE A CONCEPTUAL STUDY GROUNDED IN INDIAN BUSINESS PRACTICE	978-81-990245-0-2	2025	National
17	A STUDY ON CYBERSECURITY AND RISK MANAGEMENT IN FINANCIAL INSTITUTIONS	978-81-19653-57-7	2024	National
18	ADOPTION OF DIGITAL TRANSACTIONS: A PATHWAY TO CORRUPTION FREE COUNTRY	978-93-94958-79-1	2023	National
19	A STUDY ON FINANCIAL LITERACY AMING THE PROFESSIONAL STUDENTS IN THE TUMAKURU CITY	978-93-94958-06-7	2022	National
20	WEIGHTED AVG GROWTH MODEL AN EFFECTIVE TOOL FOR MARKET GROWTH ESTIMATION	978-93-94958-04-3	2022	National
21	INDUSTRIAL REVOLUTION 4.0: A STUDY ON INDIAN INC'S IMPACTS OVER INDUSTRIAL GROWTH AND SOCIAL TRANSFORMATION	978-93-94958-06-7	2022	National
22	Green Finance: An Emerging form of Sustainable Development in India	978-93-83302-57-4	2022	National
23	EMPLOYEE ENGAGEMENT FACTORS - A STUDY OF PSB EMPLOYESS	978-93-94958-06-7	2022	National
24	A STUDY ON SECURITY AND PRIVACY CHALLENGES IN BIG DATA	978-93-94958-04-3	2022	National
25	THE RELATIONSHIP ANALYSIS AND VOLATILITY MODELLING OF SELECTED MAJOR GLOBAL INDICES	978-93-94958-06-7	2022	National
26	A Study on impact of big data Analytics on Business	978-1-68576-085-4	2021	National

27	Economic reforms and service sector	978-93-80615-37-0	2017	National
28	DIGITAL PAYMENT INITIATIVES AND EFFECTIVENESS OF GOVERNANCE FINANCIAL SERVICES IN SMART CITIES	978-93-84262-38-9	2017	National
29	Empowerment of through SHG and Government policies	978-93-5258-524-3	2016	National
30	India's Sustainability in Agriculture: A Step Ahead with Innovations	978-93-84262-06-8	2015	National
31	Innovation-An Engine for Inclusive Growth and Sustainable Development	978-93-84262-06-8	2015	National
32	New policy Implementation and Issues in Direct tax, Corporate Tax and Foreign Trade	978-93-82694-20-5	2015	National
33	New Vistas and Horizons in Management	978-81-923326-8-0	2014	National
34	IMPLIMENTATION OF RESSRVATION IN HIGHER EDUCATION: AN INCLUSIVE APPROACH	978-93-5128-050-7	2014	National
35	Technological Innovation and Entrepreneurship: An approach and review	978-81-923424-5-0	2013	National
36	Contemporary Issues in Global Business	978-93-83241-00-2	2013	National
37	THE INSTRUMENTAL ROLE OF HIGHER EDUCATION APPROACHES AND STRATEGIES	978-81-8281-484-4	2013	National
38	LIFE INSURANCE IN INDIA AN OVERVIEW	978-81-923326-1-1	2013	National
39	Emerging Trends in Management	978-81-923326-1-1	2013	National
40	Role of Agriculture Marketing in Rural Development: An Analysis	978-81-923301-6-7	2012	National
41	Urban slum issues and programs	978-81-89630-65-2	2012	National
42	Economic Growth through Innovative Entrepreneurship	978-93-5051-575-4	2012	National
43	A REVIEW OF HIGHER EDUCATION AND ICT ANALYSIS IN INDIA: AN INCLUSIVE APPROACH FOR SOCIAL CHANGE	978-81-923424-5-0	2012	National
44	Role of Technology in Management Education through Distance Mode: Issues & Challenges	978-93-81441-28-6	2012	National

45	INFORMATION TECHNOLOGY AND BALANCED SCORE CARD	978-81-89630-58-4	2012	National
46	Social Exclusion Inclusion Continuum			National
47	Drive for bridging skill gap	978-81-89630-61-4	2012	National
48	SUSTAINABLE RURAL DEVELOPMENT	978-93-82694-20-5	2012	National
49	Sustainability of rain water harvesting: utilization, Management and policy intervention	978-81-920431-2-8	2012	National
50	Industrial Development in India: Institutional Framework	978-81-923301-0-5	2012	National
51	New Paradigms and Perspectives for Business Excellence	978-81-924393-6-5	2012	National
52	Reshaping Management Education - A Strategic Perspective	978-93-5097-182-6	2012	National
53	Human Resource Development through Education: An Analysis	978-81-923301-2-9	2012	National
54	Business Innovation and technology Management	978-81-923301-4-3	2012	National
55	Problems in Price Convergence in Agricultural Commodities Causes, Effect and Remedies	978-81-8387-482-3	2011	National

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Sponsored Research					
Funding Agency	Title	Amount	Duration	Status	PI/Co-PI
	A study on Utilization pattern of Central Govt. and State Govt. funds to Zilla				

UGC	Panchayat special reference to Tumkur District, Karnataka	1.30 lacs	2014-2016	Completed	CI
UGC	Industry and Academic gap in Management Institutes with Special Reference to Karnataka	1.12 lacs	2014-2016	Completed	PI
ICSSR	Electric Vehicles	16 lacs	2025-2027	Ongoing	PI
MHRD	Unnath Bharat Abhiyan	0.50 Lacs	2021	Completed	Coordinator

Research Guidance

Sl. No	Name of the Scholar	University	Registration (DD/MM/YYYY)	Research Area	Title of the Thesis	Date of Award
01	Smt.Munirathna	Tumkur University	2018	Finance	A Study on Dividend Behavior of selected Companies in India	2021
02	Nithya S M	Davangere University	2019	Big Data	A Study on Influence of Big Data Analytics Institute of Management on Performance Service Sector	11.10.2022
03	Ananya Tharanatha	Davangere University	2020	Sustainable Development	A Study on Green Human Resource Management Practices in Healthcare Sector	24.05.2024
04	Hemanth Kumar	Davangere University	2020	Finance	MARKET REACTION TO STOCK SPLITS AND BONUs ISSUES: EVIDENCES	12.06.2024

					FROM INDIAN STOCK MARKET	
05	Shreeshail	Davangere University	2020	SDG/Insurance	Sustainable Insurance Contribution towards reaching SDG 2030: A Study with reference to stakeholders of Karnataka.	03.07.2024
06	Aravind	Davangere University	2020	Finance/Sustainable Development	SUSTAINABILITY REPORTING PRACTICES - A DESCRIPTIVE STUDY OF INDIAN COMPANIES	05.07.2024
07	Pooja P R	Davangere University	2021	Finance/Banking	DIGITALIZATION AND CYBER SECURITY FOR THE SUSTAINABILITY: A STUDY ON INDIAN BANKING SECTOR	23.01.2026
08	Mrityunjay Hiremath	Davangere University	2021	Strategic Management	Competitive Intelligence: A Strategic Tool Enabling Competitive Advantage	03.082026
09	Krishna Surpur	Davangere University	2021	General Management	Social Media Impact on Creativity and Productivity at workplace across IT Industry	03.08.2026

Academic Responsibilities (BOS, Academic Council, Syndicate, IQAC, NAAC, NIRF, Committees)					
Sl. No.	Academic Responsibility / Position Held	Department / Institution / University	Role (Chairperson / Member / Coordinator / Convener / Nodal Officer, etc.)	From (DD/MM/YYYY)	To (DD/MM/YYYY)

01	BOS	Davangere University	Chairman/Member	2019	2026
02	Academic Council	Davangere University	Member	2023	2026
03	Syndicate	Davangere University	Member	2025 - March	2026-October
04	NAAC Committee	Davangere University	Member	2022	2023
05	NAAC Committee	Tumkur University	Member	2016	2017
06	IQAC Executive Committee	Davangere University	Member	2022	2024
07	BOE	Tumkur University	Chairman/Member	2010	2019
08	BOE	Davangere University	Chairman/Member	2019	2026
09	FACULTY (Commerce and Management)	Davangere University	Member	2020	2026

Administrative Responsibilities (Director, Dean, Chairperson, Coordinator, Nodal Officer, Warden, etc)

Sl. No	Administrative Responsibility / Position Held	Department / Institution / University	Nature of Assignment (Permanent / Additional Charge / Nomination)	From (DD/MM/YYYY)	To (DD/MM/YYYY)
01	Dean-Commerce and Management	Davangere University	Permanent	2023	2025
02	Chairperson-MBA Department	Davangere University	Permanent	2020	2022
03	Chairperson-MBA Department	Davangere University	Permanent	2024	2026
04	Registrar	Davangere University	In charge	Sep-2024 Feb-2025	Oct-2024 April-2025

04	Finance Officer	Davangere University	In charge	Apr-2023	Feb-2024
05	Finance Officer	Davangere University	In charge	Dec-2025	Sep-2026
06	Deputy Finance Officer	Tumkur University	Permanent	2016	2017
07	Special Officer	Tumkur University	Permanent	2017	2018
08	Coordinator	MBA Department	Permanent	2013	2015
09	Coordinator	Research Centre for Quality Management	Permanent	2011	2013

Awards & Recognition

Sl. No	Name of the Award / Honour	Awarding Organization / Agency	Level (University / State / National / International)	Year	Cash Award / Citation / Medal (if applicable)
01	AROUND THE WORLD CONTEST	BHARTI AXA	NATIONAL	2009	Cash
02	BEST RESEARCH PAPER	KSHEC	NATIONAL	2011	Certificate
03	BEST INTERNATIONAL RESEARCHER	TIEN GIANG UNIVERSITY AND DIGITAL INFORMATION LAB	INTERNATIONAL	2024	Certificate
04	Associateship	IIAS	NATIONAL	2024	Associate
05	BEST RESEARCH PAPER	JAIN RESEARCH FOUNDATION	NATIONAL	2010	Certificate
06	BEST RESEARRCH PAPER	BANGALORE CITY UNIVERSITY	NATIONAL	2026	Certificate

Membership in Professional Bodies

Sl. No	Name of the Professional Body / Society	Membership Category (Life / Annual / Fellow / Senior Member / Honorary)	From (DD/MM/YYYY)	To (DD/MM/YYYY)	National / International

01	IIMA Alumni Association	Life	2023	Till date	National/International
02	IIMB Alumni Association	Life	2026	Till date	National/International
03	Quality Council of India	Annual	2012	2012	National
04	AIMA	Annual	2012	2012	National

Research Metrics		
Sl. No	Research Metric	Value Source
	Total Research Publications	64
	Books Published	02
	Book Chapters Published	51
	Edited Books	09
	Total Citations (Google Scholar)	94
	h-index (Google Scholar)	6
	i10-index (Google Scholar)	5
	Patents Published/Granted	-
	Sponsored Research Projects Completed	02
	Sponsored Research Projects Ongoing	01
	Ph.D. Scholars Awarded	09
	Ph.D. Scholars Guiding	08
	Research Awards / Honours	04
	Invited / Keynote Lectures/Conference Papers Delivered	155
	Research Collaborations	02

	Editorial Board Memberships	02
	Reviewer for International Journals	02

Any Other Information

Administrative & Examination Appointments

Since March 2026 Finance Officer(I/C), Davangere University
2025 & 2026 NEET Deputy Superindent, Davangere University Center
2024 -2026 Chairman, MBA Department, Davangere University.
2024-2025 Syndicate Member
2023-25 & 2026 Academic Council Member
2023-2024 Ph.D. Admissions Coordinator, Davangere University.
2025(Feb-April) Registrar In charge, Davangere University.
2024(Sep-Oct) Registrar In charge, Davangere University.
2023 -2024 Finance Officer (I/C), Davangere University.
2022-2023 President, PG Gymkhana, Davangere University.
-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.

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)

2025 Nurturing Future Leadership Program at IIM Vishakhapatnam.

2025 Participated in Two-week FDP on AI for Teaching and Learning organized by IIT Guwahati and MEITY.

2025 Completed AICTE(ATAL) FDP on Emerging Trends, Recent Advances and Key challenges in Electric Vehicles and its applications at KLE TECHNOLOGICAL UNIVERSITY

2025 Faculty Development Programme (FDP) on "Empowering Higher Education Institutions in Technology-Enabled and Blended Learning" being jointly organized by the Commonwealth Educational Media Centre for Asia (COL-CEMCA) and The Association of Indian Universities (AIU) at Panjab University Academic and Administrative Development Centre (AIU-PU-AADC)

2026 National Faculty Development Program (FDP) on Reimagining Social Science Education

through Indian Knowledge Systems, organized by CMR University, Bengaluru.

2026 Participated in the 5 DAYS VIRTUAL FDP ON "TIME SERIES ECONOMETRIC MODEL FOR RESEARCH", Conducted from 18-05-2026 to 22-05-2026 organized by BGIMS, Mumbai.

2026 Participated in the "7 DAYS VIRTUAL TRAINING PROGRAM ON "DATA ANALYSIS USING EXCEL AND POWER BI FOR BEGINNERS" Conducted from 01-06-2026 to 07-06-2026 by PRIMAX foundation.

2026 Participated in 7 days FDP on Modernizing Teaching with AI from 15.06.2026 to 21.06.2026.

Conferences/Seminar/Workshops organized

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.

7. National Conference on Banking and Insurance at MBA Department, Davangere University

*8.**National Conference on ICSSR Sponsored Electric Vehicles in India: The Drive towards Sustainability** at MBA Department, Davangere University*

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

6. Presented and Chaired session at International Conference on Sustainable Development at BMICH, Colombo, September 2025.

7. Presented Paper at International Conference at Tien Giang University, Vietnam on MFGEI 2024

8. Presented Paper at International Conference at Bali, Indonesia on MFGEI 2026

Foreign Visits

Visited UK, SCOTLAND, USA, SINGAPORE, MALAYSIA, Vietnam, Cambodia, Srilanka 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. Tien Giang University, Vietnam.

Reviewer Assignments

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"
6. Editorial Board Member for the International Journal of Artificial Intelligence (Mind craft Publications)

Extracurricular activities

- PG Gymkhana (Cultural and Sports) president of Davangere University since 2022

- Organized 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 organized by Tumkur University in 2015-16. Organized 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.
- Leadership Program at BITS PILANI

Personal Details		
Gender	Male	
Date of Birth	20.05.1974	
Contact details	Address for Communication	Permanent address
	Marulasiddeshwar Nilaya, 17th cross, Tarala Balu Badavane, Davanagere-577005	Basava Ganga, 3rd cross, Nagappa Layout, Near Nanjundeshwarassss Samudaya Bhavan, Santhebennur-577552, Davangere District.