



FACULTY NAME

DEPARTMENT	MBA		
E- MAIL ID	susheela.mba@drait.edu.in		
DESIGNATION	Associate Professor		
DATE OF JOINING THE INSTITUTION	03-07-2006		
	UG	PG	PH.D.
QUALIFICATIONS	B.Sc(Agri)	MBA(Mktg), PGDHRM M.Phil(Mgmt)	PH.D(Mgmt)
YEAR OF PASSING	1996	1999 2007 2008	2017
UNIVERSITY AWARDED	UAS,GKVK, Bangalore	Bangalore University Kuvempu University Madurai Kamaraj University	Dravidian University
EXPERIENCE	TEACHING	RESEARCH	INDUSTRY
	22 Years	7 Years	-

RESEARCH INTERESTS	Marketing and HR	
RESEARCH PUBLICATIONS	National Conference :15	National Journal : -
	International Conference : 4	International Journal : 31
PH.D'S / PROJECTS GUIDED	MBA Projects- 180	
PROFESSIONAL MEMBERSHIPS	<p>1) Indian Society of Business Management (ISBM), SBM member grade: Fellow (FISBM), Membership No. F/2214/11, Dated: 25th Feb 2011.</p> <p>2) Academy of Human Resource Development (AHRD), Life Membership No. PM/L/2011/04, Dated: 18/1/11.</p> <p>3) THE INDIAN SOCIETY FOR TECHNICAL EDUCATION (ISTE), Life Membership No: LM 130174, Year-2020.</p> <p>4) Associate Editor of "International Journal of Commerce and Management Research". Ref: IJCMR/LM/235.</p> <p>5) IJCRT RMS member of "International Journal of Creative Research Thoughts". Member ID: 113679.</p>	
NUMBER OF WORKSHOPS/ CONFERENCES ATTENDED	220	
NUMBER WORKSHOPS/ CONFERENCES ORGANIZED	18	
ANY OTHER INFORMATION	<p><u>Outreach activities:</u></p> <p>1. Resource person on the topic "Managerial Communication" for the online seminar on "Banking and its Services" on 8/1/2022 organised by CIT First Grade College, Gubbi, Tumkur.</p> <p>2. Delivered lecture on Entrepreneurship Development to MBA students of Channabasaveshwara Institute of Technology, Gubbi, Tumkur on 23/04/2020 .</p> <p>3. Delivered a Lecture on Importance of Management Process for I sem BBM Students at East West College of Management, Bangalore, on 31st August 2017.</p> <p>4. Delivered a Lecture Non Verbal Communication for VETA students at VETA Institute, Nagarbhavi, Bangalore, on 14th October 2017.</p> <p>5. Delivered a Lecture on Focus on HRM to BBM and B.Com Students at PVP First Grade College, B'lore on 29th Sept 2015.</p>	

Patents:

1. Australian Patent -- Patent number- 2021102370- The Effectiveness Of Internet Advertising On Consumer Buying Behaviour Towards Mobile Phones.
2. Australian Patent-Patent Number-20221105488- A Novel Method For Managing After-Sale Services And Customer Retention-dated-3rd November 2021.

Books and Chapters:

1. **Authored** a Book on “**Principles of Marketing and Services**” by INSC International Publishers, **ISBN** : 978-1-68576-255-19 (Co –authors: Dr V Muthu Ruben, Dr M S Vijaya Rao and Ms Kavitha S.
2. **Editor** for the Book entitled “Commerce and Management” in the Record Event (Maximum Authors Contributing For a Book On Covid-19and its Impact) held in January, 2021 Chennai, India submitted to the Asia Book of Records and Indian Book of Records by ESN Publications. **ISBN**-978-93-90781-7-2.
3. **Lead Editor** in Maximum Authors Contributing For a Book “On Covid-19and its Impact submitted to the Asia Book of Records and Indian Book of Records by ESN Publications- **ISBN**-978-81-947019-4-1.
4. **Book Chapter** Titled “Empowerment and Impediments of Rural Women Entrepreneurs in India” for the Book “Commerce and Management”-**ISBN**-978-93-90781-7-2, January 2021-Pages-11-23by ESN Publications.
5. **Book Chapter** Titled “Significance of Neuromarketing on Consumer Buying Behaviour” for the Book “Latest Innovation for future Education”(LIFE-2021)- **ISBN** - 978-81-947019-0-3, January 2021 by ESN Publications.

Awards and Recognition:

1. **Best Academician award** –Education Excellence 2021- By ESN Publication in association with Vision Digital India and Lead India on 8th March 2021.