

Dr. AMBEDKAR INSTITUTE OF TECHNOLOGY, BENGALURU-56.
DEPARTMENT OF MBA

Instructions Details

Expert ID	Title	First Name	Last Name	Date of Birth	Gender	Mobile Number	Email	Address
	the staff. Mr/Ms/Ms/Dr/Prof	First name of the faculty	Last name of the faculty. Initials to be put in Second name	Date of birth of the faculty in MM-DD-YYYY format	Male/Female	(10 digit mobile number of faculty)	Email id of faculty. Personal email id is preferred.	Institution address as on the institution website
193143	Dr	Baskaran	S	20-05-1983	Male	8095634499	rsbkaran.mba@drait.edu.in	Dr.AIT, Bangalore
347454	Dr	Shailaja	M L	10-05-1975	Female	9482225673	dr.shailajaml.mba@drait.edu.in	Dr.AIT, Bangalore
346999	Dr	Susheela Devi	B Devaru	07-12-1974	Female	9449120340	susheela.mba@drait.edu.in	Dr.AIT, Bangalore
347006	Dr	Rajeshwari	R	16-04-1980	Female	9880683250	rajeshwari.mba@drait.edu.in	Dr.AIT, Bangalore
346973	Mrs	Vidya	R	05-02-1984	Female	9483743032	vidyar.mba@drait.edu.in	Dr.AIT, Bangalore
347504	Ms	Kavitha	S	16-01-1984	Female	8792798546	skavitha.mba@drait.edu.in	Dr. AIT, Bengaluru
193148	Dr	Leela	M H	09-06-1980	Female	9632640620	mhleela.mba@drait.edu.in	Dr. AIT, Bengaluru


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District	State	Pin No	WOS Subject id	WOS Subject	Expertise id	Expertise
District where institution is located	State where institution is located	Pin No where institution is located	Select the entire line(all 4 fields) from Web of Science category(sheet) against expertise of the faculty and paste it across columns P,Q,R,S			
Bengaluru Urban	Karnataka	560056	6	Social Science	213	Business Administration
Bengaluru Urban	Karnataka	560056	6	Social Science	213	Finance
Bengaluru Urban	Karnataka	560056	6	Social Science	213	Marketing and HRM
Bengaluru Urban	Karnataka	560056	6	Social Science	213	HRM and Marketing
Bengaluru Urban	Karnataka	560056	6	Social Science	213	Finance
Bengaluru Urban	Karnataka	560056	6	Social Science	213	Marketing
Bengaluru Urban	Karnataka	560056	6	Social Science	213	Finance and HR


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Brief Expertise	Qualification	Subject
Brief career expertise of the faculty	Highest qualification attained by the faculty	Subject in which faculty has attained highest degree
I am currently a Professor and Head for the MBA Programme. Also, serving as a BOS Chairman for curriculum design and implementation for the MBA Programme.	PhD	Management Sciences
I am currently an Associate Professor in the Department of MBA, Dr AIT College. My areas of interest include Finance, Internal BOS and BOE member.	Ph.D	Commerce
I am currently an Associate Professor in the Department of MBA, Dr AIT College. My areas of interest include Marketing and HRM. Internal BOS and BOE member.	Ph.D	Management
I am currently an Assistant Professor in the Department of MBA, Dr AIT College. My areas of interest include HRM. Internal BOS and BOE member.	Ph.D	Management
Currently working as Assistant Professor in the Dept of MBA, i am specialised in the area of Finance and my areas of interest are Banking and Behavioral Finance.	MBA, M.Phil	Management
I am currently working as Assistant Professor in the Department of MBA, Dr.AIT. My areas of interest include in general Business administration in specific Marketing & HR.	MBA	Business Administration
I am currently an Assistant Professor in the Department of MBA, Dr.AIT. My areas of interest include Behavioural Finance, HR and Business Analytics	Ph.D	Management


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Institute	Year of Passed ou	Designation	Department	Organisation	Organisation Typ	Organisation URL
Institution from which faculty has attained highest degree	Year in which faculty has attained highest degree	Current Designation of the faculty	Department name as mentioned in the institution website	Organisation name as mentioned in the institution website	Technical Institute/College/ University etc	Organisation homepage URL
Anna University	2012	Professor	MBA	Dr.Ambedkar Institute of Technology	Technical Institute	https://drait.edu.in/
Bharathiar University	2018	Associate Professor	MBA	Dr.Ambedkar Institute of Technology	Technical Institution	https://drait.edu.in/
Dravidian University	2017	Associate Professor	MBA	Dr.Ambedkar Institute of Technology	Technical Institution	https://drait.edu.in/
Bharathiar University	2020	Assistant Professor	MBA	Dr.Ambedkar Institute of Technology	Technical Institute	https://drait.edu.in/
VTU	2011	Assistant Professor	MBA	Dr.Ambedkar Institute of Technology	Technical Institute	https://drait.edu.in/
University of Mysore	2006	Assistant Professor	MBA	Dr.Ambedkar Institute of Technology	Technical Institute	https://drait.edu.in/
VTU	2016	Assistant Professor	MBA	Dr.Ambedkar Institute of Technology	Technical Institute	https://drait.edu.in/


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Working From Month	Working From Year	ORCID ID	Researcher ID	Scopus ID	Google Scholar ID
Working from month in numbers(eg: 1 for January, 7 for July, 12 for December)	Working from year in YYYY format	eg: 0000-0002-6456-6761	eg: GLQ-7256-2021	eg: 36610100000	eg: DQjfizQAAAAJ
1	2016	0000-0002-8640-3374	<u>rid-0004-6771</u>		t63HQTIAAAAAJ
8	2006	0000-0003-3666-4151			N5GJiAsAAAAJ
7	2006	0000-0002-2313-5691			0UoR4YAAAAJ
9	2006	0000-0002-7940-183x			fJxVficAAAAJ
9	2006	0000-0002-2924-213X			Vr1aaZ0AAAAJ
5	2007	0000-0002-5663-805X			XgJJbl8AAAAJ
1	2016	0000-0003-0043-1671			VxUVpIQAAAAJ


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Pages 2 Pages

Dr.Ambedkar Institute of Technology, Bengaluru-56
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International Journals

Faculty Publications: 2019 = 9

Sl.No	Name of the Faculty/Name of the Guide	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol. NO	Issue No	Year	Link
1	Dr. S.Baskaran	A Study On Customer's Perception On Airtel Payment Banks With Special Reference To Bangalore City		June 2019	26-36	6	2	2019	http://admin.ijbarr.com/downloads/2406201917.pdf
2	Dr. S.Baskaran	CAPM Model Analysis for Performance of Stock Market in Automobile, IT, and Banking Companies		June 2019	94-99	6	15	2019	https://drive.google.com/file/d/1TeSZpJnxqvlzLpvDCE1mn0Z88y8ozFOi/view?usp=share_link
3	Dr. S.Baskaran	Risk and Return Analysis of Pharmaceutical Industry		July 2019	121-130	8	7	2019	https://drive.google.com/file/d/16beGDM6Ycl_Cdsnr7M9DD9edd-oTVNQn/view?usp=share_link
4	Dr. S.Baskaran	An Empirical Study on Conceptual frame work of building Capacity & the role of Micro Finance on Poverty reduction: Evidence from Chickmagalore District		July 2019	452-462	9	7	2019	https://www.ijmra.us/project%20doc/2019/IJRSS_JULY2019/IJMRA-15882.pdf


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5	Dr Susheela Devi B Devaru	"An Evaluation of Pros and Cons Indulged in Application of Green Supply Chain in Manufacturing Companies"		http://dx.doi.org/10.37200/IJPR/V23I1/PR190264	,Page :507- 514	Vol. 23	Issue 01	Oct - 2019	Scopus indexed Journal- International Journal of Psychosocial Rehabilitation https://www.researchgate.net/publication/338156962_An_Evaluation_of_Pros_and_Cons_Indulged_in_Application_of_Green_Supply_Chain_in_Manufacturing_Companies
6	Dr Susheela Devi B Devaru	Applicability of Blue Ocean Strategy in the Development of IT and ITES Sector Companie		Dec- 2019	299- 307.	Vol 21	Issue 13	Dec- 2019	http://www.gujaratresearchsociety.in/index.php/JGRS/article/view/1261
7	Dr. Rajeshwari R R	A Study on the Impact of Demographic Factors on the Stress Level of Management Students	Psychology	https://doi.org/10.34293/management.v7i2.742	20- 28	7	2	Oct- 2019	https://pdfs.semanticscholar.org/b854/b012959540ff70d4b90fe5ea165e2135c5ad.pdf
8	Ms.S Kavitha	Service Industry – Mobile Network Service Providers: A Holistic Approach	Conceptual	-	689- 700	6	6	2019	https://www.jetir.org/view?paper=JETIR1907F95
9	Dr.Leela. M.H	Investor's Investment Decision on Equity Shares in Secondary Market	Investment decision in equity share at stock market	-	95 – 99	Vol.8	2.5	2019	https://journals.foundationpeak.com/index.php/ijms/article/view/845


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Faculty Publications: 2020 = 8

Sl. No	Name of the Faculty/Name of the Guide	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol. No	Issue No	Year	Link
1	Dr. S.Baskaran	A study on the effectiveness of fund management at Bangalore District & Bangalore Rural District Co-operative Bank		July 2020	70-75	7	7	2020	https://drive.google.com/file/d/1r7RG0mCvnyYWqEU3s8fY6Nv_i6euF02F/view
2	Dr. S.Baskaran	A Study on "Optimal Portfolio Construction" Through Sharpe Framework With Specific Reference to Constituents Stocks Of S&P BSE Sensex		Sep 2020	11029 - 11038	10	3	2020	http://www.tjprc.org/publishpapers/2-67-1599197402-1057IJMPERDJUN20201057.pdf
3	Dr. S.Baskaran	Corporate Social Responsibility in India: A Road Map for Corporate Entities to Pay Back to the Society		Dec 2020	1-17	15	3	2020	https://drive.google.com/file/d/1YrK1kCbuRq-KCm1xrMakrWlUNQ7xd0IF/view?usp=share_link
4	Dr Susheela Devi B Devaru	Study on Service Quality of Insurance Companies -A comparative study.		https://doi.org/10.17762/turcomat.v12i11.5871	284-291	Vol. 12	No. 11	2021	Turkish Journal of Computer and Mathematics Education 284-291 https://www.turcomat.org/index.php/turkbilmat/article/view/5871


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5	Dr Susheela Devi B Devaru	Consumer Behaviour Towards Recycling and Eco- Friendly Products at Bangalore		https://ijsrset.com/IJSRSET2051115	120-131	5	11	2020	https://ijsrset.com/IJSRSET2051115
6	Dr. Rajeshwari R R, Mrs. Suma, S , Mrs. Padama S M	A Study on the Impact of Demographic Factors on The Self Confidence Level of Management Students.	Psychology	http://ijcrt.org/viewfull.php?&p_id=IJCRT2011210	1725 to 1732	Volume 8,	Issue 11	2020-21	http://ijcrt.org/viewfull.php?&p_id=IJCRT2011210
7	Dr.Leela.M. H	Branding Of Paprika Oleoresin In Chilli – Challenges And Opportunities	Branding oleoresin chilli	-	37381 - 37383	11	02 (C)	2020	https://recentstscientific.com/sites/default/files/15672-A-2020.pdf
8	Dr.Leela.M. H	Efficient Market Hypothesis on Selected Healthcare Stocks Using Run Test	Efficiency of stock market	-	3651-3667	8	8	2020	https://ijcrt.org/papers/IJCRT2008435.pdf

Faculty Publications: 2021 = 16

Sl. No	Name of the Faculty/ Name of the Guide	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
1	Dr. S.Baskaran	Digital Pedagogy for Sustainable Learning		June 2021		9	3	2021	https://www.shanlaxjournals.in/journals/index.php/education/article/view/3881

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2	Dr. S.Baskaran	The Role of Microfinance Enterprises on Capacity Building		Dec 2021	18-26	8	12	2021	http://ijmsrr.com/downloads/091220214.pdf
3	Dr. S.Baskaran	Post Covid Financial Performance of Urban Co-Operative Banks In India		Dec 2021		7	12	2021	http://www.ijmdr.com/admin/downloads/301220215.pdf
4	Dr Shailaja M L	Risk Management	Agricultural Credit Risk Management	http://doi.one/10.1729/Journal.28793	875-880,	8	4	December 2021	http://doi.one/10.1729/Journal.28793
5	Dr Shailaja M L	Investors Behavioral Biases	Capital Markets	DOI- http://doi.one/10.1729/Journal.28642	a599to a607	9	12	December 2021	http://doi.one/10.1729/Journal.28642 http://ijcrt.org/viewfull.php?&p_id=IJCRT2112066
6	Dr Shailaja M L	Evaluation of Financial performance of Pharmaceutical Industry	Capital Markets	NA	1521-1527	2	8	August 2021	https://www.ijrpr.com/uploads/V2ISSUE8/IJRPR1166.pdf
7	Dr Shailaja M L	Green Banking for sustainability & growth	Banking	NA	25 to 30	8	1	March 2021	https://drive.google.com/file/d/1V_hUh95sXpSX1SG0AD2aumxTAryfdgxL/view?usp=share_link

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8	Dr Susheela Devi B Devaru	Embedding Fw Taylor's Scientific Management Principles With Strategic Human Resource Management In The Bicycle Industry In North Indi		https://oeconomiacopernicana.pl/sdm_downloads/13849/	615- 620	12	6	2021	https://oeconomiacopernicana.pl/sdm_downloads/13849/
9	Ms. Vidya. R	Risk Management	Agricultural Credit Risk Management	http://doi.one/10.1729/Journal.28793	875- 880,	8	4	Decembe r 2021	http://doi.one/10.1729/Journal.28793
10	Ms. Vidya. R	Investors Behavioral Biases	Capital Markets	DOI- http://doi.one/10.1729/Journal.28642	a599to a607	9	12	Decembe r 2021	http://doi.one/10.1729/Journal.28642 http://ijcrt.org/viewfull.php?&p_id=IJCRT2112066
11	Ms. Vidya. R	Green Banking for sustainability & growth	Banking	NA	25 to 30	8	1	March 2021	https://drive.google.com/file/d/1V_hUh95sXpSX1SG0AD2aumxTAryfdgxL/view?usp=share_link
12	Ms.S Kavitha	Customer Perception towards Airtel network in Bengaluru	Survey based	10.37896/sr8.9/028	226- 241	8	9	2021	https://doi.org/10.37896/sr8.9/028


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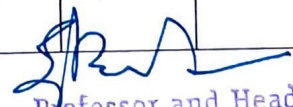
13	Ms.S Kavitha	A Study on factor influencing customer on network performance in Telecom network services	Survey based	20.18001.GSJ	1998-2009	8	7	2021	https://drive.google.com/file/d/1CW OJL-68PPW8mtNIIAEJQzp8d87yXfb6/view
14	Ms.S Kavitha	Consumer behavior towards online furniture shopping	Survey based	-	-	9	1	2021	https://ijcrt.org/papers/IJCRT2101231.pdf
15	Dr.Leela. M.H	Digital Pedagogy for Sustainable Learning	Digital Pedogogy	-		9	3	2021	https://files.eric.ed.gov/fulltext/EJ1300885.pdf
16	Dr.Leela. M.H	Sustainability of HUL and ITC Using RSI and ROC - A Technical Analysis	Technical analysis on Selected FMCG	-	246-256	2	8	2021	https://www.ijrpr.com/uploads/V2ISSUE8/IJRPR942.pdf

Faculty Publications: 2022 = 47

Sl.No	Name of the Faculty/Name of the Guide	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
1	Dr. S.Baskaran	Digital Transactions and Modern Banking Services: An Assessment in the Public Sector Banks of Bangalore Metropolitan		May 2022	1529 - 1542			2022	https://www.sumc.lt/index.php/se/article/view/173/174
2	Dr. S.Baskaran	A Study on Analysis of Equity Share of Three Indian Auto Mobile Company		Sep 2022	527-535	Vol 3,	no 9	2022	https://ijrpr.com/uploads/V3ISSUE9/IJRPR6940.pdf


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3	Dr. S.Baskaran	Risk and Return Analysis on Equity Stocks of Selected IT Companies		August 2022	978-983	Vol 3,	8	2022	https://doi.org/10.55248/gengpi.2022.3.8.34
4	Dr. S.Baskaran	An Assesment of Non-Performing Assets (NPA) at Sree Thyagaraja Co-Operative Bank Limited		August 2022	1-11	6	8	2022	https://ijsrem.com/download/an-assement-of-non-performing-assets-mpa-at-sree-thyagaraja-co-operative-bank-limited/
5	Dr. S.Baskaran	A Comparative Study on Nifty FMCG Companies Through Technical Analysis		August 2022	1076-1081	3	8	2022	https://doi.org/10.55248/gengpi.2022.3.8.44
6	Dr. S.Baskaran	Labour Welfare Measures Of Wild Craft Ltd Sunkadakatte Bangalore		August 2022	162-167	7	8	2022	https://doi.org/10.36713/epra2016
7	GEETHA-Dr Shailaja ML	"A study on the pattern of funding of urban unorganized enterprises in Bengaluru",	Unorganised funding	https://doi.org/10.36713/epra11021	114-116	Volume : 7	Issue: 8	August 2022 -	https://doi.org/10.36713/epra11021
8	Goutham Gowda-Dr Shailaja ML	A comparative study on efficient market hypothesis of AXIS BANK & HDFC BANK (WRT NSE NIFTY)	Capital Markets	NA	Page No:e728 to e733	Volume 10	Issue 7	July 2022	https://ijcrt.org/papers/IJCRT2207620.pdf
9	Harshitha H -Dr Shailaja ML	Bad Bank: The Concept of Making Good the Bad Assets of Banks	Banking	NA	352-356	Vol 3	Issue no 8	August 2022	https://doi.org/10.55248/gengpi.2022.3.8.13


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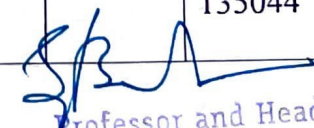
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10	Mrs. Jayalakshmi H R-Dr. M L Shailaja,	A study on the stock market investment decisions of corporate employees WRT BENGALURU	Behavioural Finance	https://doi.org/10.36713/epra11017 ,	109-113	Volume : 7	Issue: 8	August 2022	https://doi.org/10.36713/epra11017
11	Karthik V M-Dr M L Shailaja	A study on the usage level of credit cards and its impact on households during the pandemic	Post Covid study	NA	Page No: e984-e988	Volume 10	Issue 7	July 2022	http://doi.org/10.1729/Journal.31155
12	Pooja Sharma-Dr Shailaja. M.L	A Study on Motivational Factors for Work Performance among Female Employees	Human Resource	NA	Page No: 363-366	Vol 3	Issue No 8	August 2022	https://doi.org/10.55248/gengpi.2022.3.8.12
13	Dr Susheela Devi B Devaru	Work Life Balance And Work Performance Of Employees At Das- Bescom, Bengaluru, Karnataka, India		https://eprajournals.com/IJHS/article/7406	13-22	9	8	2022	https://eprajournals.com/IJHS/article/7406
14	Dr Susheela Devi B Devaru	Consumer Buying Behaviour Towards Fast Food Outlets In Bengaluru, Karnatka, India		http://www.ijcrt.org/papers/IJCRT2207645	E924-e932	10	7	2022	http://www.ijcrt.org/papers/IJCRT2207645
15	Dr Susheela Devi B Devaru	Work Life Balance Of Employees Of Banajawad Residential P U College Athani, In Belagavi, Karnataka		http://www.ijcrt.org/papers/IJCRT2207647.pdf	e941-e948	10	7	2022	http://www.ijcrt.org/papers/IJCRT2207647.pdf
16	Dr Susheela Devi B Devaru	Effectivness Of Reward System On Theperformance Level Of Employees At Adobe Metal Products, Bengaluru.Karnataka, India		https://eprajournals.com/IJMR/article/7384	31-42	8	8	2022	https://eprajournals.com/IJMR/article/7384


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17	Dr Susheela Devi B Devaru	Impact Of Customer Service And Service Quality On Sales Of Tvs Bikes In Divine Motors, Bengaluru, Karnataka, India		https://eprajournals.com/IJMR/article/7383		8	8	2022	https://eprajournals.com/IJMR/article/7383
18	Dr Susheela Devi B Devaru	Impact Of Social Media On Purchase Of Hand Sanitizer And Masks In Bengaluru, Karnataka, India		https://doi.org/10.55248/gengpi.2022.3.7.33	3811-3813	3	7	2022	https://doi.org/10.55248/gengpi.2022.3.7.33
19	Dr Susheela Devi B Devaru	Marketing Strategies Of Indian Telecom Services In Tumkur, Karnataka, India		https://doi.org/10.55248/gengpi.2022.3.7.35	3820-3830	3	7	2022	https://doi.org/10.55248/gengpi.2022.3.7.35
20	Dr. Rajeshwar i R R	A Study on Impact of E- Commerce on Indian Economy - Government Initiatives, Opportunities and Challenges	E commerce	-	page no 183- 188,	Volume 3	Issue 6	June 2022	https://ijrpr.com/uploads/V3ISSUE6/IJRPR4677.pdf
21	Dr. Rajeshwar i R R	A Roadway of an Automobile Companies – Technical Analysis	Automobil e	-	page number 200 to 219	volume -04,	issue-06,	June- 2022,	https://www.irjweb.com/A%20Roadway%20of%20an%20Automobile%20Companies%20%E2%80%93%20Technical%20Analysis.pdf
22	Dr. Rajeshwar i R R	Risk Management In The Indian Banking Sector With Special Reference To Credit Risk		-	592 to 609	volume 20	Issue 2	June- 2022,	https://doi.org/10.5281/zenodo.7135044


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23	Dr. Rajeshwar i. R.R, Rajani KM.	A Study On Employee Engagement With Reference To Abb India Limited At Bangalore	HR	-	Page No 394-395	Vol 3,	Issue-No 7,	July 2022	https://ijrpr.com/uploads/V3ISSUE7/IJRPR5664.pdf
24	Dr. Rajeshwar i. R.R, Chandana . HN	A Study On Employee Perception Towards Csr Activities Of The Company With Reference To Neel Top Woodpark At Bangalore	HR	-	PP 3589-3591,	Vol 3,	Issue 7,	July 2022	https://ijrpr.com/uploads/V3ISSUE7/IJRPR6179.pdf
25	Dr. Rajeshwar i. R.R, Ms. Lakshmi M	A Study On The Work Life Balance Of Employees At Lastore Company, Bangalore	HR	-	PP 3470-3472,	Vol 3,	Issue 7,	July 2022	https://ijrpr.com/uploads/V3ISSUE7/IJRPR6159.pdf
26	Sanjana. A	A Study on Socio-Economic Impact on Women Owned Enterprises Funded by Canara Bank MSME Section	Entrepreneurship	10.55041/IJSREM16107	1-9	06	08	2022	10.55041/IJSREM16107
27	Shivaraj. M	A Study on Labor Welfare Measures Research at United Breweries Ltd.	Labour welfare measures	https://doi.org/10.36713/epra11041	15-25	09	08	2022	https://doi.org/10.36713/epra11041
28	Monisha. N	A Study on Financial Performance Evaluation of ACC Cement Limited using Ratio Analysis as a Tool	Financial Performance	https://doi.org/10.55248/gengpi.2022.3.8.16	152-165	03	08	2022	https://doi.org/10.55248/gengpi.2022.3.8.16
29	Nisha Chalshi .A	A Study on Performance Evaluation of Top 5 Leading Mutual Fund Schemes in India	Mutual fund evaluation	https://doi.org/10.55248/gengpi.2022.3.8.16	481-488	03	08	2022	https://doi.org/10.55248/gengpi.2022.3.8.16

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				2022.3.8.16					
30	Pallavi. N	A study on the effects of covid-19 pandemic on msme operating at rajajinagr industrial estate	MSME	http://www.ijcrt.org/papers/IJCRT2207625.pdf	775-783	10	07	2022	http://www.ijcrt.org/papers/IJCRT2207625.pdf
31	Pooja. D	A Study on the Impact of Behavioral Biases on the Investment Pattern of Indian Retail Investors with A Reference to Millennial Generation	Behavioral Finance	https://doi.org/10.55248/gengpi.2022.3.8.17	495-504	03	08	2022	https://doi.org/10.55248/gengpi.2022.3.8.17
32	Sanjay R	Impact of Unorganized Lenders on the Soci Economic Development of Small Traders across Bengaluru City	Unorganised lending	10.6084/m9.doi.one.IJCRT2207641	2945-2949				10.6084/m9.doi.one.IJCRT2207641
33	Ms.S Kavitha	A Comparative Study on the Perception of Customers towards Airtel and Jio mobile network services with Reference to Mysore	Survey based	10.37897/GRJ	143 - 151	8	2	2022	https://drive.google.com/file/d/1OUAsp4jBbCwWEeNHDvaGOxCiuFPOcnCL/view
34	Ms. Yashaswini R.Y & Ms. Kavitha.S	Effectiveness of Training and Development to the Teacher through E-Learning at Whitehat Education Technology LLC	HR	DOI: 10.35629/5252-0409697707	Pg No: 697-707	Volume 4,	Issue 9	Sep. 2022	https://ijaem.net/issue_dcp/Effectiveness%20of%20Training%20and%20Development%20to%20the%20Teacher%20through%20E%20Learning%20at%20Whitehat%20Education%20Technology%20Llc.pdf

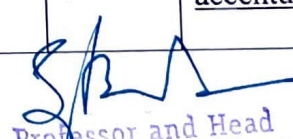
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35	Ms. Vedika A & Ms. Kavitha S	Analysis of Training needs of employees at Kotak Mahindra Bank	HR	DOI: 10.0014.M S2022	Pg No: 262-271	Volume 11,	Issue 8,	Aug. 2022,	https://app.box.com/s/o8fetkznoi3o1hx6qdyvwj74qqfr61g3
36	Mr.Rohith Kumar V & Ms. Kavitha S	Brand Awareness, Loyalty & Customer Satisfaction Towards Vivo Smartphones	Marketing	DOI: 10.55248	pp 4028-4034	Vol 3,	Issue 7	July 2022	https://doi.org/10.55248/gengpi.2022.3.7.47
37	Ms.Swarnalatha S G & Ms. Kavitha S	Customer satisfaction towards online shopping at Dr.AIT	Marketing	-	Pg-171-179.	Volume 10,	Issue 7,	July 2022,	https://ijcrt.org/viewfull.php?&p_id=IJCRT2207551
38	Dr.Leela. M.H	A Study on Impact of E-commerce on Indian Economy – Government initiatives, opportunities and Challenges	Development of E-commerce	-	183-188	3	6	2022	https://ijrpr.com/uploads/V3ISSUE6/IJRPR4677.pdf
39	Dr.Leela. M.H	A Roadway of an Automobile Companies Technical Analysis	Analysis the performance of selected automobile companies	-	200-219	4	6	2022	https://www.irjweb.com/A%20Roadway%20of%20an%20Automobile%20Companies%20%E2%80%93%20Technical%20Analysis.pdf
40	SHUBHAS Dr.Leela. M.H	Working Capital Analysis Of EIC Meters Pvt Ltd at Bangalore	Analysing on Working Capital of the company	-	3869-3873	3	7	2022	https://ijrpr.com/uploads/V3ISSUE7/IJRPR6227.pdf

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41	VINUTH A V Dr.Leela. M.H	Book Value Approach On Financials Of Kavika Limited, Bengaluru	Business Valuation	-	1635- 1641	3	7	2022	https://ijrpr.com/uploads/V3ISSUE7/IJRPR5863.pdf
42	Vedashree S Dr.Leela. M.H	A Study on stock performance using runs test(with special refer to BSE Information Technology Index)	BSE IT Index Performan ce	10.36713/ epra2013	253- 262	8	7	2022	https://eprajournals.com/IJMR/article/7326/download
43	TEJASWI NI M C Dr.Leela. M.H	A Comparative Study on Axis And Kotak Mahindra Bank (with reference to BSE Private Bank Index)	-	-	200- 209	4	7	2022	https://www.irjweb.com/A%20COMPARATIVE%20STUDY%20ON%20AXIS%20AND%20KOTAK%20MAHINDRA%20BANKS%20(WITH%20REFERENCE%20TO%20BSE%20PRIVATE%20BANK%20INDEX).pdf
44	YOGITH A H Dr.Leela. M.H	A Evaluation of Shareholders wealth Creation by BESCO at Bengaluru	Evaluation on BESCO performan ce	https://doi.org/10.36713/epra2016	166- 170	7	7	2022	http://eprajournals.net/index.php/IJRD/article/view/710/723
45	SHWETH A K M Dr.Leela. M.H	Work life balance of employees at Accenture	Work life balance of employees at Accenture	-	1-7	6	8	2022	https://ijsrem.com/download/work-life-balance-of-employees-at-accenture/


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46	SHREYA S G Dr.Leela. M.H	An Evidence on Fair Market value using Efficient Market Hypothesis on Nifty IT Index	EMH analysis on Nifty IT Index	10.55041/I JSREM15 937	1-12	6	7	2022	https://ijsrem.com/download/an-evidence-on-fair-market-value-using-efficient-market-hypothesis-on-nifty-it-index/
47	USHA S Dr.Leela. M.H	Study on Non-Performing Assets of Bangalore City Co- operative Bank	NPA of BCCB	https://doi.org/10.36713/epra2016	252- 258	7	7	2022	https://eprajournals.com/IJSR/article/7368/download

National Journals


Faculty Publications: 2019

Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										

Faculty Publications: 2020

Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										

Faculty Publications: 2021


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Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										

Faculty Publications: 2022

Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										

International Conference

Faculty Publications: 2019

Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										

Faculty Publications: 2020 = 3

Sl. No	Name of the Faculty/ Name of the Guide	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.N O	Issue No	Year	Link
1	Dr.Shail aja M L	Weather Risk - An Analysis Of The Impacts Of ICT On Effectiveness Of Weather Assessment Methods	Weather risk forecasting		300 -304	-	-	2020	https://drive.google.com/file/d/117CiNgfAqrDMe1fwmXJALBSvmuYMP4Op/view?usp=drive_web

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2	Dr Susheela Devi B Devaru	"Consumer Behavior Towards Recycling And Eco- Friendly Products At Bangalore"		https://ijrsrset.com/IJSRSET2051115	120-131	5	11	2020	https://ijrsrset.com/IJSRSET2051115 International Journal of Scientific Research in Science, Engineering and Technology
3	Dr.Leela. M.H	A Comparative Study on Performance Evaluation of Mutual Fund Systematic and Lump Sum Investment Plan on Axis Bank and HDFC Bank	Performa nce evaluativ e of Mutual Fund	23rd October 2020	305-314	-	-	2020	https://drive.google.com/file/d/1I7CiNgfAqrDMe1fwmXJALBSvmuYMP4Op/view?usp=drive_web

Faculty Publications: 2021

Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										

Faculty Publications: 2022

Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										


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Faculty Publications: 2019

Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										

Faculty Publications: 2020

Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										

Faculty Publications: 2021

Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										

Faculty Publications: 2022

Sl.No	Name of the Faculty/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
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International Journals

Student Publications: 2019

Sl.No	Name of the Student/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
NIL										

Student Publications: 2020 = 1

SLNo	Name of the Student/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol. No	Issue No	Year	Link
1	Shilpa V N, Shreya Shetty Dr.Leela.M.H	1DA18MBA 44 1DA18MBA 43	Efficient Market Hypothesis on Selected Healthcare Stocks Using Run Test	Efficiency of stock market	-	3651-3667	8	8	2020	https://ijcrt.org/papers/IJCRT2008435.pdf

Student Publications: 2021 = 2

SLNo	Name of the Student/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.NO	Issue No	Year	Link
1	Namitha N-Dr Shailaja M L	1DA19MBA 25	Analysis and Evaluation of Financial performance of Pharmaceutical	Financial Performance Evaluation	NA	Page 1521-1527,	Vol (2)	Issue (8)	August 2021	https://www.ijrpr.com/uploads/V2ISSUE8/IJRPR1166.pdf

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			Industry through Ratio”							
2	Shobitha D V Dr.Leela.M .H	1DA19MBA41	Sustainability of HUL and ITC Using RSI and ROC - A Technical Analysis (With special reference to FMCG sector listed at National Stock Exchange)	Technical analysis on Selected FMCG	-	246-256	2	8	2021	https://www.ijrpr.com/uploads/V2ISSUE8/IJRPR942.pdf

Student Publications: 2022 = 40


Sl. No	Name of the Student/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.N O	Issue No	Year	Link
1	Abhishek N	1DA20BA001	A Study on Analysis of Equity Share of Three Indian Auto Mobile Company		Sep 2022	527-535	Vol 3	9	2022	https://ijrpr.com/uploads/V3ISSUE9/IJRPR6940.pdf
2	Afreen Tabassum	1DA20BA002	Risk and Return Analysis on Equity Stocks of Selected IT Companies		August 2022	978-983	Vol 3	8	2022	https://doi.org/10.55248/gengpi.2022.3.8.34
3	Annapoorna C	1DA20BA005	An Assesment Of Non-Performing Assets (NPA)		August 2022	1-11	6	8	2022	https://ijsrem.com/download/an-


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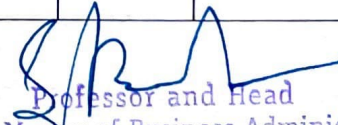
			At Sree Thyagaraja Co-Operative Bank Limited							assesment-of-non-performing-assets-npa-at-sree-thyagaraja-co-operative-bank-limited/
4	Danush M	1DA20BA010	A Comparative Study on Nifty FMCG Companies Through Technical Analysis		August 2022	1076-1081	3	8	2022	https://doi.org/10.55248/gengpi.2022.3.8.44
5	Nisarga	1DA20BA026	LABOUR WELFARE MEASURES OF WILD CRAFT LTD SUNKADAKATTE BANGALORE		August 2022	162-167	7	8	2022	https://doi.org/10.36713/epra2016
6	Geetha-Dr Shailaja M L	1DA20BA012	"A study on the pattern of funding of urban unorganized enterprises in Bengaluru",	Unorganised funding	2022 https://doi.org/10.36713/epra11021	Page No.:14-116	Volume: 7	8	August 2022	https://doi.org/10.36713/epra11021
7	Goutham Gowda-Dr Shailaja M L	1DA20BA013	A comparative study on efficient market hypothesis of AXIS BANK & HDFC BANK (WRT NSE NIFTY)	Capital Markets	NA	Page No:e728 to e733	Volume 10	Issue 7	July 2022	https://ijcrt.org/papers/IJCRT2207620.pdf
8	Harshitha H -Dr Shailaja M L	1DA20BA015	Bad Bank: The Concept of Making Good the Bad Assets of Banks	Banking	NA	Page No:	Vol 3	Issue no 8	August 2022	https://doi.org/10.55248/gengpi.2022.3.8.13

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9	Mrs. Jayalakshmi H R- Dr. M L Shailaja,	1DA20BA017	A study on the stock market investment decisions of corporate employees WRT BENGALURU	Behavioural Finance	https://doi.org/10.36713/epra11017 ,	Page No:109-113	Volume: 7	Issue: 8	August 2022	https://doi.org/10.36713/epra11017
10	Karthik V M- Dr M L Shailaja	1DA20BA018	A study on the usage level of credit cards and its impact on households during the pandemic	Post Covid study	NA	Page No: e984-e988	Volume 10	Issue 7	July 2022	http://doi.org/10.1729/Journal.31155
11	Pooja Sharma-Dr Shailaja. M.L	1DA20BA031	A Study on Motivational Factors for Work Performance among Female Employees	Human Resource	NA	Page No: 363-366.	Vol 3	Issue No 8	August 2022	https://doi.org/10.55248/gengpi.2022.3.8.12
12	Rachana B R/ Dr Susheela Devi B Devaru	1DA20BA032	Work Life Balance And Work Performance Of Employees At Das-Bescom, Bengaluru, Karnataka, India	Work life balance at DAS-BESCOM, BENGALURU	https://eprajournal.com/IJHS/article/7406	13 to 22	9	8	2022	https://eprajournal.com/IJHS/article/7406
13	Keerthana M /Dr Susheela Devi B Devaru	1DA20BA020	Consumer Buying Behaviour Towards Fast Food Outlets In Bengaluru, Karnataka, India	Consumer buying behaviour towards fast food outlets	http://www.ijert.org/pape	E924-e932	10	7	2022	http://www.ijert.org/papers/IJCRT2207645


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					rs/IJCRT 2207645					
14	Sneha Shejole/Dr Susheela Devi B Devaru	1DA20BA0 43	Work Life Balance Of Employees Of Banajawad Residential P U College Athani, In Belagavi, Karnataka	Work life balance of employees of Banajawa d Residentia l P U College Athani, in Belagavi	http://w ww.ijcrt. org/pape rs/IJCRT 2207647. pdf	e941- e948	10	7	2022	http://www.ijcrt.o rg/papers/IJCRT2 207647.pdf
15	Sowmya G U/Dr Susheela Devi B Devaru	1DA20BA0 44	Effectivness Of Reward System On Theperformance Level Of Employees At Adobe Metal Products, Bengaluru.Karnataka, India	Style of reward system based on the performan ce of employee.	https://ep rajournal s.com/IJ MR/artic le/7384	31-42	8	8	2022	https://eprajournal s.com/IJMR/articl e/7384
16	Keerthi Kumar H K /Dr Susheela Devi B Devaru	1DA20BA0 21	Impact Of Customer Service And Service Quality On Sales Of Tvs Bikes In Divine Motors, Bengaluru, Karnataka, India	Service quality and customer satisfactio n	https://ep rajournal s.com/IJ MR/artic le/7383		8	8	2022	https://eprajournal s.com/IJMR/articl e/7383


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17	Nagaraju N /Dr Susheela Devi B Devaru	1DA20BA0 25	Impact Of Social Media On Purchase Of Hand Sanitizer And Masks In Bengaluru, Karnataka, India	Impact of social media on purchase of hand sanitizer and masks in Bangalore ”.	https://doi.org/10.55248/gengpi.2022.3.7.33	3811- 3813	3	7	2022	https://doi.org/10.55248/gengpi.2022.3.7.33
18	Charan H N /Dr Susheela Devi B Devaru	1DA20BA0 09	Marketing Strategies Of Indian Telecom Services In Tumkur, Karnataka, India	Analyses the marketing strategies of Indian Telecom. Services in Tumkur	https://doi.org/10.55248/gengpi.2022.3.7.35	3820- 3830	3	7	2022	https://doi.org/10.55248/gengpi.2022.3.7.35
19	Dr. Rajeshwari. R.R, Rajani KM.	1DA20BA0 33	A Study On Employee Engagement With Reference To Abb India Limited At Bangalore	HR	--	Page No 394- 395	Vol 3,	Issu e-No 7,	July 2022	https://ijrpr.com/uploads/V3ISSUE7/IJRPR5664.pdf
20	Dr. Rajeshwari. R.R, Chandana . HN	1DA20BA0 07,	A Study On Employee Perception Towards Csr Activities Of The Company With Reference To Neel Top Woodpark At Bangalore	HR	--	PP 3589- 3591,	Vol 3,	Issu e 7,	July 2022	https://ijrpr.com/uploads/V3ISSUE7/IJRPR6179.pdf
21	Dr. Rajeshwari. R.R,	1DA20BA0 22	A Study On The Work Life Balance Of Employees At Lastore Company, Bangalore	HR	--	PP 3470- 3472,	Vol 3,	Issu e 7,	July 2022	https://ijrpr.com/uploads/V3ISSUE7/IJRPR6159.pdf

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	Ms. Lakshmi M									
22	Sanjana. A	1DA20BA035	A Study on Socio-Economic Impact on Women Owned Enterprises Funded by Canara Bank MSME Section	Entrepreneurship	10.55041/IJSREM16107	1-9	06	08	2022	10.55041/IJSREM16107
23	Shivaraj. M	1DA20BA038	A Study on Labor Welfare Measures Research at United Breweries Ltd.	Labour welfare measures	https://doi.org/10.36713/epra11041	15-25	09	08	2022	https://doi.org/10.36713/epra11041
24	Monisha. N	1DA20BA023	A Study on Financial Performance Evaluation of ACC Cement Limited using Ratio Analysis as a Tool	Financial Performance	https://doi.org/10.55248/gengpi.2022.3.8.16	152-165	03	08	2022	https://doi.org/10.55248/gengpi.2022.3.8.16
25	Nisha Chalshi .A	1DA20BA027	A Study on Performance Evaluation of Top 5 Leading Mutual Fund Schemes in India	Mutual fund evaluation	https://doi.org/10.55248/gengpi.2022.3.8.16	481-488	03	08	2022	https://doi.org/10.55248/gengpi.2022.3.8.16
26	Pallavi. N	1DA20BA028	A study on the effects of covid-19 pandemic on msme's operating at rajajinagr industrial estate	MSME	http://www.ijcrt.org/papers/IJCRT2207625.pdf	775-783	10	07	2022	http://www.ijcrt.org/papers/IJCRT2207625.pdf
27	Pooja. D	1DA20BA030	A Study on the Impact of Behavioral Biases on the Investment Pattern of Indian Retail Investors	Behavioral Finance	https://doi.org/10.55248/gengpi.2022.3.8.17	495-504	03	08	2022	https://doi.org/10.55248/gengpi.2022.3.8.17

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			with A Reference to Millennial Generation							
28	Sanjay R	IDA20BA036	Impact of Unorganized Lenders on the Socio Economic Development of Small Traders across Bengaluru City	Unorganised lending	10.6084/m9.doi.org/doi.ne.IJCR.T2207641	2945-2949				10.6084/m9.doi.org/doi.ne.IJCR.T2207641
29	Ms. Yashaswini R.Y & Ms. Kavitha.S	IDA20BA053	Effectiveness of Training and Development to the Teacher through E-Learning at Whitehat Education Technology Llc	HR	DOI: 10.35629/5252-0409697707	Pg No: 697-707	Volume 4,	Issue 9	Sep. 2022	https://ijaem.net/issue_dcp/Effectiveness%20of%20Training%20and%20Development%20to%20the%20Teacher%20through%20E%20Learning%20at%20Whitehat%20Education%20Technology%20Llc.pdf
30	Ms. Vedika A & Ms. Kavitha S	IDA20BA051	Analysis of Training needs of employees at Kotak Mahindra Bank	HR	DOI: 10.0014.MS2022	Pg No: 262-271	Volume 11,	Issue 8,	Aug. 2022,	https://app.box.com/s/o8fetkznoi3o1hx6qdyvwj74qqfr6lg3
31	Mr.Rohith Kumar V & Ms. Kavitha S	IDA20BA034	Brand Awareness, Loyalty & Customer Satisfaction Towards Vivo Smartphones	Marketing	DOI: 10.55248	pp 4028-4034	Vol 3,	Issue 7	July 2022	https://doi.org/10.55248/gengpi.2022.3.7.47


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32	Ms.Swarnalatha S G & Ms. Kavitha S	1DA20BA046	Customer satisfaction towards online shopping at Dr.AIT	Marketing	-	Pg-171 - 179.	Volume 10,	Issue 7,	July 2022,	https://ijcrt.org/viewfull.php?&:p_id=IJCRT2207551
33	SHUBHA S Dr.Leela.M. H	1DA20BA041	Working Capital Analysis Of EIC Meters Pvt Ltd at Bangalore	Analysing on Working Capital of the company	-	3869-3873	3	7	2022	https://ijrpr.com/uploads/V3ISSUE7/IJRPR6227.pdf
34	VINUTHA V Dr.Leela.M. H	1DA20BA052	Book Value Approach On Financials Of Kavika Limited, Bengaluru	Business Valuation	-	1635-1641	3	7	2022	https://ijrpr.com/uploads/V3ISSUE7/IJRPR5863.pdf
35	Vedashree S Dr.Leela.M. H	1DA20BA050	A Study on stock performance using runs test(with special refer to BSE Information Technology Index)	BSE IT Index Performance	10.36713 /epra2013	253-262	8	7	2022	https://eprajournals.com/IJMR/article/7326/download
36	TEJASWINI M C Dr.Leela.M. H	1DA20BA047	A Comparative Study on Axis And Kotak Mahindra Bank (with reference to BSE Private Bank Index)	-	-	200-209	4	7	2022	https://www.irjweb.com/A%20COMPARATIVE%20STUDY%20ON%20AXIS%20AND%20KOTAK%20MAHINDRA%20BANKS%20(WITH%20REFERENCE%20TO%20BSE%20PRIV



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										ATE%20BANK%20INDEX).pdf
37	YOGITHA H Dr.Leela.M. H	1DA20BA0 54	A Evaluation of Shareholders wealth Creation by BESCOM at Bengaluru	Evaluation on BESCOM performance	https://doi.org/10.36713/epra2016	166-170	7	7	2022	http://eprajournals.net/index.php/IJRD/article/view/710/723
38	SHWETHA K M Dr.Leela.M. H	1DA20BA0 42	Work life balance of employees at Accenture	Work life balance	-	1-7	6	8	2022	https://ijsrem.com/download/work-life-balance-of-employees-at-accenture/
39	SHREYAS G Dr.Leela.M. H	1DA20BA0 40	An Evidence on Fair Market value using Efficient Market Hypothesis on Nifty IT Index	EMH analysis on Nifty IT Index	10.55041/IJSREM15937	1-12	6	7	2022	https://ijsrem.com/download/an-evidence-on-fair-market-value-using-efficient-market-hypothesis-on-nifty-it-index/
40	USHA S Dr.Leela.M. H	1DA20BA0 48	Study on Non-Performing Assets of Bangalore City Co-operative Bank	NPA of BCCB	https://doi.org/10.36713/epra2016	252-258	7	7	2022	https://eprajournals.com/IJSR/article/7368/download

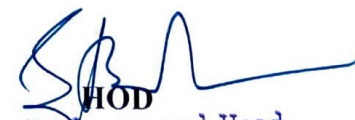
10


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INTERNATIONAL CONFERENCE

Student Publications: 2020 = 1

Sl. No	Name of the Student/Name of the Guide	USN	Title of the Paper	Research description	Date of Introduction (DOI)	PP	Vol.N O	Issue No	Year	Link
1	Renuka Melmari Dr.Leela.M. H	1DA18M BA39	A Comparative Study on Performance Evaluation of Mutual Fund Systematic and Lump Sum Investment Plan on Axis Bank and HDFC Bank	"Recent Trends & Development in Information and Communication Engineering" ICRTDIC-2020	23rd October 2020	305-314	-	-	2020	https://drive.google.com/file/d/1I7CiNgfAqrDMe1fwmxJALBSvmuYMP4Op/view?usp=drive_web


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MASTER OF BUSINESS ADMINISTRATION
Grants

On-Going Research Project Details: 2019

Sl No	Name of the Principal Investigator	Name of the Co-Principal Investigator	Title of the Research Project	Scheme	Name of the Funding agency	Type of the funding agency(Govt/Non-Govt	Project Sanctioned date	Total amount sanctioned in Rs	Sanctioned Order No.	Duration in Years	Link
NIL											

On-Going Research Project Details: 2020

Sl No	Name of the Principal Investigator	Name of the Co-Principal Investigator	Title of the Research Project	Scheme	Name of the Funding agency	Type of the funding agency(Govt/Non-Govt	Project Sanctioned date	Total amount sanctioned in Rs	Sanctioned Order No.	Duration in Years	Link
1	Dr.M.Mahadeva	Dr.S.Baskaran	"Cross Marketing Strategies of Public Sector Banks in Bengaluru"	Financial Assistance under Dr.AIT R & D grant scheme	PVPWT, Dr.AIT	-	20.05.2020	Rs. 3,50,000	Dr.AIT/R&D /2019-20/31	1 Year 6 Months	https://drive.google.com/file/d/1HIZDmLxwhOGfn8WWPxxYRJPa5CeNEtG/view?usp=share_link


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MASTER OF BUSINESS ADMINISTRATION
GRANTS

On-Going Research Project Details: 2021

Sl No	Name of the Principal Investigator	Name of the Co-Principal Investigator	Title of the Research Project	Scheme	Name of the Funding agency	Type of the funding agency (Govt/Non-Govt)	Project Sanctioned date	Total amount sanctioned in Rs	Sanctioned Order No.	Duration in Years	Link
1	Dr.M.Mahadeva	Dr.S.Baskaran	"Cross Marketing Strategies of Public Sector Banks in Bengaluru"	Financial Assistance under Dr.AIT R & D grant scheme	PVPWT, Dr.AIT	-	20.05.2020	Rs. 3,50,000	Dr.AIT /R&D/2019-20/31	1 Year 6 Months	https://drive.google.com/file/d/1HIZDm_LxwhOGfn8WWPxxYRJPa5CeNEtG/view?usp=share_link
2	Dr.Leela M H	Dr.S.Baskaran	"A Study on Agriculture Transformation in the adoption of Industry 4.0 Technologies: Issues and Challenges with special reference to Bengaluru Rural Districts of Karnataka"	Financial Assistance under Dr.AIT R & D grant scheme	PVPWT, Dr.AIT	-	04.01.2022	Rs.45000	Dr.AIT /PVPWT/2021-22/1391	2 Years	https://drive.google.com/file/d/1V0qSh2CdZ9YeMGC16bdQ4MkvSRJQ-h3e/view?usp=share_link

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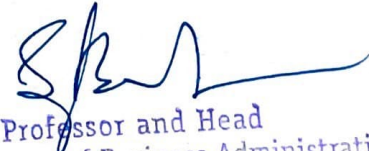
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GRANTS

On-Going Research Project Details: 2022

Sl No	Name of the Principal Investigator	Name of the Co-Principal Investigator	Title of the Research Project	Scheme	Name of the Funding agency	Type of the funding agency(Govt/Non-Govt	Project Sanctioned date	Total amount sanctioned in Rs	Sanctioned Order No.	Duration in Years	Link
1.	Dr.Leela M H	Dr.S.Baskaran	"A Study on Agriculture Transformation in the adoption of Industry 4.0 Technologies: Issues and Challenges with special reference to Bengaluru Rural Districts of Karnataka"	Financial Assistance under Dr.AIT R & D grant scheme	PVPWT, Dr.AIT	-	04.01.2022	Rs.45000	Dr.AIT/PV PWT/2021-22/1391	2 Years	https://drive.google.com/file/d/1V0qSh2CdZ9YeMGCl6bdQ4MkvSRJQ-h3e/view?usp=share_link

Completed Research Project Details: 2019

Sl No	Name of the Principal Investigator	Name of the Co-Principal Investigator	Title of the Research Project	Scheme	Name of the Funding agency	Type of the funding agency(Govt/Non-Govt	Project Sanctioned date	Total amount sanctioned in Rs	Sanctioned Order No.	Duration in Years	Link
NIL											


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Completed Research Project Details: 2020


Sl No	Name of the Principal Investigator	Name of the Co-Principal Investigator	Title of the Research Project	Scheme	Name of the Funding agency	Type of the funding agency(Govt/Non-Govt)	Project Sanctioned date	Total amount sanctioned in Rs	Sanctioned Order No.	Duration in Years	Link
NIL											

Completed Research Project Details: 2021

Sl No	Name of the Principal Investigator	Name of the Co-Principal Investigator	Title of the Research Project	Scheme	Name of the Funding agency	Type of the funding agency(Govt/Non-Govt)	Project Sanctioned date	Total amount sanctioned in Rs	Sanctioned Order No.	Duration in Years	Link
NIL											

Completed Research Project Details: 2022

Sl No	Name of the Principal Investigator	Name of the Co-Principal Investigator	Title of the Research Project	Scheme	Name of the Funding agency	Type of the funding agency(Govt/Non-Govt)	Project Sanctioned date	Total amount sanctioned in Rs	Sanctioned Order No.	Duration in Years	Link
1	Dr.M.Mahadeva	Dr.S.Baskaran	"Cross Marketing Strategies of Public Sector Banks in Bengaluru"	Financial Assistance under Dr.AIT R & D grant scheme	PVPWT, Dr.AIT	-	20.05.2020 Completed on February 2022	Rs. 3,50,000	Dr.AIT/R&D/2019-20/31	1 Year 6 Months	https://drive.google.com/file/d/1SP7G4dibIKB6ygvaPG1S5QNa6X1FzubI/view?usp=share_link


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MOUs

MOUs: 2019


Sl.No	Name of the Industry/Research organization with complete Address, Email ID, Phone No	Description of the MoUs/Activities taken	MoU signed date	Valid till	Term	Link
	NIL					

MOUs: 2020

Sl.No	Name of the Industry/Research organization with complete Address, Email ID, Phone No	Description of the MoUs/Activities taken	MoU signed date	Valid till	Term	Link
	NIL					

MOUs: 2021

Sl. No	Name of the Industry/Research organization with complete Address, Email ID, Phone No	Description of the MoUs/Activities taken	MoU signed date	Valid till	Term	Link
1	Grahtek -17, Sector X, 6th Main Rd, HAL 3rd Stage, Jeevan Bima Nagar, Bengaluru, Karnataka 560075 Email Id: koppadakiran18@gmail.com Phone no: 7760855625	Training and Certification Programme	24 th June 2021	24 th June 2022	One	https://drive.google.com/file/d/17CaAUqjW9sZiXx8Q4DHtVzVhS9lAnxW7/view?usp=share_link


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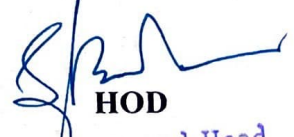
MOUs: 2022

Sl. No	Name of the Industry/Research organization with complete Address, Email ID, Phone No	Description of the MoUs/Activities taken	MoU signed date	Valid till	Term	Link
1	SMI Global Learning Pvt Ltd , Brands: Stock Market Institute & Stockbyte 2307, 1st Floor, 12th Main Rd, Jayanagara 3rd Block East, Bengaluru, Karnataka 560011 Email id: victoria@stockmarketinstitute.org Ph. No: 9686119693	Training and Certification Programme	12 th May 2022	May 2023	One	https://drive.google.com/file/d/1IEenHArpHvrY_fppFwX2MfLUE5bKG_AoZ/view?usp=share_link

Description of activities so far conducted: Organized events under MOU

1. New Age Career & Future Work Prospects in Industry 4.0 on 29th May 2021
2. Applications of IOT and Augmented Reality on 18th February 2022.

https://drive.google.com/file/d/1hNjIz0f5NDIajRMp0vVCIfBpFoESnZTq/view?usp=share_link


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Industry collaborations

Industry collaborations: 2019

Sl.No	Name of the Industry with complete Address, Email ID, Phone No	Description of the collaboration/Activities taken	Year	Link
NIL				

Industry collaborations: 2020

Sl.No	Name of the Industry with complete Address, Email ID, Phone No	Description of the collaboration/Activities taken	Year	Link
NIL				

Industry collaborations: 2021

Sl.No	Name of the Industry with complete Address, Email ID, Phone No	Description of the collaboration/Activities taken	Year	Link
1	Grahtek , M-17, Sector X, 6th Main Rd, HAL 3rd Stage, Jeevan Bima Nagar, Bengaluru, Karnataka 560075 Email Id: koppadakiran18@gmail.com Phone no: 7760855625	Guest Lectures, Training and certificate Programme	2021	https://drive.google.com/file/d/17CaAUqjW9sZiXx8Q4DHtvzVhS9IAxW7/view?usp=share_link

Industry collaborations: 2022

Sl.No	Name of the Industry with complete Address, Email ID, Phone No	Description of the collaboration/Activities taken	Year	Link
1	SMI Global Learning Pvt Ltd., (Brands: Stock Market Institute & Stockbyte) 2307, 1st Floor, 12th Main Rd, Jayanagara 3rd Block East, Bengaluru, Karnataka 560011 Email id: victoria@stockmarketinstitute.org Ph. No: 9686119693	Guest Lectures, Training and certificate Programme	2022	https://drive.google.com/file/d/1IEnHArpHvrY_fppFwX2MfLUE5bKG_AoZ/view?usp=share_link


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List of Industry Advisory Board:


Sl. No.	Industry Members
1.	Byralinge Gowda N Qualification : MBA Designation : Area Sales Manager Company : Delta Nutritives pvt Ltd, 81, 14th B Main Road, Bovipalya, Nagapura, Bengaluru, Karnataka Pin Code: 560086 Specialization: Marketing Experience 14 Years Email : blgowda.2006@gmail.com Mob. No. 9916440580
2.	Pranesh Joshi Qualification: MBA Designation- TSM Company: INDOASIAN Address: 787, 1st floor, "Skyline Vista", 15th Cross, ring road, JP nagar 1st Phase, Bangalore - 560078 Specialization: Marketing Experience : 7 plus years Email ID: pran.joshi7@gmail.com Mob. No.: 9739465644
3.	Ram K Navaratna Qualification: MA (Social Work) Dip Law Dip. PMIR, Dip TD Designation: Chief Executive. Company: HR Resonance Address: 35/311 Bakeman bakery upstairs Near Lakshmi Venkateswar Kalyan Mantap Triveni Road Yeshwantpur Bangalore 560 022 Specialization: HR,Labour Law specialisation Experience: 28 Years Email ID: hrresonance@gmail.com Mob. No.: 9448274030
4.	Sushmitha Ramesh Qualification: MBA Designation: Retail Vendor Manager Company: Amazon


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	<p>Address: Amazon development Center, Bagmane constellation business park, Bangalore</p> <p>Experience 7+ years of service</p> <p>Email ID: sushmitha.br@gmail.com Mob. No.: 96203 59215</p>
5.	<p>Ambika M</p> <p>Qualification : MBA</p> <p>Designation: Group head-TA</p> <p>Company: Coforge</p> <p>Address: Phase 2, Roopena Agrahara, 31, Hosur Rd, near Vishal Megamart, Sector 6, HSR Layout, Bengaluru, Karnataka 560068</p> <p>Specialization: HR and Marketing</p> <p>Experience:16</p> <p>Email ID: ambikahr@gmail.com Mobile No: 98809 01828</p>
6.	<p>Sharath G Kashyap</p> <p>Qualification: MBA</p> <p>Designation : Group Manager- HR</p> <p>Company: L&T Technology Services Ltd</p> <p>Address: L3 Building, Manyata Embassy Business Park, Nagawara Hobli, Ring Road, Bengaluru 560045</p> <p>Specialization: HR Business Partner</p> <p>Experience: 15 Years</p> <p>Email ID: sharathgkashyap@gmail.com Mobile no.: 98867 95266</p>
7.	<p>Nagaraj N Suragihalli</p> <p>Qualification: MBA finance</p> <p>Designation : Senior Vice President</p> <p>Company: Yes Bank Ltd</p> <p>Address: Ground Floor, Prestige Obelisk, Municipal No. 3, Kasturba Road, Bangalore - 560001</p> <p>Specialization: Financial Markets</p> <p>Experience: 14 years</p> <p>Email ID: Nsuragihalli@gmail.com Mobile no.: 9900029280</p>


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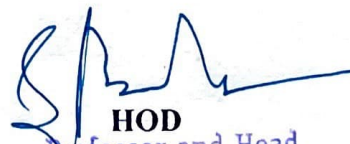
8.	Abubakar Siddeeqh Qualification : MBA Designation: Sr. Vice President – Quantitative Services Company: Acuity knowledge Partners (Ex-Moody's Analytics) Address: MA Knowledge Services, Embassy Tech Village, Building 2A, Phase 2, 3 rd Floor. Outer Ring Road, Bangalore – 560087 Specialisation: Financial Derivatives Experience : 16 years Email ID: abubakar.siddeeqh@acuitykp.com Mobile no.: 9986661973
9.	Praveen Kumar HG Qualification: MBA Designation: Senior sales and marketing Manager Company: Infotrack Telematics pvt ltd Address: No.11, 2nd Floor, Block-C, Palace Rd, Bengaluru, Karnataka-560052 Specialisation: Marketing Management Experience 9 years Email ID: praveen@infotracktelematics.com Mobile no.: 9945939987
10	Mohammed Tanzeem Qualification: MBA Designation: Senior Store Manager Company: Titan Company Limited Address: Titan World, No 37 Everjoy Building Commercial Street Bangalore 560001 Specialisation: Marketing management Experience: 11years Email ID: tanzi.mba@gmail.com Mobile no.: 9738411601
11.	Raghu G S Qualification: BE (E&C) Designation: Proprietor Company: Chira Information Technologies - IT Solutions Address: #12423, 1st Main Rd, SBI Staff Colony, Hoshalli Extension, Stage 1, Vijayanagar, Bengaluru, Karnataka 560040 Director: INTENT DESIGNS - Innovation. Director: Hosagen Technologies - Application and software development


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	Specialization: Information Electronics Experience: 25 Years Email ID: chiraraghu@gmail.com Mobile no.: 9845564432
12.	Gosakan Aravamudan Qualification: B-Tech IIT Madras, MBA OSU, USA Designation : CEO and Managing Director Company: Z STRAND (Unit of Unicity Consulting Pvt. Ltd.) Address: 110, KIADB II phase Industrial Estate, Near Shyanamangala Village, Ramnagara Taluk, Bangalore Mysore Road, Bidadi – 562109, Karnataka, India Specialization: Product Design, Marketing Management, Patent Filing Experience: 22 Years Email ID: gosakan@zstrand.com Mobile no.: 9845566423

Description of activities so far: NIL


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Research Facilities created/available: Computers, LAN and Wi-Fi facility, equipped with LED projectors, printers and Xerox machine.

Coordinator: Dr.Leela.M.H, Assistant Professor, Dept. of MBA, Dr.AIT

Research Mandate:

- (i) To promote more research activities in Management domain
- (ii) To concentrate research consultancy and funding agencies
- (iii) To publish quality research publications with high impact factor and indexed journals
- (iv) To produce more number of PhD degree in the research centre

Research Priority areas: Banking, Insurance, Micro Finance, Behavioral Finance, Brand Management, Consumer Behaviour, Work Life Balance, Stress Management, Entrepreneurship, Business Analytics

Services offered: Consultancy Services, Guest Lectures at Various Institutes

Faculties offered to oversee the research activities: Software Support, Participiaption in workshops, FDPs, MDPs, & EDPs


Achievements:

- Completed one research funding project of Dr.AIT under FRPS on February 2022.
- Completed a Consultancy work on "Communication Skills" to Nasmyth Asia (IN) Pvt Ltd. Peenya, Bengaluru employees for 6 weeks from December 2022 to February 2023.
- Student article publication made mandatory as per the curriculum for fourth semester students from 2020 MBA Scheme.

International Collaborators:

Professional Certificate Programme on "**Management Savvy Engineers**" has been organized for BE students at Dr.AIT was carried out by the Mentors **Ajit Singhvi (PhD. D.Engr) from London and S. Sapta Sheel from Bucharest** in the year 2021-2022.


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Research Areas

Sl.No.	Name of the Faculty	Research Areas
1	Dr.S. Baskaran	<ul style="list-style-type: none"> • Banking • Insurance • Behavioural Finance • Corporate Finance • Entrepreneurship • Investment Management
2	Dr.Shailaja M L	<ul style="list-style-type: none"> • Micro Finance • Behavioural Finance • Investment Banking • Global Finance • Financial Management
3	Dr. Susheela Devi B Devaru	<ul style="list-style-type: none"> • Consumer Behaviour • Digital Marketing • Emerging Technologies • Retail Marketing • Competency Mapping • Performance Appraisal
4	Dr. Rajeshwari R R	<ul style="list-style-type: none"> • Work Life Balance • Stress Management • Emotional Intelligence • Competency Mapping • Performance Appraisal • Employee Enagagement • Talent Acquisition
5	Mrs. Vidya R	<ul style="list-style-type: none"> • Behavioural Finance • Risk Management • Business Analytics • Investment Management • Financial Management
6	Ms. Kavitha S	<ul style="list-style-type: none"> • Brand Management • Consumer Behaviour • Services Marketing • Strategic Management • Supply Chain Management
7	Dr. Leela M H	<ul style="list-style-type: none"> • Insurance • Behavioural Finance • Business Analytics • Investment Management • Work Life Balance • Performance Appraisal


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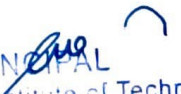
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Research Faculty details

#	Name of the Research Supervisor	Designation	Specialization	M.Tech Awarded University/MBA	Year of Award	PhD Awarded University	Year of Award	Year of Recognition as a guide	Is the faculty still serving in the institution/if not last year of service of the faculty in the institution
1	Dr.S.Baskaran	Professor	Business Administartion	Bharathidasan University	2005	Anna Univeristy	2012	2014	Yes
2	Dr.M.L.Shailaja	Associate Professor	Commerce	University of Mysore	1997	Bhartiar University	2018	2019	Yes
3	Dr.Susheela Devi B Devaru	Associate Professor	Marketing and HR	Bangalore University	1999	Dravidian University	2017	2019	Yes
4	Dr.Leela.M.H	Assistant Professor	Finance and HR	Bangalore University	2005	VTU	2017	2019	Yes


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Visvesvaraya Technological University

"Jnana Sangama", Belagavi - 590 018, Karnataka state.

Dr. H. N. Jagannatha Reddy, B.E., M.E., Ph.D.
Registrar

Phone: (0831) 2405468

Fax : (0831) 2405467

Ref.: VTU/Aca/2016-2017/A7/MBA 789/24

Date: 10 MAY 2017

OFFICE ORDER

Sub : Registration of Ph.D/M.Sc.(Engg.) by Research from June 2016.
Ref : Your application for the Ph.D /M.Sc.(Engg.) by Research.

By the recommendations of the Admission Committee, you are hereby provisionally permitted to register for pursuing research work with the following details:

1. Name : Pavankumar G Kulkarni
2. Programme : Ph.D
3. Full time /Part time : Part Time
4. Research Centre : MBA
5. College/Institute : Dr. AIT, Bengaluru
6. Supervisor : Dr. S Baskaran
7. Co-Supervisor :
8. Research Topic : "EVALUATION OF PERFORMANCE OF CO-OPERATIVE BANKS IN KARNATAKA"
9. Approved Course work

Sl.No.	Group	Course work
1.	14PHDRM	Research Methodology
2.	14PHDBA001	Research Methodology and Statistics
3.	14PHDBA002	Macro Business Environment
4.	14PHDBA006	Advanced Financial Management

This permission for registration is subject to fulfilling the following conditions

1. Letter of acceptance for the Provisional admission, duly forwarded by the Guide/ Co-guide and Head of Research Centre on or before 15th May 2017.
2. An undertaking to abide by the rules and regulations of the University.
3. DD of ₹ 6000/- drawn in favour of the Finance Officer VTU, Belagavi of towards requisite registration fee.

Note: This Provisional Registration is subject to fulfilling the conditions specified in the Clause PHD14.9 of the Regulations (Amended) Governing the Degree of Doctor of Philosophy (Ph.D 2014)


Registrar


To,

The candidate

- Copy to, 1. The Research Centre /VTURRC
2. The Supervisor/Co-Supervisor





ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ
 ("ವಿ ಟಿ ಯು ಅಧಿನಿಯಮ ೧೯೯೪" ರ ಅಡಿಯಲ್ಲಿ ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಸ್ಥಾಪಿತವಾದ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ)
 "ಜ್ಞಾನ ಸಂಗಮ", ಬೆಳಗಾವಿ-೫೯೦೦೧೮, ಕರ್ನಾಟಕ, ಭಾರತ
Visvesvaraya Technological University
 (State University of Government of Karnataka Established as per the VTU Act, 1994)
 "Jnana Sangama" Belagavi-590018, Karnataka, India

Prof. A. S. Deshpande, B.E., M.Tech., Ph.D.
REGISTRAR

Phone: (0831) 2498100
 Fax : (0831) 2405467

VTU/BGM/Aca/Ph.D./2020-21/878

Date: December 31, 2021

Provisional Registration Letter for Ph.D. Degree Programme
(Office Order)

Sub: Provisional Ph.D. Registration reg...

Ref: 1. Notification No. VTU/BGM/Aca/Ph.D./2020-21/847 dated 07-11-2020.
 2. Candidate's ETR Application No. : 2359
 3. Hon'ble Vice Chancellor's Order dated 14-12-2021.

Pursuant to the recommendations of the Admission Committee and approval of Honourable Vice Chancellor, you have been selected for provisional admission to pursue Ph.D. programme under Visvesvaraya Technological University, Belagavi.

The details pertaining to the registration are given below:

Sl.No.	Particulars	
1.	Name of the Candidate	NAGENDRA S
2.	University Seat Number (USN)	1DA20PBA05
3.	Admission Category of Research Programme (Full Time/Part Time).	Ph.D. - Full Time
4.	Faculty under which the degree will be awarded.	FACULTY OF MANAGEMENT
5.	Name of the Research Center	DR. AMBEDKAR INSTITUTE OF TECHNOLOGY BANGALORE
6.	Specialization	MANAGEMENT
7.	Proposed Research Topic / Area.	A COMPREHENSIVE STUDY ON DIGITAL MARKETING TECHNIQUES AND ITS IMPACT ON BUSINESS PERFORMANCES
8.	Name and address of the Research Supervisor.	SHAILAJA ML Assc. Professor - MANAGEMENT DR. AMBEDKAR INSTITUTE OF TECHNOLOGY BANGALORE

The Research Scholars shall strictly follow the norms of the University with regard to the Regulations Governing the Degree of Doctor of Philosophy (Ph.D.) / M.S. (Research) - 2020 and any other amendments effected from time to time.

Shailaja m.l

Registrar

To,

1. NAGENDRA S, 95 ISEC MAIN ROAD NAGARABHAVI VILLAGE BANGALORE 560072.
2. Principal of the college / Director, Principal or Dean (Architecture)/Chairperson of the University Department/Research



ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ
 ("ವಿ ಟಿ ಯು ಅಧಿನಿಯಮ ೧೯೯೪" ರ ಅಡಿಯಲ್ಲಿ ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಸ್ಥಾಪಿತವಾದ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ)
 "ಜ್ಞಾನ ಸಂಗಮ", ಬೆಳಗಾವಿ-೫೯೦೦೧೮, ಕರ್ನಾಟಕ, ಭಾರತ
Visvesvaraya Technological University
 (State University of Government of Karnataka Established as per the VTU Act, 1994)
 "Jnana Sangama" Belagavi-590018, Karnataka, India

RESEARCH SUPERVISOR / CO-SUPERVISOR DETAILS

REGISTRATION ID	042021RSBA002820	RESEARCH SUPERVISOR / CO-SUPERVISOR NAME	DR. SUSHEELA DEVI B DEVARU
MOBILE Ph. No.	9449120340	EMAIL-ID	preran2000@yahoo.co.in
DEPARTMENT	MANAGEMENT		

RESEARCH SCHOLAR ALLOTMENT DETAILS

Candidate Name	Candidate Department	Guide Type	Research Center Name	Allotment Date
ANITABAI	MANAGEMENT	Supervisor	DR. AMBEDKAR INSTITUTE OF TECHNOLOGY BANGALORE	December 03, 2021
KARTHIK S V	MANAGEMENT	Supervisor	DR. AMBEDKAR INSTITUTE OF TECHNOLOGY BANGALORE	December 16, 2021

REGISTRAR

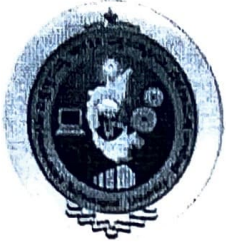
NOTE:

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(Signature)



ವಿಶ್ವೇಶ್ವರಯ್ಯ ತಾಂತ್ರಿಕ ವಿಶ್ವವಿದ್ಯಾಲಯ
("ವಿ ಟಿ ಯು ಅಧಿನಿಯಮ ೧೯೯೪" ರ ಅಡಿಯಲ್ಲಿ ಕರ್ನಾಟಕ ಸರ್ಕಾರದಿಂದ ಸ್ಥಾಪಿತವಾದ ರಾಜ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯ)
"ಜ್ಞಾನ ಸಂಗಮ", ಬೆಳಗಾವಿ-೫೯೦೦೧೮, ಕರ್ನಾಟಕ, ಭಾರತ
Visvesvaraya Technological University
(State University of Government of Karnataka Established as per the VTU Act, 1994)
"Jnana Sangama" Belagavi-590018, Karnataka, India

RESEARCH SUPERVISOR / CO-SUPERVISOR DETAILS

REGISTRATION ID	042021RSBA002877	RESEARCH SUPERVISOR / CO-SUPERVISOR NAME	DR.LEELA.M.H
MOBILE Ph. No.	9535380890	EMAIL-ID	mhleela09@yahoo.co.in
DEPARTMENT	MANAGEMENT		

RESEARCH SCHOLAR ALLOTMENT DETAILS

Candidate Name	Candidate Department	Guide Type	Research Center Name	Allotment Date
MRS LAXMI M	MANAGEMENT	Supervisor	DR. AMBEDKAR INSTITUTE OF TECHNOLOGY BANGALORE	December 16, 2021

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Dr. Ambedkar Institute of Technology, Bengaluru-56
Name of the Research Centre: Department of Master of Business Administration

List of Ph.D. awarded

Ph.D. awarded: 2019

Sl No	Name of the Student	USN	Gender	Year of Registration	Full Time-FT/Part time-PT	Title of the Thesis	Name of the Research Supervisor/Co-Supervisor	Name of the University	Date of Completion of the PhD	Link: Abstract of the Thesis
1	Nil									

Ph.D. awarded:2020

Sl No	Name of the Student	USN	Gender	Year of Registration	Full Time-FT/Part time-PT	Title of the Thesis	Name of the Research Supervisor/Co-Supervisor	Name of the University	Date of Completion of the PhD	Link: Abstract of the Thesis
1	Nil									

Ph.D. awarded:2021

Sl No	Name of the Student	USN	Gender	Year of Registration	Full Time-FT/Part time-PT	Title of the Thesis	Name of the Research Supervisor/Co-Supervisor	Name of the University	Date of Completion of the PhD	Link: Abstract of the Thesis
1	Nil									

Ph.D. awarded:2022

Sl No	Name of the Student	USN	Gender	Year of Registration	Full Time-FT/Part time-PT	Title of the Thesis	Name of the Research Supervisor/Co-Supervisor	Name of the University	Date of Completion of the PhD	Link: Abstract of the Thesis
1	Nil									

Sl No	No of PhD awarded(Numbers only)			
	2019	2020	2021	2022
1	NIL	NIL	NIL	NIL

Total Number of PhD awarded up to 2018: **NIL**

Total Nuber of PhD awarded up to 2022: **NIL**

Totla Number of Ph.D Awarded from 2019 to 2022: **NIL**

Principal
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Bengaluru-560 056

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Dr. Ambedkar Institute of Technology
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Dr.Ambedkar Institute of Technology, Bengaluru-56
Name of the Research Centre: Department of Master of Business Administration

List of Ph.D. Pursuing

Ph.D. Pursuing: 2019

Sl No	Name of the Student	USN	Gender	Year of Registration	Full Time-FT/Part time-PT	Title of the Research	Name of the Research Supervisor/Co-Supervisor	Name of the University	Link: Approved letter
1.	Das Sangita Hemant	1DA16P BJ03	Female	June 2016	PT	A Study On Awareness Of Retail Customer About Green Washing Of Agricultural Commodities In Select Cities Of Karnataka	Dr. S. Rupla Naik	VTU	https://drive.google.com/file/d/1OL5M1C CkXJ_UZCVPwB9pVdXhp3ctwK_r/view?usp=share_link
2.	Chaitra N	1DA17P BA01	Female	May2017	PT	A Study On Impact Of Payment Banks On Performance Of Financial Institutions To Foster Financial Inclusion In India With Special Reference To Karnataka	Dr. S. Rupla Naik	VTU	https://drive.google.com/file/d/1VrNWdFmrXnrDS9ImQ3_Qxeve5CkWEAzQ/view?usp=share_link
3.	Mr. Pavan kumarG Kulkarni	1DA17P BA02	Male	May 2017	PT	Treasury Management And Its Impact On Financial Performance Of Urban Cooperative Banks	Dr. S.Baskaran	VTU	https://drive.google.com/file/d/1YvsT9mxK0upiweW3C0RSKcDGD2fVAIAB/view?usp=share_link
4.	Mrs. R. Vidya	1DA17P BA03	Female	May 2017	PT	A Study on Investors Behavioural Biases and its Implications for Investment Decision Making in the Indian Capital Markets during Volatility	Dr. S.Baskaran	VTU	https://drive.google.com/file/d/1MrfIShWPZBkLA4alkX7N1Y56cr768pcG/view?usp=share_link


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5.	Mr. Nagaraja TD	1DA17P SA01	Male	September 2017	PT	An Evaluation of Asset and Liability Management Practices in Selected Commercial Banks	Dr. S.Baskaran	VTU	https://drive.google.com/file/d/12jWsCm8omDxsl9AZ3ruw393BS3OZM_q9/view?usp=share_link
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Ph.D. Pursuing: 2020

Sl No	Name of the Student	USN	Gender	Year of Registration	Full Time-FT/Part time-PT	Title of the Research	Name of the Research Supervisor/Co-Supervisor	Name of the University	Link: Approved letter
1.	Das Sangita Hemant	1DA16P BJ03	Female	June 2016	PT	A Study On Awareness Of Retail Customer About Green Washing Of Agricultural Commodities In Select Cities Of Karnataka	Dr. S. Rupla Naik	VTU	https://drive.google.com/file/d/1OL5M1CCkXJ_UZCVPwB9pVdXhp3ctwK_r/view?usp=share_link
2.	Chaitra N	1DA17P BA01	Female	May 2017	PT	A Study On Impact Of Payment Banks On Performance Of Financial Institutions To Foster Financial Inclusion In India With Special Reference To Karnataka	Dr. S. Rupla Naik	VTU	https://drive.google.com/file/d/1VrNWdFmrXnrDS9ImQ3_Qxeve5CkWEAzQ/view?usp=share_link
3.	Mr. Pavan kumar G Kulkarni	1DA17P BA02	Male	May 2017	PT	Treasury Management And Its Impact On Financial Performance Of Urban Cooperative Banks	Dr. S.Baskaran	VTU	https://drive.google.com/file/d/1YvsT9mxK0upiweW3C0RSKcDGD2fVAIAB/view?usp=share_link

Dr. Ambedkar Institute of Technology, Bengaluru-56
Name of the Research Centre: Department of Master of Business Administration

4.	Mrs. R. Vidya	1DA17P BA03	Female	May 2017	PT	A Study on Investors Behavioural Biases and its Implications for Investment Decision Making in the Indian Capital Markets during Volatility	Dr. S.Baskaran	VTU	https://drive.google.com/file/d/1MrfIShWPZBkLA4aIkX7N1Y56cr768pcG/view?usp=share_link
5.	Mr. Nagaraja TD	1DA17P SA01	Male	September 2017	PT	An Evaluation of Asset and Liability Management Practices in Selected Commercial Banks	Dr. S.Baskaran	VTU	https://drive.google.com/file/d/12jWsCm8omDxsl9AZ3ruw393BS3OZM_q9/view?usp=share_link
6.	Mrs. Chaitra shree M R	1DA20P BA02	Female	2020	FT	Work Life Balance of Women Employees in Public and Private Sector Banks in Bengaluru District	Dr. M. L. Shailaja	VTU	https://drive.google.com/file/d/1e0vSm2Gnt8QNxvyC1jDg9bbypBlw2Ne/view?usp=share_link
7.	Mr. Nagendra S	1DA20P BA05	Male	2020	FT	A Comprehensive Study On Digital Marketing Techniques And Its Impact On Business Performances	Dr. M. L. Shailaja	VTU	https://drive.google.com/file/d/12jLEncY3T8y8sjw15KtO-Z5laUfvpmg/view?usp=share_link
8.	Mrs. Anita Bai	1DA20P BA01	Female	2020	PT	Impact of Emotional and Spiritual Intelligence on employee satisfaction in Automobile Industry in Bangalore	Dr. Susheela Devi B Devaru	VTU	https://drive.google.com/file/d/1Orkm5cpFunem0lC4CMhZrY15BZCTZcbU/view?usp=share_link
9.	Mr. Karthik S V	1DA20P BA03	Male	2020	PT	A Digital Financial Inclusion Of Third Gender In Karnataka: A Pivotal Path To	Dr. Susheela Devi B Devaru	VTU	https://drive.google.com/file/d/1UHG5Pt_e9pz1hpAiLousC3

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						Comprehensive Economic Development			54cmX07E2/view?usp=share_link
10.	Mrs. Laxmi M	1DA20P BA04	Female	2020	PT	A Study on Effectiveness and Challenges Of Artificial Intelligence (AI) in Enhancing the Employee's Overall Performance, Special Reference to IT Sector, Bangalore	Dr. Leela.M.H	VTU	https://drive.google.com/file/d/1USMmvSCyg_ZtypPOozJZ9oGPilzFJe2N/view?usp=share_link

Ph.D. Pursuing: 2021

Sl No	Name of the Student	USN	Gender	Year of Registration	Full Time-FT/Part time-PT	Title of the Research	Name of the Research Supervisor/Co-Supervisor	Name of the University	Link: Approved letter
1.	Das Sangita Hemant	1DA16P BJ03	Female	June 2016	PT	A Study On Awareness Of Retail Customer About Green Washing Of Agricultural Commodities In Select Cities Of Karnataka	Dr. S. Rupla Naik	VTU	https://drive.google.com/file/d/1OL5M1CCkXJ_UZCVPwB9pVdXhp3ctwK_r/view?usp=share_link
2.	Chaitra N	1DA17P BA01	Female	May2017	PT	A Study On Impact Of Payment Banks On Performance Of Financial Institutions To Foster Financial Inclusion In India With Special Reference To Karnataka	Dr. S. Rupla Naik	VTU	https://drive.google.com/file/d/1VrNWdFmrXnrDS9lmQ3_Qxeve5CkWEAzQ/view?usp=share_link
3.	Mr. Pavan	1DA17P BA02	Male	May 2017	PT	Treasury Management And Its Impact On Financial	Dr. S.Baskaran	VTU	https://drive.google.com/file/d/1YvsT9mx

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Name of the Research Centre: Department of Master of Business Administration

	kumar G Kulkar ni					Performance Of Urban Cooperative Banks			K0upiweW3C0RSK cDGD2fVAIAB/vie w?usp=share_link
4.	Mrs. R. Vidya	1DA17P BA03	Female	May 2017	PT	A Study on Investors Behavioural Biases and its Implications for Investment Decision Making in the Indian Capital Markets during Volatility	Dr. S.Baskaran	VTU	https://drive.google.c om/file/d/1Mrf1ShW PZBkLA4aIkX7N1 Y56cr768pcG/view? usp=share_link
5.	Mr. Nagaraj a TD	1DA17P SA01	Male	Septe mber 2017	PT	An Evaluation of Asset and Liability Management Practices in Selected Commercial Banks	Dr. S.Baskaran	VTU	https://drive.google.c om/file/d/12jWsCm8 omDxsl9AZ3ruw39 3BS3OZM_q9/view ?usp=share_link
6.	Mrs. Chaitra shree M R	1DA20P BA02	Female	2020	FT	Work Life Balance of Women Employees in Public and Private Sector Banks in Bengaluru District	Dr. M. L. Shailaja	VTU	https://drive.google.c om/file/d/1e0vSm2G nt8QNxvyC1jDg9bb ypBIw2Ne/view?us p=share_link
7.	Mr. Nagend ra S	1DA20P BA05	Male	2020	FT	A Comprehensive Study On Digital Marketing Techniques And Its Impact On Business Performances	Dr. M. L. Shailaja	VTU	https://drive.google.c om/file/d/12jlEncY3 T8y8sjwI15KtO- Z5laUfvpmg/view?u sp=share_link
8.	Mrs. Anita Bai	1DA20P BA01	Female	2020	PT	Impact of Emotional and Spiritual Intelligence on employee satisfaction in Automobile Industry in Bangalore	Dr. Susheela Devi B Devaru	VTU	https://drive.google.c om/file/d/1Orkm5cp Funem0lC4CMhZrY 15BZCTZcbU/view? usp=share_link

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Name of the Research Centre: Department of Master of Business Administration

9.	Mr. Karthik S V	1DA20P BA03	Male	2020	PT	A Digital Financial Inclusion Of Third Gender In Karnataka: A Pivotal Path To Comprehensive Economic Development	Dr. Susheela Devi B Devaru	VTU	https://drive.google.com/file/d/1UHgE5Pt_e9pz1hpAiLousC3_54cmX07E2/view?usp=share_link
10.	Mrs. Laxmi M	1DA20P BA04	Female	2020	PT	A Study on Effectiveness and Challenges Of Artificial Intelligence (AI) in Enhancing the Employee's Overall Performance, Special Reference to IT Sector, Bangalore	Dr. Leela.M.H	VTU	https://drive.google.com/file/d/1USMmvSCyg_ZtypPOozJZ9oGPilzFJe2N/view?usp=share_link

Ph.D. Pursuing: 2022

Sl No	Name of the Student	USN	Gender	Year of Registration	Full Time-FT/Part time-PT	Title of the Research	Name of the Research Supervisor/Co-Supervisor	Name of the University	Link: Approved letter
1.	Das Sangita Hemant	1DA16P BJ03	Female	June 2016	PT	A Study On Awareness Of Retail Customer About Green Washing Of Agricultural Commodities In Select Cities Of Karnataka	Dr. S. Rupla Naik	VTU	https://drive.google.com/file/d/1OL5M1CCkXJ_UZCVPwB9pVdXhp3ctwK_r/view?usp=share_link
2.	Chaitra N	1DA17P BA01	Female	May2017	PT	A Study On Impact Of Payment Banks On Performance Of Financial Institutions To Foster Financial Inclusion In India	Dr. S. Rupla Naik	VTU	https://drive.google.com/file/d/1VrNWdFmrXnrDS9ImQ3_Qxeve5CkWEAzQ/view?usp=share_link

Dr.Ambedkar Institute of Technology, Bengaluru-56
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						With Special Reference To Karnataka			
3.	Mr. Pavan kumar G Kulkarni	1DA17P BA02	Male	May 2017	PT	Treasury Management And Its Impact On Financial Performance Of Urban Cooperative Banks	Dr. S.Baskaran	VTU	https://drive.google.com/file/d/1YvsT9mxK0upiweW3C0RSKcDGD2fVA1AB/view?usp=share_link
4.	Mrs. R. Vidya	1DA17P BA03	Female	May 2017	PT	A Study on Investors Behavioural Biases and its Implications for Investment Decision Making in the Indian Capital Markets during Volatility	Dr. S.Baskaran	VTU	https://drive.google.com/file/d/1Mr1ShWPZBkLA4alkX7N1Y56cr768pcG/view?usp=share_link
5.	Mr. Nagaraja TD	1DA17P SA01	Male	September 2017	PT	An Evaluation of Asset and Liability Management Practices in Selected Commercial Banks	Dr. S.Baskaran	VTU	https://drive.google.com/file/d/12jWsCm8omDxsl9AZ3ruw393BS3OZM_q9/view?usp=share_link
6.	Mrs. Chaitra shree MR	1DA20P BA02	Female	2020	FT	Work Life Balance of Women Employees in Public and Private Sector Banks in Bengaluru District	Dr. M. L. Shailaja	VTU	https://drive.google.com/file/d/1e0vSm2Gnt8QNxvyC1jDg9bb_vpBIw2Ne/view?usp=share_link
7.	Mr. Nagendra S	1DA20P BA05	Male	2020	FT	A Comprehensive Study On Digital Marketing Techniques And Its Impact On Business Performances	Dr. M. L. Shailaja	VTU	https://drive.google.com/file/d/12j1EncY3T8y8sjw115KtO-Z5laUfvpmg/view?usp=share_link


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Name of the Research Centre: Department of Master of Business Administration

8.	Mrs. Anita Bai	1DA20P BA01	Female	2020	PT	Impact of Emotional and Spiritual Intelligence on employee satisfaction in Automobile Industry in Bangalore	Dr. Susheela Devi B Devaru	VTU	https://drive.google.com/file/d/1Orkm5cpFunem0lC4CMhZrY15BZCTZcbU/view?usp=share_link
9.	Mr. Karthik S V	1DA20P BA03	Male	2020	PT	A Digital Financial Inclusion Of Third Gender In Karnataka: A Pivotal Path To Comprehensive Economic Development	Dr. Susheela Devi B Devaru	VTU	https://drive.google.com/file/d/1UHgE5Pt e9pz1hpAiLousC354cmX07E2/view?usp=share_link
10.	Mrs. Laxmi M	1DA20P BA04	Female	2020	PT	A Study on Effectiveness and Challenges Of Artificial Intelligence (AI) in Enhancing the Employee's Overall Performance, Special Reference to IT Sector, Bangalore	Dr. Leela.M.H	VTU	https://drive.google.com/file/d/1USMmvSCyg_ZtypPOozJZ9oGPilzFJe2N/view?usp=share_link

Sl No	No of PhD Pursuing(Numbers only)			
	2019	2020	2021	2022
MBA	05	10	10	10

Total Number of PhD Pursuing upto 2022: **10**

Total Number of PhD Pursuing from 2019 to 2022: **10**


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 Dept. of Master of Business Administration
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