

## BIO-DATA

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|--------------------------------------------|--------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------------------------------------|-----------------|--|
| (I)                                        | Name In Full                                                                   |                          | <b>Dr.S. VENKATESH</b>                                                            |                 |  |
| (II)                                       | (A)                                                                            | Address (Permanent)      | #1302, 5th Cross, Paduvana Road, Kuvempu Nagar, Mysore                            |                 |  |
|                                            | (b)                                                                            | Address (correspondence) | Dept of Business Administration, Maharaja's College, University of Mysore, Mysore |                 |  |
| (III)                                      | Contact Number                                                                 |                          | 9986888745<br>0821-2570880                                                        |                 |  |
| (IV)                                       | E-mail id:                                                                     |                          | drvenki@yahoo.co.in                                                               |                 |  |
| (V)                                        | Fax                                                                            |                          | 08212419354                                                                       |                 |  |
| (VI)                                       | Date of Birth                                                                  |                          | 03-06-1969                                                                        |                 |  |
| (XI)                                       | <b>Academic Qualifications</b>                                                 |                          |                                                                                   |                 |  |
| Sl No                                      | Course/Degree                                                                  | Subject                  | University/Board                                                                  | Year of passing |  |
| 1                                          | B.Com                                                                          | Commerce                 | University of Mysore                                                              | 1992            |  |
| 2                                          | M.Com                                                                          | Commerce                 | University of Mysore                                                              | 1994            |  |
| 3                                          | Ph.D                                                                           | Commerce                 | University of Mysore                                                              | 2004            |  |
| Position held                              | Institution                                                                    | from                     | To                                                                                | Salary Drawn    |  |
| Assistant Professor of Business Management | Dept of Business Management, Maharaja's College, University of Mysore, Mysore. | 17-02-2002               | Till to date                                                                      | UGC Pay Scale   |  |

**A. RESEARCH PUBLICATIONS IN PEER-REVIEWED JOURNALS**

1. **Venkatesh.S (2007) "Sickness in small scale industries: A perception analysis of Bankers"**, Southern Economist, Vol, 45 No, 19 2007. Pp 21-23 ISSN0038-4046
2. **Venkatesh.S (2007) "Antithesis of Barley and Means: private property nature of public companies in India"**, Journal of development and social change, Vol,5 No,1&2 Oct-(Dec )2007
3. **Venkatesh.S (2007)"Corporate ethics Index of selected companies in India: An empirical study using Infosys as a bench mark"**, Journal of development and social change, published. Vol,5 No,1&2 (Oct-Dec) 2007
4. **Venkatesh.S (2008) "The relationship between Non-audit services and auditor independence**, Indian journal of Finance, Vol, II No, 4 (August) 2008. Pp26-31.
5. **Venkatesh.S(2008) "Impact of non-audit services on auditor independence perspectives of Indian chartered Accountants"**, Southern Economist, Vol, 47 No, 14 (Nov 15) 2008 pp 33-36. ISSN0038-4046.
6. **Venkatesh.S (2010) "Essentials of CRM for Banking Industry"**, Southern Economist, Vol, 49, No 11 pp 37-40. ISSN0038-4046.
7. **Venkatesh.S (2010) "Application of data mining for Customer Relationship Management"**, Asian journal of Development Matters, Vol4 (3) (Dec) 2010 pp285-293.ISSN0973-9637.
8. **Venkatesh.S (2010) "Importance of CRM in Banking Industry"** Southern Economist Vol,49, No.15, Pp 29-32 ISSN 0038-4046
9. **Venkatesh.S (2011)"An ethical Introspection of selling Life Insurance in India"** "International journal of social and Economic Research, Vol, 1 Issue.1st January-June PP.286-294, ISSN 2249-6270.
10. **Venkatesh.S (2011) "Product customization- A paradigm shift in Life Insurance,** "Southern Economist, Vol. 49, No.18, Pp 29-32, ISSN 0038-4046.
11. **Venkatesh.S (2011) "Public Private Partnership Projects in Urban Services"** Southern Economist, Vol, 49, No, 24, (April, 15<sup>th</sup>) 2011, Pp46-48, ISSN 0038-4046.
12. **Venkatesh.S (2011)"Pension Fund Investment Policy Reforms in India"** Southern Economist, Vol.50, No, 1 (May 1<sup>st</sup>) 2011, pp79-83. ISSN-0038-4046.

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| 13  | Mehdi Rouholamini and Venkatesh.S,(2011) “ <b>Application of Customer Relationship Management (CRM) in Banking Industry</b> ” Asian journal of Development Matters, special Vol, No, 5(1) (April) 2011 pp20-26.ISSN0976-4674.                                                          |
| 14. | <b>Venkatesh.S (2011) “A Study of Customer Relationship Management in Iranian Banking Industry”</b> International Journal of Information Technology and Knowledge Management” Vol4, No.2 pp723-729.                                                                                    |
| 15. | <b>Venkatesh.S (2011) “The Role of IT on CRM in Banking Industry”</b> International Journal of Business Economics and Management Research Volume 2, Issue 12 (December), 2011 ISSN 2229-4848.Internationally Indexed & Listed Referred e-Journal IJBEMR                                |
| 16. | <b>Venkatesh.S (2011) “Images of Woman in Advertising and its Impact on the Society.”</b> International Journal of Research in Commerce & Management. VOLUME NO. 2 (2011), ISSUE NO. 9, ISSN 0976-2183                                                                                 |
| 17. | <b>Venkatesh.S, (2011) "Importance of CRM in Indian Banking industry",</b> Southern Economist, Vol, 49 No, 15 2011.pp29-32 ISSN0038-4046.                                                                                                                                              |
| 18. | <b>Venkatesh.S (2011) “Sexually oriented Advertising Impact on the Youth</b> Southern Economist, Vol.50, No, 14 (November 15th )2011, ISSN -0038-4046                                                                                                                                  |
| 19  | <b>Venkatesh.S (2011) “A Study of CRM Implementation Barriers in Iranian Banking Industry.”</b> EXCEL International Journal of Multidisciplinary Management Studies Vol.1Issue3 (December) 2011. ISSN 22498834                                                                         |
| 20. | <b>Venkatesh.S (2011) “Urban Infrastructure Projects: Issues and Challenges”</b> Southern Economist Vol, 50, No, 16 (Dec, 15 <sup>th</sup> ) 2011, pp51-54, ISSN0038-4046.                                                                                                             |
| 21. | <b>Venkatesh.S (2012) “ Impact of Female Sexual Objectification In Advertising On Women”</b> International Journal of Marketing and Management Research .IJMMR Volume 3, Issue 5 Pp10-13(May, 2012) ISSN 2229-6883 Internationally Indexed & Listed Referred e-journal                 |
| 22  | <b>Venkatesh.S (2012) Problems Of Rural Women Entrepreneurs: An Empirical Study In Periyapatna Taluk</b> International Journal of Business Economics and Management IJBEMR Volume 3, Issue 6- 8 (June-August, 2012) ISSN 2229-4848 Internationally Indexed & Listed Referred e-journal |
| 23  | <b>Venkatesh.S (2012) “Financial Institution in the Implementation of SHGs Programme in Karnataka.”</b> Southern Economist Vol,51 No 07 (August 1 <sup>st</sup> ) 2012 pp31-34 Agust1st 2012.ISSN0038-4046                                                                             |

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| 24  | <b>Venkatesh.S (2012) “Performance of SHGs Credit Linkage Programmes: A Comparative Analysis”</b> International Journal of Research in Commerce & Management VOLUME NO. 3 ISSUE NO. (2012), 9Pp 138-142 (SEPTEMBER) <i>ISSN 0976-2183</i>                   |
| 25  | <b>Venkatesh.S (2012) “The Impact of Portraying Women as Sex Idols in Advertisement on Adolescents”</b> Strategic Approach for Marketing Management. Published by BONFRING (2012) pp27-31. ISBN 978-93-82338-10-9                                           |
| 26. | <b>Venkatesh.S (2012) “Outpatient Satisfaction Related to Service Quality in Two Hospitals in Bangalore City: A Comparative Study</b> Southern Economist Vol 51, No.14 pp29-32. (Nov) 2012. ISSN0038-4046                                                   |
| 27. | <b>Venkatesh.S (2013) “Conceptual Evaluation of Micro-finance (MF) JSSCWM</b> QUEST Journal of Science, Humanities, Commerce and Management <b>Vol 1,Issue I</b> Pp122-129 March 2013 ISSN 2321-0052                                                        |
| 28. | <b>Venkatesh.S (2013) “Social Security through Financial Sustainability of Ageing Population” - A Conceptual Study.</b> Research Revolution, International Journal of Social Science and Management .Vol. I Issue 7 Pp 17 – 19 (April) 2013.ISSN:2319.300X  |
| 29. | <b>Venkatesh.S (2013) “SHG-Bank Linkage Programme is a Tool for Socioeconomic Empowerment of Women: an Empirical analysis”</b> ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780 Vol.4 (1), JANUARY (2013)                          |
| 30  | <b>Venkatesh.S (2013) “Awareness of Pension Schemes among unorganised Sector: An Empirical Study,</b> Interdisciplinary Journal of Management & Behavioural Sciences, vol.2, No.2, April-June – 2013, ISSN 2278-1285, Pp 10-20.                             |
| 31  | <b>Venkatesh.S (2014) “Health care System Branding how Important is Branding in health care Industry?</b> Kegees Journal of Social Science Vol.6 No1. (Jan) 2014 Pp210-215.                                                                                 |
| 32  | <b>Venkatesh.S (2014) “Impact of Macroeconomic Indicators on Indian Life Insurance Market– A Study.”</b> JSSCWM QUEST Journal of Science, Humanities, Commerce and Management <b>Vol 1, Issue I</b> Pp122-129 March 2014. ISSN 2321-0052.                   |
| 33  | <b>Venkatesh.S (2014) “An Evaluation of Indian and Iranian Health care Industry.”</b> An International Multidisciplinary Research Journal (A Double Blind Refereed & Reviewed International Journal) ISSN: 2249-7137 Vol. 4, Issue. 5, May 2014 ACADEMICIA. |
| 34  | <b>Venkatesh.S (2014) “ A Study of Yeshasvini Health Insurance Scheme in Karnataka”</b> Equity and Sustainable Human Development – Issues and Policy Implications, Conference Proceedings volume – II, May, 2014, ISBN 978-1-312-12663-3.                   |

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| 35  | <b>Venkatesh.S (2014) “Feminisation Among Elderly Population in India: Role of Micro Financial Institutions”</b> Global Journal of Finance and Management. Vol6, Number 9, 2014 Pp897-906.                                                            |
| 36  | <b>Venkatesh. S (2014) “Management of Non-Profit Organization – Issues and Challenges”</b> Journal of Business, Management and Commerce Research, Vol. II, Issue. VIII, June 2014, ISSN 2319-250X.                                                    |
| 37  | <b>Venkatesh. S (2014) “Working Of Yeshasvini Health Insurance Scheme In Karnataka – A Study,</b> International Journal of Research in Commerce, Economics and Management, Volume No. 4 (2014), Issue No. 13 (April), ISSN 2231-4245.                 |
| 38  | <b>Venkatesh. S (2014) “ Pension Fund Investment in India: Its Challenges and Prognosis”,</b>                                                                                                                                                         |
| 39  | <b>Venkatesh. S (2015), “Impact of Job stress on Career Orientation of Working Women”</b> Indian Journal of Applied Research, Vol. 5, Issue. 1. January 2015, ISSN 2249-555X                                                                          |
| 40  | <b>Venkatesh .S (2015), “Impact of work involvement on career orientation of Working Women”</b> Indian Journal of Applied Research, Vol.4, Issue.1 January 2015, ISSN 2277-8160.                                                                      |
| 41  | <b>Venkatesh .S (2015) “Customer Relationship Management Practices in Commercial Banks-with special reference to Rural Karnataka”</b> Managing Transformation, Jan-2015, ISBN: 978-93-84869-13-7.                                                     |
| 42  | <b>Venkatesh .S (2015) “Customer Relationship Management Practices in the Indian Banking Sector”-Transforming India in the 21<sup>st</sup> Century, Perspectives, Challenges and Policy Implications, May-2015, pp 93-98. ISBN:978-81-923619-5-6.</b> |
| 43  | <b>Venkatesh .S (2015) “Impact of Dual Role on Career Orientation of Working Women”-Transforming India in the 21<sup>st</sup> Century, Perspectives, Challenges and Policy Implications, May-2015, pp 15-18. ISBN:978-81-923619-5-6.</b>              |
| 44. | <b>Venkatesh .S (2016), “Awareness and Satisfaction Level of Public Towards Health Insurance Schemes in Mysore District”</b> Indian Journal of Applied Research, Vol.6, Issue.1 January 2016, ISSN 2249-555X.                                         |
| 45  | <b>Venkatesh .S (2016), “ Destitute widow pension scheme in Karnataka: Its socio – economic impacts”</b> International journal of multidisciplinary education research, Issn: 2277-7881                                                               |

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| <b>46</b> | <b>Venkatesh .S (2016), “Knowledge and Awareness Level of Yeshasvini Scheme in Karnataka – A Study” Indian Journal of Research, ISSN-2250-1991.</b> |
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**INTERNATIONAL SEMINARS/CONFERENCES/WORKSHOPS**

| <b>Sl No</b> | <b>Theme</b>                                                                                                                                                                      | <b>Title of the Paper</b>                                                        | <b>Organized by</b>                                                            | <b>Date and Year</b>                               |
|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------|----------------------------------------------------|
| 01           | “Knowledge capital Implications for Accounting and Valuation”                                                                                                                     | “Knowledge Capital Implication for Accounting and Valuation”                     | All India Accounting Conference, Hyderabad.                                    | Dec 10-11, 2005                                    |
| 02           | The sixth International Multi-disciplinary Conference on “Knowledge in New Millennium”.                                                                                           | “Sexually Oriented Advertising and its impact on the youth”                      | Ministry of Science, Research & Technology Mysore India                        | 14 <sup>th</sup> and 15 <sup>th</sup> January 2011 |
| 03           | International Conference on “Re-Engineering of Management Education”.                                                                                                             | “Management Education in India: Some Challenges”                                 | KSOU DOS in Commerce and Management Manasagangotri Mysore                      | 8 <sup>th</sup> and 9 <sup>th</sup> April 2011     |
| 04           | International Conference on Open and Distance Learning in Global Environment –Issues and Challenges                                                                               | “Distance Education and Ethical Values”                                          | Karnataka State Open University Manasagangotri Mysore                          | 21-23 <sup>rd</sup> September 2011                 |
| 05           | “International Conference on Synchronizing Management Theories and Business Practices: Challenges Ahead”                                                                          | “The impact of portraying women as sex Idols in advertising on adolescents”      | Annamalai University                                                           | 27 <sup>th</sup> -29 <sup>th</sup> July 2012       |
| 06           | 4 <sup>th</sup> International Conference on Finance and Business Management Presented a Paper entitled “Awareness of Pension Schemes Among Unorganised Sector: An Empirical Study | “ Awareness of Pension schemes among unorganized Sector- An Empirical Study”     | Society of Technical and Management Professionals (STMP) Haridwar, U.K,(India) | 15-16 June 2013                                    |
| 07           | 13 <sup>th</sup> International Conference on Emerging Trends, Challenges and Opportunities in Global                                                                              | “ CRM Practices in commercial Banks – With special reference to rural Karnataka” | Organised by Research Development Association and                              | September 28 and 29 <sup>th</sup> , 2013           |

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|----|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|
|    | business Presented a Paper entitled “Customer Relationship Management Practices in Commercial Banks-With Special Reference to Rural Karnataka” |                                                                       | RDA, Goa (India)                                                                                                    |                                                   |
| 08 | 3 <sup>rd</sup> International conference on “Competency Building Strategies in Business and Technology for Sustainable Development”            | “Institutional support to Women Entrepreneurs in Modern Era- A Study” | Sri Ganesh School of Business Management, Salem, Tamil Nadu.                                                        | 25 <sup>th</sup> February, 2013                   |
| 09 | 3 <sup>rd</sup> International conference on “Competency Building Strategies in Business and Technology for Sustainable Development”            | “Working of Yeshasvini Health Insurance Scheme in Karnataka- A Study” | Sri Ganesh School of Business Management, Salem, Tamil Nadu.                                                        | 25 <sup>th</sup> February, 2013                   |
| 10 | 8 <sup>th</sup> International Cooperative Alliance-Asia Pacific Research Conference on Mainstreaming Cooperatives in the Global Economy        | Participation                                                         | Organised by DOS in Economics and Cooperation & Third Sector Research Resource Center, University of Mysore Mysore. | 29and30th November, 2013                          |
| 11 | Strategies for Social and Sustainable Competitive advantages in Globalised Era                                                                 | Participation                                                         | Karnataka State Women University, Bijapur                                                                           | 20 <sup>th</sup> & 21 <sup>st</sup> 2014          |
| 12 | Second International Conference on Social Security 2014                                                                                        | “ Pension Fund Investment in India: Its Challenges and Prognosis”     | Organised by Social Security Research Centre, Malaysia.                                                             | 3 <sup>rd</sup> to 5 <sup>th</sup> December, 2014 |
| 13 | International seminar on Self Help Initiatives, Micro Finance and Sustainable Development                                                      | Participation                                                         | Organized by SBRR Mahajana First Grade College, Mysore                                                              | 2 <sup>nd</sup> & 3 <sup>rd</sup> February, 2015  |
| 14 | XL Indian Social Science Congress - 2016                                                                                                       | “Knowledge and Awareness Level of RSBY scheme in Karnataka – A study” | Organised by University of Mysore, Mysuru                                                                           | 19-23 <sup>rd</sup> December, 2016                |

**NATIONAL SEMINARS/CONFERENCES/WORKSHOPS**

| <b>Sl No</b> | <b>Theme</b>                                                                      | <b>Title of the Paper</b>                                            | <b>Organized by</b>                             | <b>Date and Year</b>                                |
|--------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------|-----------------------------------------------------|
| 01           | All India Seminar on commerce Education in the New Millennium”                    | “Commerce Education in the new Millennium”                           | All India Accounting Conference, Mysore.        | 3 <sup>rd</sup> & 4 <sup>th</sup> March, 2000       |
| 02           | Management of Higher Education: Issues and Challenges                             | Participation                                                        | BIMS, University of Mysore.                     | 18 <sup>th</sup> August, 2003                       |
| 03           | Consumer Protection in India                                                      | Participation                                                        | Vidyavardhaka First Grade College, Mysore       | 26 <sup>th</sup> & 27 <sup>th</sup> December, 2003  |
| 04           | National Seminar on “Value Added Tax”                                             | “ A Study on VAT Implications in India”                              | R.C. College of Commerce Bangalore              | Jan 27-28, 2005                                     |
| 05           | National Seminar on “Repositioning Business Education Compulsions and Strategies” | Participation                                                        | Bangalore University Bangalore                  | Feb21&22nd, 2006                                    |
| 06           | National Seminar on “Corporate Social Responsibility”                             | “Advertisement in Diversified Society”                               | Somani College Mysore                           | Sept 7&8 <sup>th</sup> 2007                         |
| 07           | National Seminar on “Relevance of Indian Economic Thought Under Globalization”    | “Relevance of V K R V Rao’s Economic Thought in the Present Context” | Vijaya First Grade College Pandavapura          | 31 <sup>st</sup> Oct 2008                           |
| 08           | National seminar on “Globalization and Managerial Challenges”                     | Participation                                                        | P E S College Mandya                            | April 26&27 <sup>th</sup> 2010                      |
| 09           | National seminar on “C R M In Banking Industry                                    | “ CRM Implementations Issues in Banking Industry”                    | J S S College for Women Mysore                  | Sept 28&29 <sup>th</sup> 2010                       |
| 10           | National seminar on " Cosmopolitanism in Contemporary Fiction"                    | Participation                                                        | Maharaja’s College University of Mysore         | March 29&30 <sup>th</sup> 2010                      |
| 11           | Marketing Revolution : Emerging Trends in Retail Marketing                        | Participation                                                        | Vidyodaya Arts & Commerce College, T Narsipura. | 16 <sup>th</sup> & 17 <sup>th</sup> September, 2011 |



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| 12 | Stress Management in corporate Sector: issues and Challenges”                                                                                                                     | An evaluation of conceptual Framework on Work Life Balance of Women Employees” | Adichunchanagiri college of Arts, commerce & Science, Nagmangala, Mandya District. | 18 <sup>th</sup> September, 2013                |
| 13 | 66 <sup>th</sup> All India Commerce Conference of the Indian Commerce Association and National Seminar on Inclusive Growth and Sustainability-Role of Commerce Education in India | Participation                                                                  | Organised by Department of Commerce, Bangalore University, Bangalore.              | 5 <sup>th</sup> -7 <sup>th</sup> December,2013  |
| 14 | National Seminar on International Financial Reporting Standards                                                                                                                   | Participation                                                                  | University of Mysore, Department of Studies in Commerce, Hemangothri, Hassan       | 14 <sup>th</sup> November, 2014                 |
| 15 | National Seminar on Contemporary Issues in In Management                                                                                                                          | Participation                                                                  | Vidyavardhaka college of Engineering, Department of Business Administration        | 27 <sup>th</sup> September, 2014                |
| 16 | National Conference on Global Interface of Technology and Business                                                                                                                | Participation                                                                  | Federation of Teachers Councils of Commerce and Management in Karnataka            | 7 <sup>th</sup> and 8 <sup>th</sup> March, 2014 |
| 17 | UGC-SAP Annual Conference “ Agri Risk Management”                                                                                                                                 | Participation                                                                  | Department of Studies in Commerce, University of Mysore.                           | 25 <sup>th</sup> March, 2014                    |
| 18 | Two Day national Seminar on “IFRS Convergence in India – Issues & Challenges                                                                                                      | Participation                                                                  | JSS college for Women, Mysore                                                      | 13 <sup>th</sup> & 14 <sup>th</sup> Feb, 2015   |
| 19 | Two Days National Level Seminar on “                                                                                                                                              | Rapporteur                                                                     | Government College for                                                             | 22 <sup>nd</sup> & 23 <sup>rd</sup> April, 2015 |

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|    | Service Sector : The engine of growth for Indian Inc – The Convergence of Ideas” |                                                                                                 | Women, Mandya                 |                            |
| 20 | One Day National Seminar on “Health Insurance In India – Issues and challenges”  | Public and Private Health Insurance In India                                                    | JSS college for Women, Mysore | 11 <sup>th</sup> Sept 2015 |
| 21 | One Day National Seminar on “Health Insurance In India – Issues and challenges”  | Sampoorna Suraksha and yeshasvini health Insurance Programme in Karnataka ; A Comparative Study | JSS college for Women, Mysore | 11 <sup>th</sup> Sept 2015 |

### **STATE LEVEL SEMINARS/CONFERENCES/WORKSHOPS**

| Sl no | Seminar/ Conference Theme                                                                                                     | Title of the Paper                                    | Organized by                             | Date                                             |
|-------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|------------------------------------------|--------------------------------------------------|
| 01    | Corporate Governance                                                                                                          | Participation                                         | FTCCMIK                                  | 7 <sup>th</sup> and 8 <sup>th</sup> August, 1999 |
| 02    | Industrial Sickness                                                                                                           | Rehabilitation of SSI's – An Empirical Study          | Kuvempu University                       | 12 <sup>th</sup> November, 2000                  |
| 07    | State Level Conference of Commerce & Management Teachers in Karnataka. “ Ethical Issues in Advertising in Indian Perspective” | Ethical Issues in Advertising – An Indian Perspective | Gulbarga University, Gulbarga            | Feb8&9 <sup>th</sup> 2008                        |
| 03    | State Level Seminar on “Impact of Globalization SMEs-Challenges and opportunities”                                            | Participation                                         | Sri D. D Urs First Grade College, Hunsur | Oct 6&7 <sup>th</sup> 2008                       |
| 04    | State Level Seminar on “Emerging Issues in Banking Sector                                                                     | Participation                                         | JSS college for Women,                   | Oct 22 <sup>nd</sup> 2008                        |

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|    | Challenges Ahead”                                                                                                                                 |               | Chamarajanagar.                                                |                                                  |
| 08 | State Level Conference of College Teachers Association in Karnataka “Inclusive Education and Inclusive Development”.                              | Participation | FUCTAK & Bangalore University, Bangalore.                      | Oct 17-19 <sup>th</sup> 2008                     |
| 09 | Policy Analysis and Inclusive Growth in Karnataka                                                                                                 | Participation | Dept. of Economics & Co-operation, Maharaja’s College. Mysore. | 20 <sup>th</sup> & 21 <sup>st</sup> March, 2009  |
| 05 | State Level Seminar on “Policy Analysis and Inclusive Growth in Karnataka”                                                                        | Participation | Maharaja’s College, University of Mysore                       | March 20&21 <sup>st</sup> 2009                   |
| 06 | State Level Seminar on “Emerging Trends in Service Sector”                                                                                        | Participation | Somani College Mysore                                          | April 15 <sup>th</sup> 2010                      |
| 10 | Importance of Humanity Studies in Degree Education                                                                                                | Participation | Maharaja’s College. Mysore                                     | 12 <sup>th</sup> March, 2010                     |
| 11 | State Level Conference on “Importance of Studying Humanities in Degree Course”.                                                                   |               | Maharaja’s College University of Mysore                        | Mar 12 <sup>th</sup> , 2010                      |
| 12 | State Level Seminar on “Rural Entrepreneurship Contemporary Issues”.                                                                              | Participation | Bharathinagar Maddur Taluk Mandya District                     | 26 <sup>th</sup> Feb2011                         |
| 13 | A Two Day State Level Seminar on “Emerging Trends in the World Economy and Managerial Challenges”.                                                | Participation | JSS College for Women Kollegal                                 | 29 <sup>th</sup> and 30 <sup>th</sup> March 2011 |
| 14 | State Level Conference on Achieving Organizational Excellence through Business Education- Issues and Challenges Organized by MUC&M Teachers Forum | Participation | MUC&M Teachers Forum Manasagangotri Mysore.                    | 17&18 February 2012                              |

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| 15. | State Level Seminar on<br>“Corporate Governance &<br>Corporate Social Responsibility”                           | Participation                                                                                      | RBANM’s<br>Educational<br>Charities                                       | 11 <sup>th</sup> Oct, 2013                       |
| 16  | Stress Management in Corporate<br>Sector-Issues and Challenges.                                                 | “An Evaluation<br>of Conceptual<br>Frame work on<br>Work Life<br>Balance of<br>Women<br>Employees” | Sri<br>Adichunchanagiri<br>College of Arts<br>and<br>Commerce&<br>Science | 18 <sup>th</sup><br>September2013                |
| 17  | Insurance Service in India –<br>Trends & Challenges                                                             | Impact of Macro<br>Economic<br>Indicators on<br>Indian Life<br>Insurance Market<br>– A Study       | JSS college of<br>Arts and<br>Commerce and<br>Science, Mysore.            | 8 <sup>th</sup> February,<br>2014                |
| 18  | Two Day Workshop on Financial<br>Derivatives                                                                    | Participation                                                                                      | TTL college of<br>Business<br>Management.<br>Mysore.                      | 2 <sup>nd</sup> & 3 <sup>rd</sup> April,<br>2014 |
| 19  | Two Day State Level Seminar on<br>“ Financial Inclusion – A Policy<br>Perspective for an Egalitarian<br>Society | Rapporteur                                                                                         | JSS College for<br>Women,<br>Kollegal,<br>Chamarajanagar<br>District      |                                                  |

**PARTICIPATION IN ORIENTATION PROGRAMME/ REFRESHER  
COURSE/OTHER TRAININGS**

| <b>Sl<br/>no</b> | <b>Workshop/Orientation Course</b> | <b>Organized By</b>                                    | <b>Place and<br/>Date</b>   |
|------------------|------------------------------------|--------------------------------------------------------|-----------------------------|
| 01               | “ Orientation Programme “          | UGC Academic Staff<br>College, University of<br>Mysore | 1-9-2006 to<br>28-09-2006   |
| 02               | Refresher Course                   | UGC Academic Staff<br>College, University of<br>Mysore | 03-08-2011 to<br>23-08-2011 |
| 03               | Refresher Course                   | UGC Academic Staff<br>College, University of<br>Mysore | 27-06-2014 to<br>17-07-2014 |

|    |                                                                   |                                                                            |                                                   |
|----|-------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------|
| 04 | Workshop on “Syllabi of Fifth & Sixth Sem B.com /B B M”           | DBCC College, Mysore                                                       | July 1st, 2006                                    |
| 05 | Workshop on “Computer Applications for the Teachers of B.com /BBM | University of Mysore<br>Manasagangotri, Mysore                             | Feb 20, 2006                                      |
| 06 | Workshop on “Total Quality Improvement”                           | Maharaja’s College<br>University of Mysore                                 | Oct 4-5, 2007                                     |
| 07 | MDP on “Risk Management in SMEs”                                  | VIT University Vellore T .N                                                | Jan 19th,<br>2008                                 |
| 08 | National Workshop on “Innovations in Micro Finance”               | VIT University Vellore T .N                                                | Dec 12 <sup>th</sup> 2008                         |
| 09 | Two Day Workshop on Managing Nonprofit Organizations”             | VVET Mysore                                                                | 14 <sup>th</sup> and 15 <sup>th</sup><br>May 2011 |
|    | Workshop for BBM faculty to revise curriculum                     | B.N. Bahadur Institute of<br>management Sciences,<br>University of Mysore. | 17-12-2013                                        |
| 10 | Two Day workshop for redesigning B.Com & BBM Curriculum           | JSS college for Women<br>(Autonomous), Mysore                              | 21 <sup>st</sup> & 22 <sup>nd</sup><br>Feb, 2015  |

#### Ph.D Guidance- Doctoral Degree Awarded (Commerce)

| Sl.no | Name of the Students    | Topic                                                                                      | Year of Award |
|-------|-------------------------|--------------------------------------------------------------------------------------------|---------------|
| 1     | Abbas Ali<br>Pouragajan | Non-Audit Services rendered By Auditors: A Case<br>Study of Iranian Corporate Sector       | <b>2011</b>   |
| 2     | Mahesh .R               | An Analysis of Life Insurance Services as<br>Perceived by Indian Insurance Buyers          | <b>2012</b>   |
| 3     | Mehdi Rouhalamani       | An Evaluation of Customer Relationship<br>Management in Iranian Banking Industry           | <b>2012</b>   |
| 4     | Poorna Chandra          | An Evaluation of Management of Finances and<br>Service Delivery in Projects of Urban Local | <b>2012</b>   |

|   |                   |                                                                                                                      |             |
|---|-------------------|----------------------------------------------------------------------------------------------------------------------|-------------|
|   |                   | Bodies Funded by ADB                                                                                                 |             |
| 5 | Govindaraju M.S   | “A Study of Effectiveness of Micro Credit in Mandya District”                                                        | <b>2013</b> |
| 6 | Snigda Vivek      | “Effectiveness of Advertisement Focusing on women Factor A case study with Special reference to Bangalore city”      | <b>2013</b> |
| 7 | M.C. Shivakumar   | “Career Orientation and Role conflict Among Women Employees:(A Study on Affiliated Colleges of University of Mysore” | <b>2016</b> |
| 8 | Rahila Abadollahi | “Application of Marketing Strategies in Health Care Industry: A Comparative Study of Indian and Iranian Hospitals”   | <b>2016</b> |

### **PhD Guidance-Candidates Pursuing**

| <b>Sl. no</b> | <b>Name</b> | <b>Topic</b>                                                                                               | <b>Status Year</b>         |
|---------------|-------------|------------------------------------------------------------------------------------------------------------|----------------------------|
| 1.            | Vanishree   | “ Performance of Pension Fund Scheme for Unorganized Sector in Karnataka”                                  | Thesis Submitted           |
| 2.            | Mahesh      | “An Evaluation of Health Risk Protection Under Yeshasvini Health Insurance Scheme of Karnataka”            | Thesis writing is progress |
| 3.            | Nandish.M   | “Customer Relationship Management Practices in Commercial Banks-With Special Reference to Rural Karnataka” | Registered                 |

|    |                  |                                                                                                         |                            |
|----|------------------|---------------------------------------------------------------------------------------------------------|----------------------------|
| 4. | Mr Prashantha    | “ Evaluation of Government Health Insurance Schemes for Workers in the Unorganised Sector in Karnataka” | Thesis writing is progress |
| 5. | Ms. Chaithanya S | “ A Study on Pension Fund Investment Pattern in India”                                                  | Registered                 |

### **M.Phil Guidance**

| Sl. No | Name               | Topic                                                                     | Subject  | Year of Award | University            |
|--------|--------------------|---------------------------------------------------------------------------|----------|---------------|-----------------------|
| 1      | Javaregowda        | Role of DIC in the development of small scale industries.                 | Commerce | 2007          | Bharatiyar university |
| 2      | Ramesh M.K         | Market analysis of Nandini milk and curd:A case study of MANMUL           | Commerce | 2007          | Bharatiyar university |
| 3      | Meera Omkar Shetty | Role of KSFC in the development of SSI in Mysore district                 | Commerce | 2007          | Madurai Kamaraj       |
| 4      | M. Prabhu          | Risk perception and interest of common investors in Indian capital market | Commerce | 2008          | Madurai Kamaraj       |
| 5      | Manjula . M        | A case study of TDMFS by KSFC towards SSI in Mysore district.             | Commerce | 2008          | Madurai Kamaraj       |
| 6      | Snigda Vivek       | A study of Employee attrition rate :A case study of Raman boards          | Commerce | 2008          | Vinayaka Missions     |
| 7      | Yogeshha B.S       | Performance of mutual fund: A case study of Reliance industries.          | Commerce | 2007          | Madurai Kamaraj       |

## Other Academic Related Activities

1. Delivered two lectures as **Resource person** to the participants of 14<sup>th</sup> Refresher Course in Commerce was held in 2004, organized by UGC-Academic Staff College, University of Mysore.
2. Participated as **Rapporteur** in UGC sponsored two day state level Seminar on “Financial Inclusion – A policy perspective for an egalitarian Society”, Organized by the department of Commerce, JSS College for Women, Kollegal, Chamarajanagar.
3. Participated as **Rapporteur** in UGC sponsored two day National level seminar on Service Sector: The Engine of Growth for Indian Inc – The Convergence of Ideas, held on 22<sup>nd</sup> & 23<sup>rd</sup> April 2015, organized by the Government College For Women, Mandya.
4. Worked as member of **Board of Studies in Commerce** in University of Mysore (UG) from 13/08/2007 to 12/08/2010.
5. Worked as member of **Inter college Cultural selection committee** for the academic year 2010-11 in University of Mysore.
6. Worked as **Master trainer** to train supervisors and enumerators for the work of Census-2011, from 31-01-2011 to 02-02-2011.
7. Worked as member of **Board of Examiners** in Commerce for the examinations of 2012-13.
8. Worked as **Chairman of Board of Examiner for BBA (UG)** in Yuvaraja’s College (Autonomous) Mysore for the period of 2012-13 & 2013-14.
9. Delivered a **keynote address** in Dhrushti Commerce and Management Forum in 28-03-2012, Organized by Government First grade college, K.R Pet, Mandya.
10. Worked as member of **Board of Examiners** in respective of Undergraduate degree examinations to be held in May/June-2014 and Nov/Dec-2014.
11. Worked as **selection committee member** for undergraduate course for the academic year 2014-15 in Maharaja’s College, Mysore.
12. Worked as **UGC Committee member** in Maharaja’s College for the academic year 2014-15, Mysore
13. Worked as **E.C.A Committee member** in Maharaja’s College for the academic year 2014-15.



- 14.** Worked as **Chief Superintendent of Examinations** for Conduct of M.B.A I & II Semester Examinations – Dec 2014 at Asian Institute of Management & Technology, Guwahati, Assam from 12-12-2014-27-12-14.
- 15.** Working as member of **Board of Studies in Management** in University of Mysore (UG) for the period from 2013 to 2015.
- 16.** Working as member of **Board of Studies in Business Management** in JSS College for Women (Autonomous) Mysore, for the period from 2014 to 2016.

I hereby declare that the information furnished above is true to the best of my and knowledge and belief

(Dr. S. Venkatesh)