Research Projects:

• In the year 2012, conducted Minor Research Project on the topic An Evaluation of Projects of Karnataka Urban Infrastructure Development Project. The project was funded by The University Grants Commission.

Articles Published:

• Venkatesh.S (2010)"Importance of CRM in Banking Industry” Southern Economist Vol,49, No.15, Pp 29-32 ISSN 0038-4046
• Venkatesh.S (2011)"Pension Fund Investment Policy Reforms in India” Southern Economist, Vol.50, No, 1 (May 1st) 2011, pp79-83. ISSN0038-4046


• Venkatesh.S (2013) “SHG-Bank Linkage Programme is a Tool for Socioeconomic Empowerment of Women: an Empirical analysis”


FOREIGN VISITS

• In the year 2015, visited Malaysia to attend the Second International Conference on Social Security 2014, Organized by Social Security Research Centre, Malaysia.

SEMINARS/CONFERENCES/WORKSHOPS:
• In the year 2000, attended All India Seminar on commerce Education in the New Millennium, presented a paper on “Commerce Education in the new Millennium”, at All India Accounting Conference, Mysore.
• In the year 2000, attended a seminar on Industrial Sickness, Rehabilitation of SSI’s – An Empirical Study, at Kuvempu University.
• In the year 2003, attended a conference on Management of Higher Education: Issues and Challenges, at BIMS, University of Mysore. 2003
• In the year 2003, attended a Seminar on Consumer Protection in India, at Vidyavardhaka First Grade College, Mysore.
• In the year 2005, attended a National Seminar on “Value Added Tax”, “ A Study on VAT Implications in India”, at R.C. College of Commerce Bangalore.
• In the year 2005, attended A National Conference at Hyderabad on Knowledge capital Implications for Accounting and Valuation” and presented a paper on Knowledge Capital Implication for Accounting and Valuation.
• In the year 2006, attended a National Seminar on “Repositioning Business Education Compulsions and Strategies”, at Bangalore University Bangalore.
• In the year 2007, attended National Seminar on “Corporate Social Responsibility”, presented a paper on Advertisement in Diversified Society”, at Somani College Mysore.
• In the year 2008, attended a State Level Conference of Commerce & Management Teachers in Karnataka. Presented a paper on “Ethical Issues in Advertising in Indian Perspective”, Ethical Issues in Advertising – An Indian Perspective, at Gulbarga University ,Gulbarga.
• In the year 2008, attended a State Level Seminar on “Impact of Globalization SMEs-Challenges and opportunities”, at Sri D. D Urs F g College, hunsur.
• In the year 2008, attended a State Level Seminar on “Emerging Issues in Banking Sector Challenges Ahead”, at JSS college for Women, Chamarajanagara.
• In the year 2008, attended a State Level Conference of College Teachers Association in Karnataka. Presented a paper on “Inclusive Education and Inclusive Development”. at FUCTAK & Bangalore University, Bangalore.
• In the year 2008, attended a National Seminar on “Relevance of Indian Economic Thought Under Globalization”, Presented a paper on Relevance of V K R V Rao’s Economic Thought in the Present Context”, at Vijaya First Grade College Pandavapura.
• In the year 2009, attended a Seminar on Policy Analysis and Inclusive Growth in Karnataka, at Dept. of Economics & Co-operation, Maharaja’s College. Mysore.
• In the year 2009, attended a State Level Seminar on “Policy Analysis and Inclusive Growth in Karnataka”, at Maharaja’s College , University of Mysore.
• In the year 2010, attended a State Level Seminar on “Emerging Trends in Service Sector”, at Somani College Mysore.
• In the year 2010, attended a seminar on Importance of Humanity Studies in Degree Education, at Maharaja’s College. Mysore.
• In the year 2010, attended a State Level Conference on “Importance of Studying Humanities in Degree Course”, at Maharaja’s College, University of Mysore.
• In the year 2010, attended a National seminar on “Globalization and Managerial Challenges”, at P E S College Mandya.
• In the year 2010, attended a National seminar on “C R M In Banking Industry, presented a paper on “CRM Implementations Issues in Banking Industry”, at J S S College for Women Mysore.
• In the year 2010, attended a National seminar on "Cosmopolitanism in Contemporary Fiction", at Maharaja’s College University of Mysore.
• In the year 2011, attended a State Level Seminar on “Rural Entrepreneurship Contemporary Issues”. Presented a paper on Bharathinagar Maddur, Taluk Mandya District.
• 2011, A Two Day State Level Seminar on “Emerging Trends in the World Economy and Managerial Challenges"., at JSS College for Women, Kollegal.
• In the year 2012, attended a State Level Conference on Achieving Organizational Excellence through Business Education- Issues and Challenges Organized by MUC&M Teachers Forum, MUC&M Teachers Forum Manasagangotri, Mysore.
• 2011, Marketing Revolution : Emerging Trends in Retail Marketing, Vidyodaya Arts & Commerce College, T Narsipura..
• In the year 2011, attended The sixth International Multi-disciplinary Conference on “Knowledge in New Millennium” presented a paper titled “Sexually Oriented Advertising and its impact on the youth” at Ministry of Science, Research & Technology, Mysore India.
• In the year 2011, attended a conference on International Conference on “Re-Engineering of Management Education” and presented a paper titled Management Education in India: Some Challenges, at KSOU DOS in Commerce and Management Manasagongotri Mysore.
• In the year 2011, attended a conference on International Conference on Open and Distance Learning in Global Environment –Issues and Challenges, and presented a paper titled Distance Education and Ethical Values” at Karnataka State Open University Manasagangotri Mysore.
• In the year 2012, attended an International Conference on Synchronizing Management Theories and Business Practices: Challenges Ahead". Presented a paper on The impact of portraying women as sex Idols in advertising on adolescents”, at Annamalai University.
• In the year 2013, attended a seminar on Stress Management in corporate Sector: issues and Challenges”. Presented a paper on An evaluation of conceptual Framework on Work Life Balance of Women Employees”, at Adichunchanagiri college of Arts, commerce & Science, Nagmangala, Mandya District..
• 2013, State Level Seminar on “Corporate Governance & Corporate Social Responsibility”, RBANM’s Educational Charities.
• In the year 2013, attended a seminar on Stress Management in Corporate Sector-Issues and Challenges. Presented a paper on An Evaluation of Conceptual Frame work on Work Life Balance of Women Employees” at Sri Adichunchanagiri College of Arts and Commerce& Science.
• In the year 2013, attended a conference for the 66th All India Commerce Conference of the Indian Commerce Association and National Seminar on Inclusive Growth and Sustainability-Role of Commerce Education in India, Organized by Department of Commerce, Bangalore University, Bangalore.
• In the year 2013, attended 4th International Conference on Finance and Business Management and Presented a Paper entitled “Awareness of


- In the year 2013, attended 3rd International conference on “Competency Building Strategies in Business and Technology for Sustainable Development”. Presented a paper on Institutional support to Women Entrepreneurs in Modern Era- A Study”, at Sri Ganesh School of Business Management, Salem, Tamil Nadu.

- In the eyar 2013, attended the 3rd International conference on “Competency Building Strategies in Business and Technology for Sustainable Development”. Presented a paper on “Working of Yeshasvini Health Insurance Scheme in Karnataka- A Study?,” at Sri Ganesh School of Business Management, Salem, Tamil Nadu.

- In the year 2013, attended 8th International Cooperative Alliance-Asia Pacific Research Conference on Mainstreaming Cooperatives in the Global Economy, Organized by DOS in Economics and Cooperation & Third Sector Research Resource Center, University of Mysore Mysore.

- In the year 2014, attended a seminar on Insurance Service in India – Trends & Challenges. Presented a paper on Impact of Macro Economic Indicators on Indian Life Insurance Market – A Study, JSS college of Arts and Commerce and Science, Mysore.

- In the year 2014, attended a Two Day Workshop on Financial Derivatives, at TTL college of Business Management. Mysore.

- In the year 2014, attended a seminar on Strategies for Social and Sustainable Competitive advantages in Globalised Era, at Karnataka State Women University, Bijapur.


- In the year 2014, attended a National Seminar on International Financial Reporting Standards, at University of Mysore, Department of Studies in Commerce, Hemagangothri, Hassan.

- In the year 2014, attended a National Seminar on Contemporary Issues in In Management, at Vidyavardhaka college of Engineering, Department of Business Administration.

- In the year 2014, attended a National Conference on Global Interface of Technology and Business. Presented a paper on Federation of Teachers Councils of Commerce and Management in Karnataka.

- In the year 2014, attende UGC-SAP Annual Conference “ Agri Risk Management”, at the Department of Studies in Commerce, University of Mysore.

- In the year 2015, attended two Day national Seminar on “IFRS Convergence in India – Issues & Challenges, at JSS college for Women, Mysore.
• In the year 2015, attended an International seminar on Self Help Initiatives. Presented a paper on Micro Finance and Sustainable Development, Organized by SBRR Mahajana First Grade College, Mysore.

Faculty Development Program:
• **In the year 2006, attended Orientation Program at** UGC Academic Staff College, University of Mysore.
• In the year 2006, Workshop on “Syllabi of Fifth & Sixth Sem B.com /B B M”, at DBCC College, Mysore.
• In the year 2006 attended Workshop on “Computer Applications for the Teachers of B.com /BBM, at University of Mysore Manasagangotri, Mysore.
• In the year 2007, attended, Workshop on “Total Quality Improvement”, at Maharaja’s College, Mysore.
• In the year 2008, attended MDP on “Risk Management in SMEs” at VIT University Vellore T .N.
• **In the year 2008, attended National Workshop on “Innovations in Micro Finance”, at VIT University Vellore T .N.**
• **In the year 2011, attended, Two Day Workshop on Managing Nonprofit Organizations”, at VIT University Vellore T .N.**
• **In the year 2011, attended Refresher course at UGC Academic Staff College, University of Mysore**
• **In the year 2013, attended Workshop for BBM faculty to revise curriculum, at B.N. Bahadur Institute of management Sciences, University of Mysore.**
• **In the year 2014, attended Refresher course at UGC Academic Staff College, University of Mysore**
• **In the year 2015, attended Two Day workshop for redesigning B.Com & BBM Curriculum, at Two Day workshop for redesigning B.Com & BBM Curriculum.**

**PhD Guidance- Doctoral Degree Awarded (Commerce):**

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name of the Students</th>
<th>Topic</th>
<th>Year of Award</th>
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<tbody>
<tr>
<td>1</td>
<td>Abbas Ali Pouragajan</td>
<td>Non-Audit Services rendered By Auditors: A Case Study of Iranian Corporate Sector</td>
<td>2011</td>
</tr>
<tr>
<td>2</td>
<td>Mahesh .R</td>
<td>An Analysis of Life Insurance Services as Perceived by Indian Insurance Buyers</td>
<td>2012</td>
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<tr>
<td>3</td>
<td>Mehdi Rouhalamani</td>
<td>An Evaluation of Customer Relationship Management in Iranian Banking Industry</td>
<td>2012</td>
</tr>
<tr>
<td>4</td>
<td>Poorna Chandra</td>
<td>An Evaluation of Management of Finances and Service Delivery in Projects of Urban Local Bodies Funded by ADB</td>
<td>2012</td>
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<td>5</td>
<td>Govindaraju M.S</td>
<td>“A Study of Effectiveness of Micro Credit in Mandya District”</td>
<td>2013</td>
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<td>Sl. No</td>
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<tr>
<td>1.</td>
<td>M.C. Shivakumar</td>
<td>“Career Orientation and Role conflict Among Women Employees:(A Study on Affiliated Colleges of University of Mysore)”</td>
<td>Analysis completed</td>
</tr>
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<td>2.</td>
<td>Mahesh</td>
<td>“An Evaluation of Health Risk Protection Under Yeshasvini Health Insurance Scheme of Karnataka”</td>
<td>Data collection is progress</td>
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<td>3.</td>
<td>Vanishree</td>
<td>“ Performance of Pension Fund Scheme for Unorganized Sector in Karnataka”</td>
<td>Registered</td>
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<td>5.</td>
<td>Mr Prashantha</td>
<td>“ Evaluation of Health Insurance Schemes of Informal Sector in Karnataka”</td>
<td>Enrolled</td>
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### M.Phil Guidance:

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<tr>
<th>Sl. No</th>
<th>Name</th>
<th>Topic</th>
<th>Subject</th>
<th>Year of Award</th>
<th>University</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Javaregowda</td>
<td>Role of DIC in the development of small scale industries.</td>
<td>Commerce</td>
<td>2007</td>
<td>Bharatihar university</td>
</tr>
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<td>2</td>
<td>Ramesh M.K</td>
<td>Market analysis of Nandini milk and curd:A case study of MANMUL</td>
<td>Commerce</td>
<td>2007</td>
<td>Bharatihar university</td>
</tr>
<tr>
<td>3</td>
<td>Meera Omkar Shetty</td>
<td>Role of KSFC in the development of SSI in Mysore district</td>
<td>Commerce</td>
<td>2007</td>
<td>Madurai Kamaraj</td>
</tr>
<tr>
<td>4</td>
<td>M. Prabhu</td>
<td>Risk perception and interest of common investors in Indian capital market</td>
<td>Commerce</td>
<td>2008</td>
<td>Madurai Kamaraj</td>
</tr>
<tr>
<td>5</td>
<td>Manjula . M</td>
<td>A case study of TDMFS by KSFC towards SSI in Mysore district.</td>
<td>Commerce</td>
<td>2008</td>
<td>Madurai Kamaraj</td>
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<tr>
<td></td>
<td>First Name</td>
<td>Last Name</td>
<td>Title</td>
<td>Work Experience</td>
<td>Location</td>
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<td>6</td>
<td>Snigda</td>
<td>Vivek</td>
<td>A study of Employee attrition rate: A case study of Raman boards</td>
<td>Commerce 2008</td>
<td>Vinayaka Missions</td>
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<td>7</td>
<td>Yogesha</td>
<td>B.S</td>
<td>Performance of mutual fund: A case study of Reliance industries.</td>
<td>Commerce 2007</td>
<td>Madurai Kamaraj</td>
</tr>
</tbody>
</table>

**OTHER ACADEMIC RELATED ACTIVITIES:**

1. Delivered two lectures as **Resource person** to the participants of 14th Refresher Course in Commerce was held in 2004, organized by UGC-Academic Staff College, University of Mysore.
2. Worked as member of **Board of Studies in Commerce** in University of Mysore (UG) from 13/08/2007 to 12/08/2010.
3. Worked as member of **Inter college Cultural selection committee** for the academic year 2010-11 in University of Mysore.
4. Worked as **Master trainer** to train supervisors and enumerators for the work of Census-2011, from 31-01-2011 to 02-02-2011.
5. Worked as member of **Board of Examiners** in Commerce for the examinations of 2012-13.
6. Worked as **Chairman** of **Board of Examiner for BBA (UG)** in Yuvaraja’s College (Autonomous) Mysore for the period of 2012-13 & 2013-14.
8. Worked as member of **Board of Examiners** in respective of Undergraduate degree examinations to be held in May/June-2014 and Nov/Dec-2014.
9. Worked as **selection committee member** for undergraduate course for the academic year 2014-15 in Maharaja’s College, Mysore.
10. Worked as **UGC Committee member** in Maharaja’s College for the academic year 2014-15, Mysore
11. Worked as **E.C.A Committee member** in Maharaja’s College for the academic year 2014-15.
13. Working as member of **Board of Studies in Management** in University of Mysore (UG) for the period from 2013 to 2015.
14. Working as member of **Board of Studies in Business Management** in JSS College for Women (Autonomous) Mysore, for the period from 2014 to 2016.