

FACULTY PROFILE



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| 1 | Name | R.Shashidhar |
| 2 | Present Designation | Assistant Professor |
| 3 | Department | DOS&R in Business Administration |
| 4 | Date of Birth | 20.05.1974 |
| 5 | Date of entry into service in Tumkur University | 10.05.2010 |
| 6 | Date of entry into the Present Designation | 10.05.2010 |
| 7 | Residential Address | 6642/5, 6 th cross, Muncipal Layout, Siddaganga Extension, Tumkur-572102 |
| 8 | Mobile Number | 9008666889 |
| 9 | Email ID | Shashi.hbl@gmail.com |
| 10 | PAN No. | ARVPS4264L |
| 11 | Aadhar Card Id No. | 672996606234 |
| 12 | Passport No. | F3381725 |

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| 13 | Academic Qualification | | |
| | Degree | University | Year of Award |
| a | Post Graduate Degree -MBA | Karnatak University | 2001 |
| | M.Sc.-Physics | Karnatak University | 1998 |
| | M.Com | Kuvempu University | 2013 |
| | MA-ECONOMICS | Madras University | Pursuing |
| | MBL | National Law University, Bangalore | Pursuing |
| b | M.Phil. | Vinayaka University | 2009 |
| c | Ph.D. | Dravidian University | Pursuing |
| | Ph.D. Topic: | Comparative Analysis of Various aspects of Public & Private Companies in Life Insurance Industry. | |
| | Guided By: | Dr.Pramod Gonchkar | |
| 14 | NET – Year of Passing | | 2008 December |
| 15 | SLET/KSET – Year of Passing | | |
| 16 | Area of Research Specialization | Marketing & Finance | |

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| 17 | Teaching Experience | | | |
| | Designation | From | To | Place |
| | Assistant Professor , MBA Department, Tumkur University | 2010 | Till date | Tumkur University |

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| 18 | Administrative/Industry Experience | | | |
| | Designation | From | To | Place |
| 1 | Area Executive-ITC LTD | 2002 | 2007 | Bangalore |
| 2 | Trade Marketing In charge-SONY India Pvt Ltd. | 2007 | 2008 | Hubli |
| 3 | Associate Marketing Manager-Bharti AXA | 2008 | 2010 | Bangalore |
| 4 | Coordinator- Research Centre for Quality Management | 2011 | Till date | Tumkur University |
| 19 | Research Guidance | | | |
| A | Ph.D. | - | | |
| | Name of Student | Thesis | Year | |
| | | | | |
| B | M.Phil. | - | | |
| | Name of Student | Thesis | Year | |
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| 20 | Papers Presented/ Lecturers Delivered/ Sessions Chaired in Conference and Symposia (International) | (Tick below) | | |
| | Details | Paper Presented | Lecture Delivered | Session Chaired |
| 1 | Corporate governance and business ethics at XXXIII conference on Accounting at Kerala University, Trivandrum. | Y | | |
| 2 | Problems in Price convergence of agricultural commodities at International Conference on Financial Derivatives at University of Pondicherry. | Y | | |
| 3 | Financial Literacy at International Conference on "Micro-finance" at University of Pondicherry. | Y | | |
| 4 | Deepening Micro-Finance International Conference on "Micro-finance" at University of Pondicherry. | Y | | |
| 5 | Social Responsibility practices by Corporates at International Multidisciplinary Conference at Mysore University. | Y | | |
| 6 | Correlation between good performance and Corporate governance at International Multidisciplinary Conference at Mysore University. | Y | | |
| 7 | HR Retention strategies post and pre-recession period at International Conference on Global Economy at Mumbai University | Y | | |
| 8 | Impact of Globalization on Quality of Management Education at International Conference on Disability & Higher Education at Bangalore University. | Y | | |
| 9 | Strategies to reshape Management Education in India at International Conference on Reengineering Management Education by KSOU, Mysore. | Y | | |
| 10 | Role of Technology in Management Education at International Conference on Reengineering Management Education by KSOU, Mysore. | Y | | |
| 11 | Organizing Committee Member & Rapporteur for International Conference on Social Work Practice in Multicultural Contexts, MSW Dept. Tumkur University | | | |
| 12 | Role of Private and Public players in Agriculture Marketing at Conference on Management & Behavioral Sciences, Haridwar. | Y | | |
| 13 | Customer Relationship Management: an analysis of Customer Life Time Value in Insurance Sector at Conference on Management, Engineering & Technology by Choice Group, Pune | Y | | |
| 14 | The Role of Public and Private Players in Insurance Industry-Emerging Trends at Conference on Management, Engineering & | Y | | |

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| | Technology by Choice Group, Pune | | | |
| 15 | Environment Poverty and Sustainable Development in India: A Win-Win Model at Conference on Management, Engineering & Technology by Choice Group, Pune | Y | | |
| 16 | India's Integrated Child Development Scheme: Performance of Anganwadis at Sustainable Development-OIDA, USA | Y | | |
| 17 | Rainwater harvesting Management & Policies at International Conference on Eco Revolution, Colombo, Srilanka. | Y | | |
| 18 | Urban Slums and Programmes at Conference on Urbanization & Economic Transformation: Issues & Challenges conducted by Tumkur University | Y | | |
| 19 | Health Development Programs of Karnataka: An analysis of Women Health Sustainable Development-OIDA, USA | Y | | |
| 20 | Organizing Committee Member & Rapporteur for International Conference on Social Work Practice in Multicultural Contexts conducted by MSW Department, Tumkur University. | | | |
| 21 | Organizing Committee Member for International Conference on Contemporary Human sufferings-Wisdom of Bhagwan Buddha organized by Tumkur University. | | | |
| 21 | Papers Presented/ Lecturers Delivered/ Sessions Chaird in Conference and Symposia (National) | (Tick below) | | |
| | Details | Paper Presented | Lecture Delivered | Session Chaird |
| 1 | Customer Lifetime Value-Marketing Tool at Knowledge Utsav, Jain University | Y | | |
| 2 | Integrated Demand Forecasting System at Knowledge Utsav, Jain University | Y | | |
| 3 | Women Emancipation: Impact of Socio Economic Status at Conference on Social Transformation through Women Empowerment organized by MSW Department, Tumkur University | Y | | |
| 4 | Latest trends in Rewards & Compensation: A Study at Conference on HR strategies on Global Business Environment: Issues & Challenges conducted by MBA Department, Tumkur University. | Y | | |
| 5 | Water & Land: Policies & Practices at Conference on Land & Water rights: Issues & Challenges by MSW Dept., Tumkur University | Y | | |
| 6 | Human Rights & Atrocities on Exclusive sections: Inclusive `response from the state and Civil Society at Conference on Media & Human Rights: The Global Scenario by KSHEC | Y | | |
| 7 | Mathematical Analysis of Commodity Prices and Inflation Rate at Conference on Mathematical Modeling by KSHEC & Tumkur University | Y | | |
| 8 | Role of Private Players in Agriculture Marketing: A Study at Conference on Agricultural Marketing in India: Direction for Development by Economics Dept., Tumkur University | Y | | |
| 9 | Innovative Marketing Practices through CRM in Life Insurance Industry at Conference on Innovations & Challenges in Business Horizons by Commerce Dept., Tumkur University | Y | | |
| 10 | Panchayat Reforms & Rural Development at Sustainable Rural Development: The Politics of Identity & Development (SRDPID) by Political Science Department, Tumkur University. | Y | | |
| 11 | Quality Practices in Small scale industries at Conference on Quality Management Practices for Organizational Excellence organized by KSHEC | Y | | |
| 12 | Effective Classification of images through Digital Techniques at Conference on Latest Trends in Communication Technology by KSHEC | Y | | |
| 13 | Enterprise Information Systems: A Critical Analysis at Conference | Y | | |

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| | on Latest Trends in Communication Technology by KSHEC | | | |
| 14 | Digital Resources for Management: An introduction at Conference on Digital Resources in Higher Academic Research by Library Science Department, Tumkur University. | Y | | |
| 15 | Entrepreneurship funding: Current trends and future directions at Conference on Economic growth through Innovative Entrepreneurship | Y | | |
| 16 | Emerging Trends in Life Insurance Industry at Conference on New Paradigms & Perspectives for Business Excellence by Commerce Dept. Tumkur University. | Y | | |
| 17 | Drive for Bridging Skills Gap at Conference on Demographic Dividend: Issues & Challenges by Economics Dept., Tumkur University. | Y | | |
| 18 | Hypermarkets in India: Customer Perception at Conference on Retail Sector in India: Opportunities & Challenges by Commerce Department, Tumkur University. | Y | | |
| 19 | Human Resource Development through Education: An Analysis at Conference on Sustainable Social Development in India: New Vistas & Challenges | Y | | |
| 20 | Industrial Development: Institutional Framework at Conference on Philosophy of Development by KSHEC | Y | | |
| 21 | Coalition Politics at Conference on Coalition Politics & Emerging Trends in India by Political science Dept., University College of Arts, Tumkur University. | Y | | |
| 22 | Reshaping Management Education at Conference on Emerging issues and innovations in Management, Tumkur University. | Y | | |
| 23 | Integrated Consumer Demand Forecasting System: A Critical Element in Supply Chain at conference on Business Innovation and Technology, KSHEC, Bangalore | Y | | |
| 24 | Role of Agriculture Marketing in Rural Development: An Analysis at Conference on Information and Communication Technology for Agriculture and Rural Development | Y | | |
| 25 | Microfinance and Sustainable Promotion of Entrepreneurship in India | Y | | |
| 26 | Rapporteur and Organizing Committee Member for National Conference on Strategic Management for Global Competitiveness-Issues & Challenges by Commerce Department, Tumkur University | | | |
| 27 | Organizing Secretary for National Conference on HR strategies on Global Business Environment: Issues & Challenges by MBA Dept., Tumkur University. | | | |
| 28 | Organising Committee Member for National Conference on Land & Water rights: Issues & Challenges by MSW Dept., Tumkur University | | | |
| 29 | Organising Committee Member for National Conference on Innovations & Challenges in Business Horizons by Commerce Dept., Tumkur University | | | |
| 30 | Rapporteur & Committee member for National Conference on Sustainable Rural Development: The Politics of Identity & Development(SRDPID) | | | |
| 31 | Organising Committee Member for National Conference on Quality Management practices for organizational excellence | | | |
| 32 | Committee Member and Rapporteur for National Conference on Economic growth through Innovative Entrepreneurship, Commerce Dept., Tumkur University. | | | |
| 33 | Organising Committee Member for National Conference on New Paradigms & Perspectives for Business Excellence, MBA Dept., Tumkur University | | | |
| 34 | Rapporteur for National Conference on Retail Sector in India: | | | |

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| | Opportunities & Challenges conducted by Commerce Department, Tumkur University. | | | |
| 35 | Organising Committee Member for National Conference on Emerging issues and innovations in Management Education | | | |
| 36 | Advisory Committee Member and Editorial Committee Member for National Conference on Business Innovation and Technology, KSHEC | | | |
| 37 | Technical Committee Member for Conference on Yoga and Education, Tumkur University. | | | |
| 38 | Technical Committee Member for Sanskrit Sammelanam, Tumkur University. | | | |
| 39 | Technical Committee Member Conference on Contributions of Sri Vidyaranya, Tumkur University. | | | |
| 40 | Member of Editorial Board for National Conference Proceedings on Technology in Business: A Competitive edge for organizations | | | |
| 22 | Books | | | |
| | Chapters | | | |
| | Details | | | |
| | <ul style="list-style-type: none">• Sub Editor of Conference Papers Edited Book on Sustainable Rural Development: The Identity of Politics and Development.(ISBN-978-81-923206-2-5)• Editor of Conference Papers Edited Book on HR Strategies in the competitive Global Business Environment: Issues & Challenges(ISBN-9788192320632)• Sub Editor of Conference Papers Edited Book on New Paradigms & Perspectives for Business Excellence(ISBN:978-81-924393-6-5)• Editor for Book on Social Exclusion Inclusion Continuum: A Paradigm Shift(ISBN:978-81-923424-5-0)• Editor for Book on Technology in Business: A Competitive Edge for Organizations with ISBN:978-81-923424-5-0 | | | |
| 1 | Problems in Price convergence of agricultural commodities presented in Financial Derivatives in International Conference, Pondicherry University full paper has been published in Book -FINANCIAL DERIVATIVES- MARKET AND APPLICATION, Page No. 339-351, and ISBN-978-81-838748-2-3. | | | |
| 2 | Paper on Financial Literacy has been selected for Vol I of Edited Book on Micro Finance International Conference by Pondicherry University. | | | |
| 3 | Deepening Micro Finance Paper has been selected for Vol II Edited Book on Micro Finance International Conference by Pondicherry University. | | | |
| 4 | Mathematical Analysis of Commodity Prices and Inflation Rate published in Conference Proceedings of National Conference on Mathematical Modeling jointly Organized by Tumkur University & Karnataka State Higher Education Council. | | | |
| 5 | Human Rights & Atrocities on Exclusive sections: Inclusive response from the state and Civil Society. Full paper published in Conference proceedings of Media & Human Rights: The Global Scenario Conducted by KSHEC & Tumkur University. | | | |
| 6 | Effective Classification of images through Digital Techniques full paper published in the National Conference proceedings. | | | |
| 7 | Enterprise Information Systems: A Critical Analysis full paper published in the National Conference proceedings. | | | |
| 8 | Latest trends in Compensation & Rewards published in the HR National Conference Edited Book with ISBN No- 978-81-923206-3-2 | | | |
| 9 | “Role of Private Players in Rural Agriculture Marketing: An Analysis” has been published in the conference E-Proceedings of 5th ICMBBS 2012 International Conference, ISBN 978-93-815053-7-3. | | | |
| 10 | IT and balanced scorecard for effective health care management has been accepted for National Conference on ‘Emerging trends in healthcare sector’ and publication in edited book in the form of conference proceedings. ISBN:978-81-896305-8-4. | | | |
| 11 | Entrepreneurship funding: Current trends and future directions has been entrepreneurship’ and publication in the edited book in the form of conference proceedings. ISBN :978-93-505157-5-4 | | | |
| 12 | Customer Relationship Management: an analysis of Customer Life Time Value in Insurance Sector paper has been published in International Journal of Advances in Management & Engineering Sciences Vol. I, Issue 8(II), May 2012. ISSN: 2249-7455 | | | |
| 13 | Digital Resources for Management Education: An Introduction published in Edited Book of National | | | |

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| | Conference on Digital Resources in Higher Academic Research. ISBN:978-81-924393-0-3 |
| 14 | India's Integrated Child Development Scheme: Performance of Anganwadis published in International Conference Proceedings on Sustainable Development held from 31 st July to 2 nd August, 2012 at Montclair State University, New Jersey, USA. (ISSN No1923:6670) |
| 15 | Health Development Programs of Karnataka: An analysis of Women Health published in International Conference Proceedings on Sustainable Development held from 31 st July to 2 nd August, 2012 at Montclair State University, New Jersey, USA. (ISSN NO: 1923:6670) |
| 16 | Drive for Bridging Skills Gap published in Conference proceedings of Demographic Dividends: Issues & Challenges (ISBN 978-81-896306-1-4) |
| 17 | Emerging Trends in Life Insurance Industry published in Conference Proceedings of "New Paradigms & Perspectives for Business Excellence" (ISBN NO: 978-81-924393-6-5) |
| 18 | Hypermarkets in India: Customer Perception paper published in edited book "Retail Sector in India: Opportunities & Challenges. ISBN: 978-93-505183-3-5 |
| 19 | Industrial Development: Institutional Framework full paper published in the National Conference Proceedings on Philosophy of Development: Myths and Realities held on 21.09.2012 at Karnataka State Higher Education Council, Bangalore. ISBN:978-81-923301-0-5 |
| 20 | Urban Slum issues and Programmes published in Proceedings of International Conference on Urbanization and Economic Transformation with ISBN:978-81-89630-65-2 |
| 21 | Reshaping Management Education published in Edited Book " Contemporary Management Education" with ISBN:978-93-5097-182-6 |
| 22 | Role of Technology in Management Education through' Distance Mode published in edited book Business Education in India: Directions for Development with ISBN:978-93-814412-8-2 |
| 23 | Supply Chain and Demand forecasting system. Full paper published in the Edited book on Indian Business Scenario : Opportunities and Challenges with ISBN: 971-81-923134-8-1 |
| 24 | Role of Agriculture Marketing in Rural Development: An Analysis published in proceedings of National Conference on Information and Communication Technologies for Agriculture and Rural Development held at KSHEC. ISBN: 978-81-923301-6-7. |
| 25 | A Review of Higher Education and ICT Analysis in India: An Inclusive Approach for Social Change published in Edited Book Titled " Social Exclusion Inclusion Continuum: A Paradigm Shift with ISBN:978-81-923424-5-0 |
| 26 | Human Resource Development through Education: An Analysis published in the National Conference on Sustainable Social Development in India : New Vistas & Challenges with ISBN:978-81-923301-2-9 |
| 27 | Integrated Consumer Demand Forecasting System: A Critical Element in Supply Chain published in Proceedings of National conference on Business Innovation and Technology Management with ISBN:978-81-923301-4-3 |
| 28 | Technological Innovation and Entrepreneurship: An Approach published in Edited book titled " Technology in Business: A Competitive edge for organizations with ISBN No:978-81-923424-5-0 |
| 23 | Research Publications in Refereed Journals |
| | Details |
| 1 | India's Integrated Child Development Scheme: Performance of Anganwadis published in International Journal of Sustainable Development by OIDA and indexed in EBSCO and SSRN. ISSN:1923-6654 (Print) |
| 2 | India's Integrated Child Development Scheme: Performance of Anganwadis published in International Journal of Sustainable Development by OIDA and indexed in EBSCO and SSRN ISSN:1923-6662(online) |
| 3 | Health Development Programs of Karnataka: An analysis of Women Health published in International Journal of Sustainable Development by OIDA and indexed in EBSCO and SSRN. ISSN:1923-6654 (Print) |
| 4 | Health Development Programs of Karnataka: An analysis of Women Health published in International Journal of Sustainable Development by OIDA and indexed in EBSCO and SSRN. ISSN:1923-6662(online) |
| 5 | Paper titled "Rainwater harvesting Management & Policies has been published in the International Conference on Eco Revolution Published by International Society of Science and Technology with ISBN:978-81-920431-2-8 |
| 6 | Customer Relationship Management: an analysis of Customer Life Time Value in Insurance Sector paper has been published in International Journal of Advances in Management & Engineering Sciences Vol. I, Issue 8(II), May 2012. ISSN: 2249-7455 |
| 7 | The Role of Public and Private Players in Insurance Industry- Emerging Trends published in International Journal of Business, Management & Social Sciences. ISSN:2249-7463. |
| 8 | Environment Poverty and Sustainable Development in India: A Win-Win Model published in |

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| | International Research Journal of Humanities and Environmental Issues (IRJHEI). ISSN: 2277-9329. | | | |
| 9 | Paper on Corporate Governance & Business Ethics has been selected for ISBN National Journal Vision for publication with ISBN-978-93-81171-04-02 | | | |
| 10 | Mathematical Analysis of Commodity Prices and Inflation Rate published in Prabhanveshana Journal of Commerce and Management with ISSN:2249-0418 | | | |
| 24 | Research Projects | | | |
| A | On going | | | |
| | Title of Project | Funding Agency | Duration | Amount Sanctioned |
| 1 | Industry and Academic gap in Management Institutes in Karnataka(Principal Investigator) | UGC | 18 months | 1.12 lacs |
| 2 | A Study on Utilizations of funds in Zilla Panchayat & Taluk Panchayat of Tumkur District (Co-Investigator) | UGC | 18 months | 1.20 lacs |
| B | Completed | | | |
| | Title of Project | Funding Agency | Duration | Amount Sanctioned |
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| 25 | Membership of Professional Organizations | | | |
| 01 | Annual Member of Quality Council of India-2012 | | | |
| 02 | Member of Tumkur Management Association(TUMA) | | | |
| 03 | Member of All India Management Association (AIMA) | | | |
| 04 | Member for International Association of Academicians and Researchers(INAAR) | | | |
| 05 | Member for The Society of Digital Information and Wireless Communications(SDIWC) | | | |
| 06 | Examiners Panel (Commerce & Management) member of University of Mysore. | | | |
| 07 | Member of Commerce & Management Teachers Council of Tumkur University. | | | |
| 08 | Member of Prabhanveshana, Journal for Commerce & Economics, Reg No-88 | | | |
| 26 | Official Foreign Visits | | | |
| 1 | Marketing Convention at AXA University, Singapore | | | |
| 2 | International Conference on Sustainable Development at Montclair State University, New york, USA | | | |
| | Workshops/FDP /Training programs | | | |
| 1 | Attended Workshop on Inter University Accelerator facility conducted by Karnataka State Higher Education Council. | | | |
| 2 | Participated in National Workshop on Contemporary issues in Commerce & Management Research held at R.C.College of Commerce & Management. | | | |
| 3 | Participated in the International Workshop on "Value Creation through Entrepreneurship with special focus on Bio Technology" conducted by Govt. R. C. College of Commerce & Management, Bangalore. | | | |
| 4 | Orientation programme conducted by Academic Staff College, University of Hyderabad | | | |
| 5 | Attended Induction programme conducted by Karnataka State Higher Education Council at Bangalore for Newly Recruited College/University Teachers. | | | |
| 6 | Participated in the two-day Faculty Development Workshop on Teaching for learning: Implementing Effective Pedagogic Design in Higher Education | | | |
| 7 | Attended Program on "Shaping the young minds" organized by Tumkur. Management Association(TUMA) and All India Management Association(AIMA) | | | |
| 8 | Participated in National Workshop on Research Methodology and Introduction to SPSS on 16 th and 17 th February, 2013 at Tumkur University. | | | |
| 9 | Participated in National Work shop on Rashtriya Uchchatan Shikshan Abhiyan (RUSA) organized by Karnataka State Higher Education Council | | | |
| 10 | Participated in Faculty Development Program on Case Methodology and Analysis conducted by Siddaganga Institute of Management Studies, Tumkur. | | | |
| 11 | Refresher course on Research Methodology at Academic Staff College, University of Madras. | | | |