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<p>SPECILISATION</p>	<p>GENERAL MANAGEMENT, MARKETING MANAGMENT</p>
<p>AREA OF INTEREST</p>	<p>TECHNOLOGY MANAGEMENT, MARKETING, CHANGE MANAGEMNT, HEALTHCARE MANAGEMENT.</p>
<p>SUBJECTS TAUGHT</p>	<p>MARKEITNG PAPERS (BASIC AND SPECILISATION), BUSINESS ANALYTICS USING EXCEL, MARKETING RESEARCH AND MATRIX ECONOMICS, CUSTOMS LAW, OPERATION RESEARCH, ACCOUNTING FOR MANAEGERS.</p>
<p>PAPERS PRESENTED IN INTERNATIONAL AND NATIONAL CONFERENCES</p>	<ul style="list-style-type: none"> ➤ Behavioral Challenges Of Technology Adoption Among Bank Employees: A Tam Perspective ➤ Need And Scope For Revival Of Indian Banking And Insurance Sector In Post Covid-19 Period: A Conceptual Study ➤ A comparative study of visitors choice for organic search and sponsored search advertising (ppc's) ➤ Online navigation experience and its impact on conversion-A case study of Amazon ➤ Impact of social media marketing on Search engine optimization. ➤ Impact of sales promotion on online consumer buying behavior- A case study of Flipkart Big Billion day ➤ Impact of mobile guerrilla marketing: a case study approach ➤ Diffusion of information and communication of technology on goods and services in India ➤ Role of child persuasive techniques in family buying decisions. ➤ Role of Health Care Informatics in The Effective Health Care Service Delivery: A Case Study of Wrizto Health App by Wenzins India Pvt.Ltd ➤ Social Media Network For Effective Marketing Communication- A Special Reference To Viral Marketing ➤ Information technology adoption into health care services: A special reference to Patient Care Model based on family tree ➤ Impact of M-marketing on consumer perception: an empirical study of Whats App ➤ Impact of social media on recruitment ➤ Mobile enabled agriculture services: a case study approach ➤ Creative techniques for effective marketing communications

	<ul style="list-style-type: none"> ➤ Viral marketing : A new age effective marketing communication ➤ Guerrilla marketing for effective perceptual construct ➤ Challenges of media planning: a case study of Bangalore ➤ Possibilities of achieving business excellence through big data. ➤ Emerging practices for achieving business excellence through IT systems and big data ➤ The operational challenges of power generation companies and opportunities offered by BIG DATA ➤ Technology adoption for effective management education: A special reference to marketing management education ➤ Information need of Indian farmer and role of mobile enabled agriculture services ➤ Managerial challenges in contemporary business. ➤ Operational challenges of power generation companies and the opportunities offered by BIG data ➤ Managerial challenges of contemporary business ➤ Impact of advertising on child health and psychology: a special reference to Fast food ➤ Global market: platform for mobile phone players. ➤ Impact of television advertisement on child health and family spending. ➤ Cross cultural competency and Indian software industry ➤ Bank insurance: A need for better business performance.
<p>PAPERS PUBLISHED IN JOURNALS</p>	<ul style="list-style-type: none"> ➤ CHALLENGES IN MEETING HEALTHCARE NEEDS OF URBAN AGING POPULATION: A CASE STUDY OF BANGALORE, JOURNAL OF XIDIAN UNIVERSITY VOLUME 15, ISSUE 6, 2021 ➤ BEHAVIORAL CHALLENGES OF TECHNOLOGY ADOPTION AMONG BANK EMPLOYEES: A TAM PERSPECTIVE, JOURNAL OF CONTEMPORARY ISSUES IN BUSINESS AND GOVERNMENT VOL. 27, NO. 3, 2021 ➤ NEED AND SCOPE FOR REVIVAL OF INDIAN BANKING AND INSURANCE SECTOR IN POST COVID-19 PERIOD: A CONCEPTUAL STUDY, JOURNAL OF CONTEMPORARY ISSUES IN BUSINESS AND GOVERNMENT VOL. 27, NO. 3, 2021 ➤ ASSESSING BEHAVIOURAL FACTORS AFFECTING PRECISION TECHNOLOGY ADOPTION AMONG INDIAN FARMERS WITH SPECIAL REFERENCE TO RAICHUR DISTRICT, JOURNAL OF XIDIAN UNIVERSITY ➤ CHALLENGES OF PRECISION AGRICULTURE TECHNOLOGY ADOPTION : A CASE STUDY OF TUMKUR DISTRICT, INDIA, THE INTERNATIONAL JOURNAL OF ANALYTICAL AND RESEARCH ➤ CHALLENGES OF ROBOTIC PROCESS AUTOMATION ADOPTION IN BANKING AND FINANCIAL SERVICES, INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS ➤ A STUDY ON BUSINESS MANAGEMENT STUDENTS PERCEPTION TOWARDS INDIAN PRIVATIZATION, INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS

	<ul style="list-style-type: none"> ➤ AN ASSESSMENT OF THE ATTITUDE TOWARDS ENTREPRENEURSHIP AMONG HIGHER EDUCATION STUDENTS AT BANGALORE, INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS ➤ PRECISION AGRICULTURE ADOPTION: CHALLENGES OF INDIAN AGRICULTURE, INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS ➤ ROLE OF HEALTH CARE INFORMATICS IN THE EFFECTIVE HEALTH CARE SERVICE DELIVERY: A CASE STUDY OF WRIZTO HEALTH APP BY WENZINS INDIA PVT.LTD, ASIA PACIFIC JOURNAL OF RESEARCH ➤ IMPACT OF DEMONETIZATION ON INDIAN AUTOMOBILE INDUSTRY-A SPECIAL REFERENCE TO CAR INDUSTRY, INTERNATIONAL JOURNAL OF SCIENTIFIC ENGINEERING AND RESEARCH, ➤ A COMPARATIVE STUDY ON VISITORS CHOICE FOR ORGANIC SEARCH AND SPONSORED SEARCH ADVERTISING (PPCS) AMONG COLLEGE STUDENTS, ASIA PACIFIC JOURNAL OF RESEARCH ➤ ROLE OF CHILD PERSUASIVE TECHNIQUES IN FAMILY BUYING DECISIONS, INTERNATIONAL JOURNAL OF RESEARCH IN SOCIAL SCIENCES ➤ SOCIAL MEDIA NETWORK FOR EFFECTIVE MARKETING COMMUNICATION: A SPECIAL REFERENCE TO VIRAL MARKETING, INTERNATIONAL JOURNAL FOR SCIENCE AND RESEARCH ➤ GUERRILLA MARKETING FOR EFFECTIVE MARKETING COMMUNICATION: A SPECIAL REFERENCE TO SOCIAL MEDIA MARKETING, ASIA PACIFIC JOURNAL OF RESEARCH ➤ IMPACT OF PEDIATRIC ADVERTISING ON CHILD HEALTH: A CASE STUDY, INTERNATIONAL JOURNAL FOR MANAGEMENT IT AND ENGINEERING ➤ IMPACT OF INVESTMENT IN INFORMATION TECHNOLOGY FOR ENHANCING THE QUALITY MANAGEMENT IN POWER SECTOR ORGANISATION, INTERNATIONAL JOURNAL FOR MULTIDISCIPLINARY RESEARCH REVIEW ➤ INFORMATION TECHNOLOGY ADOPTION INTO HEALTH CARE SERVICES: A SPECIAL REFERENCE TO PATIENT CARE MODEL BASED ON FAMILY TREE, INTELLIGENCE INNOVATION INCLUSION ➤ CHALLENGES OF ICT ADOPTABILITY IN AGRICULTURE SECTOR: A CASE STUDY OF INDIAN AGRICULTURE SECTOR MOBILE ENABLED AGRICULTURE SERVICES, INTELLIGENCE INNOVATION INCLUSION ➤ IMPACT OF INVESTMENT IN INFORMATION TECHNOLOGY ON PERFORMANCE OF POWER GENERATION COMPANY: A CASE STUDY OF POWER GENERATION COMPANY IN INDIA, ACME INTELLECT INTERNATIONAL JOURNAL OF RESEARCH IN MANAGEMENT ➤ POSSIBILITY FOR ACHIEVING BUSINESS EXCELLENCE THROUGH BIG DATA, RESEARCH IN INNOVATIVE PRACTICES IN BUSINESS AND INFORMATION TECHNOLOGY ➤ INFORMATION NEEDS OF INDIAN AND MOBILE ENABLED AGRICULTURAL SERVICES, INDORE MANAGEMENT JOURNAL, INDIAN INSTITUTE OF MANAGEMENT, INDORE ➤ IMPACT OF TELEVISION ADVERTISEMENT ON CHILD HEALTH AND FAMILY SPENDING, D-SPACE INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE
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	<ul style="list-style-type: none"> ➤ CHALLENGES OF MEDIA PLANNING: A CASE OF BANGALORE CITY, INTERNATIONAL JOURNAL OF MANAGEMENT AND HUMANITIES. ➤ MOBILE ENABLED AGRICULTURAL SERVICES, INFORMATION NEED OF INDIAN FARMERS AND AGRICULTURAL PRODUCTION, JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE. ➤ INTERNET INFLUENCE IN RESIDENTIAL REAL ESTATE BUSINESS: CASE STUDY APPROACH, INTERNATIONAL JOURNAL OF MANAGEMENT AND HUMANITIES ➤ IMPACT OF INVESTMENT IN INFORMATION TECHNOLOGY ON PROJECT MANAGEMENT OF POWER GENERATION COMPANIES: THE CASE STUDY OF POWER GENERATION COMPANY IN INDIA, BIMS INTERNATIONAL JOURNAL OF SOCIAL SCIENCES ➤ IMPACT OF INVESTMENT IN INFORMATION TECHNOLOGY ON PROJECT MANAGEMENT OF POWER GENERATION COMPANIES: THE CASE STUDY OF POWER GENERATION COMPANY IN INDIA, ➤ IMPACT OF INFORMATION TECHNOLOGY ON POWER MANAGEMENT IN INDIA, KNOWLEDGE ECONOMY, NATIONAL JOURNAL ➤ INTERNET INFLUENCE IN RESIDENTIAL REAL ESTATE BUSINESS: CASE STUDY APPROACH, ASIA PACIFIC JOURNAL OF MARKETING AND MANAGEMENT REVIEW
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