

Dr. Anita.R Natekar

Professor
Department of Management Studies
Karnataka State Women's University
Torvi,
Bijapur
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Career Objective

A motivated, results-focused Marketing Professional, seeking an opportunity to utilize the experience, skills and education to contribute to employer objectives, profitability, and success and to achieve excellence in Academic, Research and Publications.

Educational Qualifications:

Ph.D

Gulbarga University, Gulbarga
Topic: "Marketing of Internet Services in North-Karnataka Region".

UGC-NET

NET Qualified in the year 2001

Masters of Business Administration (MBA)
Gulbarga University, Gulbarga
Secured 67.76 per cent (Gold Medal)

Bachelor of Commerce (B.Com)
Gulbarga University, Gulbarga
Secured 65.67 per cent

ACADEMIC EXPERIENCE

Department of Management Studies, K.S.W.U, Bijapur
Assistant Professor

13th July, 2007 --- Till date

Subjects handled in Management and Commerce dept:

- Marketing Management
- Advertising and Sales Promotion
- Consumer Behaviour
- Services Marketing

- Strategic Management
- Management Process and Practices
- Organization Behaviour
- Management of Industrial Relations and employee welfare
- Management of Training and Development
- Performance Appraisal and Counseling
- Business Law
- Marketing Research
- Business Ethics and Corporate Governance

Department of Management, ICFAI, Gulbarga

Feb, 2004—July, 2007

Full-Time Faculty

Subjects handled for MBA

- Services Marketing
- Industrial Marketing
- Marketing Management
- Consumer Behaviour
- Advertising and Distribution Management
- Marketing Communications
- Organizational Behaviour

Vijayanagar Institute of Management Studies,P.G.Centre

June, 2000—Dec,2003

Gulbarga University, Gulbarga, Bellary

Research Scholar and Guest Lecturer

Subjects handled for MBA

- Marketing Management
- Advertising and Sales Promotion
- Consumer Behaviour
- Services Marketing
- Strategic Management
- Management Process and Practices
- Organization Behaviour
- Management of Industrial Relations and employee welfare
- Management of Training and Development
- Performance Appraisal and Counseling
- Business Law
- Marketing Research

Research Papers Published:

-**“Role of Anganwadi Teachers in the overall development of women and child (Special reference to the nutrition and health care of women and child”)**,Research Journal of Philosophy and Social sciences, Anu Books (ISSN: 0048-7325), Meerut. Vol XXXVI 2010, No.2 and page No: 37-55.

-**“Human Resource Accounting”**, Anu Books, Research Journal of Philosophy and Social

sciences, Journal Anu Books (ISSN: 0258-1701), Meerut Vol XXXVI No.2, Dec 2009, Page No: 7 -14

- “ **Listening Skills: An Essence to Communication**”, Research of Journal of Philosophy and Social sciences, Anu Books, (ISSN: 0258-1701), Meerut Vol XXXVI, No: 1 March 2011, Page No: 209-216.

-“**HRM – Issues and challenges**”, Research Journal of Philosophy and Social Sciences Journal, Anu Books (ISSN: 0048-7325), Meerut Vol XXXVII, No:1, March 2011, Page No. 77 – 91

-”**Celebrity Endorsement: It’s impact on Brand**”, THAVAN IJRM, Research Journal International Journal of Research in Marketing Management, (ISSN: 2277-1468), Vol No: 2, Jan- March, 2012,

-“**Indian Retail Industry: An Overview**” International Journal of Business, Management and Social Sciences, ISSN: 2249-7463, Vol. II, Issue 1(111) Sept 2016, pg no: 117 to 122

-“**Competency Mapping: A tool for HR Excellence**”, Acme Intellects, International Journal of Research in Management , Social Sciences and Technology, (ISSN2320-2939) Special Issue Vol: 1 No:3, May, 2014, Page No: 170-174.

-“**Problems of Higher Education in India**”, International Research Journal of Commerce, Management and Social Sciences,(ISSN: 2321-9831), Issue No: IV, Vol-II, July-Dec- 2014, Page No: 200-206

- ‘ **Corporate Social Responsibilities and its difficulties in implementation**”. International Research Journal of Commerce, Management and Social Sciences ((IRJCMSS) ,(ISSN: 2321-9831), Issue No: IV, Vol-I, Jan-June 2015, Page No: 1-3.

-“ **Social Networking- an imminent tool for Marketing**”, Inter-Continental Journal of Marketing Management, (ISSN: 2350-0891), Vol-III, Issue No: 2, Jan, 2016, Page No: 24-28.

“**Stress Management in Manufacturing Industrial employees**”, Indian Journal of Research in Commerce, Management, Engineering and Applied Science, (ISSN: 2454-6593), Vol-V, Sept-2016, Page No: 130-137.

“**Work-life Balance in BPO Sector**” Indian Journal of Research in Commerce, Management, Engineering and Applied Science, (ISSN: 2454-6593), Vol-XI, Sept-2016, Page No: 36-38

“**New era of Digital E-payments in Banks**”. Research Dimensions (ISSN:2249-3867) Impact factor: 5.1899(UIF) Pg no: 60-70, Oct 2017

“**Rising of New Issues and Trend in Human Resource Management and Development**”International journal of Advance Research in Science and Engineering, (ISSN:2319-8354), Issue No:11, Vol-06, Page No:110-115, Nov 2017. “

Perception of research scholars on E-Payment modes offered by banks”. Review of Research- International online multidisciplinary journal, (ISSN: 2249-894X) Vol: 7, Issue-3, pg no: 79-84 Dec, 2017

Online buying behavior of consumers(A case study of PG students' buying behavior towards online shopping”. Research Direction (ISSN: 2321-5488)Impact factor: 5.1723, Vol No:5, Issue No: 7, January-2018 pg no: 79-81.

“ Perception of career opportunities among SC/ST post graduate students of Akkamahadevi Women’s University, Vijayapura”. Research Dimensions, (ISSN No: 2249-3867) Impact factor 5.1899, Vol-3, Issue no: 9, Jan 2018,Page no: 06-09.

“Policies and programs to eradicate gender disparity’. Review of Research (ISSN No: 2249-894x) Impact factor 5.233, Vol: 7, Issue no:5, Feb 2018, pg no:1-2.

Problems of women working on street side: A case study of Vijayapura”. Research Direction, (ISSN No: 2321-5488) Impact factor 5.1723, Vol no: 5, Issue-8, Feb 2018, Pg no: 43-45

“A study on marketing of services in Educational institutions(a case study on MBA department of Akkamahadevi Women’s University, Vijayapura), Review of Research (ISSN No: 2249-894x) Impact factor 5.2331, Vol no: 7, Issue-6, Mar 2018, Pg no: 14-17

“Marketing of Hospital services: A case study of government hospital in Vijayapura city”. Review of Literature, (ISSN No: 2347-2723) Impact factor 3.375, Vol no: 5, Issue-8, Mar 2018, Pg no: 15-17

“ A study on Lifestyle pattern of PG students of Akkamahadevi Women’s University, vijayapura”. Research Direction (ISSN No: 2321-5488) Impact factor 5.172, Vol no: 5, Issue-9, Mar 2018, Pg no: 1-2.

“History and Evolution of work life balance” - Ajanta- An International Multidisciplinary quarterly research journal. , (ISSN No: 2277-5730) Impact factor 5.2, Vol no: 7, Issue-1, Jan-Mar 2018, Pg no: 147-152.

“Role of online banking system in the cashless economy”. International research journal of multidisciplinary studies special issue on impact of cashless economy- challenges and opportunities, ISSN(Online) 2454-8499, Impact factor 1.3599, Volume 4, Issue 3, pg no: 79-82 Jan 2018.

Seminar, Conferences, workshops, Faculty Developments Programs(FDP) presented/ attended/ participated:

- a)International/ Foreign Conference
- b)Indian/ National level Conference

c)Regional Conferences and others

Detail List Enclosed

Extra Curricular Activities:

1. Acted as Co-ordinator for Zenith a week interdepartmental management festival from 16th to 21st May, 2011
2. organizer and active participant in many management and cultural programs in degree as well PG.

Personal Details:

Father Name : Ramachandra.H.Natekar

Permanent Address : H.No: 3-798/1, Hanuman Nilaya, Gazipur, Gulbarga -01

Annexure: Category E (ii) Papers Presented in Conferences, Seminars, Workshops, Symposia:

Sl No:	Name of the seminar/symposia/conference/workshops etc	Name of the organizer	Duration		Nature of participation
			From	To	
1.	International conference on “women writers and reserchers cramp”	Puducherry academic researchers academy	7 th mar 2021	7 th mar 2021	Presented paper entitled “impact of over the counter sales (OTC) of medicines on women health”
2.	International conference on “ethics and governance in business”	Siddganga institute of technology, India & infinite sum modelling USA	15 th dec 2020	16 th dec 2020	Presented paper entitled “impact of stress on work-life balance with respect to bank employees.
3.	National conference on exploring the gateways in higher education: culture, transition and transformations	GFGC Saligrama College Mysuru	28 th Feb 2019	1 st Mar, 2019	Presented paper entitled “Higher education and women: Issues and perspectives

4.	National conference on exploring the gateways in higher education: culture, transition and transformations	GFGC Saligrama College Mysuru	28th Feb 2019	1st Mar, 2019	Presented paper entitled Role of Social Media in Education among undergraduates students
5.	4 th National HR Conference on HR 360 – Talent, Technology and Ideas	School of Commerce studies, Jain Deemed University, Bangalore	28th Feb,2019	28th Feb,2019	Presented paper titled Enhancing performance of employee through employee engagement
6.	National Conference on Strategies for business potentiality and sustainability	Vidya Jyothi Institute of Technology, Hyderabad	23rd Feb, 2019	23rd Feb, 2019	Presented a paper titled Employee Engagement
7.	National level conference on QAESHE 2019	B.V.Bhoomaraddi college, Bidar	22nd Feb,2019	23rd Feb,2019	Presented paper entitled” Job of executives in higher education”.
8.	International conference on contemporary issues and futuristic trends in management	Vijaya institute of management Dindigul	19feb 2019	19th feb 2019	Presented a paper on”staff training and development as a tool for high employee performance in an organization”
9.	International conference on Emerging trends in business and management	Nehru Memorial College, Puthanampatti, district Tiruchirapalli	12th Feb 2019	12th Feb, 2019	Presented paper entitled “Corporate social responsibility in Today’s competitive world”.
10.	International conference on Quality Teacher Education vis-à-vis school education	Dept of Education, Osmania University, Hyderabad	24th Jan, 2019	25th jan,2019	Presented paper entitled The Role and impact of Technology in Education
11.	International conference on Latest innovations in engineering, Management , social science and Education	Gurukul Institute of Engineering and Technology, Kota and the International centre Goa	28th Oct, 2018	28th Oct,2018	Presented paper titled “work-life integration at Central University of Karnataka”.
12.	National conference on Passion and Relationship a new mantra of HR	Dnyansagar Institute of Management and Research, Pune	16th Feb 2018	17th Feb, 2018	Presented a paper titled”History and evolution of work life balance”.
13.	National Level seminar on impact of cashless economy-challenges and opportunities	Annasaheb waghire arts, science and commerce college, Junnar, Dist Pune	31st Jan 2018	1st Feb 2018	Presented paper on Role of Online Banking system in the cashless economy.
14.	International Conference on Recent trends in Commerce and Management.	Gramonnati mandal’s arts, commerce and science college, Narayangaon	9th jan 2018	10th jan 2018	Presented paper entitled ”stress management among employees of banking sector”.

15.	International conference on advance studies in Engineering and sciences	Sri Satya Sai University of Technology and Medical sciences Indore	2nd Dec 2017	2nd Dec 2017	Presented paper titled “ a study on performance management as human resource tool
16.	12 th International conference on recent trends in engineering, science and Management	Institution of Electronics and Telecommunication Engineers, Osmania University campus, Hyderabad	19th Nov 2017	19th Nov 2017	Presented paper entitled Rising of New Issues and trends in Human Resource Management and Development”.
17.	One day multi-disciplinary conference on Digital Payment system and Rural India	North Maharashtra University, Jalgaon	7th Oct, 2017	7th Oct, 2017	Presented paper entitled “New Era of Digital E-payments in Banks”.
18.	International Conference	Dept of Management and Economics, and SC/ST Cell, Akkamahadevi women’s University, Vijayapura	6th Apr, 2017	7th Apr, 2017	Presented paper entitled Dr.B.R.Ambedkar’s role in Women Empowerment
19.	Refresher Course on Soft Skills and Personality Development(Management)	HRD Centre, UGC Sponsored , University of Mysore	17-2-2017	09-03-2017	Participated.
20.	International Conference “37 th World Management Congress”.	Indo Global chamber of commerce, industries and agriculture in association with Indira Gandhi Technical and Medical Sciences University, Arjunnagar, Goa	3rd Dec, 2016	4th Dec, 2016	Presented paper entitled: Employee Retention in Indian BPO Sector.
21.	One day National Seminar on Empowerment of women through Entrepreneurship- role of start-up India-stand up India”.	Anjuman Arts, science, commerce college in association with BLDEA’s college of Engg and Tech, Vijayapur	24th Sept, 2016	24th Sept, 2016	Presented paper entitled”Charms and cautions for women entrepreneurs of India.
22.	International Conference on “Financial Inclusion in India”.	Basaveshwar commerce college, Bagalkot	10th Sept, 2016	10th Sept, 2016	Presented paper entitled” Worklife balance in BPO Sector”.
23.	International Conference on “Financial Inclusion in	Basaveshwar commerce college,	10th Sept,	10th Sept,	Presented paper entitled “Stress Management in

	India”.	Bagalkot	2016	2016	manufacturing industrial employees”.
24.	One day workshop on Women Employees of Higher Education in Karnataka: Struggles and Success”.	Indian Council of Social Science Research (ICSSR)	25th Aug, 2016	25th Aug, 2016	Participated in focus group discussion
25.	21 days workshop on Research Methodology and statistical analysis.	SC/ST cell & Dept of Library & Information Science, KSWU, Vijayapur	28th June 2016	19th July 2016	participated
26.	National Seminar on Women and contemporary Issues”.	Women’s Study Centre and Women’s studies dept of KSWU, Vijayapur	8th Mar, 2016	8th Mar, 2016	Participated
27.	International Conference on “Strategies for sustainable growth of E-Commerce”.	Dept of Commerce, V.H.N.Senthikumara Nadar college, Virudhanagar, Tamilnadu	24th July, 2015	25th July, 2015	Presented paper entitled” Social Networking: An imminent tool for marketing”
28.	International Conference on “Empowering Employability in Business Education”	Dept of Commerce and Management , Sri Sri Shivalingeshwara swamy Govt first grade college, Channagiri, Davangere	6 th May, 2014	6 th May, 2014	Presented paper titled “Competency Mapping - A tool for HR Excellence”.
29.	National Seminar on “Leading issues in Indian Economic Policy”.	Dept of Studies in Economics, KSWU, Bijapur	25 th Mar, 2014	26 th Mar, 2014	Presented paper entitled “Good corporate governance- A need of an hour”.
30.	XXXII Annual National Conference of Indian society of Professional social work	Dept of Social Work, KSWU, Bijapur	20 th Jan, 2014	22 nd Jan, 2014	Presented paper entitled “Harnessing innovation for women’s Empowerment.
31.	National Seminar on “Social aspects in Marketing Management for 21 st Century”.	Dept of Studies and Research in Commerce and Management KSWU, Bijapur	21 st Nov 2013	22 nd Nov, 2013	Presented paper titled “Pros and cons of Ethical advertisement for 21 st Century”.
32.	One day seminar on “ Recent advances in Computer Applications”	Dept of Computer Science & SC/ST Cell KSWU, Bijapur	27 th Feb, 2013	27 th Feb, 2013	Participated
33.	21 days workshop on Feminist Research Methodology	UGC Sponsored Women’s study center,	16 th Jan, 2013	6 th Feb, 2013	Participated

		KSWU, Bijapur			
34.	12 th International Conference on Global Contemporary issues, innovations and future challenges in Business, IT and Management	Research Development Association and Research Development Research Foundation, Jaipur in collaboration with Rajasthan chamber of commerce and industry, Rajasthan.	5 th Jan, 2013	6 th Jan, 2013	Presented paper on “Digital Marketing: An overview”.
35.	6 th International Research Conference on Entrepreneurship	Padmashree.Dr .D.Y.Patil University Navi Mumbai	8 th Dec, 2012	8 th Dec, 2012	Presented paper entitled” Issues in Woman Entrepreneurship
36.	International Conference on Management and Behavioural Sciences	Society of Management and Behavioural Sciences, Ahmedabad	1 st Dec, 2012	2 nd Dec, 2012	Presented paper titled “Role of Technology in Managing Human Resources”.
37.	International interdisciplinary Research conference on “Changes, challenges and consequences in Commerce, Management, Engineering, Technology, Environment and social sciences”.	Choice Institute of Management Studies and Research Shirdi	24 th Sept, 2012	25 th Sept, 2012	Presented paper on “Indian Retail Industry – an overview.
38.	International Conference on “Innovations in Management Practices”	Kristu Jayanti College of Management and Technology, Bangalore	20 th Apr, 2012	21 st Apr, 2012	Presented paper on “Marketing Innovations: A tool for Business Luminosity”.
39.	National Conference on “Contemporary Management Practices and Just Society”	Vijayanagara Institute of Management Studies, Vijayanagara Sri Krishnadevaray University, Bellary and Bellary District Chamber of Commerce and Industries (BDCCI), Bellary	30 th Mar, 2012	31 st Mar, 2012	Presented paper on “Quality of Work Life (QWL) : A Shifti”
40.	National Level Seminar	A.S.Patil College of Commerce, Bijapur	2 nd Mar, 2012	3 rd Mar, 2012	Presented paper on “Human Rights Violation in small and medium scale

					industries”.
41.	International Seminar on Ethics Governance and IFRS	Department of Commerce, SDM College, Ujire	24 th Feb,2012	25 th Feb,2012	Presented paper on “Corporate Governance: A Glimpse”
42.	International Conference on Frontier Global Issues and Challenges in the New Millennium on Emerging Economy, Accounting, Finance, Information and Communication Technology, Business and Management	Research and Development Association and Research Development Research Foundation, Jaipur	5 th Jan, 2012	6 th Jan, 2012	Presented paper entitled “International Human Resource Management (IHRM) - Issues and challenges.
43.	International Conference on “Innovative Business and Technology strategies for Developing countries”.	Asian Management Science Association and Putra Intelek International college, Malaysia organized at Dubai	16 th Dec, 2011	17 th Dec, 2011	Presented paper in absentia entitled “Enhancing collaborative CRM with Mobile Technologies”.
44.	National Seminar on “Changing face of India Incorporate: Innovative practices”	Shri. Vaishnav Institute of Management, Indore Madhya Pradesh.	3 rd Dec, 2011	3 rd Dec, 2011	Presented paper on “Service Innovation: A conceptual Framework”. Full article got published in their book with ISBN 978-93-81583-12-8
45.	Workshop on “Research Methodology”	A S Patil College Commerce (Autonomous) Bijapur	19 th Nov, 2011	19 th Nov, 2011	Participant
46.	National Seminar on “Micro Finance and Women Empowerment”.	Nrupatunga First Grade college, Sedam dist Gulbarga	21 st Oct, 2011	22 nd Oct, 2011	Presented paper on” Microfinance: The effective tool for women empowerment in India”.
47.	Training Program for PU College Lecturers of Bijapur District	P U Board, Government of Karnataka Bijapur	14 th Oct, 2011	14 th Oct, 2011	Resource Person
48.	Live Phone in Program to answer the queries of listeners’ reg. preparation for KSET Examination.	All India Radio Bijapur	4 th Oct, 2011	4 th Oct, 2011	Radio Talk
49.	National Symposium on “Women’s Reservation Bill”	Directorate of SC/ST and OBC Cell, KSWU, Bijapur	29 th Mar, 2011	29 th Mar, 2011	Organizing Committee Member
50.	National Symposium on “Women’s Reservation Bill”	Directorate of SC/ST and OBC Cell,	29 th Mar, 2011	29 th Mar, 2011	Participant

		KSWU, Bijapur			
51.	National Seminar on Gender and Human Rights: The Role of Media	Dept. of Journalism and Mass Communication, KSWU, Bijapur	26 th Mar, 2011	27 th Mar, 2011	Presented paper on “Terrorism and Human Rights”
52.	“Spurthi” National Level Conference	KLE Society’s, Institute of Management Studies and Research, Hubli	25 th Mar, 2011	26 th Mar, 2011	Presented paper on “Building Investors Confidence Through Corporate Governance”
53.	Chintan Manthan Program on Contemporary Challenges Before Women	KSWU, Bijapur	08 th Mar, 2011	08 th Mar, 2011	Participant
54.	UGC Sponsored Workshop	Karnataka State women’s University, Capacity building for women managers in Higher Education, Bijapur	20 th Jan, 2011	20 th Jan, 2011	Presented Manual IV- Managing Personal and Professional Roles” as Resource Person
55.	4 th International Research Conference on “Entrepreneurship”	Padmashree Dr. D. Y. Patil University, Navi Mumbai	18 th Dec, 2010	18 th Dec, 2010	Presented paper on “Financial Investment in Young India: A Business Opportunity”
56.	Guest Lecturer	Shri Sangameshwar Arts and Commerce College, Chadchan	15 th Dec, 2010	15 th Dec, 2010	Lecture on “Marketing Management”
57.	National Seminar	S V M Arts, Science and Commerce College, Ilkal	22-11-10	23-11-10	Presented paper on “Indian Granite Prospects”
58.	International HR Conclave “4 Es of HRM”	Mahatma Gandhi College, Guntur	29 th Oct, 2010	31st Oct, 2010	Presented paper on “Employee Engagement”
59.	National Conference on “Management & Technology”	PES Institute of Technology and Management, Shivamogga	22 nd Oct, 2010	23 rd Oct, 2010	Presented paper on “Consumer Behaviour Towards Jeans – A Case Study of Bellary”
60.	National Seminar on “Service Sector-Challenges and Opportunities”	K R Bellad Arts and Commerce College, Mundargi	14 th , Oct, 2014	14 th , Oct, 2014	Presented paper on “New Dimensions in Service Sector”
61.	Two Days Workshop on “Ways and Means of Maintaining Discipline in the Campus”	KSWU, Bijapur	7 th Jun, 2010	8 th June, 2010	Participated
62.	International Seminar on “Sultana Chandbibi From Historical and Feminist Perspective”	Karnataka State Women’s University, Bijapur	8 th Mar, 2010	8 th Mar, 2010	Participated
63.	International Research	Centre for	20 th Feb,	20 th Feb,	Participated

	Conference 2010 “Service Management – The Catalyst”	Management Research, Kohinoor Business School, Khandala	2010	2010	
64.	UGC Sponsored “Capacity Building of Women Managers in Higher Education” Training for Trainers Workshop	Bishop Cotton Women’s Christian College, Bangalore	8 th Feb, 2010	13 th Feb, 2010	Participated
65.	7 Days Workshop on Research Methodology	Directorate of SC/ST Minority and OBC Cell, KSWU, Bijapur	27 th Jan, 2010	2 nd Feb 2010	Organizing Committee Member
66.	Training Program on HRD Program	Bijapur Dist. Non-Agriculture Credit Cooperative Societies Association Ltd., Bijapur	23 rd Jan 2010	23 rd Jan 2010	Resource Person
67.	International Symposium on Women Achievers	Karnataka State Women’s University, Bijapur	13 th Jan, 2010	13 th Jan, 2010	Participated
68.	International Conference	RV Institute of Management, Bangalore	10 th Dec, 2009	11 th Dec, 2009	Presented a paper titled “Advertising and Promotional strategies: A Key to Business Success”
69.	UGC Sponsored 47 th Orientation Programme	Academic Staff College, Karnataka University, Dharwad	4 th Nov, 2009	1 st Dec, 2009	Participated
70.	UGC Sponsored Two-Day National Level Conference on “Special Economic Zones – An Indian Perspective	Vijaynagar College, Hospet	25 th Sept, 2009	26 th Sept, 2009	Presented a Paper “The role of SEZs on employment generation “
71.	UGC Sponsored National Seminar on “Empowerment of Women : A Multi-dimension Approach”	Veershaiva College , Bellary	11 th Sept, 2009	12 th Sept, 2009	Presented a paper on “Empowering women through education”.
72.	International Conference	CPRAC SIS, Thrissur, Kerala	27 th Jun, 2009	28 th Jun, 2009	Presented a paper titled “Technology and Humanities”
73.	UGC Sponsored Two-Day National Level Conference on “Gender Equity – A Key to National Development”	Smt. Ugamadevi Bhawarlal Nahar Theosophical Women’s College, Hospet	24 th Mar, 2009	25 th Mar, 2009	Paper presented entitled “Women Entrepreneurship “
74.	Two-Day National Seminar	Dept. of Economics,	23 rd Mar,	24 th Mar,	Presented a paper

	on “Women Empowerment in India: Issues and Challenges”	Osmania University, Hyderabad	2009	2009	“Employment of women in Organized and unorganized sector”
75.	National Conference on “Economic Recession and Management Strategies”	Dept. of Studies and Research in Commerce & Management, KSOU, Mysore	21 st Feb, 2009	22 nd Feb, 2009	Participated
76.	UGC Sponsored “Capacity Building of Women Managers in Higher Education” Sensitivity/Awareness/ Motivation Workshop	Mangalore University, Mangalore	2 nd Feb, 2009	6 th Feb, 2009	Participated
77.	National Seminar on “Strategies to achieve Double Digit Growth in Indian Economy – Need for a Big Push and Holistic Approach to Indian Growth Process”	INC- Mysore	24 th Jan, 2009	24 th Jan, 2009	Participated
78.	National Seminar on “Globalization & Women, Its Impacts, Challenges, Opportunities”	ABVP and VSS, Andhra Pradesh	26 th July, 2008	27 th July, 2008	Participated

Annexures: Category III (A) Published Papers in Journals: (Encl. No. 9)

Sl. No	Topic	Publication	Date/ Year of Publication	ISSN No., Vol., Issue and Page No.
1.	Role of Anganwadi Teachers in the overall development of women and child (Special reference to the nutrition	Research Journal of Philosophy and Social Sciences, Anu Books, Meerut	2010	ISSN No.: 0048-7325, Vol. XXXVI 2010, No. 2 and Page No.:37-55

	and health care of women and child).			
2.	Human Resource Accounting (HRA)	Research Journal of Philosophy and Social Sciences, Anu Books, Meerut	2010	ISSN No.: 0258-1701, Vol. XXXV 2010, No. 2 and Page No.: 7 -14
3.	Listening Skills: An Essence To Communication	Research Journal of Philosophy and Social Sciences, Anu Books, Meerut	March 2011	ISSN No.: 0258-1701, Vol. XXXVI, No. 1, and Page No. 209-216
4.	HRM – Issues and Challenges	Research Journal of Philosophy and Social Sciences, Anu Books, Meerut	March 2011	ISSN No.: 0048-7325, Vol. 35, No. 1, and Page No.: 77 to 92
5	Celebrity Endorsement: It's impact on brand	THAVAN IJRMM	Jan-March 2012	ISSN: 2277-1468
6	Indian Retail Industry: An Overview	International Journal of Business, Management and Social Sciences	Sept 2012	ISSN: 2249-7463, Vol. II, Issue 1(111) pg no: 117 to 122
7	Competency Mapping- A tool for HR Excellence	Acme Intellects International Journal (AIJRMSST)	May 2014	ISSN: 2320-2939 Special Issue Vol: 1 No:3, Page No: 170-174
8	Problems of Higher Education in India	International Research Journal of Commerce, Management and Social Sciences ((IRJCMSS)	July-Dec 2014	ISSN No: 2321-9831, Vol. II, Page no:200 to 206
9	Corporate Social Responsibilities and its difficulties in implementation.	International Research Journal of Commerce, Management and Social Sciences ((IRJCMSS)	Jan-June 2015	ISSN No: 2321-9831, Vol. I page no:1 to 3
10	Social Networking: An	Intercontinental Journal	Jan-	ISSN-2350-0891, Vol-III, Issue 2,

	Imminent tool for Marketing	of Marketing Management (ICJMM) Impact Factor : 1.235	2016	Pg no: 24 to 28
11	Perception of research scholars on E-payment modes offered by Bank	Indian Journal of Research in Commerce, Management, Engineering and Applied Science. (IJRCMEAS)	Sept 2016	ISSN-2454-6593, Vol-V, Pg no: 130-137
12	Work-Life Balance in BPO Sector	Indian Journal of Research in Commerce, Management, Engineering and Applied Science. (IJRCMEAS)	Sept 2016	ISSN-2454-6593, Vol-XI, Pg no: 36-38
13	New era of Digital E-payments in Banks”.	Research Dimensions	Oct,2017	ISSN:2249-3867, Impact factor: 5.1899(UIF) Pg no: 60-70
14	Rising of New Issues and Trend in Human Resource Management and Development”	International journal of Advance Research in Science and Engineering,	Nov 2017	ISSN:2319-8354), Issue No:11, Vol-06, Page No:110-115
15	Perception of Research scholars on E-payments modes offered by banks	Review of Research International Online Multi-disciplinary journal	Dec 2017	ISSN: 2249-894X , Impact factor 5.233, Vol- 7, Issue-3, Pg no: 79-84
16	A study on performance management as Human Resource Tool	IJERMCA (International journal of enhanced research in Management and Computer applications)	Dec 2017	ISSN: 2319-7471, Impact Factor: 3.578, Vol-6, Issue 12.
17	Role of online banking system in the cashless	International research journal of	Jan,	ISSN(Online) 2454-8499,

	economy	multidisciplinary studies special issue on impact of cashless economy- challenges and opportunities	2018	Impact factor 1.3599, Volume 4, Issue 3, pg no: 79-82
18	“Perception of career opportunities among SC/ST post graduate students of Akkamahadevi Women’s University, Vijayapura”. Research Dimensions,	Research Dimensions - International Recognition interdisciplinary Research Journal	Jan 2018	(ISSN No: 2249-3867) Impact factor 5.1899, Vol-3, Issue no: 9, Page no: 06-09.
19	Online buying behavior of consumers(A case study of PG students’ buying behavior towards online shopping	”. Research Direction – International Recognition interdisciplinary Research Journal	Jan 2018	ISSN: 2321-5488)Impact factor: 5.1723, Vol No:5, Issue No: 7, pg no: 79-81.
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