

## RESUME

**NAME** **Dr. Asifulla A**  
**Designation** : Assistant Professor  
**Department** : MBA  
**Qualification** : MBA., Ph.D., D.Litt., (M.Com)  
**Areas of Specialization** : Marketing Management  
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### Vision

Teaching the present generation of learners with today's knowledge. To provide a learning environment in which I and my students can discover, examine critically, preserve and transmit the knowledge, wisdom and values to improve the quality of life. My primary goal is to deepen and extend my research areas, and promote collaboration at my institution.

### Educational Qualifications

Sl. No.	Degree	Specialization/ Subjects	University	Year of Award/ Passing
1	PhD.,	Consumer Behaviour	Davangere University	2019
2	M.Phil.,	-----	-----	-----
3	NET/SLET	Management	UGC	2012
4	PG	MBA-Marketing	Davangere University	2012
5	UG	BBM	Kuvempu University	2008

### Professional Details (Academic/Research Experience)

Sl. No.	Designation	Institution/University	UG/PG	From	To
1	Teaching Assistant	Davangere University	PG	2012	2019
2	Assistant Professor	Davangere University	PG	2019	Till date

### Areas of Research Interest:

1.	Consumer Behaviour, Retail Management, Management, Advertising and Brand Management, Sales Management, E-Commerce, Digital Marketing.
2.	Human Resource Management.
3.	Banking and Insurance, Micro Finance, and General Management.

<b>Academic/Administrative responsibilities:</b>	
1.	BOS Member at – <b>Department of Studies in URDU, Davangere University</b>
2.	BOE Chairman at – <b>Member of BOE, Department of MBA, Davangere University (2020-21)</b>
3.	Reviewer/Editor for <b>GLOBAL JOURNAL OF MULTIDISCIPLINARY STUDIES Journal from 2019</b>
4.	Worked as Head of the department at - <b>Department of Studies in Urdu, Davangere University</b>
5.	Worked as NAAC Co-ordinator at - <b>Assistant Co-ordinator, IQAC Davangere University.</b>
6.	Any coordinator/in-charge/responsibilities – <b>Coordinator to the Department of Studies in URDU, Assistant Co-ordinator, IQAC Davangere University.</b>

<b>Research Projects: Applied For Various Research Projects</b>					
Sl. No.	Title of the Project	Funding Agency	Project Budget	Period	Status
1.	<b>“A study on contributions of state public universities in community development activities and its implementation”</b>	<b>Association of Indian University</b>	<b>Rs. 5 Lakh</b>	<b>1-2 Years</b>	<b>Applied</b>
2.	<b>“A study on Employability Skill development practices in universities of Karnataka State- with special reference to social science studies”</b>	<b>ICSSR-IMPRESS</b>	<b>Rs. 5 Lakh</b>	<b>1-2 Years</b>	<b>Applied</b>
3.	<b>“A study on Women Psychology towards service benefits offered: A Review of Karnataka Civil Service Rule”</b>	<b>National Commission for Women</b>	<b>Rs. 5 Lakh</b>	<b>1-2 Years</b>	<b>Applied</b>
4.	<b>“Impact of Covid-19: TRP Analysis of University Teachers and Students of Karnataka state”</b>	<b>ICSSR</b>	<b>Rs. 5 Lakh</b>	<b>1-2 Years</b>	<b>Applied</b>

<b>Research Publications:</b>			
<b>a) International Journals</b>			
Sl.No	PAPER TITLE	Journal Name and ISSN Number with Issue and Volume Numbers	DATE & YEAR
01.	Consumer Protection Act, 1986: Issues and Challenges	International Journal of Emerging Research in Management & Technology ISSN: 2278-9359	April, 2013

		(Volume-2, Issue-4)	
02.	Emerging Issues Of Management Education <b>(a conceptual frame work)</b>	International Journal of Multidisciplinary Research ISSN 2231-5780 <b>Vol.3 (6),</b>	June, 2013
03.	Rural Consumers Brand Choice Behavior For Mobiles	International Journal of Business Economics & Management Research ISSN 2249- 8826 ZIJBEMR, Vol.3 (6),	June, 2013
04.	Brand preference of students towards choosing Cellular service providers in advancer city	Asia Pacific Journal of Marketing & Management Review ISSN 2319-2836 Vol.2 (10), October (2013)	Oct, 2013
05.	Why MBA students are not employable? (with reference to davangere MBA students)	International journal of research in commerce, it & management ISSN 2231-5756, volume no. 3 (2013), issue no. 08 (august)	Aug. 2013
06.	“Employability: A required contribution of student, employer, and a teacher”	ACME Intellects, international journal of research in management, social sciences and technology. Special issue, volume 01 no:03, ISSN-Print 2320-2939	6th may 2014
07.	“Emerging Issues Of Management Education”	ACME Intellects, international journal of research in management, social sciences and technology. Special issue, volume 01 no :03, ISSN-Print 2320-2939	6th may 2014
08.	“A study on job satisfaction of Insurance Agents in Davangere District”	AIJRMSST, Bangalore Insurance Institute and ACME Intellects, international journal of research in management, social sciences and technology. Special issue 02, volume no:02, ISSN-Print 2320-2939 Impact Factor: 1.537	22nd Nov 2014
09.	“Factors affecting the demand for insurance in Davangere city: An empirical Analysis (with special reference to users and non-users of insurance)	AIJRMSST, Bangalore Insurance Institute and ACME Intellects, international journal of research in management, social sciences and technology. Special issue 02, volume no:02, ISSN-Print 2320-2939 Impact Factor: 1.537	22nd Nov 2014
10	“Make In India: Role of Consumer Ethnocentrism in Buying decision”	International Journal of Research in Management Studies., Volume-02, Issue-5. ISSN-2321-4864	March, 2016
11.	“Factors Influencing consumer Adoption of Mobile banking”	International Journal of Advanced Management and Research, Volum.06, Issue-02, ISSN-2393-9664	Feb, 2018
12.	“Consumer adoption of M-Banking: A role of Cognition”	KAAV International Journal of Economics, Commerce and Business Management, Vol:5, Issue:02, ISSN:2348-4969.	Aprl-Jun 2018
13.	The Role of Cognition on Consumer Attitude towards Adoption of M-Banking	Journal of the Gujarat Society: UGC CARE list-D. ISSN-0374-8588, Volume 20, Issue-2. Impact Factor-4.3,	Sep 2019.

14.	“A study on behavioral intention and Satisfaction level of customers towards M-Canteen”.	MukthShabd Journal, (UGC Care Group I Listed Journal) ISSN:2347-3150VolumeIX, Issue-V	MAY-2020
15.	“A study on consumer behavioral Intention towards online food services in Davangere City”.	Alochana Chakra Journal, (UGC Care Group I Listed Journal) ISSN: 2231-3990, Volume-IX, Issue-V	MAY 2020
16.	“Post Adoption Behaviour of Non-Teaching Staff Towards BAS in Davangere University.”	JuniKhyat ISSN: 2278-4632 (UGC Care Group I Listed Journal) Vol-10 Issue-9 No.02 September 2020	SEPT 2020
17.	Financial Crisis and Merger of Financial Institute: A Case study of Laxmi Vilas Bank	KA AV International Journal ISSN: 2348-4969	2020

#### b) National Journals

Sl.No	PAPER TITLE	Journal Name and ISSN Number with Issue and Volume Numbers	DATE & YEAR
01.	“TRP Analysis of Faculties”	MSR Journal of Management, Vol-01 Issue-02, ISSN-2321-7383	Dec-2013

#### c) National Conference

Sl.No	Paper Title	Place/Institute Organized	Date & year
01	‘Emerging Trends in Retail Sector’	SSSS Colleg Chengiri.	11th March, 2011
02	‘Customer Churning’	St.Joseph college Mangalore	29th Sep, 2011
03	‘Employee Attrition in Trusted Elephant’	Department of Business Administration Tumkur.	19th Nov, 2011
04	‘Challenges In Creating Brand Awareness For Micro Industries ’	BIET Davangere.	16-17th March, 2012
05	“Effective Rural Marketing Mix Strategy and Media Influence on Rural Consumer”	IMSR Kuvempu University, Shivmoga.	10-11th May, 2012
06	‘challenges ahead for WAL-MART in India’	Department of Studies and Research in Commerce Tumkur University, Tumkur.	25th august, 2012
07	‘customer perception towards E-Retailing and E-Tailing strategies’	Tumkur University, Tumkur.	25th august, 2012
08	‘Multiculturalism: A Strategy To Increase Sales’	ALAMEEN Institute Bangalore.	12th Oct, 2012
09.	‘Consumer Adoption of Electronic Banking’	AVK college for Women, Davangere	2015

**d) International Conference**

Sl.No	Paper Title	Place/Institute organized	Date & year
01.	“Brand awareness: A challenge for Micro Industries”	BMS College of Engineering, Bangalore.	20-21th Dec 2012
02.	‘SERVQUAL Failure At SBM’	IIM, Bangalore	6-9th Jan, 2013
03.	“Home Delivery: A sustainable strategy of Kirana Stores”	SIET, Tumkur	7-8th Oct, 2013
04.	“Employability: A required contribution of student, employer, and a teacher”	Sri sri shivalingeshwara swamy govt. first grade college, channagiri	6th may 2014
05.	“emerging issues of management education”	Sri sri shivalingeshwara swamy govt. first grade college, channagiri	6th may 2014
06.	“The role of attitude as mediation to cognition and Behaviour intention in adopting mobile banking”	Inspira’s 03 days Virtual Conference	25th-27th Sept 2020
07.	“Green banking for sustainable growth: The role of self-efficacy as an antecedent on consumer cognition”.	Ontario International Development Agency 14th International Conference on Sustainable Development Toronto, Canada	October 06-07, 2020
08.	Impact of Demonetization (An Event of some select global indices)	V.P Institute of Management studies and Research, Sangli.	27th August 2021

**e) Articles Publication In Edited Volumes: With Isbn Number**

Sl.No	Paper Title	Place/Institute	Date & year
01.	‘Management Education in Crisis!’	Department of Business Administration Tumkur University, Tumkur, first edition- Himalaya Publishing House, Bangalore, ISBN-978-93-5097-182-6	31st oct, 2012
02.	“E-Tailing: Issues and Challenges”	East point College of Engineering and technology, Niruta Publications Bangalore. ISBN-978-81-923424-5-0	28th March, 2013
03.	“Failure Of Social responsibility by BBMP Bangalore”	New Vistas and Horizons in Management, Niruta Publications Bangalore. ISBN-978-81-923326-8-0	2014
04.	“Attitude of Female Commerce and Management Students towards choosing Entrepreneurship as a carrier option”	Department of commerce, Davangere university. ISBN-978-81-928540-0-7	2013
05.	“Aadhaar A Number or Identity Card”?	Department of Management and Commerce Amrita Vishwa Vidyapeetham, Mysore Campus. ISBN-	26th April, 2013

		978-81-924422-4-2	
06.	“Customer Service Value Analysis”	“Research in Innovative practices in business and information technology” ADARSH institute of management and information technology and Stevenson University, USA. Jitendra Mardia Publishers, Bangalore ISBN: 978-1-63452-467-4	2014

**f) Book Published / Book Chapters Published:**

➤ **Title** : Introduction to Electronic Banking  
**Topic** : *Electronic Banking*  
**Authors** : Dr.Asifulla A  
**Publisher** : Edu creation Publisher << Year-2016 >>

➤ **Title** : Marketing Management  
**Topic** : *Marketing Management*  
**Authors** : Dr.Asifulla A  
**Publisher** : <<Publisher : Pulani and Pulani, Bangalore>> << Year-2016 >>

**g) Conference/ Workshops/Trainings attended/organized:**

Sl. No	Title	Place	No. Of Days	Date
01.	Workshop on Research Methodology & Data Analysis Using SPSS	Acharya Bangalore B-School, Bangalore	02	21 <sup>st</sup> -22 <sup>nd</sup> January, 2013.
02.	Symposium on Management Education Development	Bapuji-B School Davangere	01	01 <sup>st</sup> August 2013.
03.	The Teacher as a Mentor	Bapuji Academy of Skill Development, Bapuji B-School, Davangere	02	26 <sup>th</sup> -27 <sup>th</sup> , June 2015
04.	FDP on Industry 4.0 : Building the Digital Enterprises”	Kaamadhenu Arts and Science College , Commerce Association.	01	10-05-2020
05.	“One week National level FDP on Covid-19 issues, challenges and interventions in the contemporary crisis”.	GFGC, Malur, Bangalore.	One Week.	30 <sup>th</sup> April to 6 <sup>th</sup> May.2020
06.	One Week FDP on “MOOCS, E-content and OER”.	GFGC, Hungund, Karnataka.	One Week	28 <sup>th</sup> may to 3 <sup>rd</sup> June 2020.
07	One Week FDP on Strategy (AICTE ATAL)	Amity Business School	One week	07-12-2020 to 11-12-2020
08	One Week FDP on Operations Management (AICTE ATAL)	Rajasthan Technical University	One week	23-11-2020 to 27-11-2020
09	One Week FDP on Technology	Dr. B R Ambedkar	One	04-01-2021 to

	Management (AICTE ATAL)	National Institute of Technology	week	08-01-2021
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#### **h) Organizing Committee Member**

<b>Sl. No</b>	<b>Title</b>	<b>Place</b>	<b>No. Of Days</b>	<b>Date</b>
01.	Acted as an organizing committee member to organize National Conference at Institute of Management Studies	Institute of Management Studies, Davangere	01	17-12-2015
02.	Acted as an organizing committee member to organize National Conference at Institute of Management Studies	Institute of Management Studies, Davangere University	02	22nd and 23rd December 2017
03	Acted as an Coordinating committee member to organize National Conference at GFGCW, Davangere	ARM FGC and PG Center, SBI ADBBranch, GFGCW, Davangere ICSSR Sponsored	02	13th and 14th October 2017
04	National Level Workshop On "Entrepreneurs: Creators of Opportunity"	Institute of Management Studies, Davangere University	01 Day	17/12/2019
05	Acted as organizing coordinator "How to catalyze our potential during lockdown and EFT".	Institute of Management Studies	<b>01 day.</b>	<b>23<sup>rd</sup>May 2020.</b>
06	Acted as a organizing coordinator "Personal Finance Management and Atmanirbhar Bharat".	Institute of Management Studies	<b>01 Day.</b>	<b>30<sup>th</sup>May 2020.</b>
07	Participated as organizing committee member in Research Workshop in collaboration with Kirloskar Institute of Advanced Management Studies	Kirloskar Institute of Advanced Management Studies	<b>03 Days</b>	<b>2020</b>
08	Participated as organizing committee member in Research Workshop in collaboration withTumkur University	Tumkur University	<b>02 Days</b>	<b>2020</b>
09	How to handle mental stress in covid-19 DIMANS-IQAC	Institute of Management Studies ,Davangere University	<b>01 Days</b>	<b>2020</b>
10	As a organizing committee members organized one day webinar on "Copyright and Trade mark"	In Association with IQAC cell Davangere University	<b>01 Day</b>	<b>22/11/2020</b>
11	As a organizing secretary organized one day webinar on "Course objectives,	In Association with IQAC cell	<b>01 Day</b>	<b>23/11/2020</b>

Program objectives and Program specific objectives”	Davangere University		
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**i) Achievements/Awards / Abroad visit / Professional Membership**

1.	Secured <b>Best Paper Award</b> on ‘Challenges in Creating Brand Awareness for Micro Industries’ in 4th National conference at BIET Davangere.
2.	Secured “ <b>Young Researcher Award</b> ” from Integrated Intelligent Research. Chennai. In year 2017.
3.	Secured D.Litt from South American University, USA in 2017
4.	Secured “ <b>Best Research Publication Award-2020</b> ” from Davangere University on the occasion of Teachers Day Celebration held in the month of September 2020.

**j) Details Regarding Online Course Completed.**

Sl.No.	Programme Title	Organizer Name and Address.	No. of Days	Date and Year	GRADE
1.	Online course on “Futuristic Accounting”.	Indian Accounting Association, Tiruchirapalli.	05 Days	11 <sup>th</sup> to 15 <sup>th</sup> April 2020	‘A’
2.	Online Course on Marketing Essentials	MOOCS/SWAYAM: IIM Bangalore	06 Weeks	2020	60.2%
3.	Short Term Training Programme	Institute of Business Management and Research, IPS Academy, Indore.	01 Week	26-04-2021 to 01-5-2021	A (68%)

**k) Participation As A Resource Person**

Sl. No	Title	Place	No. Of Days	Date
01.	<b>Organizational Sustainability</b>	Davan Institute of Advanced Management Studies, Davangere	01	17-02-2016
02.	One day online webinar on customer value and its importance.	KLE’s KLF Patil Institute of Business Administration, Ranibennur, Karnataka	01	21-07-2020



Personal Details		
<b>Gender</b>	<b>MALE</b>	
<b>Date of Birth</b>	<b>06-06-1987</b>	
<b>Contact details</b>	<b>Address for Communication</b>	<b>Permanent address</b>
	<b>Assistant Professor, Institute of Management Studies, Davangere University, Shivagangothri, Davangere.577007</b>	<b>S/o Abdul Mazed, #1121, Ward No:01, Behind AM Kirana Store, Main Road, Arasikere(p), Harapanahalli(tq), Bellary(dt)-583125</b>
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